

Comparative Study on Island Destination Attractiveness: a case of Jeju and Okinawa Islands*

Oh, Sang-Hoon**

Abstract

This paper investigates comparatively island destination attractiveness between Jeju, Republic of Korea and Okinawa, Japan. Importance-performance analysis (IPA) employed 22 attributes to identify each island's strengths and weaknesses in terms of attractiveness. The attributes of an individual destinations plotted in Quadrant I were very similar, however several attributes plotted in different quadrants. The IPA matrix provided a useful technique for measuring the attractiveness of the islands. The IPA matrix provides for island destinations to evaluate weaknesses affecting island tourism and attractiveness. This paper provides results that will be maximized when a synergy of public and private sectors when to optimize for island destination attractiveness.

Keywords: Island Tourism, Attractiveness, Destination, Importance-Performance Analysis

* The raw data which Ko, Kye-sung had collected for his another research was analyzed statistically for this paper

** Department of Tourism Management, Jeju National University, Jeju
Director of Tourism, Business and Economic Research Institute

I . Introduction

Travel and tourism is one of the world's largest industries. Recent growth in the number of tourists and tourism destinations has led to intensified competition among destinations. Tourists continually seek more diverse and unique experiences by visiting new locations. As a result, island destinations have become popular locations since the 1950s and have provided powerful themes for visitors. To attract visitors, particular island destinations must continue to provide new reasons for vacationers to choose islands over many other available destinations. Vacationers' satisfaction lead directly to a higher profitability of island business success (Ko, 2004). Compared with other industries on islands, tourism continues to be a key component and the cornerstone of its economy; moreover, it is an industry which holds unlimited potential for island prosperity (Sharpley, 2003). Currently, island destinations are trying to develop unique attractiveness to survive in a competitive tourism environment. Among the effect of these efforts, a variety of strategies that have emerged to plan and manage to attract domestic and global tourists.

Island destinations shares similar characteristics of diversity and unequal development. Each island has exotic natural attractions in the form of sun, sandy beaches and pristine seashore (Lockhart, 1997). Many islands combine beach attractions with hills and mountains and unique forms of flora and fauna. Therefore, many countries and islands are offering more of the same sun, sea, and sand in their marketing, but more and more tourists are looking for something different. The attractiveness of an island destination reflects the basic tourist decision making as perceived destination image becomes more important than destination reality. Therefore, tourists' perceived satisfaction of a destination is crucial to the success of destination tourism development.

The purpose of this study is to contribute to the fields of tourism planning and tourism marketing by providing the IPA matrix by which a measure of island destination attractiveness can be evaluated. This study provides empirical support for core components of attractiveness, as well as offering theoretical and practical contributions.

II. Review of Literature

1. Island Tourism

Much of the appeal of islands to tourists has always been related to their geographical separateness, a characteristic that has often helped preserve historical and cultural distinctiveness. These features and the almost universal appeal of 'sun, sea and sand' or the possibility of visiting an 'undiscovered paradise' have provided powerful themes to market islands to potential visitors (Lockhart, 1997). Because of this, islands have become one of the most attractive and important destinations for tourists (Conlin & Baum, 1995). Above all, the image of island life and landscapes among tourists are certainly very attractive.

Butler (1993) discovered that physical separateness, political independence, cultural differences and attractive climate and environment are major influences on tourist destination preferences. Island destination life-cycle stages, from exploration to decline could happen quite rapidly in island destination (Kokkranikal, McLellan & Baum, 2003).

As mass tourism has replaced travel, 'treasure islands' have become 'pleasure islands' (Lockhart, 1997). The feeling of separateness and difference, leisure, different climates, physical environments and culture affect the attractiveness of islands as tourism destinations. Island tourism planners are now seeking to diversify outside of the attractions of 'sun, sea and sand', which are typical of mass tourism, into special activity holidays and business travel characterized by higher spending patterns and niche segments of the market, such as the elderly who are most likely to visit outside the summer season (Lockhart, 1997)

Many island destinations are struggling to achieve sustainability for their economics in terms of their environments, their cultures, and their tourism industries (Pauline, John & Kem, 2005-12). Tourist destinations often offer a variety of products and tourists appealed to a destination are not a homogeneous market (Pauline, John & Kem, 2005-12). A destination is competitive if it can attract and satisfy potential tourists, and this competitiveness is determined by several factors. Tourism-specific factors are very important (Michael J. Enright & James Newton, 2005-12).

Jeju is the most famous tourism destination in Korea. Likewise, Okinawa is a well-known island destination in Japan. These East-Asian islands focus on tourism development and investment. Additionally, these islands are currently in the development stage (Pak & Yeo, 2004). Specifically, with regards to tourism development, both the FIC (Jeju Free International City) and OIC (Okinawa International City) are actively engaged in pursuing mega projects. It is due to these similarities that these islands were selected for this study.

〈Table 1〉 Two Islands' Tourism Industry Business

Tourist hotels	50	139
Convention centers	1	2
Golf courses	13	24
Museums	23	18
Casinos	8	N/A
Travel agents	458	105
Tourist Area	57	25
Festivals	46	26

Source: Jeju and Okinawa Provincial Government Data, 2004.

2. Tourism destination attractiveness and factors

Tourists consider overall destinations when deciding where to vacation (Kozak & Remington, 1999). A tourist destination is composed of attractions, infrastructure, transportation and its hospitality industry (Mill & Morrison, 1992). *Tourist destinations are the central elements of the tourism system.* Features of a destination can be classified under two main headings (Laws, 1995): 1) primary features including climate, ecology, culture and traditional architecture, and 2) Secondary introduced specially for tourism including hotels, catering, transport and entertainment. Together these two main elements contribute to the overall attractiveness of a tourist destination (Kozak & Remington, 1999). In various articles published in the tourism field, attempts have been made to define and measure destination attractiveness (Hu & Ritchie, 1993). Hu and Ritchie(1993) describe destination attractiveness as a reflection of the feelings, beliefs, and opinions that an individual has about the destination's ability to provide satisfaction in relation to his or her special vacation needs. This merits

measure of the ability of a destination or facility to draw tourists as a definition of attractiveness in this paper.

Researchers suggested that tourists decide to visit certain places because of certain factors or attributes that make those places appealing (Um & Crompton, 1990). From a marketing point of view, it is very important to identify factors or attributes that play significant roles in determining the attractiveness of a destination.

⟨Table 2⟩ Attractiveness factor and attributes

	Factor and attribute
Piperoglou(1966)	Classical monuments, Picturesque villages, Sunny Beaches
Gearing, Swart, & Var(1974)	Natural, Social, Historical, Recreational & Shopping, Infrastructure & Food & Shelter
Anderson(1975)	night entertaining, sight seeing, food & beverage cost, culture, weather & beach
Ferrario(1979)	Scenery, Wildlife, Vegetation, Tribal Bantu life, Town visits and shopping, Participation in local life, Sun and beaches, Historical monuments, Zoos and animal farms, Mine visits, Other ethnic groups, Sport amenities, Nightlife entertainment, Rock-art and archaeology, Open air activities, Technology and progress, Hunting safaris, Spectator sports, Spa resorts
Fakeye & Crompton(1991)	Attractions, Cultural facility, accommodation and transportation, cuisine and service, night entertaining
Hu & Ritchie (1993)	Food, Climate, Quality of accommodation, Scenery, Attitude toward tourists, Local transportation, Local price level, Communication, Shopping, Festival and events, Sports and recreational opportunities, Historical attractions, Uniqueness of the local people's way of life, Entertainment, Accessibility, Museums, cultural attractions
Milman & Pizam(1995)	Good value for money, Price, Suitable for families with children, Shopping bargains, Scenery, Weather, Hotels, Hospitable residents, Safety
Kozak & Rimmington(1998)	Attractions, Facilities and services, Infrastructure, Hospitality, Cost
Kim(1998)	Seasonal and Cultural Attractiveness, Clean and Peaceful environment, Quality of accommodation and relaxing facilities, Family-oriented amenities and safety, Accessibility and reputation, Entertainment and recreational opportunities
Formica(2000)	Tourism services, Cultural and Historical, Rural lodging, Outdoor recreation
Aziz(2002)	Geographical, Socio-cultural, Physical, Natural, Ancillary
Ko & Oh(2004)	Facility, Accessibility, Hospitality, Social mood, cost, crowd
Yeo et al(2005)	Accessibility, Weather, Natural, Oceanic, Mysterious

* Studies listed in chronological order.

Island tourism destination attributes includes friendly people, relaxed

atmosphere, scenery and climate, natural attractions, temperate weather, and special customs (Lockhart, 1997). In this paper, 22 attributes identified by Aziz (2002) were selected and summarized in <Table 3>.

<Table 3> Summary of Attributes

- | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) Natural attraction, 2) Good weather, 3) Natural scenic beauty, 4) Sport activity, 5) Accessibility, 6) Various hotels, 7) Reflective of localism 8) Cultural attraction, 9) Good value for money, 10) Transportation service, 11) Shopping, 12) Travel information, 13) Theme park, 14) Festival, 15) Night entertaining, 16) Cuisine, 17) Public hygiene, 18) Safety & Security, 19) Friendly staff, 20) People friendly, 21) Exotic mood, 22) Educational facility |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

* Sources: Author's elaboration derived from the related literature review.

3. IPA (Importance-Performance Analysis)

The Importance-Performance Analysis was introduced by Martilla and James in the 1970s' (Martilla & James, 1977). They defined satisfaction as a function of two components: First, the importance placed by customers on a product or service. Second, the performance of that product or provision of service. Combing the importance and performance measures results in a four-quadrant matrix that offers a visual understanding of overall user satisfaction. Respondents are first required to rate the importance of a series of product attributes. They are required to rate the performance of a brand across the same range of attributes. These results are then plotted on a two-dimensional matrix, as shown in <Figure 1>. Usually, the Y-axis plots the attribute importance scores, while the X-axis plots the attribute performance scores. As example of an IPA grid is shown in <Figure 1>.

<Figure 1> Importance-Performance Matrix

	Importance (High)		
Performance (Poor)	Concentrate here	Keep up the good work	Performance (Excellent)
	Low Priority	Possible overkill	
	Importance (Low)		

Source: Martilla & James(1977:13-17).

Because its easy data interpretation and practical implication, the IPA is very helpful in assessing the attractiveness of island tourism destinations and has shown the capability to provide tourism managers with valuable information regarding visitor performance and the efficient measurement of destination attractiveness, all in an easily applicable format, as seen (Table 4).

(Table 4) Four quadrants with IPA

Quadrant	Analysis
I	• Keep up the good work: Importance and performance ratings both meet or exceed service quality standards.
II	• Concentrate here: Importance and performance ratings both fall short of service quality standards.
III	• Low priority: Performance scores do not meet the service quality standard, but respondents do not place a high level of importance on the service.
IV	• Possible overkill: Performance scores meet or exceed service quality standards, but a low level of importance is assigned to this particular service

Source: Wade & Eagles(2003: 196-212).

After this analysis was first applied to customer satisfaction with an auto dealership, it has been applied to a diverse range of contexts including ski resorts (Hudson & Shepherd, 1998), island destinations (Oh, Lim, & Ko, 2005), escorted tours (Duke & Persia, 1996), hotels (Martin, 1995), short-break destinations (Pike, 2002), convention services (Ro & Um, 2004), and destination image (Joppe, Martin & Waalen, 2001).

III. Methods

Statistics were compiled regarding the collected data, including frequency, description, paired sample t-test, and importance-performance analysis are implemented by using SPSS 10.0. 22 attributes were chosen by Azlizam(2002), Pike(2002), and Hu & Rithie(1993). The visitors' perceived importance and performance on the degree of destination attractiveness was applied using 7-point Likert scale. The value '1' indicates 'very low', and '7' means 'very high'.

Visitor intercept surveys were conducted with 100 visitors in a day, targeting a total sample of 300 departing visitors after three days visiting in August at the Naha and Jeju International airports. Visitors were selected on a "catch-as-catch-can" basis, by

approaching the next available visitors. A total of 258 questionnaires in Okinawa and 259 in Jeju were returned and analyzed.

〈Table 5〉 Tourism Environment between Jeju and Okinawa

Size(km ²)	1,847	2,265
Total Annual Visitors	4,932,000	5,123,000
Current Tourism policy	JFIC(Jeju Free International City)	OIC(Okinawa International City)

Source: Jeju and Okinawa Provincial Government Data, 2004.

Okinawa and Jeju Island are found similar regarding prospective tourist growth and development in the state of current development. Tourism, on these islands, has become the islands' leading source of income. Today, these islands seek to position themselves as high-quality and high-priced tourism destinations.

IV. Results

1. Sample characteristics

Visitor sample characteristics were suggested on 〈Table 6〉. Total respondents were 517. Male respondents were 242, Female were 275.

〈Table 6〉 Visitor Sample Characteristics

Variable	Sub-variables	Jeju		Okinawa	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	114	44.0	128	49.6
	Female	145	56.0	130	50.4
Age	20-29	92	35.5	87	36.7
	30-39	80	30.9	62	24.0
	40-49	62	23.9	83	32.2
	50+	25	9.7	26	10.1
Primary purpose of Travel	Visit Relative/Friend	19	7.3	16	6.2
	Travel	212	81.9	209	81.0
	Business	18	6.9	24	9.3
	Leisure activity	10	3.9	9	3.5
Total		259	100.0	258	100.0

According to the demographic data shown in Table 5, 44.0 percent of the total respondents were male and 56.0 percent were female in Jeju, while 49.6 percent were male and 50.4 percent were female in Okinawa. Over 30 percent of the respondents are in their 20's and 30's in Jeju, but 20's and 40's were in Okinawa respectively. When the visitors were asked to identify the primary purpose of their travel to Jeju and Okinawa, 81.9 and 81.0% indicated them visitors for pleasure travel. Visitors in Okinawa 9.3 percent came for business other than visit relatives and friends, and 7.3 percent came for VRF(visit relative and friend) other than business and leisure activity.

2. IPA results

As can be seen in (Table 7), the result of the IPA in Jeju visitors identified good weather, a variety of hotels, local cultural attractions, good value for money, transportation service, shopping, travel information, theme parks, festivals, cuisine, public hygiene, safety & security, friendly staff, people friendly, and educational facilities were all significant at a .01 confidence level. Accessibility is significant at a .05 confidence level.

(Table 7) Result of IPA

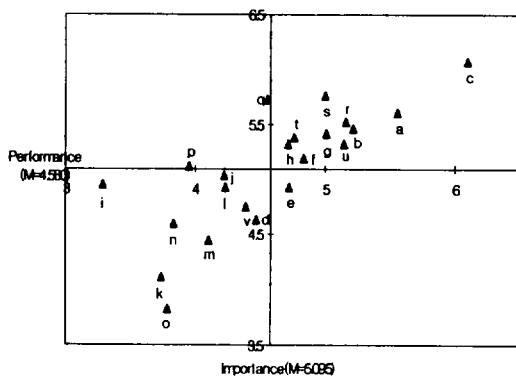
Attribute	Jeju				t(10)	Okinawa				t(10)
	Importance Mean	Performance SD	Importance Mean	Performance SD		Importance Mean	Performance SD	Importance Mean	Performance SD	
Natural attraction	5.6100	1.2225	5.5560	1.1910	.676(.500)	6.1395	1.1653	6.2597	1.0089	-1.685(.093)
Good weather	5.4633	1.3006	5.2124	1.3573	2.630(.009)**	5.6550	1.3412	5.2481	1.4443	4.012(.000)**
Natural scenic beauty	6.0695	1.0506	6.0965	.9855	-.368(.713)	6.3682	.9744	6.4264	.8713	-.891(.374)
Sport activity	4.6332	1.5021	4.4672	1.3096	1.824(.069)	4.9457	1.6706	5.0039	1.5619	-.623(.534)
Accessibility	4.9344	1.4331	4.7259	1.4962	2.033(.043)*	4.0659	1.4359	4.4225	1.2014	-3.829(.000)**
Various hotels	5.1892	1.3173	4.8301	1.3360	3.823(.000)**	4.6899	1.5622	4.6744	1.2548	.143(.886)
Reflective of localism	5.4131	1.3248	5.0077	1.3468	4.161(.000)**	5.7829	1.2157	5.7791	1.1576	.049(.961)
Cultural attractions	5.3243	1.2618	4.7104	1.3108	6.616(.000)**	5.6783	1.3029	5.6008	1.2567	.941(.348)
Good value for money	4.9498	1.6310	3.2896	1.5864	11.453(.000)**	4.3760	1.4476	4.4264	1.2177	-.477(.634)

Transportation service	5.0347	1.5309	4.2201	1.5407	6.346(.000)**	4.7132	1.4929	4.1589	1.3702	4.308(.000)**
Shopping	4.1120	1.5648	3.7375	1.3384	3.233(.001)**	4.3605	1.5897	4.6628	1.1830	-3.052(.003)**
Travel information	4.9228	1.4527	4.2278	1.3462	6.682(.000)**	4.8643	1.4765	4.5271	1.0846	.658(.511)
Theme parks	4.4440	1.5526	4.1042	1.3121	3.117(.002)**	3.4729	1.8466	4.0039	1.2522	-4.678(.000)**
Festivals	4.5946	1.4580	3.8301	1.1788	7.392(.000)**	4.0194	1.6887	4.3605	1.3254	-3.090(.002)**
Night life	3.8263	1.5442	3.7876	1.2688	.384(.701)	3.6357	1.6595	4.1899	1.1698	-5.838(.000)**
Cuisine	5.1158	1.5000	3.9537	1.4725	10.213(.000)**	5.3333	1.4105	5.4031	1.3175	-.731(.466)
Public hygiene	5.7297	1.2684	4.5521	1.3754	11.102(.000)**	5.2442	1.4082	4.8953	1.2695	3.418(.001)**
Safety & Security	5.5212	1.3986	5.1622	1.1500	3.535(.000)**	5.3527	1.5693	5.6473	1.1751	-2.572(.011)*
Friendly Staff	5.7606	1.1897	5.000	1.3697	7.479(.000)**	5.2597	1.4219	5.4961	1.1876	-2.246(.026)*
People friendly	5.3784	1.3043	4.7606	1.2837	6.014(.000)**	4.9109	1.4400	5.5426	1.1869	-6.313(.000)**
Exotic mood	5.3243	1.3876	5.1467	1.2976	1.933(.054)	5.2171	1.3974	5.5736	1.2177	-4.642(.000)**
Educational facilities	4.7452	1.3571	4.3900	1.1674	4.212(.000)**	4.2209	1.5336	4.6202	1.2917	-4.392(.000)**

Note: *: $p < 0.05$ **: $p < 0.01$

IPA evaluation of Okinawa visitors found that good weather, accessibility, transportation service, shopping, theme parks, festivals, night life, public hygiene, people friendly, and educational facilities are significant at a .01 confidence level. Safety & Security and Friendly Staff were significant at a .05 confidence level.

<Figure 2> IPA Grid



<Figure 2> illustrates the importance-performance grid results for summer sample of Jeju visitors. Based on this grid, those who visited Jeju choose ten attributes in quadrant I, two in quadrant II, nine in quadrant III, and one in quadrant IV. <Table 8> illustrates the each attribute is segmented in each quadrant.

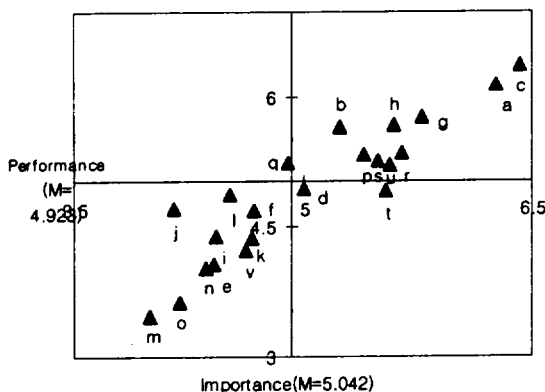
<Table 8> Jeju IPA quadrants

Quadrants	Attributes
I (Keep up the good work)	a natural attraction b good weather c natural scenic beauty f various hotels g Reflective of localism h cultural attraction r safety and security s friendly Staff t people friendly u exotic mood
II (Concentrate here)	p cuisine q public hygiene
III (Low priority)	d sport activity I good value for money J transportation service k shopping l travel information m theme park n festival o night life v educational facilities
IV (Possible overkill)	e accessibility

Feedback from the IPA quadrants suggested common agreement on perception Island destination image. It appears that the natural beauty and unique island culture are valuable assets on Jeju Island. Variable geographical and ancillary attributes are highly important in enhancing the strengths of the remote island destinations.

Attributes positioned in the quadrant III are regarded as promotional key features. Although these attributes were not regarded as weakened feedback, it is important for local government tourism managers and service providers to understand the current situation and tourists' perceptions. A creative approach should be taken to alleviate weaknesses and enhance strengths for future competitive destination image management.

<Figure 3> IPA Grid



<Figure 3> illustrates the importance-performance grid results for summer sample of Okinawa visitors. Based on this grid, those who visited Okinawa choose nine attributes in quadrant I, one in quadrant II, ten in quadrant III, and two in quadrant IV. <Table 9> illustrates the each attributes are segmented at each quadrant.

〈Table 9〉 Okinawa IPA quadrants

I (Keep up the good work)	a natural attraction c natural scenic beauty h cultural attraction r safety & security u exotic mood	b good weather g reflective of localism p cuisine s friendly staff
II (Concentrate here)	q public hygiene	
III (Low priority)	e accessibility l good value for money k shopping m theme park o night life	f various hotels j transportation service l travel information n festival v educational facility
IV (Possible overkill)	d sport activity	t people friendly

As can be seen in 〈Table 9〉, the result of Okinawa IPA quadrants in terms of the island destination shows very similar feedback to Jeju's IPA result. Despite the difference in backgrounds, people who decide to visit islands have a predetermined idea of what will and will not satisfy them. Several attributes which position in the quadrant III can be promoted because this survey was conducted during the summer season. Mass tourism causes mass problems. Therefore, low priority and concentrate attributes should be taken into account the attractiveness management program.

In sum, the two islands exhibited similar and different attributes. Overall, natural and environmental elements are extremely important to island visitors.

V. Conclusion

Until now, most studies investigating the attractiveness of tourism destinations have focused on urban areas, countries, or nations. However, islands have become one of the most attractive destinations for tourists thanks to the advent of modern air travel.

The images of island life and landscapes among tourists are very attractive. To attract visitors and maintain the unique attractiveness of islands, frequent and sustainable management of attractiveness and these attributes are required. Although

these attributes were not regarded as weakened feedback, it is important for local tourism stakeholders to understand the current situation and the desires of tourists. A creative approach should be taken to alleviate areas of weakness and enhance areas of strength for future competitive destination development.

This study presented the results of the first comparative investigation between Jeju and Okinawa. Importance-Performance analysis was used to identify 22 attributes.

The IPA proved effective in communicating the strengths and weaknesses of each island destination. According to individual destination analysis results, the attributes plotted in Quadrant I for each destination are very similar. This means that two destinations were positioned closely as competing destinations in the Pacific Rim.

Even though survey methods and used attributes may be a limitation of this study, this paper may assist island tourism managers and service providers in discovering what defines tourist satisfaction and dissatisfaction, direct promotional activities, and develop products/services suitable for potential tourists. In addition, the findings will assist managers and service providers in identifying and exploiting the unique attractiveness of the islands, maximizing local tourism industry performance and ensuring visitor satisfaction.

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