IMAGE FORMATION PROCESS AND FUTURE INTENTIONS THROUGH TOURIST FUNCTIONAL MOTIVATION AND PERCEIVED VALUE IN CULTURAL HERITAGE TOURISM

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Should This Life Sometime Deceive You

- A. S. Pushkin-

Should this life sometime deceive you,
Don't be sad or mad at it!
On a gloomy day, submit:
Trust -- fair day will come, why grieve you?
Heart lives in the future, so
What if gloom pervades the present?
All is fleeting, all will go;
What is gone will then be pleasant.

I would like to thank Dr. Hailin Qu, my academic advisor and dissertation chair. Dr. Qu has been a tremendous help throughout all stages of the project from encouraging me to pursuing the study. Many valuable contributions were also made by committee members. I would also like to express my sincere appreciation to Dr. Jerrold Leong, Dr. David Njite and Dr. Tom Brown. I wish to thank the faculty members in the School of Hotel and Restaurant Administration for their guidance and assistance during my program at OSU.

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CHAPTER I

INTRODUCTION

Background of Problem

Nowadays, tourists' increased demand and expectations regarding destinations have led to the emergence of specific niche markets. For instance, in addition to the typical conventional "mass" experiences best characterized by destinations fulfilling the "three S" type experience of sun, sand, and sea, ecotourism of the mid-1980s created a sustainable tourism and adventure travel market for less developed world destinations (Boo, 1990; Boyd & Butler, 1996). However, since the late 1990s, interest in promoting the past as a tourist "experience" has emerged (Prentice, 1993). Such experience tourism concentrates on the value of an area's historic, natural, and cultural resources. Cultural heritage tourism is not a new phenomenon; rather, it is a reflection of increased tourist demand creating a broader market for offering new and more varied experiences to domestic and foreign tourists (Prentice, 1993; Timothy & Boyd, 2003).

According to the World Tourism Organization, cultural tourism currently accounts for 37 percent of all tourist trips—a demand that is growing by 15 percent every year (Richard, 1996a). Recent statistics also demonstrate that around 70 percent of all Americans are traveling to Europe to seek cultural heritage experiences.

During 1996, approximately half of all American domestic travelers—almost 65 million people—participated in some type of cultural or heritage tourism activity, such as visiting a historic site or museum or attending a musical arts or other cultural event (Miller, 1997). In addition, Statistics Canada (1997) found that international travelers place greater emphasis on visits to natural heritage sites; their major markets include the United States and Western Europe. With regard to the American market, over 13 million trips of one night or more were recorded in 1996, with culture being cited as one of the four top reasons for travel. Similarly, in the Western European region, over 700,000 visitors from the United Kingdom and 450,000 from Germany visited the region in 1996 to experience aboriginal culture and see aspects of natural heritage (i.e., national or provincial parks). Furthermore, over 450,000 visitors from France cited culture as the main reason for travel.

Many people travel to cultural sites in order to experience life in a different time or place. People today are more sophisticated than in the past and expect travel to provide them with a greater depth of experiences (Gunn, 1997). Consumption patterns of cultural tourists reflect the ways that people choose to travel (Nuryganti, 1996), and travel choices no longer reflect the ordinary vacation-like mass tourism of the past (Gunn, 1997). Sociologists explain these tourist consumption patterns as an expression of the postmodernist phenomenon. In fact, the interconnectedness of postmodernism and tourism has created a link between our present lives and our history (Hewison, 1987).

As the expression of need for various cultural experiences has arisen, cultural tourism has gained prominence in tourism. Cultural tourism is related to the being or absence of the authenticity of a tourist destination and is influenced by the regional

attraction of the destination, such as the products on display and re-creations of a region's past. The research on cultural tourism suggests that the behaviors of cultural tourists differ from general tourists. Specifically, cultural tourists are more educated, more affluent, and more likely to spend more money and time during their stay than the general tourists (Orbasji, 2000; Richards, 1996a, 1996b). Researchers have also noted that it is clear that many factors influence cultural tourist behavior, which is extremely dependent upon the internal and external conditions of people. However, the most obvious distinction among cultural tourists is whether or not their cultural motivation is primary (Lee, Lee & Wicks, 2004; McKercher & du Gros, 2003). Thus, many authors and researchers have acknowledged the study of motivation as one of the most basic and requisite subjects in tourism studies.

As a complex social and psychological experience, tourist motivation has provided practical managerial insights as well as integral theoretical contributions to tourism research. Motivation research suggests that, although both internal and external forces influence tourist motivation, internal forces such as tourists' psychological aspects should take precedence over external factors, such as destination attraction, regardless of the importance of both push and pull factors. This research has resulted in the functional motivation approach, which addresses the psychological reasons people hold the attitudes they do (Fodness, 1994; Katz, 1960; Smith, Bruner, & White, 1956). Sheth, Newman, and Gross (1991) further suggested that, as an interactive preference experience, the functional motivation aspects of individuals influence the evaluation of a destination. Because motivation has a strong relation with the way that different people perceive the

same space or destination, individuals perceive and encounter spaces differently based on their own cultural motivation toward specific destination.

Moreover, cultural tourists do not all have the same past experiences or the same desire for an intense cultural experience (McKercher, 2002). Their participation in cultural activities depends upon their motivations. Since they possess more cultural motivation as well as more knowledge and experience than other tourists, cultural tourists spend more time participating at their cultural destination sites or cultural experiences. Cultural tourists eventually perceive the value of cultural places based on the degree of cultural motivation and their past or present experience. The stronger the cultural motivation, the stronger the perceived value a tourist obtains. Thus, understanding cultural tourists' behaviors at such spaces requires exploring the link between the motivation and the perceived value.

However, since the tourist experience is a complex psychological phenomenon, regardless of the strong relationship between tourist motivation and perceived value of the destination, their behaviors at a destination sites are controlled by external stimuli such as site location, inconvenience, lack of time, and lack of money (Howard & Crompton, 1984). In other words, the perceived value of a cultural heritage destination will be influenced by situational factors or their socio-demographics. Thus, while they travel, tourists may feel motivational conflict due to their level of experience, available time, level of authenticity, demographics, or cultural differences. This will result in perceived value being controlled by the situational or conditional factors (Sheth et al., 1991).

For instance, suppose two tourists have a strong cultural motivation for travel. Although both have the same amount of cultural motivation, the cultural tourist who

spends a significant amount of time—such as four hours—at the sites may have a stronger perceived value than the tourist who only spends a couple of minutes at the sites. Consequently, the former will be better able to appreciate the content of the trip and have more realistic expectations about the available cultural attractions. Both tourists will form a global view of their travel experience; accordingly, they will determine the value of the travel based on their cultural experience.

Perceived value has been identified as one of the most important measures for gaining a competitive advantage in consumer behavior research (Holbrook, 1999), affecting behaviors such as product choice, purchase intention, and repeat purchasing. As the trade-off between product quality and perceptions of consumer sacrifice, perceived value is acknowledged as a significant determinant of whether a tourist will intend to return and revisit a destination (Chen & Tsai, 2007; Dodds, Monroe, & Grewal, 1991; Murphy, Prichard, & Smith, 2000). In addition, prior research in tourism recommends that, rather than using one-dimensional value, adopting multi-item measurements of perceived value is more effective for predicting tourist behaviors. Because the tourism phenomena involves very complicated individual experiences, tourist behaviors are influenced by all the values such as emotional, economic, social, artistic, and so on.

On the other hand, research about the destination image formation process suggests that people's perceptions of various attributes within a destination ultimately form an overall destination image, which indicates that their overall destination image depends on the perception of individual attributes (i.e., perceived value) (Ahmed, 1991; Baloglu & McCleary, 1999a, 1999b; Beerli & Martin, 2004a, 2004b; Stern & Krakover, 1993). Furthermore, studies in destination image posit that the influence of destination

image is not limited to the stage of choosing the destination, but also affects the future behaviors of tourists (Ashworth & Goodall, 1998; Bigné, Sánchez, & Sánchez, 2001; Chen & Gursoy, 2001; Mansfeld, 1992).

As a result, the major concept presented in this study contains a series of tourist behaviors, such as tourist functional motivation, perceived value, motivational conflicts, destination image and future intentions, in cultural heritage tourism. Once a tourist has identified his or her desires and needs in cultural heritage tourism, he or she perceives the value of a tourist destination in a different way and then forms the destination image based on his or her own evaluation. However, while tourists are traveling to a destination site, they also simultaneously feel conscious and unconscious motivational conflicts due to internal and external stimuli. Thus, perceived value will be moderated by motivational conflicts. Finally, the perceived value of tourists impacts the formation of their destination image and their future intentions. Based on their destination image, tourists may consider future intentions.

Purpose of the Study

A series of tourism behavior procedures in cultural heritage tourism create a very personalized experience. Because the value perceived through individual characteristics such as tourist functional motivation and motivational conflict differs among individuals, their perceived value will differently impact the destination image formation and future intentions. Although motivation theory and destination image research has been used previously, the model suggested in this study will suggest a new perspective and approach toward cultural heritage tourism research.

This study explores the interplay of specific functional motivation factors that affect perceived value in cultural heritage tourism as well as perceived value dimensions of enhancement strategies for destination image and future intentions.

In particular, this study adopts the following two main purposes:

1) To develop a theoretical structural model of cultural heritage tourism destination image formation and future intentions by investigating tourist functional motivation, motivational conflicts, and perceived value in cultural heritage tourism; and,
2) To test empirically the conceptual model of relationships among the constructs in the city of Gyeongju in South Korea as a cultural heritage tourism destination.

The specific objectives of the study are:

1) To identify the differences of functional motivation, perceived value, overall destination image and future intentions across the demographic and visiting behaviors of cultural tourists;
2) To examine the impact of tourist functional motivation on perceived value in cultural heritage tourism;
3) To examine the relationship among perceived value, overall destination image, and future intentions in cultural heritage tourism;
4) To examine the differences of gender motivational conflict on functional motivation, perceived value, overall destination image and future intentions; and,

5) To examine the influences of cultural distance on functional motivation, perceived value, overall destination image and future intentions in cultural heritage tourists.

Significance of the Study

Theoretical Contribution

This study will contribute to both research and practice. First, this study applies the functional approach to deal with the whole cultural heritage tourist process, from initial motivation to destination image and future intentions. To date, most tourism motivation research has focused primarily on "push-pull factor motivation," which is useful in explaining the external factors as well as the internal factors of tourists. However, by applying the tourist functional motivation, this study can identify more specific psychological reasons for cultural heritage travel.

Second, perceived value has been considered as a good indicator for segmenting customers or tourists. Most previous studies of perceived value related to marketing subjects, such as service quality, customer satisfaction, and loyalty. Some studies in tourism research have been limited to sites such as golf resorts and cruises. Very rarely has perceived value been included in research about cultural heritage tourism.

In terms of the dimensionality of perceived value, the approaches of perceived value are folded into dichotomous methods, such as utilitarian and hedonic approaches or acquisition and transaction values. The approaches are useful and widely used for predicting customer behaviors. However, tourist behaviors contain complex psychological aspects such as emotional or social aspects; more dynamic dimensions of

perceived value need to be explored. Therefore, in this study, examining multidimensional perceived value of cultural tourists may provide a better understanding of cultural tourists involved real tourism experiences.

Finally, the study will expand the range of tourist motivation study. Although tourist motivation and perception are considered to be critical constructs for understanding tourist behaviors, most research has focused on examining the direct influence of a series of constructs to predict tourist behaviors. However, in real situations, when tourists travel to a destination, they are motivated by many other variables. Thus, if other variables are considered in predicting tourist behaviors, such behaviors will change according to the specific situation. This emphasizes the importance of considering both motivation and motivational conflicts simultaneously. Therefore, by considering other variables, such as motivation and motivational conflicts, at the same time, this study can examine not only the importance of cultural heritage tourist motivation, but also the impact of motivational conflicts in predicting tourist destination image and future intentions.

Practical Contribution

Practically, the study of cultural heritage tourism will help to 1) understand the needs of cultural tourists in developing a marketing strategy for the city of Gyoungju, and 2) suggest alternatives for improving the cultural heritage tourism of the city of Gyoungju and the direction of the development of management.

In terms of marketing strategies, by understanding multidimensional perceived value through tourist functional motivation toward the act of traveling to cultural heritage sites, marketers can efficiently use these results with the segmentation strategy to position

and differentiate the cultural tourist as well as promotional strategy in the proper media at the right time to attract the target tourists. In addition, a series of influences of motivational conflicts is followed in situations where strong situational or environmental forces exist. Thus, considering motivation and motivational conflicts simultaneously may allow the manager to better predict cultural tourists' future intentions to behave in certain ways by evaluating perceived value and overall destination image toward a cultural heritage site.

In tourism planning and development, understanding the psychological aspects of tourists as well as socio-demographics is essential for business managers and planners in that understanding of cultural tourists may 1) contribute to establishing goals and objectives to meet cultural tourists' essential needs, and 2) provide information on how to utilize cultural heritage tourism resources more effectively. Thus, the findings of this study may provide a better solution for cultural heritage tourism as an alternative for the economic development of sustainable tourism.

Definition of Terms

Cultural Heritage Tourism

Cultural heritage tourism refers to the practice of traveling to experience cultural and historic attractions and to learn about a community's region's or state's past in an enjoying and informative way. Cultural and historic attractions cover the natural heritage, cultural heritage, industrial heritage, and personal heritage (Hall & McArthur, 1998; Timothy & Boyd, 2003).

Cultural Heritage Tourist

A cultural heritage tourist is defined as someone who visits, or intends to visit, a cultural tourism attraction, art gallery, museum, or historic site; attend a performance or festival; or participate in as wide range of other activities at any time during their trip, regardless of their main reason for traveling (Hall & McArthur, 1998).

Tourist Functional Motivation

The tourist functional motivations are defined in terms of the reasons, purposes, and motives for engaging in a particular behavior for travel. Six functional motivations for cultural tourism behaviors have been suggested:

1) Learning motivation: believing that substantive learning occurs by visiting cultural sites.
2) Novelty-seeking motivation: feeling a sense of cultural curiosity due to cultural differences among authentic destination attractions.
3) Pleasure motivation: deriving fun and relaxation from visiting cultural sites.
4) Escape motivation: improving one's moods and escaping problems through cultural activities.
5) Socialization motivation: making contact with a new culture and new people as a way to be among friends in cultural sites.
6) Value-expressive motivation: deriving a sense of personal importance from visiting cultural sites (Fodness, 1994; Katz, 1960; Smith et al., 1956).

Motivational Conflicts

Motivational conflicts are defined as internal or external conflicts or constraints that may influence various needs for engaging in particular tourism behaviors (Howard &

Crompton, 1984). In this study, gender and cultural distance (nationality) are considered as motivational conflict variables.

Perceived Value

As an interactive preference experience, perceived value simply refers to "the evaluation of cultural heritage site by a cultural tourist." Specifically, it assumes that 1) the perceived value reflects the consumption experience driven from the interaction between tourist and destination; 2) perceived value differs among individual tourists, situations, and site characteristics; and 3) tourist behaviors are a multidimensional phenomenon involving independent multiple values, such as functional, emotional, social, epistemic, and conditional values (Holbrook, 1999; Sheth et al., 1991). The five perceived values for cultural tourism behaviors are:

1) Functional value: The perceived utility acquired by an alternative as the result of its ability to perform its functional, utilitarian, or physical purposes.
2) Social value: The perceived utility acquired by an alternative as a result of its association with one or more specific groups.
3) Emotional value: The perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states.
4) Epistemic value: The perceived utility acquired by an alternative as a result of its ability to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge.
5) Conditional value: The perceived utility acquired by an alternative as a result of the specific situation or the context faced by the tourist (Holbrook, 1999; Sheth et al., 1991).

Overall Destination Image

Overall destination image is defined as the sum of beliefs, ideas, and impressions that a person has regarding a destination based on travel experience (Baloglu & McCleary, 1999a, 1999b; Beerli & Martin, 2004; Stern & Krakover, 1993).

Future Intention

Future intention refers to the intentions of tourists, including willingness to recommend to family/relatives or friends or and behaviors that lead tourists to consider revisiting the destination site based on their experiences at the destination site (Ashworth & Goodall, 1998; Bigné et al., 2001; Chen & Gursoy, 2001; Mansfeld, 1992).

Organization of the Study

The first chapter introduced the background of the study as well as the purpose of the study. The significance of the study was discussed, and operational terminologies and concepts for this study were defined as well. Chapter II reviewed the empirical results of literature relevant to 1) cultural heritage tourism, 2) tourist functional motivation and motivational conflicts, 3) perceived value, and 4) tourist destination image and future intentions. The theoretical background and conceptual framework and research hypotheses of the proposed model were discussed.

Chapter III presented 1) a detailed discussion of the research design, 2) the development of the survey instrument, 3) sampling and survey procedures, and 4) a data analysis. Specifically, the data analysis contained three parts. The first part covered the preliminary data analysis and assumption. In the second part, the structural equation model was applied to test the proposed model in the study. Finally, the group differences

among constructs were examined. Chapter IV reported the results of the empirical analyses of the proposed conceptual model that test the hypotheses. Chapter V discussed the findings of the study; the conclusions and implications of the study were argued. Finally, suggestions and directions for future research were presented.

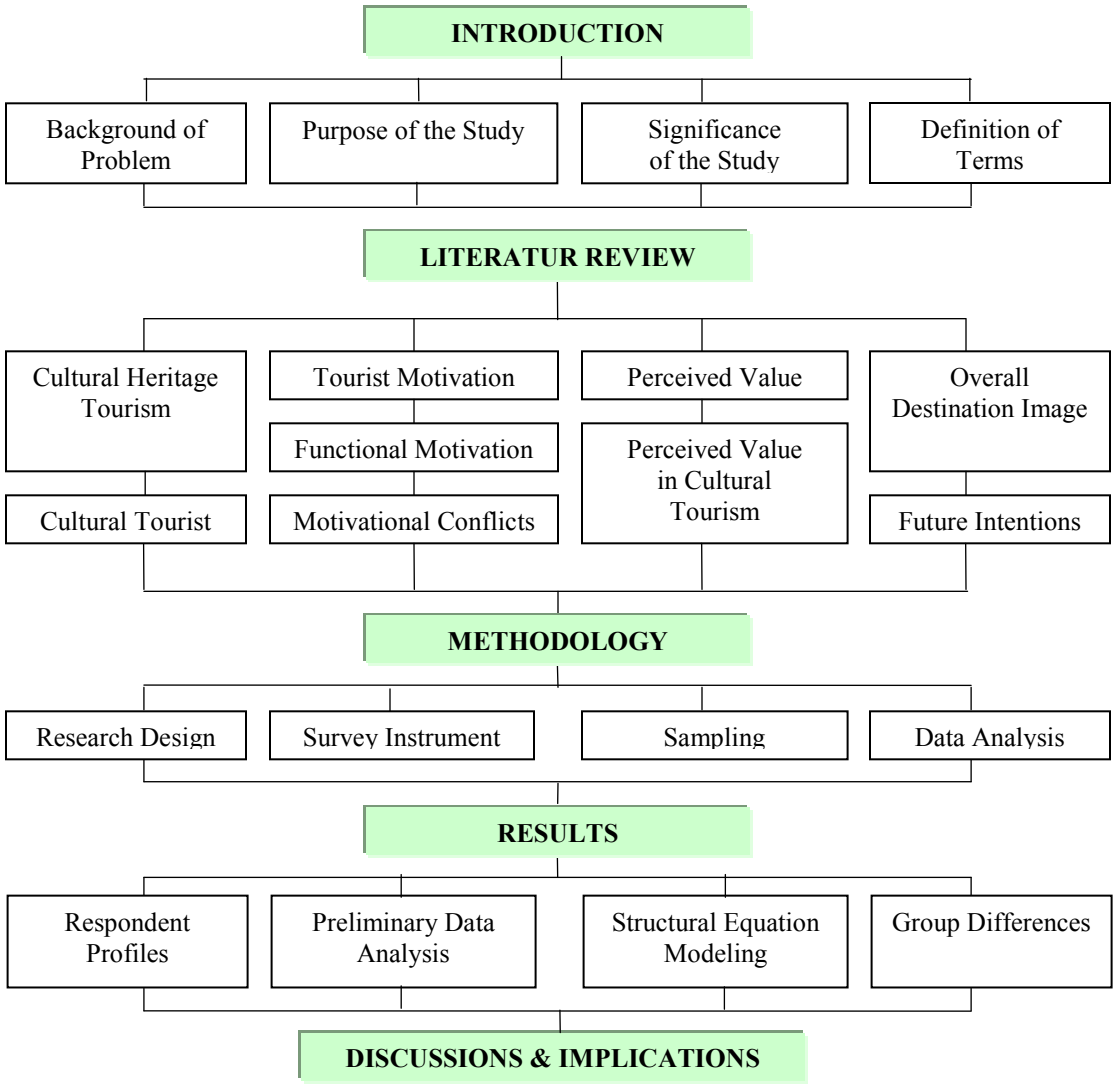


Figure 1.1: Organization of the Study

CHAPTER II

REVIEW OF LITERATURE

This chapter reviewed the literature relevant to the current study. First, cultural heritage tourism reviewed the definitions of cultural heritage, the importance of cultural heritage tourism, and the characteristics of cultural heritage tourists. The second section provided a review of tourist motivation, which includes both general tourist motivation and tourist functional motivation. The third section reviewed the perceived value, including the concept and definition of perceived value as well as perceived value in both tourism and cultural tourism. The fourth section dealt with the destination image formation process and future intentions. The final section developed the theoretical and conceptual framework and hypotheses of the study's proposed model.

Cultural Heritage Tourism

Definition of Cultural Heritage Tourism

The expression of cultural heritage can be interpreted to mean a wide variety of different things to different people and regions since each culture has a uniqueness of cultural traditions and elements significant to their heritage. Thus, defining cultural heritage is not simple. According to UNESCO (1983, p.168), cultural heritage is defined by the following meanings:

> Monuments: archaeological works, works of monumental sculpture and painting, including cave dwellings and inscriptions, and elements, groups of elements or structures of special value form the points of view of archaeology, history, art or science.
>
> Groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of special value from the point of view of history, art of science.
>
> Sites: topographical areas, the combined works of man and of nature, which are of special value by reason of their beauty of their interest from the archaeological, historical, ethnological or anthropological points of view.

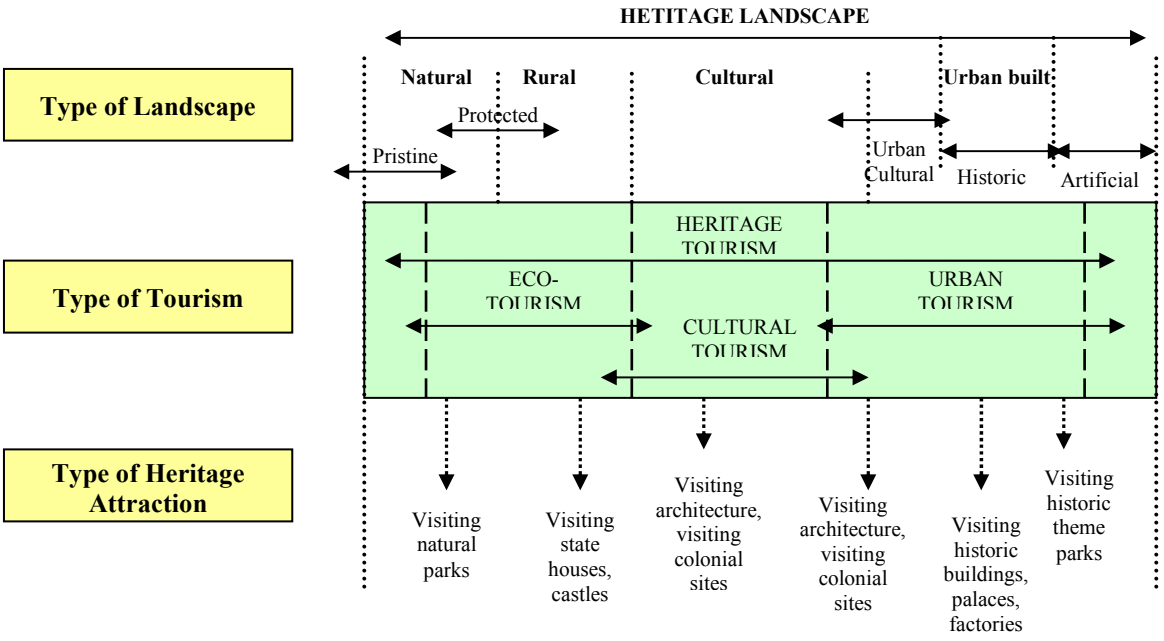
O'Keefe and Prott (1984) defined cultural heritage as generally more broadly defined in many other areas of the world to include expressive activities and other intangible cultural manifestations, such as sacred natural places, in addition to sites, monuments, and movable or immovable cultural objects. According to the World Heritage Convention, cultural heritage refers to "a monument, group of buildings or site of historical,

aesthetic, archaeological, scientific, ethnological or anthropological value" (Hall & McArthur, 1998). According to Hall and McArthur, from a tourism perspective, heritage tourism addresses special interest in cultures, cultural and historic attractions such as national and provincial parks, nature reserves, museums, buildings, cultural festivals, artifacts, and landscapes of both the past and present in terms of some utility function.

The definition of cultural heritage tourism is related to the being or absence of authenticity; such tourism is influenced by the regional attraction of the destination, key to which are products on display and re-creations of the region's past. For instance, from a northern European perspective, heritage involves a visit to urban places (e.g., historical cores of old cities). England is famous for its heritage of castles, stately homes, and royalty while Ireland for its quaintness (thatched cottages) and ruralism. On the other hand, heritage is also linked to the uniqueness of the culture as well as the people and their identity, which coexist within such natural places. North Americans' heritage is mostly linked to visiting natural places, particularly national parks (e.g., Canada for Anne of Green Gables, Niagara Falls). The natural component of places is important to the Australian and New Zealander as well (e.g., Ayers Rock and Sydney Opera House in Australia, Maori culture and national parks in New Zealand).

The definition and range of cultural heritage tourism vary according to the study and site characteristics or regions. By suggesting "heritage spectrum," Timothy and Boyd (2003) classified the range of heritage tourism into four types of heritage, based on a mixture of landscapes and settings: nature, rural, cultural, and urban. Such emphasis on a wider view of heritage tourism promotes the following categories that are present within settings: 1) the natural heritage (e.g., areas of outstanding natural beauty, such as national

parks and World Heritage sites) (Butler & Boyd, 2000); 2) cultural heritage (e.g., fashion, dress, customs of a people) (Butler & Hinch, 1996; Nuryganti, 1996; Richards, 1996a, 1996b), 3) industrial heritage, or elements of a region's past that influenced its growth and development (e.g., coal, lumber activity, textiles) (Edwards & Coit, 1996); and 4) personal heritage (e.g., aspects of the region that have value and significance to individual people or groups of people).



Source: Timothy & Boyd (2003)

Figure 2.1: Heritage Spectrum

Therefore, the heritage concept—accounting for four types of heritage—is applied for further study. In this study, cultural heritage tourism refers to "the practice of traveling to experience cultural and historic attractions and to learn about a community's, region's, or state's past in an enjoying and informative way." Cultural and historic

attractions cover the natural heritage, cultural heritage, industrial heritage, and personal heritage (Hall & McArthur, 1998; Timothy & Boyd, 2003).

Importance of Cultural Heritage Tourism

The main reason for visiting cultural sites relates to a connection with the past. According to Nuryganti (1996), heritage is generally "associated with the word inheritance; that is, something transferred from one generation to another. Because of its role as a carrier of historical values from the past, heritage is viewed as part of the cultural tradition of a society" (p. 249). The need for nostalgia of the past has influenced the direction of travelers' demands. Travelers have a greater wealth of knowledge as a result of higher education levels and more experience than in the past. Travelers are becoming increasingly sophisticated, expecting more extraordinary experiences than the past. Thus, they are expecting a better quality of depth of experiences and more meaningful satisfaction from their travels. Ordinary vacations like mass tourism no longer exist in their travel choices (Gunn, 1997).

The need for nostalgia or the past has been translated as a part of postmodernism. Schofield (1996) noted that

> Postmodern society has been characterized in a variety of different ways, from imploded boundaries between 'high culture' and 'popular culture' and between appearance and reality, to nostalgia for the old and a fascination with the new in eclectic combinations of styles extracted from all historic periods (p. 335).

In postmodern society, people face a lack of depth and lose their originality or identity as well as their sense of authenticity. Therefore, people try to rediscover their

authenticity by looking to the past (Lash, 1990; Waitt, 2000). In a sense, postmodernism and the heritage industry share a common thread in terms of looking for a link between our present lives and history (Hewison, 1987). Thus, different types of nostalgic attractions of heritage that evoke regression to the past have been considered important elements in tourism as well as the postmodernist society (Urry, 1990a, 1999b).

Characteristics of Cultural Tourists

A cultural tourist is defined as someone who visits—or intends to visit—a cultural tourism attraction, art gallery, museum, or historic site; attend a performance or festival; or participate in a wide range of other activities at any time during their trip, regardless of their main reason for traveling. Simply put, cultural tourists are more educated, more affluent, and more likely to spend more money and time during their stay than general tourists (Orbasji, 2000; Richards, 1996a, 1996b). They are slightly older and include more women than men (Silberberg, 1995).

It is clear that numerous factors influence cultural tourists' behaviors; these factors strongly depend on the individuals' internal and external conditions. In general, socio-demographic variables, such as age, gender, occupation, and origin, define social class. Socio-demographic variables are considered important segmentation variables that can classify tourists. However, despite the fact that the socio-demographics of cultural heritage tourists differ from those of general tourists, these variables do not tell much about the cultural tourist (McIntosh & Prentice, 1999; McKercher, 2002; McKercher & du Gros, 2003). To define the cultural tourism market, researchers have suggested segmentation models based on more visiting behaviors and psychological factors, such as the reason for the trip or people's motivations, their expectations or leisure experiences

from the trip, or authentic characteristics of the destinations, in determining to visit cultural sites (Lee et al, 2004; McKercher & du Gros, 2003). Thus, the current study classifies criteria into four groups: 1) visitors' social-demographics; 2) visiting behaviors; 3) tourists' psychological elements, including motivation-based factors; and 4) the uniqueness of the destination as related to the depth of experience and the authenticity of the destination.

Cultural tourists' socio-demographics. The importance of socio-demographic characteristics in segmenting tourists has been pointed out in tourism research. According to the Travel Industry Association (1997), individuals who are interested in visiting heritage or cultural sites tend to stay longer (4.7 versus 3.3 nights), spend more per trip ($615 versus $425), are more highly educated (54 percent versus 52 percent completed college; 21 percent versus 18 percent completed a postgraduate degree), and have a higher average annual income ($42,133 versus $41,455) than the general traveler. Formica and Uysal's (1998) Spoleto Festival study found that three variables—age, income, and marital status—are the differential factors among cultural tourists. Master and Prideaux (2000) also emphasized the relevance of age, gender, and occupation, as well as that of previous experience. Bieger and Laesser (2002), Kim (1998), Ryan (2000), and Espelt and Benito (2006) further supported the importance of demographics; in particular, most studies found that cultural tourists are somewhat older than general tourists and that women are more interested in cultural heritage tourism than men.

Cultural tourists by visiting behaviors. In addition to socio-demographic issues, tourists' visiting behaviors have also been identified as a key variable in distinguishing types of tourists from each other. By applying both demographic variables and visiting

behaviors simultaneously, it is possible to compare the relative importance among the samples. Bieger and Laesser (2002) identified the factors related to the characteristics of the trip (e.g., destination, length of the trip, number of people in the group, type of trip) as well as socio-demographics.

McKercher and Chow (2001) also demonstrated that the involvement of cultural tourists varies according to the individual, destination, type of trip, and cultural distance. As cultural distance increases, the role of cultural tourism becomes more important during the trip (McIntosh, Goeldner & Ritchie, 1994). Kim (1998) examined four subjective factors—gender, the degree of individualism or collectivism, geographical origin, and incertitude (the degree to which society and different cultures develop ways to avoid insecurity)—and suggested that cultural tourists combine these four types of variables. By analyzing the groups based on the degree of tourist interest in the aboriginal culture in Australia's Northern Territory, Ryan (2000) demonstrated that socio-demographic factors such as age, gender, origin, and occupation are very relevant; however, visiting behaviors such as the length of stay and use of tour operators are more related to cultural tourist behaviors.

According to Schreyer, Lime, and Williams (1984), the amount and the level of tourists' recreation participation plays an important role in determining the level of specialization. Furthermore, previous research has found that the level of experience (McIntosh & Prentice, 1999; Waller & Lea, 1999), length of trip (Schreyer et al., 1984), and types of settings and programs (Hammitt, Knopf, & Noe, 1989) are good indicators in classifying tourists.

Thus, Wickens (2002) considered the differences between each group to be determined by the motivation at the moment of choosing the holiday, the type of activity, and the prevailing perception of the destination. Moreover, Richards (2002) identified the differences concerning tourists' motivation, the characteristics of their journey, the information they used and aspects of their socioeconomic conditions items. Richards' results indicate a close relationship among the tourists' demographic origins, socio-demographic characteristics, means of travel, moment of decision making, and motivation.

Table 2.1: Classification by Socio-demographics and Visiting Behaviors

Researcher	*Destination*	*Socio-demographics*	*Characteristics of the trip*
Formica & Uysal (1998)	Spoleto Festival	Age, income, and marital status	
Master & Prideaux (2000)		Age, gender, and occupation, previous experience	
Bieger & Laesser (2002)		Age, gender, income, and occupation	Destination, length of the trip, number of people in the group, type of trip
Kim (1998)		Gender, the degree of individualism or collectivism	geographical origin, and incertitude
Ryan (2000)	Australia's Northern Territory	Age, gender, origin, and occupation	The length and the use of tour operators

Cultural tourist by motivation. Although plenty of cultural heritage research demonstrates both socio-demographics and visiting behaviors as critical classification variables for distinguishing cultural tourists, the most widely used variable is tourist motivation. Cohen (1972) was one of the first sociologists to propose a classification based on the diversity of motivations. The four types identified (the common tourist, the explorer, the individual mass tourist, and the group organized mass tourist) served as the basis for subsequent studies. Even studies of cultural tourists' behavior demonstrate that

the most obvious distinction among cultural tourists depends on whether their cultural motivation is primary or not.

Using a dichotomous perspective, Ashwoth and Turnbridge (1990) identified two types of cultural tourist: the "intentional tourist," who is attracted by the variety of heritage sites, and the "incidental tourist," whose primary motivation is not cultural. Richards (1996a, 1996b) also distinguished cultural tourists by their primary cultural motivation in the European Association for Tourism and Leisure Education's (ATLAS) study in Europe. This study identified the "specific" cultural tourist, who visits cultural sites habitually, and the "general" cultural tourist, who is only an occasional cultural tourist. Santana (2003) described the distinction between a "real cultural tourist" and "leisure consumers of cultural heritage"; the former has a genuine interest in culture (to know, marvel at the whole, and delight in the details), while the latter does not perceive culture as the principal motivator. Furthermore, he also differentiated five possible subgroups: (1) those nostalgic for culture and life forms, (2) those who are moved by the desire to temporarily form part of the local community, (3) those who want to learn more about the past and present of a place, (4) those who want to avoid mixing with other tourists, and (5) those who believe that the places visited are the antithesis of the city's rhythm of life.

Stebbins (1996) used the term *serious leisure* to distinguish cultural tourists based on the variability of experience. He metaphorically described cultural tourists as "hobbyists"—people with a particular interest in a special topic and who have a certain level of skill, knowledge, conditioning, or experience in pursuit of the hobby. He identifies two types of cultural tourists—the "generalized cultural tourist," who visits a variety of different sites and regions and obtains a broad and general knowledge of

different cultures, and the "specialized cultural tourist," who focuses his or her efforts on a few geographical sites or cultural places, repeatedly visiting a particular site for a deeper cultural understanding and knowledge of the place. Antón (1993) also identified three major types of cultural tourist. The "motivated tourist" chooses a destination based on the cultural opportunities in a destination site. The "inspired tourist" chooses a destination in recognition of its international reputation as a leading cultural site, with the intention of visiting it and not returning. The "attracted tourist" is not primarily motivated by culture, but he or she may feel attracted by the authenticity of a cultural site.

Wickens' (2002) qualitative study in Chalkidiki, Greece, identified five subcategories of tourists: the Cultural Heritage, the Raver, the Heliolatrous, the Shirley Valentine, and the Lord Byron (a reproduction of the romantic model). Ryan and Glendon (1998) established a classification using a correlations matrix of tourist motivations; they identified four types of tourists: (1) those who look for rest; (2) the social tourists, whose motivation is to be in contact with people; (3) the intellectual tourists, who are interested in the discovery factor; and (4) the total tourists, who look for a combination of the first three factors.

McKercher (2002) used the centrality of cultural tourism in the decision to visit a destination (Motivation aspect) and depth of experience (destination characteristic) to identify the purposeful cultural tourist (high centrality and deep experience), sightseeing cultural tourist (high centrality and shallow experience), casual cultural tourist (modest centrality and shallow experience), incidental cultural tourist (low centrality and shallow experience), and serendipitous cultural tourist (low centrality and deep experience).

Prentice and Anderson's (2003) study based in Scotland used consumption styles such as intentions and activities to classify tourists. They found seven categories of cultural tourists 1) serious consumers of international culture (international performance arts), 2) British drama-going socializers (international performance arts), 3) Scots performing arts attendees (Scottish performance arts), 4) Scottish experience tourists (Scottish performance arts), 5) gallery-goers (Edinburgh as a tourism historic city), 6) incidental festival-goers (Edinburgh as a tourism historic city), and 7) accidental festival-goers (Edinburgh as a tourism historic city).

Xiao and Smith's (2004) survey in Kitcherner-Waterloo (Ontario, Canada) applied the continua of perceptions (positive versus negative) and reactions (protagonistic versus antagonistic) to identify tourists. They discovered four types of cultural tourists: supporters, who are entertainment/fun seekers who enjoy cultural experiences, socialization, and vitalizing the local economy; complaint makers, who provide positive complaints and enthusiastically recommend change; mild opponents, who demonstrate indifference and a lack of interest; and radical opponents, who are escapists, fierce critics, or tourists involved in drunken driving and crime.

Chhabra's (2005) study conducted among Scottish merchants in the United States and Canada focused on authenticity, income, gender, Scottish heritage, and demand in identifying major classification variables: past connection, consumer demand, negotiation, tradition representation, illusion, and brands made in Scotland. Marcotte and Bourdeau's (2006) study about Quebec City as a World Heritage Site used interest in cultural activities and travel experiences as criteria of cultural tourists. The findings suggested three types of cultural tourists: 1) those for whom the main purpose of the trip

is cultural (37.5 percent), 2) those for whom cultural activities were secondary or complementary to other activities (30 percent), and 3) those for whom cultural activities were accidental.

By applying accessibility, visited frequency, and visited and spent time in Girona, Spain, Espelt and Benito (2006) found four cultural tourists: 1) noncultural tourists, who demonstrate a very superficial relationship with the visited space, meaning the experience is almost "nontourist"; 2) ritual tourists, who follow a kind of canonical pattern in that they are guided more by a collective ritual than by individual experience; 3) interested tourists, who are not guided by universal canons of heritage consumerism as much as they are by a singular experience—a real-life experience of heritage; and 4) erudite tourists, who are real cultural tourists looking for not only an experience, but also knowledge.

Table 2.2: Cultural Tourist Classification by Psychological Factors

Researcher	*Site*	*Classification variable*	*Classification*
Cohen (1972)		Diversity of motivations	1) Common tourist; 2) Explorer; 3) Individual mass tourist; 4) Group organized mass tourist.
Ashwoth & Turnbridge (1990)			1) Intentional: tourist attracted by the variety of heritage sites in a particular destination; 2) Incidental: tourist whose primary motivation is not cultural.
Antón (1993)		Theory of the intelligence unit	1) Motivated tourists: chooses a destination according to the cultural opportunities; 2) Inspired tourists: chooses a destination in recognition of its international reputation as a leading cultural site; 3) Attracted tourists: not primarily motivated by culture but, may feel attracted to visiting a cultural site.
Richards (1996a)			1) Specific cultural tourist: a habitual consumer of culture; 2) General cultural tourist: only an occasional consumer.
Stebbins (1996)		'Serious leisure': variability of experience	1) Generalized cultural tourists: makes a hobby visiting a variety of different sites and regions; 2) Specialized cultural tourist: focuses his or her efforts on one or a small number of geographical sites or cultural entities.
Wickens (2002)	British tourists in Chalkidiki, Greece		1) Cultural Heritage; 2) Raver; 3) Heliolatrous; 4) Shirley Valentine; 5)) Lord Byron (the reproduction of the romantic model).
McKercher (2002)		Centrality of cultural tourism in the decision to visit a destination (Motivation aspect) & Depth of experience (destination characteristic)	4) Purposeful cultural tourist: high centrality and deep experience; 5) Sightseeing cultural tourist: high centrality and shallow experience; 6) Casual cultural tourist: modest centrality and shallow experience; 7) Incidental cultural tourist: low centrality and shallow experience; 8) Serendipitous cultural tourist: low centrality and deep experience.

Table 2.2: Cultural Tourist Classification by Psychological Factors (Continued)

Researcher	*Site*	*Classification variable*	*Classification*
Prentice & Anderson (2003)	Scotland	Consumption Styles: Intentions and activities	1) Serious consumers of international culture (international performance arts); 2) British drama-going socializes (international performance arts); 3) Scots performing arts attenders (Scottish performance arts); 4) Scottish experience tourists (Scottish performance arts); 5) Gallery-goers (Edinburgh as a tourism historic city); 6) Incidental festival-goers (Edinburgh as a tourism historic city); 7) Accidental festival-goers (Edinburgh as a tourism historic city).
Xiao & Smith (2004)	Kitcherner-Waterloo (Ontario, Canada)	Contiua of perceptions (positive vs. negative) & reactions (protagonistic vs. antagonistic)	1) Supporters: entertainment/fun seeker, cultural experience, socialization, vitalizing local economy. 2) Complaint makers: positive complains, Enthusiast's recommendation for change; 3) Mild opponents: indifference, lack of interest; 4) Radical opponents: escapist, fierce critic, drunken driving and crime.
Chhabra (2005)	Scottish mercha ndise in USA & Canada	Authenticity Income, Gender, Scottish heritage, Demand etc.	1) Past connection; 2) Consumer demand; 3) Negotiation; 4) Tradition representation; 5) An Illusion; 6) Made in Scotland.
Marcotte & Bourdeau (2006)	Quebec city as a World Heritage Site	Interest in cultural activities & Travel experience	1) Cultural tourists those for whom the main purpose of the trip was cultural (37.5%); 2) Those for whom cultural activities were secondary or complementary to other activities (30%); 3) Those for whom cultural activities were accidental.
Espelt & Benito (2006)	Girona, Spain	Accessibility visited frequency visited and spent time	1) The noncultural tourists: this group shows a very superficial relationship with the visited space, so its experience is almost "nontourist."; 2) Ritual tourists: one-third of the visitors follow a kind of canonical pattern: they are guided more by a collective ritual than by individual experience; 3) Interested tourists: visitors are not guided by universal canons of heritage consumerism as much as they are by singular experience, a real-life experience of heritage; 4) Erudite tourists: The erudite tourist is the real cultural tourist, who looks for not only an experience but also knowledge.

Cultural tourist by uniqueness of destination. The final category used to distinguish cultural tourists is the uniqueness of destination. Each destination generates a specific typology of cultural tourism based on the specific characteristics of the place. The uniqueness of the destination determines specific differentiating factors. However, such uniqueness is extremely subjective since it varies according to site authenticity, tourists' depth of experience levels, cultural distance such as nationality, and so on. Uniqueness should be interpreted while considering other variables. In other words, different tourists have different abilities to engage in cultural and heritage attractions based on their level of education, awareness of the site prior to the visit, preconceptions of the site, interest in it, its meaning to them, time availability, and the presence or absence of competing activities on destinations. Although tourists have similar cultural motivations for traveling, an individual who spends more time at a cultural site will have more knowledge and experience than one who spends just a couple of minutes.

Timothy (1997) examines this issue from the perspective of the site, arguing that people have different experiences based on their differing levels of heritage tourism attractions. For instance, world heritage attractions that arouse feelings of wonder may draw large masses of tourists through personal attachment while national, local, and personal sites generate progressively stronger feelings of personal connectivity and probably facilitate different depths of experiences by the visitor. This concept is related to the authenticity of the heritage. Authenticity or the perception of the pursuit of authenticity may influence the depth of experience felt (McIntosh & Prentice, 1999; Waller & Lea, 1999).

Tourist Motivation

Since the beginning of tourism research, scholars have attempted to identify motivation for travel. As a complex social and psychological experience, tourist motivation provides practical managerial insights (Cohen, 1974) as well as integral theoretical contribution in the study of tourism.

From the beginning of Dann's (1977) "anomie" and "ego-enhancement" and Iso-Ahola's (1982) "escape-seeking" motivation, motivation research has been growing. In particular, Crompton's (1979b) "push" and "pull" factors have been commonly applied; the "push-pull" factors provides a simple and intuitive approach for tourist motivation (Dann, 1977). Push factors are viewed as internal needs and wants of the individuals (e.g., learning, escape, pleasure, socialization) while pull factors are related to attraction and features of specific destination sites.

Previous research examining the push-full approach adopts two different views in terms of concurrence of push-pull factors in tourists' decision-making process. The first supposes that two separate decisions are made at different times. First the tourist decides whether to travel or not (push factor), and then moves on to deciding where to go (pull factor). Dann (1981) noticed that "once the trip has been decided upon, where to go, what to see or what to do (relating to the specific destinations) can be tackled. Thus, analytically, and often both logically and temporally, push factors precede pull factors" (pp. 186/207). Crompton (1979b) also suggested that push factors "may be useful not only in explaining the initial arousal, energizing, or 'push' to take a vacation, but may also have directive potential to direct the tourist toward a particular destination" (p. 412).

The second view focuses on the simultaneous actions of the push and pull factors. In other words, tourists are pushed by their own internal drives to travel and are simultaneously pulled by the external drives of destination attraction or features (Cha, McCleary, & Uysal, 1995; Uysal & Jurowski, 1994). This view asserts that push and pull factors are not operating separately; instead, they are motivated at the same time.

The current study adopts the first view. In a sense, since individuals' internal needs pre-exist the attributes of destination sites, tourists are pulled by internal needs to travel, such as knowledge needs, escape or pleasure needs, self-enhancement, or socialization. They then decide where to go and what to see. Although the push-pull framework explains the tourists' decision-making process, the very first step involves identifying how their internal forces function as a particular reason in tourist behaviors. Accordingly, the functional approach is adopted to answer the issues outlined earlier.

Tourist Functional Motivation

Tourists' characteristic features suggest that it may be productive to adopt a motivational approach to seek out their expectations from travel and predict their future behaviors over an extended period of time. According to Katz (1960, p. 170), "Stated simply, the functional approach is the attempt to understand the reasons people hold the attitudes they do. The reasons, however, are at the level of psychological motivations and not of the accidents of external events and circumstances."

The fundamental concerns of functional motivation approach are engaged by the question "why do people travel?" In addressing this question, adopting the functional approach represents the psychological function or needs for vacation and directly addresses the reasons for tourists behaviors (Fodness, 1994; Katz, 1960; Smith et al., 1956;). One

principle of the functional approach is that people carry out the same behaviors in different psychological functions, just like personality traits do not change (Katz, 1960; Smith et al., 1956). In other words, the key to the functional approach is that tourists' motives that seem to be quite similar on the exterior may reflect different motivational processes. In turn, the functions served by tourists' motives demonstrate the dynamic reason of why they travel, which influences the destination choice (Clary et al., 1998).

The departure of functional approach was addressed by Katz (1960) and Smith et al. (1956), who labeled several functions differently. However, several functions were common to both studies. Based on their studies, five general categories of functions are proposed:

1) The instrumental, adjustive, or utilitarian function by which attitudes reflect experiences with maximum rewards and minimum punishment.
2) The ego-defensive function, in which the individual protects him- or herself from harsh conditions of the external world.
3) The value-expressive function, in which the person is satisfied with expressing his or her value to others, which is related to self-expression, self-development, and self-realization.
4) The knowledge function, which is associated with the individual's need to understand the structure of the world.
5) The social adjustive function—provided by Smith et al. (1956)—which is served when the individual maintains a relationship with reference groups, such as family or friends.

These five types of functions reflect to some extent the basic psychological features of human nature.

Table 2.3: Functional Motivation Approach

Katz (1960)	*Smith et al. (1956)*	*Fodness (1994)*	
		Qualitative technique	Quantitative technique
Instrumental, adjustive, or utilitarian function		Utilitarian Function: Maximization of punishment & Reward minimization	Utilitarian Function: Maximization of punishment & Reward minimization
Ego-defensive function	Externalization		
Value-expressive function	Quality of expressive	Value-expressive function	Value-expressive function: Self-esteem & Ego-enhancement
Knowledge function	Object appraisal	Knowledge function	Knowledge function
	Social adjustive function	Social adjustive function	

Fodness (1994) subsequently applied the functional approach of Katz (1960) and Smith et al. (1956) to measure tourist motivation. In his study, both qualitative and quantitative techniques were applied. First, a focus group interview was conducted; four dimensions of functional motivation were identified using multidimensional scaling (MDS) with 65 motivational items. These dimensions were: 1) the knowledge function of leisure travel; 2) the utilitarian function of leisure travel (i.e., minimization of punishment and maximization of reward); 3) the social-adjustive function of leisure travel; and 4) the value-expressive function of leisure travel. Each function appears to correspond to the findings of Katz and Smith et al. In the second stage, Fodness carried out his quantitative technique by using an exploratory factor analysis to reduce the dimensionality of the 65 tourist motivation items. However, unlike the MDS procedures of stage one, the results identified five factor-solutions: one knowledge function, two utilitarian functions (i.e., punishment minimization and reward maximization), and two value-expressive functions (i.e., ego-enhancement and self-esteem). The result of the quantitative technique failed to

generate an underlying construct of social-adjustive function supported by Smith et al. Furthermore, neither of Fodness' approaches found the ego-defensive function.

As a result, the review of previous functional studies yields five important functions of tourist motivation. Based on these five functions, motivation studies were examined to confirm the importance of each functional dimensionality in tourism studies. For this purpose, the previous tourist motivation studies, such as general destination motivation (Hong Kong, China, South Korea, Europe, etc.) and specific cultural heritage sites studies (e.g., festival, heritage site), were identified. To confirm the functional motivation dimension, the specific dimension and their Cronbach's alpha value were determined; these values are reported in Table 2.4 and 2.5. The tourist functional motivations are defined in terms of the reasons, purposes, and motives for engaging in a particular behavior for travel. Each factor from the studies was reclassified into six categories based on meaning, such as knowledge function (e.g., learning and novelty-seeking), utilitarian function (e.g., pleasure and escape), social-adjustive function (e.g., socialization), and value-expressive function (e.g., ego-enhancement).

Knowledge function: Learning. Knowledge function is expressed by self-development motives defined as seeking personal desire to learn a host culture (Pearce & Lee, 2005). Higher levels of travel experiences have been considered the main psychological forces driving people to travel. The knowledge function can be interpreted in several ways in terms of functional approach.

Many people travel to cultural sites to experience different cultures and ways of life. Such cultural experiences contain several self-developmental aspects that cannot be obtained elsewhere. People want to feel they have truly experienced a different place in a

different time in order to learn and understand how their culture and life were in the past. Self-satisfaction via visiting cultural heritage sites varies among individuals. Consequently, if a person has the ability to touch a different place and time at a destination site, they will be more satisfied (Peterson, 1994).

Botha, Crompton, and Kim (1999) identified eight tourist motivation domains: escape, personal/social pressures, social recognition/prestige, socialization/bonding, self-esteem, learning/discovery, regression, novelty/thrill, and escape form crowds. Among these, learning/discovery and novelty/thrill correspond to the knowledge function. Jang and Wu (2006) found the knowledge function, such as experiencing different cultures, to be an important travel motivator for senior travelers. Experiencing different cultures and learning new knowledge is more meaningful to senior travelers; compared to other age groups, seniors not only feel more satisfaction in their life but also overcome emotional sadness from the loss of spouses or friends. Furthermore, Lee et al. (2004) reported the segmentation of cultural expo festivals as motivation according to nationality and satisfaction in South Korea. The findings support the idea that the knowledge function (e.g., cultural exploration) is central to cultural tourism.

The knowledge function has been identified as one of the important tourist motivations by numerous researchers, including Botha et al. (1999), Chang (2006), Hanqin and Lam (1999), Jang and Wu (2006), Kim and Prideaux (2005), Lau and McKercher (2004), Lee (2000), Lee et al. (2004), Pearce and Lee (2005), Poria, Butler, and Airey (2004), Poria, Reichel, and Biran (2006), Prebensen, Larsen, and Abelsen (2003), Schneider and Backman (1996), Scott (1996), Swanson and Horridge (2006), and Yoon and Uysal (2005).

Knowledge function: Novelty-seeking. The novelty-seeking function is associated with cultural curiosity about culture differences between religion, art, music, food, and lifestyles of people in the tourism destination (Lau & Mckercher, 2004). The novelty function has been considered one of the main forces in tourism research as it is related to a need to pursue stimulation (Iso-Ahola, 1982). It is also identified in situation-specific studies (e.g., different festival event or different culture resources) and is readily associated with the authenticity of destination sites. Novelty seeking is strongly associated with the physical aspect of place, such as the authenticity of specific destination, and it implies that people seek "novelty" in the heritage sites. Thus, it is obvious that a strong mutual link exists between the novelty function and heritage cites.

Lee and Crompton (1992) developed a measurement of novelty seeking in the tourism context and developed a reliable 21-item scale. The novelty-seeking construct was comprised of four interrelated dimensions: thrill, change from routine, boredom alleviation, and surprise. Timothy and Byod (2003) also posited that authentic experiences differ from the site characteristics of heritage types. Heritage itself (which means seeking novelty from the sites) is a primary determinant of the unique character of places (Ashworth, 1994).

Lau and Mckercher (2004) examined differences between first-time and repeat visitors. First-time visitors were more interested in intellectual and cultural enrichment by learning about the cultural heritage while repeat visitors preferred to spend time with family or friends (relationship enhancement). Pearce and Lee (2005) found four important motivators as well: escape/relax, novelty, relationships, and self-development.

The novelty-seeking function has been identified as one of the important tourist motivations by Botha et al. (1999), Chang (2006), Dewar, Meyer, and Li (2001), Hanqin and Lam (1999), Kim, Borges, and Chon (2006), Lau and McKercher (2004), Lee (2000), Lee and Crompton (1992), Lee et al. (2004), Mohr, Backman, Gahan, and Backman (1993), Pearce and Lee (2005), Schneider and Backman (1996), Scott (1996), Swanson and Horridge (2006), and Uysal et al. (1993).

Utilitarian function: Pleasure. Kim et al. (2006) revised the New Environmental Paradigm (NEP) scale, which was originally developed by Dunlap and Van Lierl (1978), to examine the impacts on tourism motivation at the International Festival of Environmental Film and Video (FICA) in Brazil. Five types of motivation were identified: family togetherness, socialization, site attraction, festival attraction, and escape from routine. The overall motivation dimension emphasized the socialization function (e.g., family togetherness and socialization) and pleasure motivation (e.g., site attraction and festival attraction). Site and festival attraction motivations were more likely to represent tourists' enjoyment of the festival itself and historical sight of Goias, while family togetherness and socialization played a great role in attracting people to this festival—more so through its recreational resources of festivals than its themes or content. The researchers concluded that festival participants were mostly motivated by festival attractions as well as family togetherness and socialization. However, socialization was more influential than the festival itself on participants.

In the natural heritage setting, such as a nature center or environmental park, an important component of tourism is finding an enjoyable way to spend leisure time. This function is more often considered an important motivation than the cultural heritage site

itself is. The pleasure function has been identified as an important tourist motivations by Chang (2006), Dewar et al. (2001), Hanqin & Lam (1999), Jang and Wu (2006), Kim and Prideaux (2005), Lau & McKercher (2004), Mohr et al. (1993), Pearce and Lee (2005), Poria et al. (2004), Poria et al. (2006), Prebensen et al. (2003), Swanson and Horridge (2006), Uysal, Gahan, and Martin (1993), and Yoon and Uysal (2005).

Utilitarian function: Escape. The escape function motivation explains the need to get away form routine life (Iso-Ahola, 1982) as well as the desire to maximize rewards from travel and has been supported by various studies (Crompton, 1979b). In fact, travelers try to maximize their pleasure while obtaining psychological awards and minimizing their punishments. These two motivations are strongly related to one another in terms of the utilitarian perspective; however, tourism research has suggested that pleasure and escape motivations have also been studied as basic motivation dimensions. This escape function is based on the assumption of the "equilibrium state" of human beings (Crompton, 1979b; Lee & Crompton, 1992).

The escape function has been identified as an important tourist motivation by Botha et al. (1999), Dewar et al. (2001), Kim and Prideaux (2005), Kim et al. (2006), Lee (2000), Lee et al. (2004), Mohr et al. (1993), Pearce and Lee (2005), Poria et al. (2004), Schneider and Backman (1996), Scott (1996), Swanson and Horridge (2006), Uysal et al., (1993), and Yoon and Uysal (2005).

Social adjustment function. Relationship function motives represent the desire to interact with reference groups, such as friends or family, regardless of permanent or temporary relationships (Crompton, 1979b; Woodside & Jacobs, 1985). Simply put, social adjustment does mean making contact with new people as a way to be among

friends in cultural sites. The social adjustive function has been identified as an important tourist motivation by Botha et al. (1999), Chang (2006), Dewar et al. (2001), Hanqin and Lam (1999), Jang and Wu (2006), Kim and Prideaux (2005), Kim et al. (2006), Lau and McKercher (2004), Lee (2000), Lee et al. (2004), Mohr et al. (1993), Pearce and Lee (2005), Prebensen et al. (2003), Schneider and Backman (1996), Scott (1996), Uysal et al., (1993), and Yoon and Uysal (2005).

Value-expressive function. Value-expressive function is associated with deriving a sense of personal importance from visiting cultural sites. Poria et al. (2006) examined heritage site perceptions and motivation at the Anne Frank House in Amsterdam. Four motivations to visit heritage sites were found: to feel connected with one's heritage, to learn, to bequeath heritage to children, and to be emotionally involved. The study emphasized the value-expressive function, which relates to a personal identity with and belonging to the site. When travelers visit a heritage site, they feel that they are connected with the heritage site; in turn, they feel empirically involved in the site. Value-expressive function has been identified as an important tourist motivation by Botha et al. (1999), Hanqin and Lam (1999), Jang and Wu (2006), Kim et al. (2006), Kim and Prideaux (2005), Lau and McKercher (2004), Pearce and Lee (2005), Poria et al. (2004), Poria et al. (2006), Prebensen et al. (2003), and Yoon and Uysal (2005).

Table 2.4: Tourist Functional Motivation Framework by Fodness (1994)

Author	*Ego-defensive*	*Knowledge Function*	*Utilitarian Function Reward Maximization*	*Utilitarian Function Punishment Avoidance*	*Value-Expression Function*	*Social Adjustive Function*
Gray (1970)			Wanderlust; Sunlust			
Dann (1977)				Anomie	Ego-enhancement	
Schmoll (1977)		Educational and cultural	Relaxation, adventure, & pleasure; Health and recreation (including sport)		Social and competitive(including prestige)	Ethnic and family
Crompton (1979b)	Exploration and evaluation of self	Education; novelty	Regression (less constrained behavior)	Escape from a perceived mundane environment	Prestige	Enhancement of kinship relationships and social
Hudman (1980)	Self-esteem	Curiosity; Religion	Health; Sports; Pleasure			Visiting friends and relatives; Pursuit of "roots"
Iso-Ahola (1982)			Desire *to* obtain psychological or intrinsic awards	To escape one's personal environment-personal troubles, problems, etc.		
Epperson (1983)	Self-discovery-push factor	Historical areas and cultural events-pull factors	Challenge and adventure-push factors; Sports-pull factor	Escape, rest, & relation-push factors	Prestige-push factor	
Moutinho (1987)		Educational and cultural; To gain a better understanding of current events.	Recreation-sports; To have a good time, fun, or to have some sort of romantic sexual experience.	Relaxation; To get away from everyday routine and obligations; To seek new experiences; Health-to rest and recover from work	Social and competitive; To be able to talk about places visited; Because it is fashionable; To show that one can afford it.	Ethic and family; To visit places one's family came form: To visit friends and relatives; to spend time with the family.
Coltman (1989)	Self-esteem	Curiosity about other cultures, places, people, religions, and political systems, as well as the desire to see attractions	The romantic of travel; Sports and entertainment	The use of leisure time to escape; The desire for change of routine, or merely the wish to have a new experience or to do nothing	To be able to talk to others about a trip for reasons of ego-enhancement; To follow a trend to a particular destination; To be one of the first to visit a new destination	
Mclntosh & Goeldner (1990)	Self-esteem	Cultural-to gain knowledge about other countries	Physical-sports, recreations	Physical-rest, health; Interpersonal-get away from routine	Status and privilege	Interpersonal- to meet new people, visit friends or relatives

Source: Fodness (1994). Integration of Tourist Motivation literature into Functional Framework. (p.579)

Table 2.5: Tourist Functional Motivation Framework

Researcher	*Destination*	*Knowledge Function*		*Utilitarian Function*		*Social adjustive Function*	*Value-expressive Function*
		Learning	Novelty	Pleasure	Escape		
Lee & Crompton (1992)			Thrill (.87-.91)* Change from routine (.82-.86) Boredom alleviation (.70-.76) Surprise (.68-.76)				
Mohr et al. (1993)	Balloon Festival, South Carolina, USA		Event novelty (.70)	Excitement/uniq ue (.77)	Escape (.73)	Socialization (.78) Family togetherness (.81)	
Uysal et al. (1993)	Corn Festival, South Carolina, USA		Event novelty (.81)	Event excitement (.85)	Escape (.80)	Socialization (.79) Family togetherness (.72)	
Schneider & Backman (1996)	Jerash Festival, Jordan		Event excitement (.52)	Festival attributes (.54)	Escape (.79)	Family togetherness/sociali zation (.82) Social leisure (.60)	
Scott (1996)	Bug Festival. Ohio, USA	Nature appreciation (.87)	Curiosity (.62) Event excitement (.77)		Escape from routine (.58)	Sociability (.70) Family togetherness (.81)	
Botha, Crompton, & Kim (1999)	Sun/Lost city, South Africa	Learning/discove ry (.70 & .65)	Novelty/thrill (.59 & .74)		Escape personal/social pressures (.60 & .61) Escape from crowds (.59 & .67)	Socialization/bondi ng (.66 & 60)	Social recognition/prestig e (.65 &.74) Self-esteem (.80 & .78) Regression (.61 & .67)
Hanqin & Lam (1999)	Hong Kong (Push &Pull)	Knowledge (.80)	Novelty (.88)	Relaxation (.70)		Enhancement of human relationship (.78)	Prestige (.80)

( )* = Cronbach's alpha

Table 2.5: Tourist Functional Motivation Framework (Continued)

Researcher	*Destination*	*Knowledge Function*		*Utilitarian Function*		*Social adjustive Function*	*Value-expressive Function*
		Learning	Novelty	Pleasure	Escape		
Lee (2000)	KyongjuWorld Cultural Expo, south Korea (1998)	Cultural exploration (.84)	Novelty (.81) Event attraction (.79)		Escape (recover equilibrium) (.86)	Family togetherness (.92) External group socialization (.79) Known-group socialization (.79)	
Dewar, Meyer, & Li (2001)	Harbin Ice Lantern & Snow Festival, China		Event novelty (.73) Excitement/thrill s (.52)		Escape (.79)	Socialization (.67) Family togetherness (.67)	
Prebensen, Larsen, & Abelsen (2003)	Lofoten Isalands, Northern Norway	Knowledge function(N/A)		Utilitarian function (N/A)		Social-adjustment function (N/A)	Value-expressive function (N/A)
Lau & McKercher (2004)	Hong Kong	Intellectual & cultural enrichment (.84)		Environmental & services attraction (.78) Relaxation & escape (.72)		Relationship enhancement & benefit seeking (.74)	Status & Prestige (.55)
Lee, Lee, & Wicks (2004)	Kyongju World Culture Expo, South Korea (2000)	Cultural exploration (.82)	Novelty (.85) Event attraction (.81)		Escape (recover equilibrium) (.88)	Family togetherness (.92) Socialization (.78)	
Poria, Butler, & Airey (2004)	Wailing Wall in Jerusalem & Massada in the south of Israel	Cultural/Educatio nal experience (N/A)		Recreational experience (N/A)			Heritage/Emotional experience (N/A)
Kim & Prideaux (2005)	South Korea	Culture & history (.76)	Enjoying various tourist resources (.76)		Escaping from everyday routine (.79)	Socialization (.84)	Social status (.84)

( )* = Cronbach's alpha

Table 2.5: Tourist Functional Motivation Framework (Continued)

Researcher	*Destination*	*Knowledge Function*		*Utilitarian Function*		*Social adjustive Function*	*Value-expressive Function*
		Learning	Novelty	Pleasure	Escape		
Pearce & Lee (2005)	Townsville & Cairns, North Queensland	Self-development (Host site involvement) (.84)	Novelty (.70) Simulation (.89)	Nature (.92) Nostalgia (.92) Romance (.78)	Escape/relax (.82) Autonomy (.85) Isolation (.81)	Relationship (strengthen)(.83) Relationship (security)(.87)	Self-development (personal development)(.92) Self-actualize (.89) Recognition (.87)
Yoon & Uysal (2005)	Northern Cyprus, Mediterranean Sea (Push & Pull)	Knowledge/education (11.42%)		Exiting (18.30%) Relaxation (10.53%) Safety/fun (5.0%)	Escape (5.91%) Away from home and seeing (4.43%)	Family togetherness (7.23%)	Achievement (7.63%)
Chang (2006)	Cultural festival, Taiwan	Cultural exploration (.76) Festival participation & learning (.80)	Novelty seeking (.76)	Equilibrium recovery (.86)		Socialization (.72)	
Jang & Wu (2006)	Taipei, Taiwan (Taiwanese seniors) (Push & Pull)	Knowledge seeking (.74)		Relaxation (.62)		Socialization (.58)	Ego-enhancement (.70) Self-esteem (.74)
Kim, Borges, & Chon (2006)	International Festival of Environmental Film and Video, Brazil		Site attraction (.74) Festival attraction (.66)		Escape from routine (.70)	Family togetherness (.80) Socialization (.68)	
Poria, Reichel, & Biran (2006)	Anne Frank House, Amsterdam	To learn (.79) To bequeath the children (.89)		To have fun (.61)			To feel connected with your heritage (.93) To be emotionally involved (.59)
Swanson & Horridge (2006)	Souvenir, Arizona, Colorado, New Mexico, or Utah, USA	Fitness and education (.78) Seeing the country (.68)		Leisure & romance (.60)	Nature & escape (.70)		

( )* = Cronbach's alpha

Motivational Conflicts

As complex human experiences, a visitor's tourism experience is a complex socio-cultural phenomenon (Gunn, 1997). The outcomes of this phenomenon are controlled by external stimuli, such as demographics, visiting behaviors, and site characteristics. The literature review has already identified the characteristics of cultural tourists based on their demographics, visiting behaviors, tourist motivation, and uniqueness of destination. All four types of variables distinguish one cultural tourist from another in terms of their tourism behaviors. Among them, motivation is considered a crucial factor in forcing tourists toward destination. However, tourist behaviors may also be influenced by the other three categories as external stimuli. In a sense, these stimuli may influence tourists' motivation as a motivational conflict while traveling. Such stimuli relate to a person's behavior in visiting a heritage site as well as the type of site, which may be viewed as a constraint to participating in a leisure activity.

Howard and Crompton (1984) found that site location, inconvenience, lack of time, and lack of money rated in the top ten reasons for nonparticipation in leisure activities. Van Harssel's (1994) study, meanwhile, identified several reasons people cannot take vacations, including economic limitations (e.g., limited budget), time limitations (e.g., length of time required to travel), physical limitations (e.g., health conditions), family life cycles (e.g., the stage of their lives), and unawareness (e.g., unfamiliarity with travel destinations). Moutinho (1987) noted that conflicts (influences) on tourist motivation include other extrinsic pressures as well. In his study, the four main sources of social influence on a tourist's motivation were family influences, reference groups, social class, and culture.

The perspective of life cycle has proven to be a useful conceptual and analytical framework in investigating the experience of leisure constraints. Life-cycle issues have appeared as constraints in research in one or other of two forms. Some researchers have investigated how constraints are experienced at given life stages, such as adolescence and later in life (McGuire, 1984; Hultsman, 1995; Raymore, Godbey, & Crawford, 1994). Others have compared the constraints experienced by different age groups or people at different life stages (Searle & Jackson, 1985; Witt & Goodale, 1981). These lines of research indicate that constraints are not experienced in the same way by people of different ages. Other authors have added gender as a mediating variable (Jackson & Henderson, 1995; Raymore et al., 1994), indicating that females are more constrained than males in their leisure behaviors (Alexander & Carrol, 1997).

Kim and Prideaux (2005) conducted a correspondence analysis on the cross-cultural preference to Korean historical and cultural sites. The findings indicated that Western travelers (e.g., Americans and Australians) prefer Korean historical and cultural resources, but Mainland Chinese tourists, who have a similar culture, are more interested in leisure facilities and gaming. In addition, Japanese and Chinese tourists from Hong Kong prefer Korean food and shopping. The results highlighted the impact the differences in nationality, such as cultural differences between Western culture and Eastern culture as well as among Eastern cultures, have on tourism decisions.

Site characteristics also impact tourist behaviors. The relative importance of primary motivations depends on the uniqueness of destination sites. For instance, Botha et al.'s (1999) study in Sun/Lost city in South Africa determined that socialization/bonding and escape from crowds/routine are the most important motivations.

Tourists also mentioned that traveling costs and the difficulty of time schedules were motivation conflicts. Meanwhile, Yoon and Uysal (2005) identified eight push motivations and subsequent pull motivations in examining the structural relationship with travel satisfaction and destination loyalty in Northern Cyprus in the Mediterranean Sea, which offers historical sites and natural beauty and beaches. In their model, three push motivation factors—relaxation, family togetherness, and safety and fun—were identified as important motivation dimensions. Further, these three push motivations had a statistically significant direct impact on both travel satisfaction and destination loyalty. Both of these studies dealt with very distinguishable destination differences and motivation differences. In Sun/Lost city, South Africa, the primary motivation related to socialization/bonding and escape from crowds/routine while in the Northern Cyprus, the main motivation related more to relaxation, family togetherness, and safety and fun (Crompton & Kim, 1999).

In the current study, motivation conflicts are defined as internal or external conflicts or constraints that may influence various needs for engaging in a particular tourism behaviors. Yet this concept does imply only internal or external motivation conflicts arise when traveling (i.e., constraints facing existing participants) and does not include the constraints that may occur prior to traveling. Although various constraints may influence tourist behaviors, the key variables have already been discussed: gender, age, time spent at a site, site characteristics, and cultural distance. This study considers gender and cultural distance to be motivational conflict variables for several reasons. First, although age group is a distinguishable variable, cultural heritage research has noted that, generally, cultural tourists are somewhat older than general tourists. Second,

since this study is limited to a cultural heritage destination, it is not able to compare other destination sites. Third, to determine time spent at a site, participants are frequently asked to indicate the number of days spent at the site or simply how long they stayed at a destination; however, it is ambiguous to measure accurate time spent at a site in terms of measurement perspective.

Perceived Value

Perceived value has been identified as one of the most important measures for gaining a competitive advantage in consumer behavior research (Holbrook, 1999), such as market segmentation variable (Tellis & Gaeth, 1990), product differentiation (Heskett, Sasser, & Schlesinger, 1997), a destination's competitive edge (Pechlaner, Smeral, & Matzler, 2002), product choice (Zeithaml, 1988), purchase intentions (Dodds & Monroe, 1985) and quality and satisfaction (Bolton & Drew, 1991; Cronin, Brody, & Hult, 2000; Oliver, 1997). Tourism literature has also recognized perceived value as the key value to increase customer satisfaction (Baker & Crompton, 2000; Brady, Robertson, & Cronin, 2001; Oh, 1999, 2000).

The approach to perceived value was folded into two dimensions: economic or psychological. The former relates to perceived transaction value while the latter links to emotional or cognition aspects. From another perspective, perceived value can be understood to be a received value (e.g., economic, social, emotional) and sacrifices made by customer (e.g., price, effort, time, risk) (Dodds, Monroe, & Grewal, 1991).

Concept and Definition of Perceived Value

Even within the literature the concept of perceived value is somewhat vague due to the large number and varied users of the term (Murphy et al., 2000); however, the basic concepts and approach are fairly uniform. Generally speaking, "the overall assessment of the utility of a product based on the perceptions of what is received and what is given" (Zeithaml, 1988, p. 14) is the most universally accepted definition of perceived value. This concept includes a trade-off between "get" and "give" elements and has led to a universal interest on the composite nature of consumer value (Babin, Darden, & Griffin, 1994; Holbrook, 1999; Mathwick, Malhota, & Rigdon, 2002; Sheth et al., 1991; Woodruff, 1997).

According to Holbrook (1999), consumer value is defined as "an interactive preference experience" that typically refers to the "evaluation of some object by some subject." He identified four characteristics of perceived value: 1) consumer value is interactive, meaning the consumer value entails an interaction between some subject(a consumer or customer) and some object (a product); 2) consumer value is relativistic, meaning consumer value is comparative (involving preference among objects), personal (varying across people), and situational (specific to the context); 3) consumer value is preferential in that it embodies a preference judgment (Lamont, 1955; Morris, 1956); and 4) consumer value is an experience because the consumer value resides not in the product purchased, not in the brand chosen, not in the object possessed, but rather in the consumption experience(s) derived from there. Sheth et al. (1991) also noted the characteristics of perceived value: 1) "Market choice is a multidimensional phenomenon involving multiple values. These are functional value, social value, emotional value,

epistemic value and conditional value"; 2) "the five values make differential contributions to specific choices"; and 3) "the five values are independent."

Measurement Approach of Perceived Value

Recently, an approach based on the conception of perceived value as a multidimensional construct has been gaining ground (De Ruyter, Wetzels, Lemmink, & Mattson, 1997; De Ruyter, Wetzels, & Bloemer, 1998; Sinha & DeSarbo, 1998; Sweeney & Soutar, 2001; Woodruff, 1997). This approach requires that the value concept is understood in an integrative manner in that one can understand a given type of value only by considering its relationship to other types of value (Holbrook, 1999; Sweeney & Soutar, 2001) and the "interactive relativistic preference experience" (Holbrook, 1999, p. 5).

This approach allows the study to overcome some of the problems of the traditional approach, which have particularly concentrated on economic utility (Zeithmal, 1988). Another important reason for this approach is that perceived value is a dynamic variable that is also experienced after consumption, including subjective or emotional reactions (Bolton & Drew, 1991; Havlena & Holbrook, 1986; Sweeney & Soutar, 2001); thus, it is necessary to incorporate the affective component. Third, since the overall vision of tourists' behavior underlies the multidimensional approach to perceived value, the multidimensional approach based on comparing benefits and sacrifices or cognitive and affective allows us to identify the role played by motivation in travel experience and travel consumption.

Typology of Perceived Value

The range and variety of perceived value is quite expansive in the literature. Three approaches transcend most cases: 1) the acquisition versus transaction value

difference (Monroe, 1979; Monroe & Chapman, 1987), 2) the hedonic versus utilitarist value dichotomy (Holbrook & Corfman, 1985; Holbrook & Hirschman, 1982), and 3) the inclusion of more than two multidimensional dimensions.

Holbrook and colleagues have demonstrated the importance of the hedonic component in the experiences of buying and consuming in leisure, aesthetic, creative, and religious activities (Havlena & Holbrook, 1986) as well as in consumers' responses to publicity (Holbrook & Batra, 1987). Holbrook has shown a long and consistent interest in the topic of value, offering a broader view of a formal typology of consumer behavior. Holbrook (1999) considers eight separate categories of consumer value—efficiency, excellence (quality), play, aesthetics, esteem, status, ethics, and spirituality—based on three-dimensional criteria: 1) extrinsic versus intrinsic (utilitarist versus hedonist), 2) active versus reactive (as in the active or a passive control of the consumer on the object), and 3) self-oriented or other-oriented when a social dimension of the act of consuming is adopted. Sheth et al. (1991) suggested five perceived value dimensions—functional value, social value, emotional value, epistemic value, and conditional value—in consumption of values and market choices. Proposing the market choice is a function of multiple values, these values make differential contributions in any given choice situation and these values are independent.

Perceived Value in Tourism

The perceived value concept has already been recognized as multidimensional (Al-Sabbahy, Ekinci, & Riley, 2004; Babin & Kim, 2001; Petrick, 2003). Since the first adoption of the utilitarian perspective (Bojanic, 1996; Jayanti & Ghosh, 1996; Murphy & Pritchard, 1997; Murphy et al., 2000; Tam, 2000), studies have applied a multi-item

measurement of perceived value in leisure and tourism experiences, adopting classical value typologies. Petrick and Backman (2002), using Grewal, Krishnan, and Borin's (1998) scale of transaction versus acquisition value, proposed a value structure of five dimensions—behavioral price, monetary price, emotional response, quality, and reputation—for restaurants. Babin and Kim (2001) adopted Babin et al.'s (1994) dimensions of hedonic and utilitarian value. Al-Sabbahy et al.'s (2004) study applies to hotels and restaurants services using Grewal et al.'s (1998) two-dimensional value scale; however, they found inconsistent results for the transaction value dimension. Sweeney and Soutar (2001) developed the perceived value scale (the so-called PERVAL scale) based on Sheth et al.'s (1991) work, grouping results into four dimensions: emotional value, social value, and two types of functional value—price/value for money and performance/quality.

Table 2.6: Perceived Value Dimensions

Researcher	*Destination*	*Dimensions of Perceived value*	*Antecedent*	*Consequences*
Sheth, Newman, & Gross (1991)		Social value Emotional value Functional value Epistemic value Conditional value		
Groth (1995a, b)		Cognitive: perceived utility Psychological Internal External		
Babin, Darden, & Griffin (1994)	Shopping	Hedonic value Utilitarian Value		
Grönroos (1997)		Cognitive Emotional (psychological)		
de Ruyter, Wetzels, Lemmink, & Mattson (1997)		Emotional dimension or intrinsic value Functional dimension or extrinsic value Logical dimension		
Grewal, Krinsna n, & Borin (1998)		Acquisition value Transaction value		
Sweeney, Soutar, & Johnson (1999)		Social value (acceptability) Emotional value Functional value (price/value for money) Functional value (performance/quality) Functional value (versatility)		
Tapachai & Waryszak (2000)	Thailand & United States	Functional value Social value Emotional value Epistemic value Conditional value		Beneficial Image
Sweeney & Soutar (2001)		Functional dimension (economic and quality) Social dimension Emotional dimension		

Table 2.6: Perceived Value Dimensions (Continued)

Researcher	*Destination*	*Dimensions of Perceived value*	*Antecedent*	*Consequences*
Petrick & Backman (2002)	Restaurant	Acquisition value Transaction value		
Al-Sabbahy, Ekinci, & Riley (2004)		Acquisition value (.97) Transaction value (.93)		
Beldona, So, & Morrison (2006)		Product (.89) Price (.92) Social (.87) Choice (.73) Service (.79)		
Gallarza & Saura (2006)	Spanish Univ. Student who traveling in groups during spring break	Efficiency Service quality Social value Play Aesthetics Perceived monetary cost Perceived risk Time and effort spent		Satisfaction and Loyalty
Sánchez, Callarisa, Rodríguz, & Moliner (2006)	Spanish tourist , Madrid (Spain) Focus groups+ qualitative + quantitative	Functional value of travel agency (installations) (.84) Functional value of personnel of the travel agency(professionalism) (.89) Functional value of the tourism package (quality)(.90) Functional value price (.85) Emotional value (.78) Social value of the purchase (.89)	N/A	N/A
Lee, Yoon, & Lee (2007)	Japanese tourists visited DMZ, Korea	Functional value Emotional value Overall value (RMSEA=.23 GFI=.99)	Perceived value	DMZ tour satisfaction & Recommendation

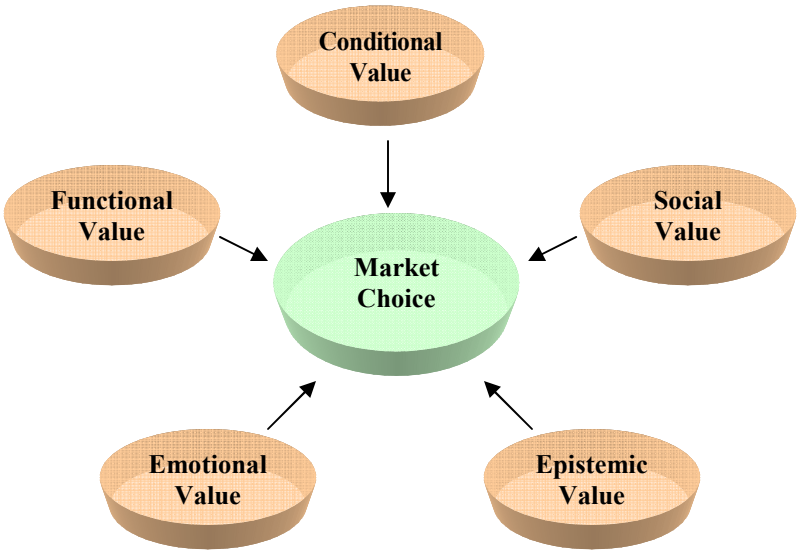
Perceived Value in Cultural Tourism

Compared to other areas in tourism research, little research has been conducted in perceived value dimensions. The five tourist expressions of value can be captured in one overall definition consistent with the concept of utility: Perceived value is the tourist's overall assessment of the utility of a travel service based on perceptions of what is received and what is given. Although what is received varies according to tourists (based on motivation and other situational variables), as does what is given (some are concerned only with money spent while others with time and effort), value represents a trade-off of the give and get components. Tourists will make a future purchase decision on the basis of perceived value, not solely to minimize the price paid. Thus, the tourist's perception of total value prompts a willingness to pay particular attention to a destination. Therefore, it is important to find answers to the following questions: What benefits does travel provide? How important is each of these benefits or value? How much is it worth to the tourist to receive a particular benefit from travel?

The perceived value is based on the multidimensional phenomenon involving multiple values. Five value dimensions are identified as impacting overall destination image of cultural tourists—functional value, social value, emotional value, epistemic value, and conditional value—by applying Sheth et al.'s (1991) five perceived value dimensions. Tourist behavior research has suggested that tourism phenomena involve very complicated individual experiences and that tourist behaviors are influenced by all values.

Thus, as an interactive preference experience, perceived value is simply referred to as "the evaluation of cultural heritage site by cultural tourist." In particular, this assumes that 1) the perceived value reflects the consumption experience driven from the

interaction between tourist and destination; 2) the perceived value differs according to individual tourists, situations, and site characteristics; and 3) tourist behaviors are a multidimensional phenomenon involving independent multiple values such as functional, emotional, social, epistemic, and conditional values (Holbrook, 1999; Sheth et al., 1991).



Source: Sheth, Newman, & Gross (1991). p.7

Figure 2.2: Five Value Influencing Market Choice Behavior

Functional Value

The functional value is the perceived utility acquired by an alternative as a result of its ability to perform its functional, utilitarian, or physical purposes. Alternatives acquire functional value through the possession of salient functional, utilitarian, or physical attributes. The functional value has been investigated through research on utility, attributes, and needs, with the majority of work focusing on the concepts of utility, attributes, and needs.

Utility theory posits that consumers make choices based on their total utility; they allocate expenditures among alternatives so that the utility of the last dollar spent on each is equal (Alchian, 1953). Meanwhile, attributes refers to the instrument used to determine an alternative's capacity to perform. Rachford (1975) suggested that consumers' attributes and beliefs regarding product attributes, rather than product attributes themselves, determine a product's value. Research has further suggested that customers' decisions result from efforts to meet a variety of intrinsic needs (Katz, 1960; Maslow, 1970; Sheth et al., 1991). Sheth et al. suggested that both Maslow's physiological needs and safety needs as well as Katz's instrumental, adjustive, and utilitarian needs are subsumed in a functional value construct. The subsequent arousal of a utilitarian motivation pushes the tourist toward action believed to lead, emphasizing the importance of customer needs and perceived value.

Functional value is often associated with physical attributes. Very often, price is considered the most salient functional value. Tourists may perceive functional value based on their needs, especially strong utilitarian function needs, which may have a positive relationship with the functional value.

Social Value

Social value is the perceived utility acquired by an alternative as a result of its association with one or more specific groups. Alternatives acquire social value though association with positively or negatively stereotyped demographic, socioeconomic, and cultural ethnic groups.

Market choices (tourist behavior) may be determined primarily by social value users' drive for products that convey an image congruent with the norms of their friends

or associates or that convey the social image they wish to project. Since the choice of products as well as activities to share with others is often driven by social value, the degree of perceived social value may differ from the need of socialization motivation; in turn, the perceived value may determine the final decision and destination image.

More specifically, social value results from identification with positively or negatively stereotyped demographic and cultural or ethnic groups (Sheth et al., 1991). Recent research has focused on social class, symbolic value, reference groups, conspicuous and compensatory consumption, and the normative components of attitude. Sheth et al.(1991) suggested that Maslow's love and belongingness needs and Katz's value expressive needs all pertain to social value. Further, Hanna's (1980) acceptance, recognition, and influence needs are subsumed under the concept of social value.

Emotional Value

Emotional value is the perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states. Alternatives acquire emotional value when associated with specific feelings or when they facilitate or perpetuate feelings. Emotional value is often related to aesthetic alternatives, such as music and art, and with various forms of entertainment. Individual tourists may choose different activities at the tourist site to arouse different types of feelings. The strong need to feel pleasure or fun may enhance the possibility of participation and evoke positive feelings of involvement at the site.

Utilitarian precuts are also associated with emotional value. Emotional value plays a an influential role in many market areas, emphasizing unconscious and subconscious motives (Freud, 1966; Hall & Lindzey, 1970) and seeking to understand those largely alternative mechanisms that "bridge the world of objects and the world of

the mind" (Dichter, 1964, p. 385). Emotional value can even dominate in an organizational buying personality, marketing, and promotional mix variables. Maslow's love and belongingness needs as well as Katz's ego defensive and value expressive needs are also relevant to the emotional value.

Epistemic Value

Epistemic value is the perceived value utility acquired by an alternative as a result of its ability to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. Alternatives acquire epistemic value through the capacity to provide something new or different.

A consumer driven by epistemic value may have a good overall destination image of the visited site. The epistemic value has been examined by theory and research in personality and in social psychology as well as marketing and consumer behaviors. Previous research refers to variety-seeking and novelty-seeking behavior. Sheth et al. (1991) suggested that Maslow's self-actualized need and Katz' knowledge needs are all consistent with knowledge motivation and novelty-seeking motivation. Katz and Lazarsfeld (1955) found that consumers often purchase new brands simply because they desire a change. A tourist who pursues new culture or new circumstances is one exhibiting important motivation as it may influence the perceived epistemic value.

Conditional Value

Conditional value is the perceived utility acquired by an alternative as a result of the specific situation or the context faced by the choice maker. Alternatives acquire conditional value in the presence of antecedent physical or social contingencies that enhance their functional or social value, but do not otherwise possess this value.

The conditional value provides extrinsic rather than intrinsic utility; in other words, it can be possessed inside the situation. It results from its association with the antecedent situation. When a tourist perceives a conditional value, the decision is contingent on antecedent circumstances. Since conditional value does possess the same degree of utility inside, it has little worth to the tourist until faced with a specific set of tourism circumstances that give intentions to the activity experience.

Conditional value includes the effects of situational contingencies, situational characteristics, physical surroundings, and social surroundings rather than psychosocial variables (e.g., motivation). Therefore, as a component of perceived value, although it reflects tourists' behaviors, it does not have a direct influence on motivation. Rather the six functional motivations influence the remaining functional motivations (other than the conditional value). For instance, the degree of tourists' motivation driven by their special multiple needs and desires may influence the perceived value of the destination differently. However, in a real situation, tourists will face conflicts with motivation, such as circumstances (e.g., climate, fatigue) or demographic characteristics (e.g., nationality, gender). Finally, although tourists may have a strong motivation to visit the site, the perceived conditional value may differ from the specific situation. Therefore, this suggests that, rather than being directly influenced by the functional motivation, the conditional value will activate their overall destination image and future intentions under specific situations.

Tourist Destination Image and Future Intentions

Tourist Destination Image

The importance of the tourists' destination image is universally acknowledged since it affects an individual's subjective perception and consequent behavior as well as destination choice (Chon, 1991). Thus far, the current study has pointed to several studies on tourism destination image, such as conceptualization and dimension, destination image formation process (static and dynamic), assessment and measurement of destination image, influence of distance on destination image, destination image change over time, active and passive role of residents in image study, and destination image management policies. In this study, the focus is the relationship between destination image formed through the tourists' experiences at a destination as well as tourists' behaviors, such as future intentions. Therefore, the study will focus on the destination image formation process, including influential factors that may change the destination image, such as cultural distance and demographic variables.

Destination image. Image is referred to a set of beliefs, ideas, and impressions that people have of a place or destination (Crompton, 1979a; Kotler, Haiderl, & Rein, 1993). As a mental representation of an object or place which is not physically before the observer, most definitions focus on the component of perceptual/cognitive aspect of image. Lawson and Baud-Bovy (1977) defined a destination image as "an expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place." Crompton viewed image as something that defined the sum of the beliefs, ideas, and impressions a person has of a destination. Kotler et al. (1993) stated "the image of a place is the sum of beliefs, ideas, and impressions that a person holds of it."

Furthermore, other approaches have extended the meaning of image as a combination of cognitive or affective aspects or containing more complicated dimensions. For instance, Oxenfeldt (1974) and Dichter (1985) viewed image as an overall or total impression formed as a result of the evaluation of individual attributes, which may contain both cognitive and emotional content. Mazursky and Jacoby (1986) concurred, defining image as a set of cognitions and affects that represent an entity to an individual. Embacher and Buttle (1989) defined image as that which is comprised of the ideas or conceptions held individually or collectively of the destination under investigation. Image may comprise both cognitive and evaluate components. Destination image by Gartner (1986) revealed that destination images are developed according to three hierarchically interrelated components: cognitive, affective, and conative.

Destination image formation process. According to Gallazara, Saura, and Garcia (2002), the study of the destination image formation process has adopted two approaches: static and dynamic. The former studies the relationship between image and tourist behaviors while the latter focuses on the structure and formation of destination image itself. However, first it is important to explore the relationship with tourist behavior to understand the structure of destination image formation before examining the relationship with tourist behavior.

As Baloglu and McCleary (1999a) and Mackay and Fesenmaier (1997) point out, very few empirical studies have analyzed which forces influence an individual's image of a given destination, and little research examines those that influence the formation and the structure of this image. The structure of most studies of destination image formation

process involves two categories: the antecedent of the destination image and the construct of destination image itself, or the overall destination image.

The antecedent of the destination image incorporates both external (external stimuli) and internal factors. According to Stern and Krakover (1993), image formation procedure contains a set of factors that influence image formation, involving both information sources and the characteristics of the individual. These two factors influence the image formation system controlling the external stimuli, ultimately producing a compound image of the objects. Baloglu and McCleary (1999a) also propose a general theoretical model of image-formation factors that differentiates between stimulus factors (information sources, previous experience, and distribution) and personal factors (psychological and social).

At the construct and consequence levels, the most recent studies (Baloglu & Brinberg 1997; Baloglu & McCleary 1999a, 1999b; Gartner, 1986) have suggested that image is formed by the consumer's reasoned and emotional interpretation. As a consequence of these two closely interrelated components, two constructs have been considered: 1) perceptive/cognitive evaluations referring to the individual's own knowledge and beliefs about the object (an evaluation of the perceived attributes of the object), and 2) affective appraisals relating to an individual's feelings towards the object. Furthermore, the general consensus supports that the cognitive component is an antecedent of the affective component and that the evaluative responses of consumers stem from their knowledge of the objects (Anand, Holbrook & Stephens, 1988; Holbrook, 1978; Russel & Pratt, 1980; Stern & Krakover, 1993). In addition, the combination of these two factors produces an overall, or compound, image relating to the positive, or

negative, evaluation of the product or brand. Baloglu and McCleary (1999a, 1999b) and Stern and Krakover empirically demonstrated that these perceptual/cognitive and affective evaluations have a direct influence on the overall image and that the former—through the latter—indirectly influences that image.

By applying Baloglu and McCleary's (1999a, 1999b) basic concept of destination image formation, Beerli and Martin (2004) analyzed the determinants of a destination's perceived post-visit image, proposing an empirical study aimed at developing and validating a model for defining such factors. The model was developed to differentiate between first-time and repeat tourists for several reasons. First, certain differences may exist between the image perceived by each group of individuals that would affect on the results. In addition, the relationship between secondary information sources and perceived image can only be analyzed in the case of first-timers since repeat tourists could have difficulty recalling the sources of information used before visiting the place for the first time. Moreover, differences may exist between the two groups in terms of their level of knowledge of the destination and in their motivations, depending on whether they had previously visited the place or not. Finally, this structure enabled the validation of the proposed model using two independent samples.

Overall image. Both perceptual/cognitive and affective evaluations form the overall image of a place. Stern and Krakover (1993), in their model of the formation of a composite urban (city) image, demonstrated that designative (perceptual/cognitive) and appraisive (affective images) together form a composite or overall image of a city. Their results provided support for the intervening role of affect between perceptual /cognitive evaluation and overall image as well as the interactive effects of the two components in

forming an overall image. Mazursky and Jacoby's (1986) model of store image formation found that, after consumers evaluated and integrated perceptions of store attributes, they ultimately formed an overall image, which is the end-product of this formation process. Gartner (1986) stated that people's perceptions of various attributes within a destination will interact to form a composite or overall image.

Ahmed (1991) noted that an important issue in destination image is the delineation of the relationship between overall image and other components and the overall notion, which may be favorable or unfavorable. Keown, Jacobs, and Worthley (1984) studied American tourists' perceptions of retail stores in 12 selected countries by examining the relationship among six perceptual/cognitive attributes and overall image. The authors concluded that overall impression depends on individual attributes. The beliefs and feelings dimensions together influence overall attitude or image. These causal linkages indicate that beliefs influence overall or composite attitude directly as well as indirectly through affect.

Demographic variables. The destination image is affected by both stimulus elements of the product and the characteristics of the perceiver. Most image formation and destination selection models have incorporated socio-demographic variables as conventional consumer characteristics influencing perceptions of objects, products, and destinations (Um & Crompton 1990; Woodside & Lysonski, 1989). The consumer behavior models of Fisk (1961) and Sheth (1983) also recognized the socio-demographic characteristics of consumers as determinants of consumer image by including them as antecedents to cognitive processes. Although such variables as age, education, income, gender, occupation, and marital status have all been suggested as influencing perceptions

and images, age and education appear to be major determinants of image. Nickel and Wertheimer (1979) studied the effects of age, education, occupation, income, marital status, and size of the family on consumer images of drugstores and found that age was the only variable affecting the process.

Walmsley and Jenkins (1993) studied affective images of several resorts along the north coast of New South Wales, Australia. The findings indicated that affective images of a few resorts showed variations due to gender and age. Baloglu (1997) examined image variations of the United States based on socio-demographic characteristics of West German tourists. The author found a few image differences due to age, marital status, and occupation. However, age was the most significant socio-demographic variable. Moreover, Husbands (1989) investigated the relationship between the perception of tourism and socio-demographic variables and found that perception among Livingstone, Zambia, locals differed significantly based only on age and education variables. Meanwhile, Stern and Krakover (1993) identified education level as one of the most important consumer characteristics and investigated its effects on the relationship between cognitive, affective, and overall image.

Destination image change over time and cultural distance. Few studies have focused on the distance variable. These essentially concentrate in comparing samples of respondents from different origins in an attempt to assess the relationship between geographical location and image (Crompton, 1979a). It is generally assumed that distance has a role in the image formation process. The influence of time, often investigated along with the influence of space, can be categorized into three kinds of studies: those that study the influence of length of stay in the image destination (Fakeye & Crompton, 1991);

those that repeat, after a period of time, previous studies on the same destination (Gartner & Hunt, 1987); and those that investigate the effect of previous visitation on image formation (Dann, 1996). In assessing the influence of time on image formation, it is important not to compare different samples, but utilize longitudinal sampling studies; however, this kind of research is difficult in tourism.

Future Intentions

Destination image and future intentions. Image is referred to as the general impression that a tourist has about a destination. Image has been identified as a relevant factor in a customer's final evaluation of a service (Castro, Armario, & Ruiz, 2007; Grönroos, 1984). However, as a composition of several elements that goes beyond the perception of any given individual, image is considered the outcome of interactions among various experiences, impressions, beliefs, feelings, and fragments of knowledge that customers have about a particular organization. Image is thus characterized by both cognitive aspects (beliefs) and affective aspects (feelings) (Baloglu & Brinberg, 1997; Beerli et al., 2002; Bigné et al., 2001). Therefore, the combination of these cognitive and affective aspects provides a "global image" reflecting an overall positive or negative assessment of the destination (Baloglu & McCleary, 1999a, 1999b).

The influence of tourism image on the selection of destination has been considered by various authors examining tourist decision-making processes. The influence of image is not limited to the stage of choosing the destination; it also affects the future behavior of tourists (Ashworth & Goodall, 1998; Bigné et al., 2001; Chen & Gursoy, 2001; Mansfeld, 1992). Therefore, destinations with more favorable positive images are thought to have a higher probability of being included and chosen in the process of decision making.

Perceived value and future intentions. Perceived value is the result of the trade-off between product quality and price-based perceptions of consumer sacrifice (Dodds et al., 1991; Monroe & Chapman, 1987) and is thought to be a significant determinant of whether a tourist intends to return and visit a destination again. Thus, the notion of visitors returning has become an important outcome measure for destination marketing (Chen & Tsai, 2007; Cronin et al., 2000; Dodds et al., 1991; Grewal et al., 1998; Monroe & Chapman, 1987). Murphy et al. (2000) also found that a high sense of perceived value corresponded with a tourist's intent to return to a destination.

However, Petrick, Morais, and Norman (2001) demonstrated different results. They investigated the variables of past behavior, satisfaction, and perceived value and determined that they are poor predictors of intentions to visit and attend live theater entertainment or book an entertainment package during a visit. When perceiving high levels of value from a travel, tourists tend to express high levels of willingness to buy eventually. Although contradicting results exist among the studies, most studies agreed with the positive impact of perceived value on future intentions. Researchers have examined future purchase intention frequently and found it to be an important consequence of value perceptions (Dodds et al., 1991). As such, the higher the tourist value perceptions, the higher their intentions to revisit the destination.

Conceptual Framework of the Study

Development of the Structure of the Study

In this study, the relationships among tourist motivation, motivation conflicts, perceived value, tourist destination image, and future intentions in cultural heritage tourism are investigated. The study was consisted of two phases, the structural equation modeling of the proposed model (phase1) and the group differences (phase 2).

Phase 1. Phase 1 tested the proposed model in cultural heritage tourism. A series of constructs in the model contains the following concepts. First of all, the tourist functional motivation approach was applied to examine a series of cultural tourist behaviors. The tourist functional motivation approach emphasizes the psychological function or emotional needs for cultural heritage tourism and directly addresses the reasons that cultural tourists behave as they do. In turn, the functions served by tourist motives influence tourist behaviors such as perceived value. Different individuals perceive destination value based on their own motivation. Using a functional approach has important implications for understanding tourist behaviors since the functional approach represents the psychological function or needs for vacation, and directly addresses the reasons tourists behave as they do (Katz, 1960). In this study, six functional motivations were examined: learning, novelty, pleasure, escape, socialization, and ego-enhancement (Fodness, 1994; Katz, 1960; Smith et al., 1956). Sheth et al. (1991) demonstrated the relation between functional motivation and perceived value. Thus, the stronger the cultural motivation, the stronger the perceived value a tourist assigns (H1).

Next, as an outcome of perceived value, two variables are identified in this study: overall destination image and future intentions. Within a destination image formation

process, tourists form their overall destination image based on the perception of individual attributes (H2). Furthermore, the destination image affects the future behaviors of a tourist (H3). The perceived value is acknowledged as a significant determinant of whether a tourist will intend to return and revisit a destination (H4). Based on the flow, the following model is developed (see Figure 2.3)

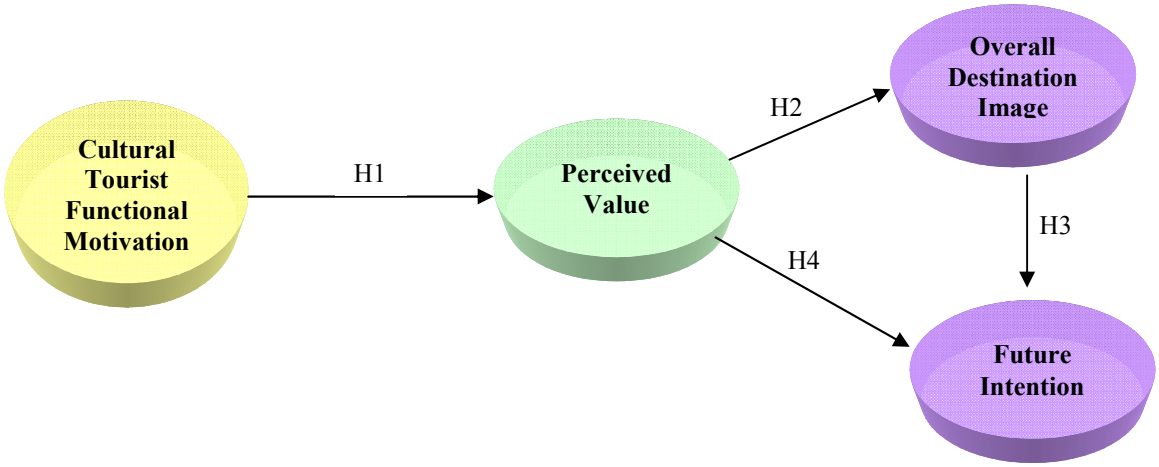


Figure 2.3: Conceptual Framework of the Study (Phase 1)

Meanwhile, additional research suggests that the importance of motivational conflicts, which indicate internal or external conflicts, may influence various needs for engaging in particular tourism behaviors. Thus, understanding tourists' motivations and their motivational conflicts provides a better understanding of how tourists perceive the value of cultural heritage sites as a cultural heritage destination than when focusing on motivation alone. Thus, the fifth hypothesis (H5) states that the impact of gender motivational conflicts on a series of cultural tourist behaviors including tourist functional motivation, perceived value, overall destination image, and future intentions (i.e., male or

female). Finally, hypothesis six (H6) states that cultural heritage tourist's behaviors may differ from cultural distance (i.e., nationality). In sum, the six hypotheses are:

H1: The higher the tourist functional motivation of cultural heritage tourism, the higher the probability of perceived value.

H2: The higher the perceived value of the trip, the more (less) favorable the overall image of the destination.

H3: The higher the perceived overall image of the destination, the higher the probability of future intentions.

H4: The higher the perceived value of the trip, the higher (lower) the probability of future intentions.

H5: Cultural heritage tourist's behaviors may differ from gender.

H6: Cultural heritage tourist's behaviors may differ from cultural distance (nationality).

Phase 1: Model of Functional Motivation and Perceived Value in Cultural Heritage Tourism

Tourist functional motivation and perceived value. Based on the above the conceptual structure, detailed hypotheses were developed. This study proposes travel functional motivations. A functional approach has important implications for understanding tourist behaviors since the functional approach represents the psychological function or needs for vacation and directly addresses the reasons tourists behave as they do (Fodness, 1994; Katz, 1960; Smith et al., 1956). This study develops six functional motivations—learning, novelty, pleasure, escape, socialization, value expressive function—which led to several hypotheses.

Functional value. Sheth et al. (1991) suggested that Maslow's physiological needs and safety needs as well as Katz's instrumental, adjustive, and utilitarian needs are subsumed in the functional value construct. Thus, the arousal of a utilitarian motivation pushes the tourist toward action that is believed to lead the tourist. These researchers emphasized the importance of customer needs and perceived value. Therefore:

H1a: The higher the pleasure motivation of cultural heritage tourism, the higher the probability of the perceived functional value.

H1b: The higher the escape motivation of cultural heritage tourism, the higher the probability of the perceived functional value.

Social value. Sheth et al. (1991) also suggested that Maslow's love and belongingness needs and Katz's value expressive needs all pertain to social value. Further, Hanna's (1980) acceptance, recognition, and influence needs are subsumed under the concept of social value. Therefore:

H1c: The higher the socialization motivation of cultural heritage tourism, the higher the probability of the perceived social value.

H1d: The higher the value-expressive motivation of cultural heritage tourism, the higher the probability of the perceived social value.

Emotional value. Emotional value can even dominate in an organizational buying personality, marketing, and promotional mix variables. Maslow's love and belongingness needs as well as Katz's ego defensive and value expressive needs are also relevant to the emotional value (Sheth et al., 1991). Therefore:

H1e: The higher the pleasure motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

H1f: The higher the escape motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

H1g: The higher the socialization motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

H1h: The higher the value-expressive motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

Epistemic value. Sheth et al. (1991) further suggested that Maslow's self-actualized need and Katz's knowledge needs are consistent with learning motivation and novelty-seeking motivation. Katz and Lazasfeld (1955) found that consumers often purchase new brands simply because they desire a change. Tourists who pursue new cultures or new circumstances follow an important motivation that may influence the perceived epistemic value. Therefore:

H1i: The higher the learning motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value.

H1j: The higher the novelty seeking motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value.

Perceived value, overall destination image, and future intentions. Perceived value has been identified as one of the most important measures for gaining a competitive advantage in consumer behavior research (Holbrook, 1999), including product choice, purchase intention, and repeat purchasing. Furthermore, previous research in tourism recommends that, rather than adopting a single dimensional value, multi-item measurements of perceived value are more effective in predicting tourist behaviors. As a trade-off between product quality and perceptions of consumer sacrifice, perceived value

has been determined to be a significant determinant of whether a tourist intends to return and revisit a destination (Chen & Tsai, 2006; Dodds et al., 1991; Murphy et al., 2000).

Meanwhile, research on destination image formation process has suggested that tourists' perceptions of various attributes within a destination ultimately form an overall destination image, indicating that their overall destination image depends on the perception of individual attributes (i.e., perceived value) (Ahmed, 1991; Baloglu & McCleary, 1999a, 1999b; Beerli & Martin, 2004; Stern & Krakover, 1993). Furthermore, studies in destination image assert that destination image's influence is not limited to choosing the destination; it also affects tourists' future behaviors (Ashworth & Goodall, 1998; Bigné et al., 2001; Chen & Gursoy, 2001; Mansfeld, 1992).

Based on this research, several hypotheses can be developed. In regards to perceived value and overall destination image:

H2a: The higher the perceived functional value during travel, the more favorable the probability of the overall image of destination.

H2b: The higher the perceived social value during travel, the more favorable the probability of the overall image of destination.

H2c: The higher the perceived emotional value during travel, the more favorable the probability of the overall image of destination.

H2d: The higher the perceived epistemic value during travel, the more favorable the probability of the overall image of destination.

H2e: The higher the perceived conditional value during travel, the less favorable the probability of the overall image of destination.

In regards to destination image and future intentions:

H3: The more favorable the probability of the overall destination image destination, the higher the probability of future (purchasing) intentions.

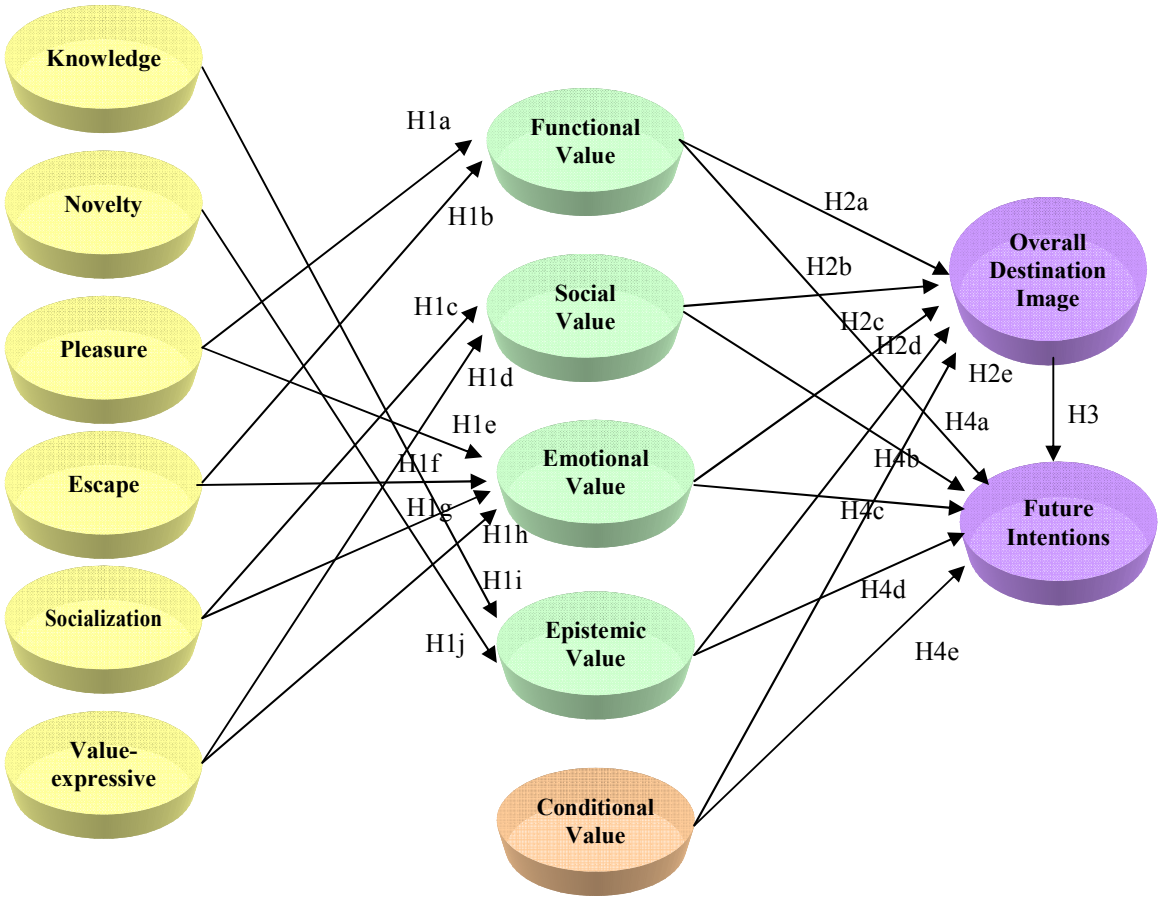


Figure 2.4: Proposed Model of the Study

In regards to perceived value and future intentions:

H4a: The higher the perceived functional value during travel, the higher the probability of future (purchasing) intentions.

H4b: The higher the perceived social value during travel, the higher the probability of future (purchasing) intentions.

H4c: The higher the perceived emotional value during travel, the higher the probability of future (purchasing) intentions.

H4d: The higher the perceived epistemic value during travel, the higher the probability of future (purchasing) intentions.

H4e: The higher the perceived conditional value during travel, the lower the probability of future (purchasing) intentions.

Phase 2: Influences of Motivational Conflicts

In a real situation, tourists often face conflicts within motivations, such as demographic characteristics (e.g., cultural distance, gender). Although tourists have strong motivation to visit the site, as an internal motivational conflict, gender or cultural distance may influence their behaviors, suggesting that differences of functional motivation, perceived value, overall destination image, and future intentions.

Cultural tourism and motivation studies have suggested that both gender and cultural distance are distinguishable variables for classifying cultural tourists. Emotional preference or different cultural background may cause strong commitment toward travel destination. Thus, gender and nationality variables are selected as motivation conflicts, providing the group differences in this study.

Based on this discussion, the following hypotheses have been developed.

H5: Cultural heritage tourists' behaviors may differ from gender.

H6: Cultural heritage tourists' behaviors may differ from cultural distance (nationality).

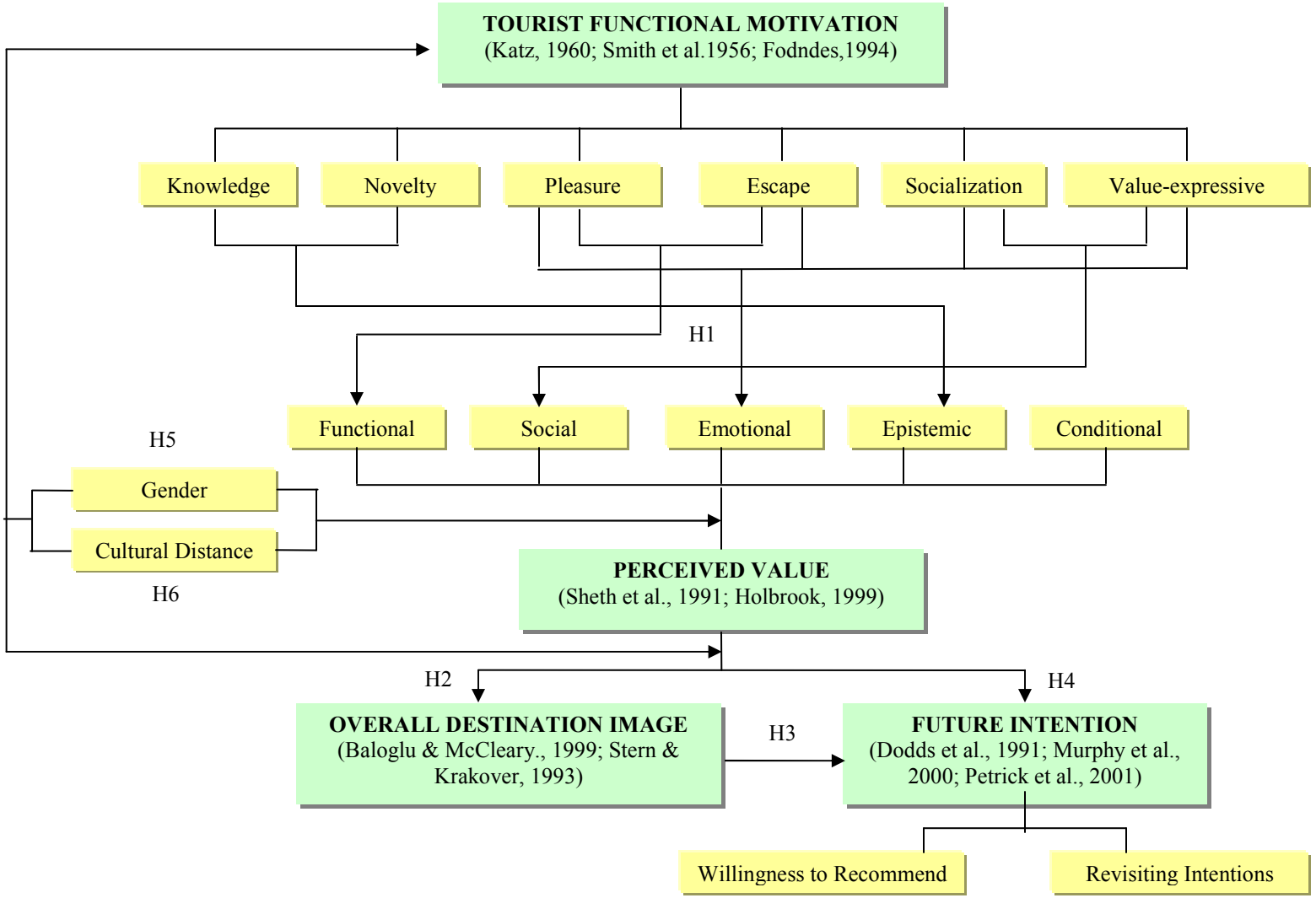


Figure 2.5: Conceptual Framework

CHAPTER III

METHODOLOGY

Research Design

This is a cross-sectional research survey that aims to confirm the causal relationships identified in the literature review. This survey was administrated in order to identify the tourist behaviors in a cultural heritage site by developing and testing a theoretical model of the functional motivation, perceived value, and overall destination image and future intentions. The target population of the study was tourists who are visiting Gyeongju, South Korea, during the survey period.

Survey Instrument

Operational Definition of Measurement Scales

The theoretical model of the study was designed to test structural relationships empirically among six tourist functional motivations, five perceived values, overall destination image, and future intentions.

Functional motivation. Based on studies by Katz (1960), Smith et al. (1956), and Fodness (1994), the first tourist functional motivations were identified in advance (i.e., learning, pleasure, escape, socialization, value-expressive). Subsequent examinations of recent motivation studies in cultural tourism resulted in the addition of the novelty-seeking function to the five functional motivations. The operational definitions of the measurements are shown in Table 3.1. The six functional motives for cultural tourism behaviors are:

1) Learning motivation: believing that substantive learning occurs by visiting cultural sites.
2) Novelty-seeking motivation: feeling a sense of cultural curiosity due to cultural differences in the authentic attractions of the destination.
3) Pleasure motivation: experiencing fun and relaxation from visiting the cultural sites.
4) Escape motivation: improving one's moods and escaping problems through cultural activities.
5) Socialization motivation: making contact with a new culture and new people as a way to be among friends in cultural sites.
6) Value-expressive motivation: deriving a sense of personal importance from visiting cultural sites.

For validity issues, the predictive validity and the construct validity of the six functional motivations were examined in a series of studies. In addition, the discriminate validity of the each functional motivation was examined in research by several studies. The research validated each of these functions has been identified in the literature review (See Tables 2.4 & 2.5).

Although a series of studies have revealed that six of the functional motivations were significant predictors of the tourist behaviors and accounted for the high reliability of each construct according to the new functional motivation constructs in cultural heritage tourism, an initial test of their internal reliability, predictive validity, and nomological validity were provided in a pilot test before the main survey in this chapter.

Perceived value. Multiple measures of perceived value in cultural heritage tourism behavior are employed to determine outcomes, such as functional value, social value, emotional value, epistemic value, and conditional value (Sheth et al., 1991). Perceived value of cultural activities is more likely related to actual experience, where cultural activities are defined as visits to cultural heritages attractions (e.g., museums, historic buildings, architecture) or art attractions (e.g., the performing arts) (Van der Ark & Richards, 2006). Individuals' perceived value of cultural heritage tourism can be formed from contact with certain elements of culture that attract tourists to particular destinations.

1) Functional value: The perceived utility acquired by an alternative as the result of its ability to perform its functional, utilitarian, or physical purposes.
2) Social value: The perceived utility acquired by an alternative as a result of its association with one or more specific groups.
3) Emotional value: The perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states.
4) Epistemic value: The perceived value utility acquired by an alternative as a result of its ability to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge.

5) Conditional value: The perceived utility acquired by an alternative as a result of the specific situation or the context faced by the tourist.

Table 3.1: Operational Definition of Measurement

Measurement		*Definition*
Tourist functional motivation	Learning motivation	Believing that substantive learning occurs by visiting cultural sites
	Novelty-seeking motivation	Feeling a sense of cultural curiosity due to cultural differences among authentic destination attractions
	Pleasure motivation	Deriving fun and relaxation from visiting cultural sites.
	Escape motivation	Improving one's moods and escaping problems through cultural activities
	Socialization motivation	Making contact with a new culture and new people as a way to be among friends in cultural sites
	Value-expressive motivation	Deriving a sense of personal importance from visiting cultural sites
Motivational conflicts	Gender	Male or Female
	Cultural distance	A tourist from Western Countries (i.e., North America, Australia, Europe, etc) A tourist from Eastern Countries (i.e., South Korea, China, Japan, etc)
Perceived value	Functional value	The perceived utility acquired by an alternative as the result of its ability to perform its functional, utilitarian, or physical purposes
	Social value	The perceived utility acquired by an alternative as a result of its association with one or more specific groups
	Emotional value	The perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states
	Epistemic value	The perceived value utility acquired by an alternative as a result of its ability to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge
	Conditional value	The perceived utility acquired by an alternative as a result of the specific situation or the context faced by the tourist
Overall destination image		The sum of beliefs, ideas, and impressions that a person has a destination through the travel experience
Future intentions		Intentions of tourists, including willingness to recommend to family/relatives or friends or and behaviors that lead tourists to consider revisiting the destination site based on their experiences at the destination site

Destination image and future intentions. The third section included the overall destination image and future intentions to revisit. Respondents were asked to rate their overall destination image toward the city of Gyeongju as a cultural heritage travel destination,

which indicates the sum of beliefs, ideas, and impressions that a person has about a destination through the travel experience. Meanwhile, future intentions imply the willingness to recommend certain sites to family/relatives or friends and behaviors that lead tourists to consider revisiting the destination site based on their experiences at the destination.

Survey Questionnaire

The survey questionnaire consisted of five sections: 1) visiting behaviors, 2) tourists' functional motivations, 3) perceived value, 4) overall destination image and future intentions, and 5) demographics.

In the first section, visiting behaviors, information was collected about travel behaviors of cultural tourists to Gyeongju and included questions such as the number of times the respondents had visited Gyeongju, the primary purpose for the trip, length of the trip, total travel expenditures (with currency type), number of people in the party, types of tours (individual or group/package tours), and information sources (six items).

The second section, tourists' functional motivations, consisted of 30 attributes to measure the functional motivation of cultural tourists, as shown in Table 3.2. The statements were grouped into six different categories to ensure that an adequate number of attributes represented each functional motivation category. The respondents were asked to rate on a seven-point Likert-type scale the main reasons for taking a Gyeongju cultural heritage trip (wherein 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neutral, 5=somewhat agree, 6=agree, 7=strongly agree).

Table 3.2: Functional Motivation of Cultural Heritage Tourist

Functional Motivation		*Items*
Learning	1	I like to see what other people's lifestyles are like.
	2	It's important for me to experience different cultures.
	3	I like to visit cultural and historical sites.
	4	I like to learn more about Korea.
	5	I like to increase my knowledge of different destinations.
Novelty-seeking	6	I like to try new and different things.
	7	I like to feel excitement at cultural heritage sites.
	8	I like to have adventures and thrills while on a cultural heritage trip.
	9	I enjoy the change of environment which allows me to experience something new on a cultural heritage trip.
	10	My cultural heritage trip involves seeing things I have not seen before.
Pleasure	11	Having fun and being entertained is the main purpose of a cultural heritage trip.
	12	I hope that I'll have some sort of romantic experience on a cultural heritage trip.
	13	I just like to travel to cultural heritage sites.
	14	The main goal for me on a cultural heritage trip is to slow down.
	15	Just physically resting and relaxing on a cultural heritage trip is enough for me.
Escape	16	Now and then. I need to just get away from pressure and stress by taking a cultural heritage trip.
	17	When I'm on a cultural heritage trip, I don't want to spend my time worrying about where I need to be.
	18	Getting away from work and the daily routine is a high priority for me on a cultural heritage trip.
	19	I would be happy taking a cultural heritage trip almost anywhere away from home.
	20	I can reduce the feeling of having too many things to do while on a cultural heritage trip.
Socialization	21	Going on a cultural heritage trip with someone is always more fun than going alone.
	22	Traveling to cultural heritage sites is an opportunity to meet people from all over the world.
	23	It is important for me to spend time with family and friends on a cultural heritage trip.
	24	A cultural heritage trip around people is very enjoyable.
	25	The cultural heritage trip would include all of our family.
Value-expressive	26	I like to talk about my cultural heritage trip when I get back home.
	27	It's fun to sit around and remember past cultural heritage trips.
	28	Traveling to cultural heritage sites increases my feelings of self-worth and self-confidence.
	29	I gain a new perspective on life while on a cultural heritage trip.
	30	Traveling cultural heritage sites gives me an opportunity to understanding more about myself.

* 1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4=Neutral, 5=Somewhat agree, 6=Agree, 7=Strongly agree

Table 3.3: Perceived Value of Cultural Heritage Tourist

Perceived Value		*Items*
Functional value	1	Compared to the price of other vacations, I think that this Gyeongju cultural heritage trip was a good quality vacation for a reasonable price.
	2	Considering the overall quality of Gyeongju cultural heritage trip, the price was appropriate.
	3	Given the features of Gyeongju cultural heritage trip, it was a good value for the money.
	4	I received good service while visiting the Gyeongju cultural heritage site.
	5	This Gyeongju cultural heritage trip was worth my time because it helped me learn about different cultures at a reasonable price.
Social value	6	Traveling to the Gyeongju cultural heritage site helped me to feel socially involved.
	7	Traveling to the Gyeongju cultural heritage site improved the way I am perceived by others.
	8	People who participate in Gyeongju cultural heritage trip obtain social approval.
	9	People who travel to Gyeongju cultural heritage site have a certain status and style.
	10	This Gyeongju cultural heritage trip would make a good impression on other people.
Emotional value	11	This Gyeongju cultural heritage trip gave me pleasure.
	12	This Gyeongju cultural heritage trip made me feel better.
	13	I felt relaxed on the Gyeongju cultural heritage trip.
	14	I had fun at the Gyeongju cultural heritage site.
	15	I was comfortable on this Gyeongju cultural heritage trip.
Epistemic value	16	I experienced a different culture on the Gyeongju cultural heritage trip.
	17	Gyeongju has very unique local architecture and buildings.
	18	I learned about unique Korean culture and history on the Gyeongju cultural heritage trip.
	19	There was a variety of things to do and see at the Gyeongju cultural heritage site.
	20	I feel more enlightened about the lifestyle of people in the past.
Conditional value	21	The weather was bad in Gyeongju.
	22	Transportation and accessibility were problems in Gyeongju.
	23	I did not have enough time to see everything that I wanted to see in Gyeongju?
	24	Gyeongju cultural heritage site was too crowded.
	25	There was a lack of travel information in Gyeongju.

* 1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4=Neutral, 5=Somewhat agree, 6=Agree, 7=Strongly agree

The third section, regarding perceived value, was assessed by asking respondents to rate on the same seven-point Likert-type scale described for the level of agreement regarding the listed benefits and problems associated with travel. Each construct had 5

items, and a total of 25 items were outlined in the Table 3.3. This section also included one statement inquiring about overall perceived value, which was, "Overall, visiting Gyeongju cultural heritage site is valuable."

The fourth section collected data about overall destination image (single item) and future intentions (two items). Overall destination image asked, "Overall, your impression of Gyeongju as a travel destination is…" A seven-point Likert-type scale was used (wherein 1=very negative, 2=negative, 3=somewhat negative, 4=neutral, 5=somewhat positive, 6=positive, 7=very positive). Meanwhile, two queries were posed to determine the respondents' likelihood or intention to revisit the city of Gyeongju and their willingness to recommend Gyeongju as a favorable destination to others on a seven-point scale ranging from 1 (not at all likely) to 7 (very likely). These queries were, "Please indicate your likelihood of revisiting Gyeongju in the near future," and "Please indicate your likelihood of recommending Gyeongju as a cultural heritage tourism destination to others." The final section, regarding tourists' demographics, focused on the six demographic variables—gender, age, country of residency, household income, education level, and occupation.

Table 3.4: Overall Destination Image and Future Intentions

Construct	*Items*
Overall destination image	Overall, visiting Gyeongju cultural heritage site is valuable. (1=Very negative, 2=Negative, 3=Somewhat negative, 4=Neutral, 5=Somewhat positive, 6=Positive, 7=Very positive)
Overall perceived value	Overall your impression of Gyeongju as a travel destination is (1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4=Neutral, 5=Somewhat agree, 6=Agree, 7=Strongly agree)
Revisit intention	Please indicate your likelihood of revisiting Gyeongju in the near future. (1=Very unlikely, 2=Unlikely, 3=Somewhat unlikely, 4=Neutral, 5=Somewhat likely, 6=Likely, 7=Very likely)
Recommendation	Please indicate your likelihood of recommending Gyeongju as a cultural heritage tourism destination to others. (1=Very unlikely, 2=Unlikely, 3=Somewhat unlikely, 4=Neutral, 5=Somewhat likely, 6=Likely, 7=Very likely)

Translation of the Survey

Conducting research in cross-cultural studies and international settings can lead to obvious difficulties related to cultural differences. To avoid the potential for poor item translation and inadequate formulation on the survey, the following procedures were followed. First, the initial survey instrument was created in English. It was subsequently translated into the target languages, including Chinese, Japanese, and Korean, by doctoral students majoring in hospitality management and the researcher using a procedure of translation-back translation (Brislin, 1986). An expert committee, consisting of two bilingual hospitality program professors and doctoral students in the School of Hotel and Restaurant Administration at Oklahoma State University, compared their translations of instruments and discuss the discrepancies for wording, content validity, and clarity of the instruments and statements.

Pilot Study

Prior to collecting the data, a pilot test was employed to test the content validity of the measurement scales and survey questionnaire. The pilot study was extremely important due to the exploratory nature of the tourism study, in which tourists were asked to rate their perceptions in a natural setting. Thus, a pilot study allowed minor changes to be made to the survey instrument and validated whether the questions and scales were appropriate in a natural setting. In this current study, since the cultural tourists were limited to the tourists traveling through the city of Gyeongju in South Korea, the pilot study included 25 respondents from each of 4 sample tourist populations—Westerners, Chinese, Japanese, and Koreans—through the primary tourist sites in the city of Gyeongju. During the pilot study, the survey was checked for readability and reliability. The format of the survey was

also evaluated based on the detailed comments and recommendations gathered during the pilot study. The pilot test was conducted in Bulguksa Temple, Seokguram, Tumuli Park, and Gyeongju National Museum. Bulguksa Temple is the representative relic of Gyeongju and was designated as a World Cultural Asset by UNESCO in 1995. Seokguram, located on Mt.Tohamsan, is the representative stone temple of Korea. Gyeongju National Museum is rich with tradition, with a history of about 90 years. Representing Gyeongju, which used to be the capital of Silla (B.C. 57 ~ A.D. 935), is the museum, where tourists can view the cultural history of the Gyeongju district.

The pilot survey was conducted from May to June in 2007 (one month). A total of 100 questionnaires were distributed, and 66 copies were used to conduct the pilot test (Korean 25, Japanese 14, Western 27, and Chinese 0).

The reliability of the scales was tested by calculating their coefficient alphas (Cronbach's alphas) to determine the degree of internal consistency between the multiple measurements. The rationale for the assessment was that the individual items in each scale should all be measuring the same construct and thus be highly intercorrelated and that the Cronbach's alphas should meet the recommended significance of 0.70 (Nunnally & Bernstein, 1994). It is generally recommended that if a measurement scale having a Cronabach's coefficient above .70 is acceptable as an internally consistent scale so that further analysis can be possible. Table 3.5 gives a summary of the reliability of the functional motivation constructs in the instrument. The Cronbach's alphas of six motivation constructs ranged from 0.942 to 0.841, with all constructs meeting the 0.70 level (Nunnally & Bernstein, 1994).

Table 3.5: Reliability of Tourist Functional Motivation

Constructs	*Corrected Item-Total Correlation*	*Cronbach's Alpha if Item Deleted*	*Cronbach's Alpha*
Learning motivation			
Learning1	.789	.941	.942
Learning 2	.856	.927	
Learning3	.883	.921	
Learning 4	.805	.936	
Learning 5	.908	.918	
Novelty-seeking motivation			
Novelty-seeking1	.745	.920	.926
Novelty-seeking2	.844	.901	
Novelty-seeking3	.753	.919	
Novelty-seeking4	.851	.899	
Novelty-seeking5	.839	.903	
Pleasure motivation			
Pleasure1	.691	.842	.869
Pleasure2	.730	.833	
Pleasure3	.585	.867	
Pleasure4	.775	.821	
Pleasure5	.702	.840	
Escape motivation			
Escape1	.703	.878	.893
Escape2	.740	.869	
Escape3	.781	.860	
Escape4	.668	.885	
Escape5	.800	.856	
Socialization motivation			
Social1	.630	.814	.841
Social2	.654	.807	
Social3	.758	.778	
Social4	.763	.786	
Social5	.499	.860	
Value-expressive motivation			
Value-expressive1	.651	.896	.898
Value-expressive2	.737	.880	
Value-expressive3	.804	.863	
Value-expressive4	.739	.878	
Value-expressive5	.820	.859	

Table 3.6 gives a summary of the reliability of the perceived value constructs in the instrument. The Cronbach's alphas of the five perceived value ranged from 0.946 to 0.846, providing a satisfied recommended level of 0.70 (Nunnally & Bernstein, 1994).

Table 3.6: Reliability of Perceived Value

Constructs	*Corrected Item-Total Correlation*	*Cronbach's Alpha if Item Deleted*	*Cronbach's Alpha*
Functional value			
Functional value1	.852	.921	.939
Functional value2	.841	.924	
Functional value3	.899	.912	
Functional value4	.873	.917	
Functional value5	.719	.946	
Social value			
Social value1	.829	.938	.946
Social value2	.841	.936	
Social value3	.897	.925	
Social value4	.839	.936	
Social value5	.861	.932	
Emotional value			
Emotional value1	.710	.920	.921
Emotional value2	.819	.900	
Emotional value3	.857	.890	
Emotional value4	.787	.905	
Emotional value5	.818	.899	
Epistemic value			
Epistemic value1	.702	.906	.921
Epistemic value2	.734	.900	
Epistemic value3	.890	.867	
Epistemic value4	.814	.884	
Epistemic value5	.741	.899	
Conditional value			
Conditional value1	.615	.825	.846
Conditional value2	.758	.787	
Conditional value3	.473	.863	
Conditional value4	.688	.806	
Conditional value5	.757	.786	

Sampling

Site Description: Gyeongju

As the capital of the Silla Kingdom for almost 1,000 years, Gyeongju has preserved vast amounts of significant and fascinating historical heritage. Along with Bulguksa Temple and Seokguram Grotto, the Gyeongju Historical Area—designated as a World Heritage area by UNESCO—contains a remarkable concentration of outstanding examples of Korean Buddhist art in the form of sculptures, reliefs, pagodas, and remains of temples and palaces from the period during which this form of unique artistic expression flourished—namely, between the 7th and 10th centuries. Due to the bountiful historical, natural, and cultural attractions, this region has long been a major tourist destination in Korea.

*source from KNTO (http://english.tour2korea.com)

Figure 3.1: Gyeongju City in South Korea

Sampling Method

Sampling is a procedure that uses a small number of units of a given population as a basis for drawing conclusions (Pedhazur & Schmelkin, 1991). A population can be defined as the entire group under study as specified by the objective of the research. Since the objective of this study is to investigate the structural relations among the constructs in cultural tourism, the target population included tourists traveling to the specified cultural heritage site during the survey period. Sampling is an important method for increasing the validity of the collected data and ensuring that the sample is representative of the population.

Because the population of this study was composed of cultural tourists, a few screening criteria were applied to the select sample. First, the cultural site was limited to Gyeongju in South Korea. Second, the sample of the survey was limited to those tourists traveling in Gyeongju during the survey time frame. Third, only those who report the major purpose of their trip to Gyeongju as cultural tourism were included in order to minimize the potential bias resulting from other trip purposes, such as business, and better reflect tourists' propensity for authentic travel. Fourth, all qualified respondents needed to be at least 18 years old. Fifth, since the purpose of this study is to test the difference between gender and nationality (i.e., cultural distance), the population covered eastern tourists from domestic Korean, Chinese, and Japanese and tourists from western regions (i.e., the United States, Europe, and Oceania).

A convenience sampling method was used to select the representative domestic sample and the international sample. According to the KNTO statistics, the total number of international tourists in South Korea was 6,448,240 in 2007 (see Table 3.7). Inbound

tourists to South Korea have increased gradually every year. Tourists from Asia have cornered about 73 percent of the Korea travel market. The top five largest groups in terms of number of total tourists were Japan (34.68%), China (16.58%), U.S.A. (9.11%), Taiwan (5.20%), and the Philippines (4.09%). Based on the statistics, a sample was selected from Japanese, Chinese, and Western (America, Europe, Oceania, etc.) regions.

Table 3.7: International Tourist Statistics of South Korea (in 2004 ~ 2007)

Category	*Ranking*	*Country*	*2004*	*2005*	*2006*	*2007*
Total	G.TOTAL		5,818,138	6,022,752	6,155,047	6,448,240
	1	Foreign Visitors	5,518,243 (94.85%)	5,742,288 (95.34%)	5,928,345 (96.32%)	6,154,179 (95.44%)
	2	Overseas Korean	299,895 (5.15%)	280,464 (4.66%)	226,702 (3.68%)	294,061 (4.56%)
Continent	1	Asia	4,311,513 (74.10%)	4,489,930 (74.55%)	4,607,703 (74.86%)	4,746,808 (73.61%)
	2	Americas	610,562 (10.49%)	640,050 (10.63%)	673,119 (10.94%)	716,336 (11.11%)
	3	Europe	498,096 (8.56%)	508,859 (8.45%)	534,834 (8.69%)	559,464 (8.68%)
	4	Oceania	77,921 (1.34%)	85,200 (1.41%)	91,516 (1.49%)	107,829 (1.67%)
	5	Middle East Asia	48,253 (0.83%)	46,713 (0.78%)	53,338 (0.87%)	63,609 (0.99%)
	6	Africa	17,905 (0.31%)	18,165 (0.30%)	21,090 (0.34%)	23,624 (0.37%)
	7	Stateless	2,246 (0.04%)	84 (0.00%)	83 (0.00%)	118 (0.00%)
Major Market	1	Japan	2,443,070 (41.99%)	2,440,139 (40.52%)	2,338,921 (38.00%)	2,235,963 (34.68%)
	2	China & China-Korean	627,264 (11.79%)	710,243 (14.57%)	896,969 (14.57%)	1,068,925 (16.58%)
	3	U.S.A.	511,170 (8.79%)	530,633 (8.81%)	555,704 (9.03%)	587,324 (9.11%)
	4	Taiwan	304,908 (5.24%)	351,438 (5.84%)	338,162 (5.49%)	335,224 (5.20%)
	5	Philippines	213,434 (3.67%)	222,655 (3.70%)	248,262 (4.03%)	263,799 (4.09%)

Source: KNTO. http://www.knto.or.kr/js/tt/jstt_av0.jsp?pds=pds_con&pg=0&seqno=8721

Sample Size

Since this study employs structural equation modeling (SEM) to test the proposed hypotheses, sample size is a crucial factor in determining the extent to which the procedures of the currently existing model evaluation can be reliable. SEM suggests that a minimum of at least five respondents for each estimated parameter is acceptable (Hatcher, 1994); however, a number of factors impact the sample size requirements, including model misspecification, model size, departures from normality, and estimation procedure (Hair et al., 2006). Hair et al. (2006) recommends "when the number of factors is larger than six, some of which use fewer than three measured items as indicators, and multiple low communalities are present, sample size requirements may exceed 500." As a result, it is recommended that the study use the maximum likelihood estimation (MLE) as the most common estimation procedure.

Several studies have reported an association between sample size and the model fit indices, including the incremental fit indices and the absolute fit indices (Anderson & Gerbig, 1988; Bollen, 1989a, 1989b; Hu & Bentler, 1995b). The researchers noted that the model and number of fit indices are relatively and consistently stable across the MLE method at a sample size of 250 or greater. However, a model with more measured indicators or variables requires larger samples, while multi-group analyses require an adequate sample for each group (Hair et al., 2006).

As multivariate data analysis approaches were used to analyze the data, the minimum sample size that was deemed to be suitable for most of the analyses was 10 times as large as the number of variables in the study (Hair et al., 2006). As shown in Table 3.8, there are a total of 58 variables in the model. However, structural equation

modeling requires a larger sample size, and thus the sample size was estimated based on the number of parameters to be estimated. In terms of sample size estimation, a rule of thumb that was suggested by Stevens (1996) is to have at least 15 cases per measured variable or indicator. Bentler and Chou (1987) recommended at least 5 cases per parameter estimate (including error terms and path coefficients). It has also been suggested that the researcher go beyond these minimum sample size recommendations, particularly when the data are non-normal or incomplete or when the model is very complex with many constructs (Hair et al., 2006).

Table 3.8: Number of Items for each Construct

Constructs Measured	*No. of Constructs*	*No. of Items*
Functional motivation	6	5 x 6 = 30
Perceived value	5	5 x 5 = 25
Overall destination image	1	1
Future intention	1	2
Total	13	58

Before the data collection, it was estimated that there were a total of 13 constructs with 58 variables that would be included in the model: six constructs for functional motivation, five for perceived value, one for overall destination image, and two for future intentions. It was estimated that there would be 152 parameters. Based on Stevens' (1996) suggestion of 15 observations to one variable, the estimated sample size would then be 870 (58 variables times 15 responses), whereas the guidelines of Bentler and Chou (1987) would put the estimated sample size at 760 (152 parameters times 5 responses). As the data were expected not to be multivariate normal plus, the larger estimated sample size of 870 was adopted. It was also estimated that 20% of the target respondents might not be willing

to participate due to the fact that the questionnaire was relatively lengthy and, as tourists, they may not want to take the time to participate in the study. Therefore, it was estimated that 1,044 (870 x 120%) tourists would need to be approached to achieve the required sample size.

Data Collection

This study utilized a self-administrated survey method. Once the final measurement scales and survey questionnaire were finalized after the pilot study, the survey was administered to tourists visiting the city of Gyeongju in South Korea. Participants were able to choose from four different versions of the survey: English, Korean, Japanese, and Chinese.

The sample selected for the purpose of this research was gathered in two ways. The first group was composed of individuals who visited Gyeongju from July to October 2007. The survey was conducted in the designated space outside the most popular sites because it provides the best opportunity to meet tourists in Gyeongju (i.e., Bulguksa Temple, Seokguram, Tumuli Park, Gyeongju National Museum). Tables were set up in the designated space, and tourists were asked to participate voluntarily in the survey when they came out of the sites.

The survey was administered to all respondents willing to participate in the study. The researcher as well as assistants—graduate students who are majoring in tourism management at a university in South Korea—personally explained the contents of the cover letter and ensure confidentiality for each tourist. Training was provided by the researcher to these four students in interview techniques and sampling procedures before the commencement of the actual data collection. The timing of the interview was also

considered. Because the purpose included travel experiences at the sites, the survey should have been conducted after participation in the experience. Prior to conducting the survey, the respondents were asked how long they had been in Gyeongju. Once a questionnaire was provided, tourists were encouraged to complete the questionnaire and return it directly to the researcher and assistants. Most individual tourists participated in the survey voluntarily. A small gift (i.e., traditional Korean accessories for cell phones) was given to participants.

Samples were also obtained by tourists who purchased package tours. Tour operators offer packages to international tourists year-round. These samples were gathered from each nationality. Since tourists with package tours often do not wish to spend a great deal of time filling out survey instruments, the researcher had to contact the tour conductors or tour guides and give them a brief introduction of the research, asking them to administer the survey to tourists. Participating tour guides gave a brief introduction to the research and guidelines before asking for participation. In all cases, everyone on the bus agreed to participate. Because the first survey procedures did not gather enough Chinese samples for the data analysis, the second survey was conducted from May to June 2008.

As a result, an estimated 1,200 questionnaires were distributed (300 questionnaires for each ethnic group (i.e., Korean, Japanese, Chinese, and Western). A total of 947 questionnaires were gathered (Korean - 266, Japanese - 264, Western - 277, and Chinese - 140). Of these surveys, 916 contained usable data for analysis (response rate of 79.92%).

Data Analysis

Since the purpose of the study is to confirm the complex relationship within functional motivation, perceived value, destination image, and future intentions, structural equation modeling was applied to test the proposed model. It is a multivariate technique that can deal with multiple relationships simultaneously and assess relationships comprehensively. Therefore, the SEM procedure is an appropriate solution for testing the proposed structural model and hypotheses for this study.

For the data analysis, a three-step data analysis procedure was employed. In step one, the preliminary data analysis aimed to profile the respondents in terms of their demographics and travel-related behaviors with, several assumptions of SEM examined. SEM could not be employed unless several assumptions were met. Step two contained structural equation modeling procedures. The properties of the 13 research constructs (six exogenous and seven endogenous) in the proposed structural models (See Figure 2.4) and the four hypotheses were tested using LISREL 8.51 for structural equation analysis (H1 to H4). This tested the proposed model containing the six functional motivations and five perceived values as well as the overall destination image and future intentions. In step three, the group differences were examined across gender and nationality, by using t-test, One-way ANOVA, and multiple regression (H5 & H6).

Preliminary Data Analysis

The preliminary data analysis aimed to profile the respondents in terms of their demographics, travel-related behaviors, and other constructs related to the study, such as functional motivation, perceived value, overall destination image, and future intentions.

Means and standard deviations were used for continuous variables, while frequency and percentages were used for categorical variables.

Assumption test. Since structural equation modeling was utilized for testing the hypotheses in this study, violation of the univariate or multivariate normality could invalidate statistical hypothesis testing (Byrne, 1995; Hair et al., 2006; Kline, 1998). A lack of multivariate normality is particularly troublesome in that it substantially inflates the model statistic and creates upward bias in critical values for determining coefficient significance. The normality of variables was tested by skewness and kurtosis. Kurtosis and the skew of each variable fell within the cutoff points of 2.0, indicating that the distributions of the variables would be close to normal.

Structural Equation Modeling

The six-stage procedures of structural equation modeling, which was suggested by Hair et al. (2006, p.734) was adopted to test the multiple relationships in the proposed model. The six stages cover 1) defining individual constructs, 2) developing the overall measurement model, 3) designing a study to produce empirical results, 4) assessing the measurement model validity, 5) specifying the structural model, and 6) assessing structural model validity. Figure 3.2 indicates the flow chart of the six-stage SEM procedure and the key issues that should be confirmed at each stage. The details of each stage are presented as follows:

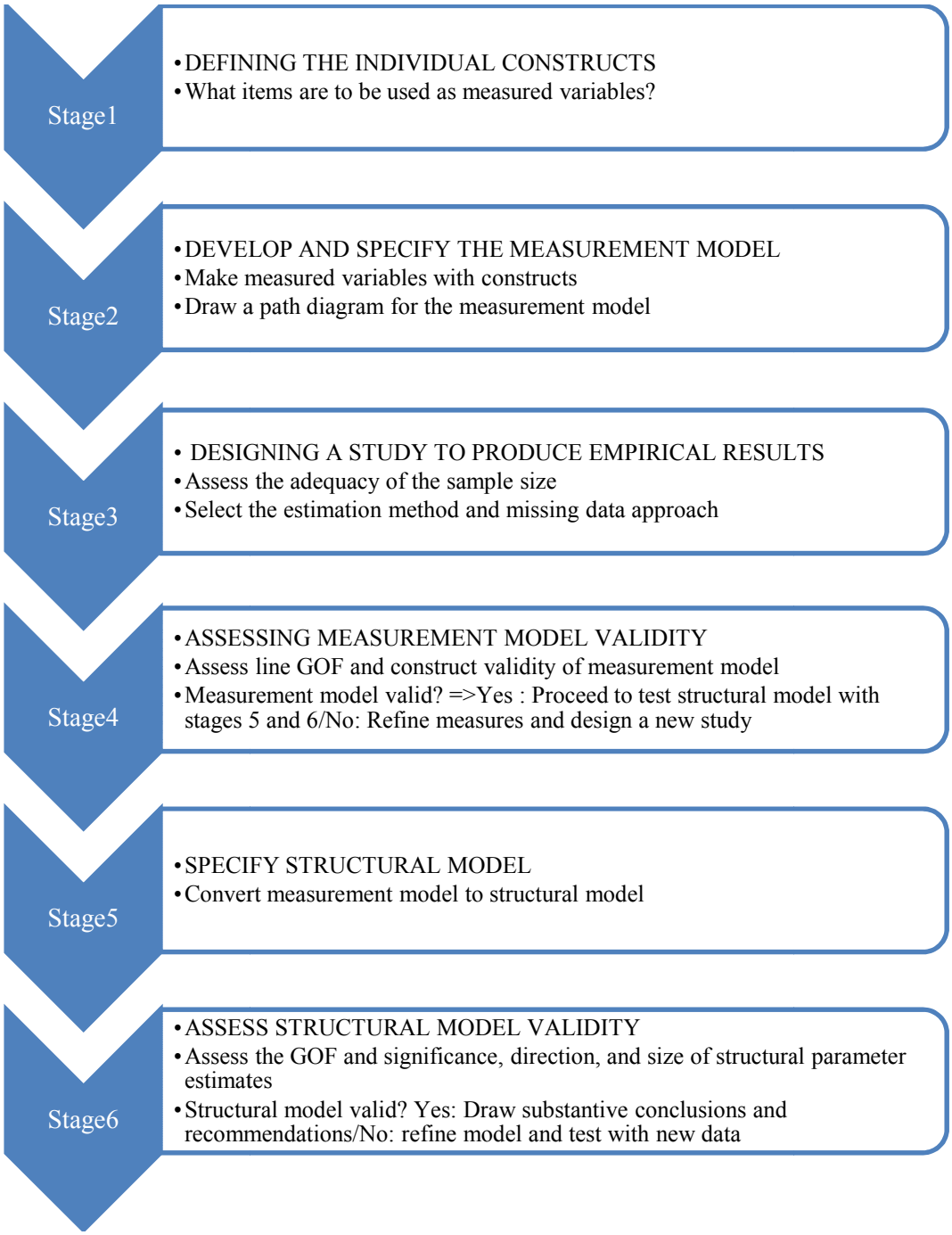


Figure 3.2: Six-Stage Process for Structural Equation Modeling (p.759)

Stage 1: Defining individual constructs. The main issue of the first stage is to define and operationalize the constructs by selecting the measurement scale items and scale types. All constructs in the model must demonstrate adequate construct validity, whether they are new scales or scales taken from a previous review. Literature review for the construct and pretesting should be checked for content validity for further analysis.

Two types of construct were applied: exogenous and endogenous. Exogenous constructs have six functional motivations (i.e., learning, novelty seeking, pleasure, escape, socialization, and value expressive) and one perceived value (i.e., conditional value), and endogenous constructs have four perceived values (i.e., functional value, social value, emotional value, and epistemic value), overall destination images, and future intentions.

The latent variables and observed variables presented in the study were identified based on the previous literature review. The measurement of the functional motivation was developed based on Katz (1960), Smith et al. (1956), Fodness (1994), and other tourist motivation research. The perceived value scale was then completed by adapting and modifying the perceived value scale of Sheth et al. (1991), and Holbrook (1999). Cronbach's alphas, demonstrated in Table 2.4 and 2.5, supported the content validity for the constructs. The scales for the measurement of the overall destination image and future intention were also borrowed from previous research. A pretest was used to purify the measure prior to confirmatory testing, which revealed the high Cronbach's alpha.

Stage 2: Developing and specifying the measurement model. The main purpose of the second stage is to specify the measurement model. The stage addresses validity and

unidimentionality and refers to the process of identifying the number of indicators per construct.

All observed variables in the model should be free to load only on one construct, which represents unidimentionality. Latent constructs should be indicated by at least three measurement variables, and preferably four or more. A minimum of items per constructs related to identification issues, which deals with whether enough information exits to identify a solution to a set of structural equations. According to Hair et al. (2006), a construct can be represented with two indicators, but three is the preferred minimum number, and there should also be a maximum limit for the number of indicators to be included. To determine if the indicators meet the minimum requirement for identification, the following formula could be applied:

$$t \leq s/2$$

where t = the number of parameters to be estimated

s = the number of variances and covariances amongst the manifest (observed) variables, calculated as $(p + q)(p + q = 1)$

p = the number of y-variables

q = the number of x-variables

Stage 3: Designing a study to produce empirical results. The next step requires that the study be designed and executed to collect data for testing the measurement model. Such issues as research design and model estimation were considered. Research design included the type of data analyzed, missing data, and sample size; meanwhile model estimation included model structure, estimation techniques, and computer software.

In research design, as recommended by Hair et al. (2006), in comparing the use of correlations versus covariances, covariance matrices were applied since they provide the researcher with far more flexibility due to the relatively greater information content they contain. To address missing data, pairwise deletion was applied. Pairwise deletion of missing cases (all-available approach) is a good alternative for handling missing data when the amount of missing data is less than 10% and the sample size is about 250 or more, because when the amount of missing data becomes very high (15% or more), SEM may not be appropriate. For the data analysis, the respondent who has more than 20% of data missing was deleted, and pairwise deletion of missing cases was applied for the data analysis.

SEM procedure is very sensitive to sample size. Sample size provides a basis for the estimation of sampling error. The critical question in SEM involves how large a sample is needed to produce trustworthy results. The sample size is dictated by several factors, such as multivariate distribution, estimation technique, and model complexity. A generally accepted ratio to minimize problems with deviations from normality is 15 respondents for each parameter estimated in the model. A model with more constructs requires more parameters to be estimated. Multigroup analyses especially require an adequate sample for each group. Models containing multiple constructs with communalities less than 0.5 (i.e., standardized loading estimates less than 0.7) also require larger sizes for convergence and model stability.

Once the model is identified, an estimation technique must be chosen. The most common SEM estimation procedure is maximum likelihood estimation (MLE), which is more efficient and unbiased with the assumption of multivariate normality (Hair et al., 2006).

For statistic tools, several programs are available; however, the most widely used one is the LISREL program. LISREL version 8.51 was used for the data analysis in this study.

Stage 4: Assessing measurement model validity. To assess the model fit, all aspects of construct validity through various empirical measures were examined, such as 1) EFA and reliability analysis, 2) overall model fit of CFA, and 3) AVE and CR results.

First, EFA and reliability analysis were applied to support the unidimentionality and reliability of the constructs from the SPSS program. Exploratory factor analysis (EFA) addresses the problem of analyzing the structure of the interrelationships among a large number of variables by defining a set of common underlying dimensions (Hair et al., 2006). The values of the Kaiser-Mayer-Olkin test should exceed the acceptable level of 0.70, indicating that the distribution of values will be adequate for factor analysis. Bartlett's test of sphericity shows that chi-squares for all constructs need to be significant ($p < .01$), indicating that the correlation matrix will not be an identity matrix and, therefore, be adequate for factor analysis. The measurement scales are purified based first on the item-to-total correlations. Reliability is the degree of consistency between multiple measurements of a variable. The reliability coefficient (α) also will be examined for all constructs, providing strong internal consistencies of the items.

Second, reliability and validity are central issues in the measurement of variables. Validity and reliability issues could be supported from the LISREL output of the measurement model. The measurement model reveals relationships between observed indicators and their underlying latent constructs. By using a confirmatory factor analysis (CFA), the measurement model could be evaluated. Prior to testing the full measurement models, a CFA of each construct in the model will be analyzed separately.

First, by examining the completely standardized factor loading, error variance, t-value, and squared multiple correlations value, the model will be assessed. The size of the factor loading is one important consideration. In the case of high convergent validity, high loadings on a factor would indicate that they converge on some common point; standardized loading should be 0.5 or higher, and ideally 0.7 or higher. The t-value should be greater than 1.98.

Next, the three types of model fit from LISREL output should be checked. The validity of the measurement model is reflected by the goodness-of-fit indices. In this study, three types of fit indices, including absolute fit indices, incremental fit indices, and parsimony fit indices, were examined. Absolute fit indices are a direct measure of how well the proposed model reproduces the observed data. Incremental fit indices assess how well the proposed model fits relative to an alternative baseline model. Parsimony fit indices provide information about which model in a set of competing models has the best fit relative to its complexity (Hair et al., 2006).

No single magic value for the fit indices separates good from poor models, and it is not practical to apply a single set of cutoff rules to all measurement models and, for that matter, to all SEM models of any type. The quality of the fit depends heavily on model characteristics including sample size and model complexity. Simple models with small samples should be held to strict fit standards; even an insignificant p-value for a simple model may not be meaningful. More complex models with larger samples should not be held to the same strict standards, and so when samples are large and the model contains a large number of measured variables and parameter estimates, the cutoff value

of 0.95 on the key goodness of fit measures is unrealistic. Table 3.9 gives a summary of the model's goodness of fit.

Table 3.9: Summary of Different Fit Indices

Fit Indices	*Statistical and non-statistical Indices*	*Acceptable Range*
Absolute fit indices	χ^2 statistic (Likelihood ration Chi-square to the degree of freedom	Acceptable level between 0.05 to 0.10 or 0.20. A large Chi-square → a poor fit, a small value → a good fit
	Goodness-of-fit (GFI)	Range from 0 (poor fit) to 1.0 (perfect fit). Higher values →a better fit Minimum level 0.90
	AGFI (adjusted goodness-of-fit index)	Value between 0 and 1. Recommended level is 0.90.
	Root mean square residual (RMSR) Standardized root mean square (SRMR)	The closer the value is to zero, the better the fit. Minimum level →0.08 for RMSR & .05 for SRMR
	RMSEA (Root-mean-square error of approximation)	acceptable level → 0.05 ~ 0.08
Incremental fit indices	Normed fit index(NFI)	Minimum level 0.90
	NNFI	
	Comparative fit index (CFI)	Minimum level 0.90
Parsimonious fit indices	Parsimony Goodness-of-fit index (PGFI)	
	Parsimony normed fit index (PNFI)	
	$\chi^2/$df (Normed Chi-square)	Value between 1 and 3

In addition, construct reliability and variance extracted will be calculated for validity and reliability issues. Along with Cronbach's alphas, the composite reliability (CR) will be calculated for assessing the reliability of a principle measure of each construct in the measurement model. The reliability extracted for a latent construct will be assessed separately for each multiple indicator construct in the model using LISREL estimating procedures (Bollen, 1989b; Hair et al., 2006; Mueller, 1996). A commonly used cut-off point for composite construct reliability is 0.70 (Hair et al., 2006; Gable &

Wolf, 1993). However, values below 0.70 could be acceptable if the study is exploratory in nature. The variance extracted measure will be also calculated to explain the overall variance in the indicators accounted for by the latent construct. A higher variance extracted value explains that the indicators are truly representative of the latent construct; it is recommended that the measurement exceed 0.50 (Hair et al., 2006).

Composite reliability: $\rho_c = \frac{(\sum \lambda)^2}{(\sum \lambda)^2 + \sum(\theta)}$

Variance extracted: $\rho_v = \frac{(\sum \lambda^2)}{\sum \lambda^2 + \sum(\theta)}$

Where ρ_c= composite reliability

ρ_v= average variance extracted

λ= indicator loadings

Θ = indicator error variances

Σ = summation over the indicators of the latent variable

In the process of the assessment of the measurement model, if the model fits of several values do not meet the reasonable values, the measurement model can be modified. Loading estimates can be statistically significant but still be too low to qualify as a good item (standardized loadings below 0.5) in CFA; items with low loadings become candidates for deletion. Completely standardized loading above 1.0 or below -1.0 are out of the feasible range and can be an important indicator of some problems with the data. For the criteria, standardized residuals less than 2.5 do not suggest a problem; standardized residuals greater than 4.0 suggest a potentially unacceptable degree of error that may call for the deletion of an offering item. Standardized residuals between 2.5 and

4.0 deserve some attention, but may not suggest any changes to the model if no other problems are associated with those two items.

Stage 5: Specifying the structural model. After the measurement model was specified, the structural model must be specified by assessing relationships from one construct to another based on the proposed model (Hair, et al., 2006). Specifying the measurement model is a critical step in developing a SEM model. The structural model focuses on the relations among the latent variables. SEM is the hypothetical model that prescribes relationships among latent constructs and observed variables that are not indicators of latent constructs (Hoyle, 1995). In this way, the path diagram represents both the measurement and structural part of SEM in one model.

This process involved determining the appropriate unit of analysis, representing the theory visually using a path diagram, clarifying which constructs are exogenous and endogenous, and addressing several related issues such as sample size and identification. CFA is limited in its ability to examine the nature of relationships between constructs beyond simple correlations. A structural model should be tested after CFA has validated the measurement model. When a structural model is being specified, it should use the CFA factor pattern corresponding to the measurement theory and allow the coefficients for the loading and the error variance terms to be estimated along with the structural model coefficients.

Measurement paths and error variance terms for single-item constructs should be set based on the best knowledge available. The loading estimate between the variable and the latent construct is set (fixed) to the square root of the best estimate of its reliability.

The corresponding error term is set (fixed) to 1 minus the reliability estimate. However, the overall destination image with one single factor was applied with no error.

Stage 6: Assessing structural model validity. This stage evaluated the validity of the structural model and its corresponding hypothesized theoretical relationships. The pattern and size of standardized residuals can be used to identify problems in fit. The final stage involved efforts to test validity of structural model and its corresponding hypothesized theoretical relationships. Overall model fit can be assessed using the same criteria as the measurement model: using the χ^2 value for the structural model: absolute fit indices, incremental fit indices, and parsimony fit indices.

These measures establish the validity of the structural model, but comparisons between the overall fit should also be made with the measurement model. Generally, the closer the structural model goodness of fit comes to the measurement model, the better the structural model fit since the measurement model fit provides an upper-bound to the goodness of fit of a conventional structural model.

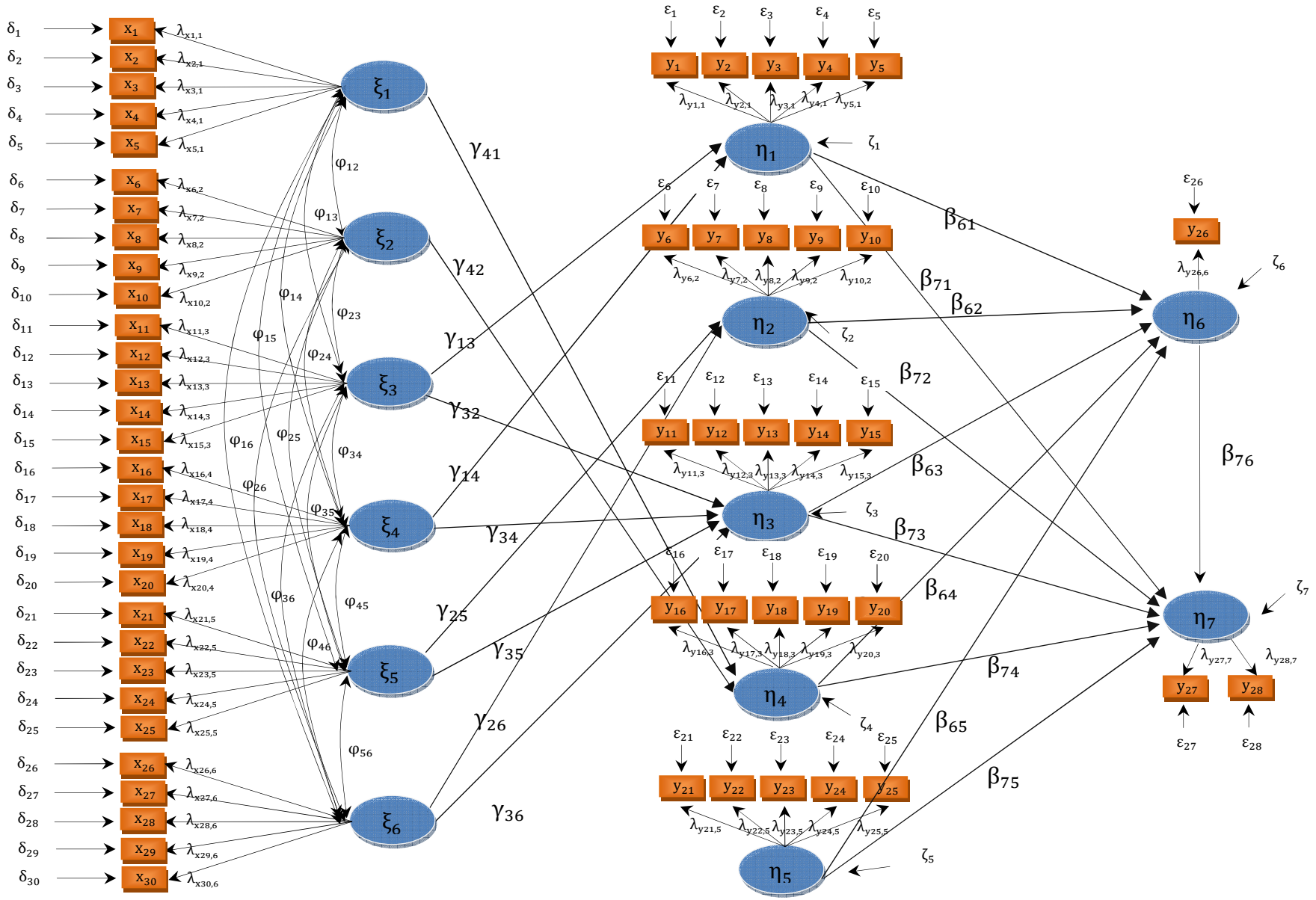
Once an acceptable overall model fit was established, nested models, competing models, and equivalent models could be compared. Nested SEM models could be compared based on a chi-square difference statistic. The χ^2value from some baseline model is subtracted from the χ^2value of a lesser constrained, alternative nested model. Comparison to other competing models could also be used to compare the fit of a structural model with the fit of a measurement model. Because the structural model is a more constrained version of the measurement model, it is nested within it. Equivalent models may potentially produce the same estimated covariance matrix. Therefore, any given model, even with good fit, is only a potential explanation; other empirical

arrangements may fit equally well. In other words, good empirical fit does not prove that a given model is the only true structure. More complex models may have a quite large number of equivalent models. But the researcher must provide theoretical evidence that is equally important in validating a model. Since good model fit alone is insufficient to support a proposed structural theory, it should be examined that the individual parameter estimates meet each specific hypothesis.

Group Differences

Finally, the study examined the differences among the groups (regarding gender and nationality). To identify the differences, a difference analysis was conducted such as t-test and one-way ANOVA. Along with the difference test of the mean, a test for multiple regression was conducted 1) to find out the degree of the influences of independent variables on each dependent variable; and 2) to identify whether cultural distance (nationality) contributed to a different level of the tourists post-behaviors (overall perceived value, overall destination image, revisit intention, and recommendation).

Figure 3.3: Path Diagram in the Structural Model



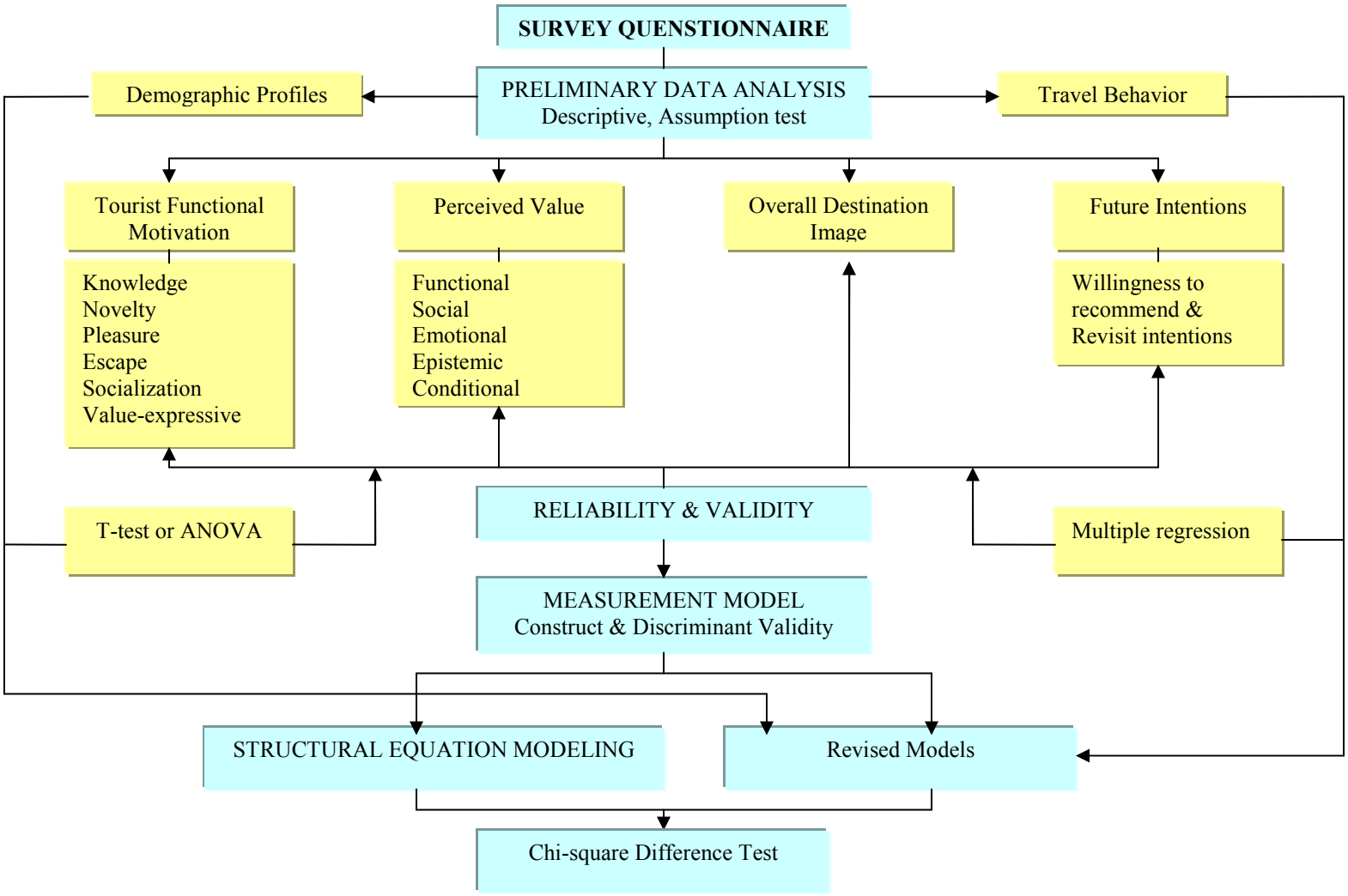


Figure 3.4: Research Framework of the Study

CHAPTER IV

DATA ANAYSIS and RESULTS

In this chapter, the results of data collection were described, and the findings of the applied statistical tests were presented. In step one, the preliminary tests of the collected data were presented, such as demographic characteristics and travel-related behaviors of the respondents and the results of descriptive statistics of the measurement scale for the constructs. Then, several assumptions of SEM were presented for further data analysis. In the second step, the six-stage procedures of SEM recommend by Hair et al. (2006) were applied to test the structural equation model and the hypotheses. Finally, the differences of constructs across age and nationality were examined to identify the group differences.

Profile of Respondents

Demographic Profile of the Cultural Heritage Tourists

A profile of demographic and travel-related behavior characteristics represents who they are and what they did at Gyeongju as cultural tourists. The demographic characteristics of samples in this study were measured by nationality, gender, age, education, occupation, annual household income, and residency.

The summary of demographic characteristics of respondents by nationality was reported in Table 4.1. In terms of nationality, Koreans represented 29% (n=266), Japanese 26.3% (n=241), Western 29.4% (n=269), and Chinese 15.3% (140). The following discussion compared the major characteristics of samples collected for this study by nationality.

The group was comprised of male (54.9%) and female (45.0%) respondents. There was no big gender difference across nationality. By age, the result showed that 30.3% of respondents ranged between 20 and 29, followed by 30 to 39 (28.6%), and 40 to 49 (17.8%). Accordingly, the majority of respondents were between 20 and 39 (58.9%). Around 28.2% of the Koreans were in their 20s and 30s; meanwhile, 47.3% of the Japanese were 50 or older. Approximate 68.6% of Chinese were 30 to 40. 41.3% of Westerners were in their 20s.

The level of education of cultural tourists revealed that 50.6% of respondents had college degrees and 20.9% had graduate degrees. This result implies that most of the respondents were quite highly educated. There was no significant difference across nationalities. Occupation saw a difference among nationalities; however, overall professionals (12.0%) and educators (12.7%) lead the rank, followed by manager/administrator (11.7%) and student (10.2%). Because the destination of the study is a cultural heritage site, professionals or educators represented 24.7%.

Annual household income levels showed that 18.1% of respondents had incomes between US$ 25,000 and US$ 50,000, and 13.3% had incomes between US$50,001 and US$ 100,000. Additionally, 39.6% of Korean respondents had incomes of US$25,000-50,000 followed by US$ 10,000-25,000 (14.6%). The incomes of Japanese tourists were

US$ 50,000-100,000 (18.1%) and US$ 25,000~50,000 (12.7%). 29.3% of Chinese had less than US$ 10,000 annual household income. Westerners had a higher household income compared with the other groups: US$ 50,000-100,000 (18.5%), over US$ 100,000 (14.0%).

Table 4.1: Demographic Profile of Cultural Heritage Tourists

Demographics		*Korean*		*Japanese*		*Chinese*		*Western*		*Total*	
Variable	Category	N	%	N	%	N	%	N	%	N	%
Nationality		266	29.0	241	26.3	140	15.3	269	29.4	916	100.0
Gender	Male	138	51.9	135	56.0	56	40.0	174	64.7	503	54.9
	Female	128	48.1	105	43.6	84	60.0	95	35.3	412	45.0
Age	Younger than 20	3	1.1	4	1.7	-	-	3	1.1	10	1.1
	20-29	98	36.8	45	18.7	24	17.1	111	41.3	278	30.3
	30-39	110	41.4	48	19.9	50	35.7	54	20.1	262	28.6
	40-49	44	16.5	29	12.0	46	32.9	44	16.4	163	17.8
	50-59	6	2.3	60	24.9	18	12.9	42	15.6	126	13.8
	60 or more	5	1.9	54	22.4	-	-	15	5.6	74	8.1
Level of education	Elementary school	4	1.5	16	6.6	-	-	4	1.5	24	2.6
	High school	35	13.2	84	34.9	24	17.1	18	6.7	161	17.6
	College degree	184	69.2	104	43.2	98	70.0	114	42.4	500	54.6
	Graduate degree	41	15.4	21	8.7	18	12.9	111	41.3	191	20.9
	Others	2	.8	8	3.3	-	-	10	3.7	20	2.2
Occupation	Manager/administrator	20	7.5	44	18.3	10	7.1	33	12.3	107	11.7
	Professional	43	16.2	31	12.9	12	8.6	24	8.9	110	12.0
	Technical	14	5.3	24	10.0	-	-	16	5.9	54	5.9
	Clerical or secretarial	38	14.3	19	7.9	10	7.1	2	.7	69	7.5
	Trade or craft	4	1.5	2	.8	16	11.4	5	1.9	27	2.9
	Social services	7	2.6	16	6.6	42	30.0	3	1.1	68	7.4
	Sales	-	-	-	-	6	4.3	-	-	6	.7
	Industrial	1	.4	6	2.5	-	-	1	.4	8	.9
	Student	37	13.9	20	8.3	-	-	36	13.4	93	10.2
	Educator	18	6.8	6	2.5	14	10.0	78	29.0	116	12.7
	Healthcare	1	.4	-	-	-	-	7	2.6	8	.9
	Government	15	5.6	9	3.7	14	10.0	14	5.2	52	5.7
	Homemaker	39	14.7	24	10.0	-	-	2	.7	65	7.1
	Retired/not in workforce	3	1.1	11	4.6	6	4.3	10	3.7	30	3.3
	Self-employed	19	7.1	15	6.2	2	1.4	9	3.3	45	4.9
	Other	1	.4	6	2.5	8	5.7	10	3.7	25	2.7
Annual household income	Less than 10,000 US$	6	2.4	1	.4	41	29.3	18	6.8	66	7.4
	10,001~25,000 US$	37	14.6	1	4.2	25	17.9	14	5.3	86	9.6
	25,001~50,000 US$	99	39.0	30	12.7	-	-	33	12.5	162	18.1
	50,001~100,000 US$	27	10.6	43	18.1	-	-	49	18.5	119	13.3
	100,000 US$ or more	1	.4	13	5.5	-	-	37	14.0	51	5.7

Tourism Behaviors of Cultural Heritage Tourists

Table 4.2 summarizes the travel-related characteristics of cultural tourists. The majority of the respondents were first-time visitors to Gyeongju (54.5%). Since Gyeongju is the most popular site in Korea as a cultural heritage site, the majority of Koreans visited Gyeongju more than twice; even 35.3% visited the site more than 5 times. Japanese and Westerners showed a similar percentage of visiting--around 80% were first-time visitors. The Chinese tourists were around 55% first-time visitors, but the percentage of tourists who visited more than 4-5 times was 21.4%. The reason for the increase in Chinese visiting was weddings, work, or study. Besides, the main purpose of 21.4% of tourists who visited more than five times was to visit friends or relatives.

Half of the respondents (50.3%) stayed in Gyeongju for 1-2 days, and around 24.5% stayed for 3 to 4 days (24.5%). The majority of respondents visited Gyeongju with friends or relatives (42.1%), followed by with a spouse (26.0%), colleagues (17.0%), and children (16.6%). But Koreans visited Gyeongju mostly with family members such as spouse and children. The respondents gathered tourism information from tour books (29.8%), the Internet (28.5%), travel agencies (25.8%), and word of mouth from family/friends/relatives.

The sources of travel information differ among countries. Korean used the Internet as a preferred information source (41.4%), and the next greatest percentage was from word-of-mouth from others. Japanese contacted travel agencies to get the information about Gyeongju, followed by tour books (36.1%), the Internet (12.9%), or word of mouth (11.2%). The Chinese also used travel agencies (55.7%), tourist information centers

(11.4%), the Internet, and word-of-mouth (each 10%). Westerners gained information from tour guide books (51.3%), the Internet (39.4%), and word of mouth (34.2%).

In terms of the purposes for their visits, the majority of the respondents were visiting Gyeongju for leisure (67.8%). The total nationalities represented 31.9% of tourists on full package tours, except Koreans (94.7%, FIT). Around 63.5% of Japanese purchased package tours to visit Gyeongju, in contrast to Westerners, who represented 83.3% non-package travelers. The Chinese purchased packaged programs (57.1%) also, and the percentage of FIT (foreign independent tourists) was 42.9%.

Expenditures of the respondents are represented in the U.S. dollar based on the exchange rate. The expenditures depend on the days the tourists are staying. 21.2% of respondents spent US$ 101-200, followed by US$ 51-100 (17.4%). Half of the Koreans used one or two days (49.2%). 22.4% of Korean respondents spent US$ 50-100 during the trip followed by US$ 100-200 (20.1%); meanwhile, 16.0% of Japanese tourists spent US$ 101-200, and 12.2% spent US$ 201-500 during their travel. Around 45.0% of the Chinese spent US$ 50-200, and the ranges of expenditures of Western tourists were diverse: US$ 51-100 (15.5%), US$ 101-200 (14.3%), and US$ 201-500 (15.1%).

Table 4.2: Behavioral Characteristics of Cultural Heritage Tourists

Tourist purchasing characteristics		*Korean*		*Japanese*		*Western*		*Chinese*		*Total*	
Variable	*Category*	*N*	*%*	*N*	*%*	*N*	*%*	*N*	%	N	%
Visit	First time	19	7.1	184	76.3	218	81.0	78	55.7	499	54.5
	2-3 times	118	44.4	45	18.7	44	16.4	30	21.4	237	25.9
	4-5 times	35	13.2	4	1.7	3	1.1	-	-	42	4.6
	More than 5 times	94	35.3	8	3.3	4	1.5	30	21.4	136	14.8
Days	1-2 days	131	49.2	115	47.7	171	63.6	44	31.4	461	50.3
	3-4 days	64	24.1	67	27.8	63	23.4	30	21.4	224	24.5
	5-6 days	3	1.1	7	2.9	10	3.7	48	34.3	68	7.4
	7 days or more	2	.8	6	2.5	9	3.3	14	10.0	31	3.4
	Non-overnight stay	66	24.8	45	18.7	16	5.9	4	2.9	131	14.3
Partner	Alone	1	.4	6	2.5	25	9.3	30	21.4	62	6.8
(multiple response)	Spouse	113	42.5	32	13.3	71	26.4	22	15.7	238	26.0
	Children	112	42.1	9	3.7	23	8.6	8	5.7	152	16.6
	Friends/relatives	110	41.4	96	39.8	134	49.8	46	32.9	386	42.1
	Colleague	22	8.3	79	32.8	31	11.5	24	17.1	156	17.0
	Others	1	.4	12	5.0	8	3.0	6	4.3	27	2.9
Information source	Tour books										
(multiple response)	Travel agencies	44	16.5	87	36.1	138	51.3	4	2.9	273	29.8
	Internet	1	.4	133	55.2	24	8.9	78	55.7	236	25.8
	Advertisements	110	41.4	31	12.9	106	39.4	14	10.0	261	28.5
	Tourist information center	5	1.9	6	2.5	10	3.7	12	8.6	33	3.6
	Word-of-mouth from	34	12.8	18	7.5	75	27.9	16	11.4	143	15.6
	family/friends/relatives	84	31.6	27	11.2	92	34.2	14	10.0	217	23.7
	Literature pocked up on trip or from	46	17.3	5	2.1	34	12.6	2	1.4	87	9.5
	previous trip	5	1.9	8	3.3	19	7.1	0	0	32	3.5
	Others										
Purpose	Vacation/leisure	204	76.7	142	58.9	217	80.7	58	41.4	621	67.8
	Business	-	-	4	1.7	28	10.4	14	10.0	46	5.0
	Visiting friends and relatives	18	6.8	13	5.4	11	4.1	22	15.7	64	7.0
	Convention/exhibition	5	1.9	31	12.9	8	3.0	28	20.0	72	7.9
	En route to somewhere else	7	2.6	16	6.6	-	-	14	10.0	37	4.0
	Other	1	.4	9	3.7	2	.7	4	2.9	16	1.7
Group tour	Yes	14	5.3	153	63.5	45	16.7	80	57.1	292	31.9
	No	252	94.7	85	35.3	224	83.3	60	42.9	621	67.8
Expenditures	Under 50 US$	41	16.1	10	4.2	31	11.7	22	15.7	104	11.6
	51~100 US$	57	22.4	28	11.8	41	15.5	30	21.4	156	17.4
	101~200 US$	51	20.1	38	16.0	38	14.3	63	45.0	190	21.2
	201~500 US$	51	20.1	29	12.2	40	15.1	12	8.6	132	14.7
	501~1,000 US$	15	6.3	21	8.9	18	6.8	12	8.6	67	7.5
	Over 1,000 US$	1	.4	11	4.6	2	.8	-	-	14	1.6

Preliminary Data Analysis

Descriptive Analysis of Measurement Scales

Functional motivation: The functional motivation construct consisted of six dimensions. The means and standard deviations of indicators on a seven-point scale are presented in Table 4.3. This measurement scale consisted of 30 items reflecting learning, novelty-seeking, pleasure, escape, socialization, and value expressive motivators.

The majority of the high scores of functional motivation belonged to learning and novelty-seeking motivation. The means of the learning were comparatively high, ranging from 5.59 to 5.70 on a seven-point scale (i.e., L3 and L4), followed by novelty-seeking (i.e., N5, N1, N2, and N4).

Based on the mean score of each item, respondents tended to strongly agree with "I like to increase my knowledge of different destinations" (M=5.70) and "It's important for me to experience different cultures" (M=5.69). Additionally, they also agreed with the statement, "I like to visit cultural and historical sites" (M=5.65) and "I like to learn more about Korea" (M=5.59).

Furthermore, respondents were likely to agree that visiting Gyeongju has resulted in more cultural learning; "My cultural heritage trip involves seeing things I have not seen before" (M=5.59), "I like to try new and different things" (M=5.47), "I like to feel excitement at cultural heritage sites" (M=5.35), and "I enjoy the exchange of environment which allows me to experience something new on a cultural heritage trip" (M=5.32). On average, cultural tourists seemed to put more weight on learning somewhat new cultures and history and experience new things at a destination.

Table 4.3: Descriptive of Functional Motivation (n=896)

Functional Motivation		*Mean*	*Std. Deviation*
L5*	I like to increase my knowledge of different destinations.	5.70	1.230
L2	It's important for me to experience different cultures.	5.69	1.271
L3	I like to visit cultural and historical sites.	5.65	1.317
L4	I like to learn more about Korea.	5.59	1.275
N5	My cultural heritage trip involves seeing things I have not seen before.	5.59	1.262
S1	Going on a cultural heritage trip with someone is always more fun than going alone.	5.49	1.363
N1	I like to try new and different things.	5.47	1.371
N2	I like to feel excitement at cultural heritage sites.	5.35	1.317
N4	I enjoy the change of environment which allows me to experience something new on a cultural heritage trip.	5.32	1.335
S4	A cultural heritage trip around people is very enjoyable.	5.31	1.253
L1	I like to see what other people's lifestyles are like.	5.23	1.456
E4	I would be happy taking a cultural heritage trip almost anywhere away from home.	5.23	1.351
S3	It is important for me to spend time with family and friends on a cultural heritage trip.	5.20	1.336
V2	It's fun to sit around and remember past cultural heritage trips.	5.19	1.210
V1	I like to talk about my cultural heritage trip when I get back home.	5.16	1.318
E2	When I'm on a cultural heritage trip, I don't want to spend my time worrying about where I need to be.	5.16	1.375
S2	Traveling to cultural heritage sites is an opportunity to meet people from all over the world.	5.14	1.325
V4	I gain a new perspective on life while on a cultural heritage trip.	5.13	1.246
E3	Getting away from work and the daily routine is a high priority for me on a cultural heritage trip.	5.04	1.441
N3	I like to have adventures and thrills while on a cultural heritage trip.	5.03	1.422
P3	I just like to travel to cultural heritage sites.	5.01	1.303
E5	I can reduce the feeling of having too many things to do while on a cultural heritage trip.	4.92	1.371
V5	Traveling cultural heritage sites gives me an opportunity to understanding more about myself.	4.88	1.287
E1	Now and then. I need to just get away from pressure and stress by taking a cultural heritage trip.	4.81	1.412
V3	Traveling to cultural heritage sites increases my feelings of self-worth and self-confidence.	4.79	1.294
P4	The main goal for me on a cultural heritage trip is to slow down.	4.63	1.421
P1	Having fun and being entertained is the main purpose of a cultural heritage trip.	4.58	1.508
S5	The cultural heritage trip would include all of our family.	4.52	1.651
P5	Just physically resting and relaxing on a cultural heritage trip is enough for me.	4.43	1.554
P2	I hope that I'll have some sort of romantic experience on a cultural heritage trip.	4.29	1.621

Note: An asterisk (*) stands for type of functional motivation. L: learning; N: novelty-seeking; P: pleasure; E: escape; S: socialization; V: value-expressive

Perceived value. Table 4.4 lists the means and standard deviations of the perceived value indicators measuring the five dimensions. This measurement scale consisted of 25 items reflecting functional value, social value, emotional value, epistemic value, and conditional value. Respondents were asked to provide answers on each item that was measured by a seven-point Likert scale ranging from 1 being "strongly disagree" to 7 being "strongly agree." The higher mean scores indicate higher perceived value except conditional value, which was reverse coded. The majority of high scores of perceived value belonged to epistemic value and emotional value. Respondents expressed high epistemic and emotional value after their Gyeongju tours.

Particularly, the epistemic value (item 2, 3, 4, and 1) obtained somewhat higher mean scores ranging between 5.41 and 2.28 and emotional value (item 1, 2, 4, and 5) ranged from 5.36 to 5.21. The highest means were in response to the statement, "Gyeongju has very unique local architecture and buildings" (M=5.41) and "I learned about unique Korean culture and history on the Gyeongju cultural heritage trip" (M=5.38), followed by "There was a variety of things to do and see at the Gyeongju cultural heritage site" (M=5.33) and "I experienced a different culture on the Gyeongju cultural heritage trip" (M=5.28).

Table 4.4: Descriptive of Perceived Value (n=896)

Perceived Value		*Mean*	*Std. Deviation*
EPV2	Gyeongju has very unique local architecture and buildings.	5.41	1.230
EPV3	I learned about unique Korean culture and history on the Gyeongju cultural heritage trip.	5.38	1.187
EV1	This Gyeongju cultural heritage trip gave me pleasure.	5.36	1.189
EPV4	There was a variety of things to do and see at the Gyeongju cultural heritage site.	5.33	1.180
EPV1	I experienced a different culture on the Gyeongju cultural heritage trip.	5.28	1.243
EV2	This Gyeongju cultural heritage trip made me feel better.	5.26	1.159
EV4	I had fun at the Gyeongju cultural heritage site.	5.23	1.178
EV5	I was comfortable on this Gyeongju cultural heritage trip.	5.21	1.152
EPV5	I feel more enlightened about the lifestyle of people in the past.	5.18	1.215
EV3	I felt relaxed on the Gyeongju cultural heritage trip.	5.15	1.224
FV5	This Gyeongju cultural heritage trip was worth my time because it helped me learn about different cultures at a reasonable price.	5.15	1.215
FV3	Given the features of Gyeongju cultural heritage trip, it was a good value for the money.	5.04	1.241
FV4	I received good service while visiting the Gyeongju cultural heritage site.	5.03	1.248
FV2	Considering the overall quality of Gyeongju cultural heritage trip, the price was appropriate.	5.02	2.432
FV1	Compared to the price of other vacations, I think that this Gyeongju cultural heritage trip was a good quality vacation for a reasonable price.	4.92	1.260
SV1	Traveling to the Gyeongju cultural heritage site helped me to feel socially involved.	4.51	1.306
SV5	This Gyeongju cultural heritage trip would make a good impression on other people.	4.46	1.384
SV2	Traveling to the Gyeongju cultural heritage site improved the way I am perceived by others.	4.36	1.350
SV3	People who participate in Gyeongju cultural heritage trip obtain social approval.	4.19	1.408
SV4	People who travel to Gyeongju cultural heritage site have a certain status and style.	4.11	1.489
CV3	I did not have enough time to see everything that I wanted to see in Gyeongju?	4.09	1.591
CV4	Gyeongju cultural heritage site was too crowded.	3.81	1.588
CV1	The weather was bad in Gyeongju.	3.70	1.781
CV5	There was a lack of travel information in Gyeongju.	3.70	1.565
CV2	Transportation and accessibility were problems in Gyeongju.	3.65	1.666

Note: An asterisk (*) stands for type of perceived value. FV: functional value; SV: Social value; EV: emotional value, EPV: epistemic value; CV: conditional value

Overall destination image and future intentions. The overall destination image of Gyeongju was measured by a single item. The respondents were asked to indicate their degree of overall impression that used a seven-point Likert type scale ranging from 1 to 7, 1 being "very negative" and 7 being "very positive." As presented in Table 4.5, the overall image of Gyeongju after the tour demonstrated a somewhat high score (M=5.64).

Future intentions consisted of two items: revisit intention and recommendation. The respondents were also asked to indicate their likelihood of visiting and recommending Gyeongju with a seven-point Likert type scale ranging from 1 to 7, 1 being "very unlikely" and 7 being "very likely." The respondents were likely to revisit Gyeongju within in the near future (M=4.60). In terms of recommendation, the respondents have a greater likelihood of recommending Gyeongju as a cultural heritage tourism destination to others (M=5.27). Their recommendation to Gyeongju as a cultural heritage site was higher than revisit intention.

Out of all nationalities, the Western tourists had a highest overall perceived value (M=6.17), overall destination image (M=6.20), and recommendation (M=6.14) among respondent categories. In comparison to Westerners, the Japanese and Chinese tourists had low revisit intention and recommendation. The Japanese responded at 4.50 for revisit intention and 4.94 at recommendation; meanwhile, the Chinese had the lowest value at 3.74 for revisit intention and 4.41 for recommendation, which were lower than the responses from the Koreans.

Table 4.5: Descriptive of Overall Destination Image and Future Intentions (n=893)

Construct	*Korean (n=254)*	*Japanese (n=237)*	*Chinese (n=138)*	*Western (n=264)*	*Total (n=893)*
Overall perceived value	5.35[a]	5.41	5.46	6.17	5.63
	.920[b]	1.057	1.061	.767	1.003
Overall destination image	5.50	5.43	5.25	6.20	5.64
	.941	1.142	1.193	.761	1.073
Revisit intention	5.25	4.50	3.74	4.55	4.60
	1.172	1.407	1.467	1.793	1.561
Recommendation	5.17	4.94	4.41	6.14	5.27
	1.027	1.232	1.541	.972	1.327

Note: a=mean, b= standard deviation.

Assumption: Normality, Skewness, and Kurtosis

Since structural equation modeling was utilized for testing the hypotheses in this study, a violation of the univariate or multivariate normality could invalidate statistical hypothesis testing (Byrne, 1995; Hair et al., 2006; Kline, 1998). This is because a lack of normality can inflate the Chi-square statistic and produce upward bias in critical values for determining coefficient significance. It is suggested that, depending upon the degree of violation of normality, different estimation methods be applied to test the hypotheses in structural equation modeling.

Generally, the normality of variables can be tested by skewness and kurtosis (Byrne, 1998; Kline, 1998). Zero assumes perfect normality in the data distribution of the variable. Skewness can be categorized in two areas: positive skewness indicates a distribution with an asymmetric tail extending toward more a positive value, and negative skewness shows a distribution with an asymmetric tail extending toward more negative values. Kurtosis refers to the proportions of scores in the middle of a distribution or in its tails relative to those in a normal curve, and it usually explains the relative peakedness or flatness of a distribution compared to the normal distribution. Positive kurtosis indicates a

relative peak, and negative kurtosis indicates a relative flat. In this study, the normality of data in terms of skewness and kurtosis was examined by PRELIS 2.30 (Jöreskog & Sörbom, 1999). As a rule of thumb, Byrne (1998) suggested that the variables can be considered as moderately non-normal if they indicate skewness values ranging from 2.00 to 3.00 and kurtosis values from 7.00 to 21.00; extreme normality is defined by skewness values greater than 3.00 and kurtosis values greater than 21. The results of skewness and kurtosis on each measurement scale for the constructs were examined and supported the normality (See Table 4.6 and 4.7).

Table 4.6: Skewness and Kurtosis for Functional Motivation

Variables	*Mean*	*S.D*	*t-value*	*Skewness*	*Kurtosis*	*Minimum*	*Freq.*	*Maximum*	*Freq.*
M1	5.256	1.442	105.896	-0.601	-0.171	1.000	13	7.000	199
M2	5.705	1.253	132.273	-0.923	0.526	1.000	5	7.000	275
M3	5.653	1.302	126.123	-0.924	0.435	1.000	7	7.000	267
M4	5.615	1.251	130.367	-0.794	0.271	1.000	4	7.000	245
M5	5.709	1.208	137.279	-0.956	0.799	1.000	5	7.000	253
M6	5.483	1.378	115.604	-0.864	0.350	1.000	10	7.000	231
M7	5.359	1.313	118.537	-0.598	-0.145	1.000	4	7.000	187
M8	5.049	1.417	103.496	-0.550	-0.090	1.000	13	7.000	139
M9	5.353	1.313	118.465	-0.631	0.004	1.000	4	7.000	184
M10	5.616	1.236	132.016	-0.865	0.514	1.000	3	7.000	233
M11	4.589	1.501	88.839	-0.346	-0.441	1.000	22	7.000	83
M12	4.281	1.616	76.976	-0.250	-0.575	1.000	54	7.000	71
M13	5.034	1.276	114.644	-0.422	-0.077	1.000	5	7.000	106
M14	4.653	1.414	95.602	-0.367	-0.305	1.000	15	7.000	73
M15	4.422	1.548	82.990	-0.275	-0.549	1.000	34	7.000	71
M16	4.809	1.408	99.258	-0.449	-0.092	1.000	18	7.000	96
M17	5.143	1.382	108.135	-0.453	-0.333	1.000	7	7.000	161
M18	5.056	1.443	101.813	-0.582	-0.154	1.000	14	7.000	139
M19	5.244	1.340	113.692	-0.553	-0.147	1.000	5	7.000	168
M20	4.934	1.362	105.219	-0.523	-0.085	1.000	11	7.000	94
M21	5.505	1.359	117.674	-0.884	0.519	1.000	9	7.000	236
M22	5.155	1.313	114.091	-0.512	0.131	1.000	11	7.000	143
M23	5.190	1.323	113.952	-0.487	-0.040	1.000	8	7.000	158
M24	5.303	1.249	123.389	-0.556	0.103	1.000	5	7.000	156
M25	4.528	1.656	79.434	-0.388	-0.634	1.000	45	7.000	96
M26	5.172	1.298	115.763	-0.491	0.026	1.000	8	7.000	140
M27	5.204	1.196	126.451	-0.531	0.204	1.000	3	7.000	113
M28	4.803	1.292	108.000	-0.285	-0.126	1.000	9	7.000	78
M29	5.150	1.219	122.786	-0.463	0.052	1.000	4	7.000	113
M30	4.895	1.269	112.049	-0.412	-0.001	1.000	7	7.000	78

Table 4.7: Skewness and Kurtosis for Perceive Value

Variables	*Mean*	*S.D*	*t-value*	*Skewness*	*Kurtosis*	*Minimum*	*Freq.*	*Maximum*	*Freq.*
P1	4.932	1.251	114.552	-0.226	-0.295	1.000	4	7.000	90
P2	4.899	1.236	115.130	-0.197	-0.322	1.000	4	7.000	82
P3	5.066	1.230	119.621	-0.337	-0.293	1.000	3	7.000	101
P4	5.040	1.241	117.977	-0.397	-0.075	1.000	5	7.000	97
P5	5.158	1.190	125.899	-0.501	0.346	1.000	7	7.000	105
P6	4.505	1.312	99.753	-0.235	-0.071	1.000	13	7.000	51
P7	4.347	1.352	93.401	-0.273	-0.126	1.000	20	7.000	41
P8	4.190	1.407	86.485	-0.239	-0.072	1.000	38	7.000	42
P9	4.100	1.486	80.144	-0.284	-0.334	1.000	53	7.000	39
P10	4.450	1.386	93.294	-0.289	-0.129	1.000	22	7.000	54
P11	5.372	1.176	132.748	-0.618	0.265	1.000	4	7.000	140
P12	5.255	1.145	133.385	-0.567	0.274	1.000	3	7.000	103
P13	5.159	1.208	124.037	-0.404	-0.290	1.000	3	7.000	104
P14	5.233	1.176	129.331	-0.531	0.108	1.000	4	7.000	107
P15	5.213	1.146	132.130	-0.395	-0.156	1.000	2	7.000	102
P16	5.293	1.248	123.218	-0.655	0.366	1.000	6	7.000	143
P17	5.427	1.210	130.278	-0.641	0.264	1.000	4	7.000	172
P18	5.399	1.173	133.694	-0.532	0.090	1.000	3	7.000	158
P19	5.357	1.164	133.724	-0.624	0.465	1.000	5	7.000	136
P20	5.214	1.198	126.435	-0.411	-0.294	1.000	1	7.000	118
P21	3.673	1.778	60.029	0.018	-1.061	1.000	130	7.000	38
P22	3.604	1.664	62.932	0.051	-0.929	1.000	107	7.000	31
P23	4.069	1.588	74.432	-0.175	-0.669	1.000	60	7.000	42
P24	3.794	1.579	69.797	-0.007	-0.768	1.000	69	7.000	32
P25	3.660	1.558	68.261	0.065	-0.737	1.000	79	7.000	23
OIMAGE.	5.650	1.055	155.630	-0.682	0.475	1.000	3	7.000	182
Revisit.	4.589	1.570	84.905	-0.433	-0.345	1.000	42	7.000	92
Recom.	5.289	1.318	116.621	-0.715	0.499	1.000	14	7.000	163

Structural Equation Modeling

The study followed the six-stage procedure suggested by Hair et al. (2006). The first three stages are defining individual constructs, developing the overall measurement model, and designing a study to produce empirical results. The three stages were described in the previous chapter. Exogenous constructs have six functional motivation and one perceive value (i.e., conditional value) and endogenous constructs have six constructs (i.e., functional value, social value, emotional value, epistemic value, overall destination image, and future intentions). In stage 2, the following measurement model was developed and demonstrated the number of indicators per constructs (in Figure 3.3). All observed variables in the model loaded on latent constructs were indicated by five observed variables except overall destination image. In terms of designing the study, covariance matrices of the data were applied, and pairwise deletion was applied as the remedy for the missing data. After deletion of outliers, a total of 896 respondents were used to further the analysis.

Assessing Measurement Model Validity (Stage 4)

Reliability of measurement scale: Reliability is a fundamental issue in any measurement scale. First, exploratory factor analysis and reliability were conducted to examine the convergent validity and unidimensionality of each construct. This is usually measured by internal consistency reliability that indicates the homogeneity of items comprising a measurement scale. Exploratory factor analysis (EFA) and reliability analysis were conducted to support the internal consistency to the constructs.

As suggested by Hair et al. (2006), the number of factors to be extracted was based on eigenvalues, the percentage of variance explained, the item communalities, the scree test, and the anti-image. Factors with eigenvalues greater than or equal to 1.0 were considered to

be significant. It is generally recommended that a measurement scale have a Cronabach's coefficient above 0.70 to be acceptable as an internally consistent scale so that further analysis can be possible. However, if the scale has a coefficient alpha below 0.70, the scale should be examined for any sources of measurement errors, such as inadequate sampling of items, administration errors, situational factors, sample characteristics, number of items, and theoretical errors in developing a measurement scale.

Functional motivation. A principal component analysis with Varimax rotation was used to reduce the 30 functional motivations to a smaller number. Bartlett's test of sphericity and the KMO-MSA were also used to determine whether sufficient correlations existed among the variables. Bartlett's test of sphericity should be statistically significant (sig. < .05), and the KMO-MSA should have an index of between 0 and 1, with an index closer to 1 signifying that each variable is perfectly predicted without error by the other variables. The Bartlett's test of sphericity indicates that sufficient correlations exist among the variables (Approx. chi-square=15929.51, df = 406, sig = 0) and measure of sampling adequacy (MSA) value exceeded 0.9 (KMO = 0.938). As shown in Table 4.8, both the KMO-MSA and Bartlett's test of sphericity indicated that the data were appropriate for factor analysis.

The results of factor analysis showed that six factors were appropriate. The decision on the number of factors was based on several criteria: the factors with eigenvalue greater than 1.0, percentages of variances explained, and the Scree plot. All criteria indicated that a six-factor solution was appropriate and included the explained variance of 69.194%. All of the reliability of the measurement scales for the six constructs obtained an acceptable level of a coefficient alpha above 0.70, indicating that the measurement scales are reliable and appropriate for further data analysis (See Table 4.8).

Table 4.8: Factor Analysis of Functional Motivation

Functional Motivation	*Factor loading*	*Eigen-value*	*Variance Explained*	*Cronbach's alpha*
Learning		4.553	16.699	.911
L4 I like to learn more about Korea.	.820			
L2 It's important for me to experience different cultures.	.795			
L3 I like to visit cultural and historical sites.	.792			
L5 I like to increase my knowledge of different destinations.	.781			
L1 I like to see what other people's lifestyles are like.	.763			
Escape		3.632	12.526	.865
E3 Getting away from work and the daily routine is a high priority for me on a cultural heritage trip.	.825			
E2 When I'm on a cultural heritage trip, I don't want to spend my time worrying about where I need to be.	.778			
E1 Now and then. I need to just get away from pressure and stress by taking a cultural heritage trip.	.741			
E5 I can reduce the feeling of having too many things to do while on a cultural heritage trip.	.720			
E4 I would be happy taking a cultural heritage trip almost anywhere away from home.	.649			
Value-expressive		3.305	11.398	.883
V3 Traveling to cultural heritage sites increases my feelings of self-worth and self-confidence.	.785			
V5 Traveling cultural heritage sites gives me an opportunity to under standing more about myself.	.784			
V4 I gain a new perspective on life while on a cultural heritage trip.	.735			
V2 It's fun to sit around and remember past cultural heritage trips.	.624			
V1 I like to talk about my cultural heritage trip when I get back home.	.537			
Novelty-seeking		3.203	11.046	.898
N3 I like to have adventures and thrills while on a cultural heritage trip.	.819			
N4 I enjoy the change of environment which allows me to experience something new on a cultural heritage trip.	.743			
N1 I like to try new and different things.	.712			
N2 I like to feel excitement at cultural heritage sites.	.711			
N5 My cultural heritage trip involves seeing things I have not seen before.	.573			
Socialization		2.702	9.319	.815
N4 A cultural heritage trip around people is very enjoyable.	.762			
N1 Going on a cultural heritage trip with someone is always more fun than going alone.	.739			
N3 It is important for me to spend time with family and friends on a cultural heritage trip.	.728			
N2 Traveling to cultural heritage sites is an opportunity to meet people from all over the world.	.517			
N5 The cultural heritage trip would include all of our family.	.456			
Pleasure		2.670	9.207	.790
P2 I hope that I'll have some sort of romantic experience on a cultural heritage trip.	.735			
P5 Just physically resting and relaxing on a cultural heritage trip is enough for me.	.733			
P4 The main goal for me on a cultural heritage trip is to slow down.	.710			
P1 Having fun and being entertained is the main purpose of a cultural heritage trip.	.703			
Total Variance Explained			69.194%	

Note: L: learning ; N:novelrt-seeking; P:pleasure; E:escape; S:socialization; V:value-expressive
Kaiser-Meyer-Olkin Measure of Sampling Adequacy=.938
Bartlett's Test of Sphericity: Approx. Chi-square=15929.51, df=406, p=.000

The results confirmed the reliability and unidimensionality of six functional motivations. The result represented six factors just like those presented in this study: learning, escape, value-expressive, novelty-seeking, socialization, and pleasure. However, during the process of factor analysis, pleasure 3 was deleted since the statement, "I just like to travel to cultural heritage sites" belonged to the novelty-seeking factor with low factor loadings (0.434). The results demonstrated that there is an internal consistency to the extent that its items are inter-correlated between and among the constructs. All measured variables of functional motivation are related to every factor by a factor loading estimate.

Perceived value: The results of factor analysis of perceived value indicated that five factors are appropriate. The Bartlett's test of sphericity indicates that sufficient correlations exist among the variables (Approx. chi-square=14173.14, df=300, sig=0.000), and the measure of sampling adequacy (MSA) value exceeded 0.9 (KMO=0.934). All criteria indicated that the five-factor solution is appropriate with the explained variance of 69.72%. All of the reliability of the measurement scales for the five constructs obtained an acceptable level of a coefficient alpha above 0.70, indicating that the measurement scales are reliable and appropriate for further data analysis (See Table 4.9).

The results confirmed the reliability and unidimensionality of five perceived values. The result supported the five factors from the literature review: epistemic value, social value, emotional value, conditional value, and functional value.

Table 4.9: Factor Analysis of Perceived Value

Functional Motivation	*Factor loading*	*Eigen-value*	*Variance Explained*	*Cronbach's alpha*
Epistemic value		3.995	15.982	.898
EPV3: I learned about unique Korean culture and history on the Gyeongju cultural heritage trip.	.830			
EPV5 I feel more enlightened about the lifestyle of people in the past.	.770			
EP4 There was a variety of things to do and see at the Gyeongju cultural heritage site.	.768			
EPV2 Gyeongju has very unique local architecture and buildings.	.735			
EPV1 I experienced a different culture on the Gyeongju cultural heritage trip.	.633			
Social value		3.952	15.808	.918
SV3 People who participate in Gyeongju cultural heritage trip obtain social approval.	.882			
SV2 Traveling to the Gyeongju cultural heritage site improved the way I am perceived by others.	.850			
SV4 People who travel to Gyeongju cultural heritage site have a certain status and style.	.850			
SV5 This Gyeongju cultural heritage trip would make a good impression on other people.	.814			
SV1 Traveling to the Gyeongju cultural heritage site helped me to feel socially involved.	.762			
Emotional value		3.735	14.938	.910
EV3 I felt relaxed on the Gyeongju cultural heritage trip.	.791			
EV2 This Gyeongju cultural heritage trip made me feel better.	.774			
EV4 I had fun at the Gyeongju cultural heritage site.	.730			
EV5 I was comfortable on this Gyeongju cultural heritage trip.	.691			
EV1 This Gyeongju cultural heritage trip gave me pleasure.	.672			
Conditional value		2.910	11.640	.815
CV2 Transportation and accessibility were problems in Gyeongju.	.804			
CV5 There was a lack of travel information in Gyeongju.	.769			
CV4 Gyeongju cultural heritage site was too crowded.	.748			
CV3 I did not have enough time to see everything that I wanted to see in Gyeongju?	.724			
CV1 The weather was bad in Gyeongju.	.706			
Functional value		2.726	10.905	.779
FV1 Compared to the price of other vacations, I think that this Gyeongju cultural heritage trip was a good quality vacation for a reasonable price.	.745			
FV3 Given the features of Gyeongju cultural heritage trip, it was a good value for the money.	.707			
FV2 Considering the overall quality of Gyeongju cultural heritage trip, the price was appropriate.	.689			
FV4 I received good service while visiting the Gyeongju cultural heritage site.	.604			
FV5 This Gyeongju cultural heritage trip was worth my time because it helped me learn about different cultures at a reasonable price.	.573			
Total Variance Explained			69.723%	

Note: FV: functional value; SV: social value; EV: emotional value; EPV: epistemic value; CV: conditional value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy=.934
Bartlett's Test of Sphericity: Approx. Chi-square=14173.14, df=300, p=.000

Validity of Measurement Scale

Validity usually refers to the extent to which the measurement items or indicators measure what they are supposed to measure (Hair et al., 2006). To assess validity, three types of validity were examined: convergent, discriminant, and content validity (also called face validity). Face validity was established based on the content of the corresponding items. To verify the face or content validity, the measurement scales for the constructs were examined by professors and graduate students in the School of Hotel and Restaurant Administration at Oklahoma State University, which supported the content validity of the measurement scales.

Construct validity was examined several ways. Construct validity deals with the adequacy of a scale as a measure of a specific variable. Cronbach's alpha values were previously used to establish internal consistency. Along with these, factor loadings, variance extracted, and construct validity were calculated from the LISREL output of measurement model. Another way to check criterion validity (also called concurrent validity) was used to examine the correlation between the criterion variables and the measurement scales. The results of the Pearson correlation and linear regression analysis in Table 4.10 demonstrated concurrent validity. All of the Pearson correlations indicated that there was some degree of correlation between measurement scales and criterion variables. Along with correlation, regression analysis revealed that all of the models were significant at the 0.01 statistical level, explaining between 32.8% and 61.1% of the variance.

As a result, correlation and multiple regression provided empirical evidence of concurrent validity for the measurement scales. However, the measurement scales for the socialization, functional value, and conditional value had comparatively low correlations with the criterion variables so that in further analysis, much attention was given to these

scales to provide valid results. Discriminant validity, the second type of construct validity, shows that a construct is truly distinct from other constructs, which is the evidence that a construct is unique and captures some phenomena other measures do not. Discriminant validity could be confirmed as opposed to testing convergent validity by measuring the internal consistency within one construct. Construct validity (convergent and discriminant validity) was reported in the next section along with the results of CFA.

Table 4.10: Result of Concurrent Validity

Measurement Scale	*Criterion variables*	*Pearson correlation Min.-Max*	*Multiple regression*
Functional motivation			
Learning (5 items)	Believing that substantive learning occurs by visiting cultural sites	.599 ~ .726	R^2= .527 F=247.403 p=.000
Novelty-seeking (5 items)	Feeling a sense of cultural curiosity due to cultural differences among authentic destination attractions	.527 ~ .738	R^2= .601 F=333.252 p=.000
Pleasure (4 items)	Deriving fun and relaxation from visiting cultural sites.	.404 ~ .706	R^2= .292 F=121.808 p=.000
Escape (5 items)	Improving one's moods and escaping problems through cultural activities	.513 ~ .619	R^2= .459 F= 187.840 p=.000
Socialization (5 items)	Making contact with a new culture and new people as a way to be among friends in cultural sites	.287 ~ .699	R^2= .364 F=126.889 p=.000
Value-expressive (5 items)	Deriving a sense of personal importance from visiting cultural sites	.470~.711	R^2= .479 F=203.740 p=.000
Perceived value			
Functional value (5 items)	The perceived utility acquired by an alternative as the result of its ability to perform its functional, utilitarian, or physical purposes	.276 ~.682	R^2= .513 F=233.344 p=.000
Social value (5 items)	The perceived utility acquired by an alternative as a result of its association with one or more specific groups	.596 ~.767	R^2= .611 F=346.559 p =.000
Emotional value (5 items)	The perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states	.605 ~ .729	R^2= .586 F=314.636 p=.000
Epistemic value (5 items)	The perceived value utility acquired by an alternative as a result of its ability to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge	.572 ~.723	R^2= .469 F=196.604 p=.000
Conditional value (5 items)	The perceived utility acquired by an alternative as a result of the specific situation or the context faced by the tourist	.379 ~.569	R^2= .328 F=108.178 p=.000

Assessing Measurement Model

A confirmatory factor analysis (CFA) was used to test the measurement model specifying the posited relations of the observed variables to the underlying constructs. Through a process of CFA, each measurement model was confirmed in terms of measuring the underlying constructs. Since CFA was performed on the premise that the observed variables are not perfect indicators for the underlying constructs, each construct in the measurement model was tested separately, and then the overall measurement model was evaluated.

In a separate measurement model, a number of goodness-of-fit indices, together with related degree of freedom and p-values, factor loading, and squared multiple correlation, were examined to assess the model. First, by examining the completely standardized factor loading, error variance, t-value, and squared multiple correlations value, the model was assessed. The size of the factor loading is one important consideration. In the case of high convergent validity, high loadings on a factor would indicate that they converge on some common point; standardized loading should be 0.5 or higher, and ideally 0.7 or higher. T-value should be greater than 1.98.

Next, the three types of model fit from LISREL output were checked. The validity of the measurement model is reflected by the goodness-of-fit indices. In this study, three types of fit indices, including absolute fit indices, incremental fit indices, and parsimony fit indices, were examined. Absolute fit indices are a direct measure of how well the proposed model reproduces the observed data. Incremental fit indices assess how well the proposed model fits relative to an alternative baseline model. Parsimony fit

indices provide information about which a model in a set of competing models has the best fit relative to its complexity (Hair et al., 2006).

Functional motivation. For each construct of functional motivation, individual CFAs were conducted. From the output of initial estimation, overall model fits, t-value, standard error, squared multiple correlations (R^2), and completely standardized solutions were examined. If the results of the initial estimation of the CFA were not acceptable, the items were deleted and the data re-run based on modification index.

Table 4.11 indicates the procedure of individual functional motivations of the CFA. As a result of the separate CFA of each motivation construct, a total of seven indicators--M4 (learning), M8 (novelty-seeking), M13 and M14 (pleasure), M20 (escape), M25 (socialization), M26 (value-expressive)--were deleted because of low squared multiple correlations (R^2) and a high modification index.

Since learning CFA had a high modification index between Theta-delta (TD) (M4) and M5 with 43.07, M4 was deleted. In novelty-seeking CFA, M8 was deleted due to a high modification index (50.90) between TD (M8) and TD (M9). Because overall model fit of pleasure (PLLV) was not good due to R^2 of M13 = 0.20, M11 = 0.30, M13 was deleted, and then M11 was deleted as well. The escape CFA suggested the deletion of M20 due to a high modification index; TD (M19, M20) = 38.96. The socialization (SOLV) CFA found that the modification index of TD (M13, M25) = 74.28, R^2 of M25 = 0.33, which is acceptable but not good. Finally, the deletion of M25 increased the overall model fit. Lastly, the CFA of value expressive suggested the deletion of TD (M26, M27) =124.91, so M26 was deleted. As a result, after conducting the individual CFA of functional motivation constructs, 7 items were deleted and 23 remained among 30 items.

Table 4.11: Goodness-of-fit Comparisons of Individual Functional Motivation Construct (n= 896)

Goodness-of-fit		LOLV1	LOLV2	NOLV1	NOLV2	PLLV1	PLLV2	ESLV1	ESLV2	SOLV1	SOLV2	VALV1	VALV2
Absolute fit index	χ^2	59.47 (P=.000)	9.41 (p=.008)	103.03 (p=.000)	36.97 (p=.000)	167.53 (p=.000)	76.96 (p=.000)	49.67 (p=.000)	3.31 (p=.19)	78.79 (p=.000)	8.13 (p=.018)	146.97 (p=.000)	12.22 (p=.002)
	GFI	.97	.99	.95	.98	.92	.96	.98	1.0	.96	1.0	.93	.99
	RMSR	.040	.020	.059	.040	.16	.15	.10	.018	.088	.029	.081	.021
	RMSEA	.12	.068	.151	.14	.206	.21	.102	.027	.138	.060	.187	.076
	SRMR	.024	.011	.033	.024	.075	.063	.029	.0095	.042	.016	.051	.014
Incremental fit index	AGFI	.91	.97	.86	.90	.76	.78	.93	.99	.88	.98	.80	.97
	NNFI	.96	.99	.92	.94	.75	.79	.95	1.0	.90	.98	.87	.98
	NFI	.98	1.0	.96	.98	.87	.93	.97	1.0	.95	.99	.93	.99
Parsimonious fit index	PGFI	.32	.20	.32	.20	.31	.19	.33	.20	.32	.20	.31	.20
	PNFI	.49	.33	.48	.33	.44	.31	.49	.33	.47	.33	.47	.33
	CFI	.98	1.0	.96	.98	.88	.93	.98	1.0	.95	.99	.94	.99
	IFI	.98	1.0	.96	.98	.88	.93	.98	1.0	.95	.99	.94	.99
	RFI	.96	.99	.92	.94	.75	.79	.95	.99	.90	.98	.87	.98
	χ^2/df	59.47/5	9.41/2	103.03/5	36.97/2	167.53/5	76.96/2	49.67/5	3.31/2	78.79/5	8.13/2	146.97/5	12.22/2
Deletion		M4		M8		M13	M11	M20		M25		M26	

Note: χ^2=Chi-square; GFI goodness-of-fit index; RMSR, root-mean-square residual; RMSEA, root-mean-square error of approximation; SRMR, standardized root-mean-square residual; AGFI, adjusted goodness-of-fit; NNFI, nonnormed fit index; PNFI, parsimonious normed fit index; CFI, comparative fit index; IFI, incremental fit index; RFI, relative fit index.

Based on the individual CFA of functional motivation, the CFA of the entire functional motivation was conducted. The CFA results in Table 4.12 indicated the entire functional motivation set. CFA was re-run to estimate the model until a good model fit was obtained. The final results indicated that the final model improved.

Table 4.12: Goodness-of-fit Comparisons of Functional Motivation (n=896)

Goodness-of-fit		*1st (23)*	*2nd (22)*	*3rd (21)*	*4th (20)*	*5th (19)*	*6th (18)*	*7th (17)*	*Final (16)*
Absolute fit index	χ^2	944.50 (p=.000)	844.91 (p=.000)	722.99 (p=.000)	613.22 (p=.000)	523.07 (p=.000)	440.29 (p=.000)	331.81 (p=.000)	271.65 (p=.000)
	GFI	.91	.91	.92	.93	.94	.94	.95	.96
	RMSR	.10	.095	.095	.088	.084	.079	.070	.069
	RMSEA	.066	.066	.064	.061	.059	.057	.052	.049
	SRMR	.057	.054	.054	.050	.049	.045	.039	.038
Incremental fit index	AGFI	.88	.88	.89	.90	.91	.92	.93	.94
	NNFI	.92	.93	.93	.94	.94	.95	.96	.96
	NFI	.92	.92	.93	.94	.94	.95	.96	.96
Parsimonious fit index	PGFI	.71	.70	.69	.69	.68	.66	.65	.63
	PNFI	.78	.78	.77	.76	.75	.74	.73	.71
	CFI	.93	.94	.94	.95	.96	.96	.97	.97
	IFI	.84	.94	.95	.95	.96	.96	.97	.97
	RFI	.90	.91	.91	.92	.93	.93	.94	.95
	χ^2/df	944.50/ 215	844.91/ 194	722.99/ 174	613.22/ 155	523.07/ 137	440.29/ 120	331.81/ 104	271.65 /89
Deletion		M12	M7	M23	M16	M27	M29	M24	

Note: χ^2=Chi-square; GFI goodness-of-fit index; RMSR, root-mean-square residual; RMSEA, root-mean-square error of approximation; SRMR, standardized root-mean-square residual; AGFI, adjusted goodness-of-fit; NNFI, nonnormed fit index; PNFI, parsimonious normed fit index; CFI, comparative fit index; IFI, incremental fit index; RFI, relative fit index.

Consequently, those seven items had comparatively low values of the squared multiple correlation and high modification index, which suggested the possibility that the improved model fits should be deleted (items M12, M7, M23, M16, M27, M29, and M24). A total of 16 observed indicators remained to estimate the re-specified model. The results of the estimation for the final specified model of functional motivation are

presented in Table 4.12. Overall, the model produced quite satisfactory results, having a Chi-square value of 271.65 with 89 degrees of freedom (p=0.000) and a RMSEA value of 0.049. Other fit indices also yielded quite strong values of a well-fitting model (GFI=0.96, RMSR=0.069, AGFI=0.94, NNFI=0.96, and PNFI=0.71).

Perceived Value. For each construct of perceived value, individual CFAs were conducted. From the output of initial estimation, overall model fits, t-value, standard error, squared multiple correlations (R^2), and completely standardized solutions were examined. If the results of the initial estimation of the CFA were not acceptable, these items were deleted and the data re-run.

Table 4.13 indicates the procedure of individual perceived value CFA. A total of five indicators, P1 (functional value), P7 (social value), P12 (emotional value), P17 (epistemic value), and P24 (conditional value), were deleted because of low squared multiple correlations (R^2) and a high modification index.

Since functional value CFAs had a high modification index between TD (P1) and P2 with 94.46, P1 was deleted. In the CFA of social value, M8 was deleted due to high modification index (141.59) between TD (P6) and TD (P7). CFA of emotional value indicated the high modification index between P11 and P12, then, P12 was deleted. Epistemic value CFA suggested that the deletion of P17 because of TD (P17, P20) = 17.40. Conditional value CFA suggested the deletion of P23 due to a high modification index (21.60) and somewhat low R^2=0.33. As a result, after conducting the individual CFA of perceived value construct, 7 items were deleted and 18 items remained.

Table 4.13: Goodness-of-fit of Individual Perceived Value Construct (n=896)

Goodness-of-fit		*FVLV 1st*	*FVLV 2nd*	*SVLV 1st*	*SVLV 2nd*	*EVLV 1st*	*EVLV 2nd*	*EPVLV 1st*	*EPVLV 2nd*	*CONDLV 1st*	*CONDLV 2nd*
Absolute fit index	χ^2	119.55 (p=.000)	35.23 (p=.000)	181.55 (p=.000)	22.75 (p=.000)	64.50 (p=.000)	10.41 (p=.0055)	22.76 (p=.00057)	4.06 (p=.13)	33.64 (p=.000)	4.45 (p=.10494)
	GFI	.94	.98	.92	.99	.97	.99	.99	1.0	.98	1.0
	RMSR	.056	.035	.074	.033	.033	.017	.022	.012	.074	.038
	RMSEA	.174	.068	.211	.11	.119	.071	.063	.036	.083	.039
	SRMR	.037	.023	.039	.017	.025	.012	.016	.012	.028	.014
Incremental fit index	AGFI	.82	.89	.075	.93	.91	.97	.97	.99	.95	.99
	NNFI	.92	.95	.89	.97	.96	.99	.99	1.0	.96	.99
	NFI	.96	.98	.94	.99	.98	.99	.99	1.0	.97	.99
Parsimonious fit index	PGFI	.31	.20	.31	.20	.32	.20	.33	.20	.33	.20
	PNFI	.48	.33	.47	.33	.49	.33	.50	.33	.49	.33
	CFI	.96	.98	.94	.99	.98	1.0	.99	1.0	.98	1.0
	IFI	.96	.98	.94	.99	.98	1.0	.99	1.0	.98	1.0
	RFI	.91	.98	.89	.97	.95	.98	.98	.99	.95	.98
	χ^2/df	119.55 /5	35.23/2	181.55/5	22.75/2	64.50/5	10.41/2	22.76/5	4.06/2	33.64/5	4.45/
Deletion		P1		P7		P12		P17		P24	

Note: χ^2=Chi-square; GFI goodness-of-fit index; RMSR, root-mean-square residual; RMSEA, root-mean-square error of approximation; SRMR, standardized root-mean-square residual; AGFI, adjusted goodness-of-fit; NNFI, nonnormed fit index; PNFI, parsimonious normed fit index; CFI, comparative fit index; IFI, incremental fit index; RFI, relative fit index.

Based on the individual CFA of perceived value, the CFA of the entire perceived value was conducted. CFA was re-run to estimate the model until there was a good model fit. The final results indicated that the model was improved. Consequently, those five items have comparatively low values of the squared multiple correlation and high modification index, which suggested that the possibility of improved model fits were deleted (P6, P2, P11, P23, and P16). A total of 13 observed indicators remained to estimate the re-specified model. The results of the estimation for the final specified model of functional motivation are presented in Table 4.14. Overall, the model produced quite satisfactory results, having a Chi-square value of 164.93 with 80 degrees of freedom (p=0.000) and a RMSEA value of

0.035. Other fit indices also yielded quite strong values of a well-fitting model (GFI=0.97, RMSR=0.053, AGFI=0.96, NNFI=0.98, and PNFI=0.74).

Table 4.14: Goodness-of-fit Comparisons of Perceived Value (n=896)

Goodness-of-fit		*PV CFA 1st*	*PV CFA 2nd*	*PV CFA 3rd*	*PV CFA 4th*	*PV CFA 5th*	*PV CFA Final*
Absolute fit index	χ^2	617.16 (p=.000)	499.55 (p=.000)	397.33 (p=.000)	306.75 (p=.000)	225.49 (p=.000)	164.93 (p=.000)
	GFI	.93	.94	.95	.96	.97	.97
	RMSR	.097	.087	.085	.083	.057	.053
	RMSEA	.059	.055	.051	.046	.041	.035
	SRMR	.055	.048	.046	.044	.031	.028
Incremental fit index	AGFI	.91	.92	.93	.94	.95	.96
	NNFI	.95	.96	.96	.97	.98	.98
	NFI	.94	.95	.96	.97	.97	.98
Parsimonious fit index	PGFI	.71	.70	.69	.68	.67	.65
	PNFI	.79	.79	.78	.77	.76	.74
	CFI	.96	.96	.97	.98	.98	.99
	IFI	.96	.96	.97	.98	.98	.99
	RFI	.93	.94	.95	.95	.96	.97
	χ^2/df	617.16/160	499.55/142	397.33/125	306.75/109	225.94/94	164.93/80
Deletion		P6	P2	P11	P23	P16	

Note : χ^2 =Chi-square; GFI goodness-of-fit index; RMSR, root-mean-square residual; RMSEA, root-mean-square error of approximation; SRMR, standardized root-mean-square residual; AGFI, adjusted goodness-of-fit; NNFI, nonnormed fit index; PNFI, parsimonious normed fit index; CFI, comparative fit index; IFI, incremental fit index; RFI, relative fit index.

Overall measurement model (Full CFA). Accordingly, 31 observed indicators associated with 13 constructs were determined from CFA. This overall measurement model to be tested consisted of 13 constructs represented by 6 functional motivations: learning (LOLV), novelty-seeking (NOLV), pleasure (PLLV), escape (ESLV), socialization (SOLV), and value-expressive (VALV); five perceived values: functional value (FVLV), social value (SVLV), emotional value (EVLV), epistemic value (EPVLV), and conditional value (CONDLV); the overall destination image (O_image) with a single indicator; and future intention (FUTURELV). Given these 13 constructs, 2 to 4 observed indicators were loaded onto each construct except the overall destination image.

Table 4.15: Goodness-of-fit Comparisons of Full CFA (n = 896)

Goodness-of-fit		*Full CFA 1st*	*Full CFA 2nd*	*Full CFA 3rd*	*Final Full CFA*
Absolute fit measures	χ^2	1006.42 (p=.000)	937.37 (p=.000)	827.52 (p=.000)	757.91 (p=.000)
	GFI	.93	.94	.94	.95
	RMSR	.069	.069	.066	.065
	RMSEA	.038	.038	.037	.036
	SRMR	.037	.036	.034	.034
Incremental fit measures	AGFI	.91	.92	.92	.92
	NNFI	.96	.96	.96	.96
	NFI	.94	.94	.95	.95
Parsimonious fit measures	PGFI	.71	.70	.69	.68
	PNFI	.75	.75	.74	.73
	CFI	.97	.97	.97	.97
	IFI	.97	.97	.97	.97
	RFI	.93	.93	.93	.93
	χ^2/df	1006.42/450=2.236	937.37/418=2.1	827.52/387	757.51/357
Deletion		M17	P15	M1	

Note : χ^2 =Chi-square; GFI goodness-of-fit index; RMSR, root-mean-square residual; RMSEA, root-mean-square error of approximation; SRMR, standardized root-mean-square residual; AGFI, adjusted goodness-of-fit; NNFI, nonnormed fit index; PNFI, parsimonious normed fit index; CFI, comparative fit index; IFI, incremental fit index; RFI, relative fit index.

The overall measurement model with 13 constructs and 34 observed indicators was tested by CFA. An initial estimation of the measurement model produced acceptable levels of model fit, having a Chi-square value of 1006.42 with 450 degrees of freedom ($p < .01$). Some of the goodness-of-fit indices also revealed that the initial hypothesized model did not fit the data very well, showing GFI (0.93), AGFI (0.91), and RMSEA (0.038). The modification indices suggested that more valid and reliable results of the overall measurement model could be obtained by re-specifying the measurement model. By deleting the high modification index, the CFA was re-run to estimate the model until it showed a good model fit. The final results indicated that the model was improved. Consequently, those three items had comparatively low values of the squared multiple correlation and high modification index, which suggested the possibility that the improved

model fit was deleted (M17, P15, and M1). The results of the estimation for the final specified model of functional motivation are presented. Overall, the model produced quite satisfactory results, having a Chi-square value of 757.91 with 357 degrees of freedom (p=0.000) and a RMSEA value of 0.036. Other fit indices also yielded quite strong values of a well-fitting model (GFI=0.95, RMSR=0.065, AGFI=0.92, NNFI=0.96, PNFI=0.73).

In an assessment of model fit, first of all, since the viability of individual estimated values should be determined at an initial stage in assessing the fit of individual parameters in a model, estimated parameters were examined in terms of not only the correct sign and size, but also as to their consistency with the underlying theory. Subsequently, unreasonable estimates had correlation values greater than 1, and negative variances were not found in the results of CFA for the re-specified model.

As shown in Table 4.16, which contains the estimates, standard errors, and t-values for each observed indicator, all of the estimated parameters of the t-values exceeded a recommended level of t-value for ± 1.96 at a significant level of 0.05. The examination of unstandardized solutions and the standard error showed that all of the estimated parameters were reasonably and statistically significant. As a result, it can be suggested that all of these estimated parameters were important to the hypothesized model.

As the second step in the estimation of parameters, the squared multiple correlations (R^2) were examined to see whether the hypothesized measurement model appropriately represented the observed indicators (Byrne, 1998; Kline, 1998). These correlations were also assessed to determine the indicator and construct reliability. As presented in Table 4.16, the squared multiple correlations ranged from 0.25 to 90.

Table 4.16: Composite Reliabilities and Average Variance Extracted

Latent Variable	*Completely Standardized Loading*	*Indicator Reliability SMC(R^2)*	*Error Variance*	*Composite Reliability*	*Average Variance Extracted*
Learning				.87	.70
M2	.83	.69	.31		
M3	.84	.70	.30		
M5	.84	.70	.30		
Novelty-seeking				.83	.62
M6	.78	.61	.39		
M9	.77	.60	.40		
M10	.81	.65	.35		
Pleasure				.83	.71
M14	.80	.64	.36		
M15	.88	.77	.23		
Escape				.72	.57
M18	.74	.54	.46		
M19	.77	.59	.41		
Socialization				.63	.46
M21	.60	.36	.64		
M22	.75	.56	.44		
Value-expressive				.83	.71
M28	.84	.71	.29		
M30	.84	.71	.29		
Functional value				.86	.67
P3	.82	.67	.33		
P4	.81	.65	.35		
P5	.83	.69	.31		
Social value				.89	.74
P8	.87	.75	.25		
P8	.84	.71	.29		
P10	.86	.75	.25		
Emotional value				.81	.69
P13	.83	.69	.31		
P14	.83	.68	.32		
Epistemic value				.87	.68
P18	.85	.73	.27		
P19	.84	.70	.30		
P20	.78	.62	.38		
Conditional value				.76	.52
P21	.62	.39	.61		
P22	.81	.66	.34		
P25	.71	.51	.49		
Future intentions				.71	.58
Revisit	.50	.25	.75		
Recommendation	.95	.90	.10		

Additionally, the composite reliability of this measurement construct showed a range of results from 0.63 to 0.89, which was acceptable at the recommended threshold level of

0.70 (Hair et al., 2006). Furthermore, the completely standardized factor loadings were evaluated and resulted in a range between 0.50 and 0.95. Lastly, the extracted variances that represent the overall amount of variance in the indicators accounted for by the latent constructs and values were calculated and showed in a range between 0.46 and 0.74, which exceed the recommended level of 0.50 except for the socialization (Hair et al., 2006).

First of all, the absolute fit index was used to measure directly how well a priori model reproduces the collected sample data. In other words, it is used to assess how closely the model compares to a perfect fit (Bollen, 1989a, 1989b; Hu & Bentler, 1995b). The Chi-square (χ^2) value of 88.14 with 80 degrees of freedom was not statistically significant at p=0.25, thereby suggesting that the hypothesized overall measurement model with 5 constructs and 15 indicators was appropriate and should be accepted at this statistical level.

The goodness-of-fit index (GFI) that was used for comparing the hypothesized model with no model at all yielded a value of 0.95. Thus, the result of the GFI for this study produced an acceptable level. The value of the root mean square residual (RMSR) was 0.065. This value indicated the average value across all standardized residuals ranging from zero to 1.00. In order to have a well-fitting model, this value should have been less than 0.08. Accordingly, the SRMR of 0.065 was acceptable as a well-fitting hypothesized model for this study. The root mean square error of approximation (RMSEA) represents that a value of less than 0.05 indicates a good fit, and values greater than 0.08 indicates reasonable errors of approximation in the population (Hu & Bentler, 1995a). The value of RMSEA for this hypothesized measurement was 0.036, which fell inside the acceptable level. Additionally, this value also yielded a 90% confidence

interval ranging from 0.033 to 0.040, and the p-value for the test of closeness of fit equaled 1.00. Subsequently, the value of RMSEA of 0.036 fell within the bounds of 0.033 and 0.040 and represented a good degree of precision. Overall, based on the examination of the absolute fit statistical indices, the hypothesized model represented a well-fitting model to the data in that the hypothesized model fits the data fairly well. Consequently, it can be suggested that further analysis such as structural equation modeling was possible and valid.

For the second estimated goodness-of-fit statistics, the incremental fit indices were examined. These incremental fit indices were used to evaluate the proportionate improvement in fit by comparing a target model with a more restricted, nested baseline model (Hu & Bentler, 1995a). This included the adjusted goodness-of-fit index (AGFI), the non-normed fit index (NNFI), and the normed fit index (NFI). Since the value of AGFI was 0.92, which exceeded a recommended level of 0.90, the hypothesized model fit fairly well. The NNFI took the complexity of the model into account in the comparison of the hypothesized model with the independent model. Since a value greater than 0.95 is an acceptable level for well-fitting data, the value of NNFI of 0.96 was accepted, suggesting that the hypothesized model fit the data well. The value of NFI was greater than 0.95 and was acceptable for indicating a well-fitting model. The value of NFI was 0.95, suggesting that the model fit the data fairly well. Overall, the hypothesized model successfully represented an adequate fit to the data.

Finally, the parsimonious fit index provides that the value vary between zero and 1.00, with higher values indicating greater model parsimony. The value of the PGFI was 0.68, suggesting that the hypothesized model fit the data parsimoniously. The parsimony

normed fit index (PNFI) explained the complexity of the model in its assessment of goodness of fit. Basically, this index is used for the comparison of models with differing degrees of freedom. A higher value of the PNFI indicates a better model fit. The value of the PNFI for this study was 0.73, which was an acceptable value for a well-fitting model.

The incremental fit index (IFI) presents the issues of parsimony and sample size that are associated with NFI, which is used to compare a restricted model with a full model using a baseline null model. The value of the comparative fit index (CFI) measures the improvement in non-centrality by going from the least restrictive model to the most saturated model. The values of the CFI range from zero to 1.00. The relative fit index (RFI) is equivalent to CFI. The higher value of IFI, CFI, and RFI indicate a better model fit to the data. As shown in Table 4.16, the values of IFI, CFI, and RFI were 0.97, 0.97 and 0.93 respectively, suggesting that these values were sufficient to support a well-fitting model to the data.

As a result, the review of the three types of goodness-of-fit indices for the overall measurement model revealed that the consistent patterns of values of fit indices indicated that the model was well-fitted to the data, meaning that the hypothesized model was reliable and valid in representing the calibration sample. In addition to these multiple criteria, the examination of the theoretical and practical aspects of the hypothesized model supported the assessment that this hypothesized model was adequate in describing the collected data.

Table 4.17: Covariance Matrix Summary (31*31)

	Mean	SD	K2	K3	K5	N1	N4	N5	P4	P5	E3	E4	S1	S2	V3	V4	FV3	FV4	FV5	SV3	SV4	SV5	EV3	EV4	EPV3	EPV4	EPV5	CV1	CV2	CV5	Oimage	Revisit	Recom
K2	5.69	1.271	1.615																														
K3	5.65	1.317	1.215	1.733																													
K5	5.70	1.230	1.105	1.152	1.513																												
N1	5.47	1.371	.966	.952	.987	1.881																											
N4	5.32	1.335	.841	.850	.845	1.117	1.781																										
N5	5.59	1.262	.873	.917	.901	1.074	1.086	1.592																									
P4	4.63	1.421	.220	.246	.232	.365	.441	.379	2.019																								
P5	4.43	1.554	.016	.113	.131	.177	.283	.204	1.560	2.413																							
E3	5.04	1.441	.431	.457	.480	.572	.643	.612	.838	.845	2.075																						
E4	5.23	1.351	.500	.591	.543	.481	.627	.550	.686	.782	1.103	1.825																					
S1	5.49	1.363	.510	.589	.619	.547	.648	.628	.409	.405	.677	.598	1.857																				
S2	5.14	1.325	.609	.639	.616	.624	.722	.632	.441	.489	.520	.567	.816	1.754																			
V3	4.79	1.294	.541	.571	.565	.463	.654	.496	.579	.684	.601	.776	.511	.723	1.674																		
V5	4.88	1.287	.534	.558	.561	.401	.590	.492	.591	.697	.565	.693	.465	.764	1.185	1.656																	
FV3	5.04	1.241	.662	.702	.642	.586	.639	.691	.121	.133	.401	.420	.472	.588	.506	.556	1.540																
FV4	5.03	1.248	.618	.655	.662	.501	.563	.571	.085	.128	.286	.302	.364	.560	.432	.515	1.044	1.557															
FV5	5.15	1.215	.685	.719	.697	.529	.644	.618	.196	.158	.393	.379	.451	.570	.481	.539	1.062	1.017	1.475														
SV3	4.19	1.408	.127	.174	.173	.041	.311	.109	.540	.773	.336	.328	.228	.573	.778	.762	.478	.524	.463	1.983													
SV4	4.11	1.489	.125	.115	.192	-.023	.220	.102	.571	.761	.272	.318	.191	.480	.665	.694	.396	.547	.480	1.529	2.216												
SV5	4.46	1.384	.255	.253	.341	.202	.390	.243	.595	.734	.320	.409	.295	.598	.781	.780	.495	.590	.555	1.421	1.517	1.917											
EV3	5.15	1.224	.659	.687	.736	.541	.630	.620	.367	.378	.507	.561	.560	.581	.550	.559	.751	.789	.762	.506	.467	.516	1.497										
EV4	5.23	1.178	.647	.711	.709	.597	.611	.611	.279	.276	.419	.510	.517	.538	.556	.564	.717	.691	.723	.492	.451	.532	1.006	1.388									
EPV3	5.38	1.187	.739	.826	.755	.552	.640	.668	.218	.129	.361	.451	.447	.620	.535	.600	.735	.757	.757	.392	.372	.509	.791	.744	1.409								
EPV4	5.33	1.180	.663	.756	.698	.539	.588	.632	.147	.089	.334	.419	.438	.578	.455	.554	.796	.792	.786	.406	.348	.466	.748	.773	1.013	1.392							
EPV5	5.18	1.215	.626	.628	.615	.476	.574	.558	.254	.230	.335	.406	.393	.622	.520	.568	.697	.744	.778	.478	.456	.531	.723	.699	1.001	.959	1.476						
CV1	3.70	1.781	-.140	-.143	-.057	-.118	.064	-.036	.413	.535	.349	.274	.107	.191	.234	.311	.011	-.033	-.051	.393	.402	.397	.039	-.026	-.102	-.012	-.002	3.172					
CV2	3.65	1.666	-.256	-.247	-.212	-.172	-.093	-.215	.428	.566	.117	.084	.032	.098	.193	.202	-.211	-.252	-.203	.409	.492	.363	-.199	-.159	-.200	-.154	-.147	1.567	2.776				
CV5	3.70	1.565	-.143	-.105	-.079	-.176	-.050	-.090	.307	.465	.056	.132	.003	.051	.257	.255	-.157	-.241	-.169	.345	.490	.383	-.134	-.150	-.109	-.190	-.073	1.210	1.515	2.448			
Oimage	5.65	1.057	.525	.596	.512	.454	.405	.482	.100	.000	.308	.336	.273	.369	.267	.283	.598	.560	.587	.164	.167	.280	.601	.601	.670	.648	.563	-.220	-.315	-.322	1.117		
Revisit	4.61	1.559	.383	.401	.384	.431	.297	.338	.251	.217	.351	.460	.347	.265	.424	.340	.316	.212	.210	.037	.016	.130	.449	.537	.323	.381	.281	.002	-.028	-.090	.626	2.430	
Recom	5.28	1.312	.644	.749	.620	.623	.561	.555	.126	.012	.344	.348	.301	.435	.295	.348	.631	.608	.631	.110	.083	.178	.678	.665	.699	.681	.593	-.458	-.560	-.445	.985	.963	1.722

* significant at the 0.01 level

Specify and Assessment of Structural Model (Stage 5& 6)

Initial proposed model. The review of the initial proposed structural model revealed that the Chi-square value was 1368.99 with 393 degrees of freedom ($p < .001$). This result indicated that the initial theoretical model was not acceptable as a well-fitting model to the data. This indicated that the proposed initial model was underestimated and could be improved. However, given the known sensitivity of the Chi-square test to the sample size (Byrne, 1998), other goodness-of-fit indices have been suggested to help model evaluation (Bentler, 1990; Jöreskog & Sörbom, 1996a). Because the sample size for this study was 896 cases, the use of the Chi-square value provides little guidance in determining the extent to which the proposed model fits the data (Byrne, 1998). Review of goodness-of-fit statistics revealed that the initial theoretical model fit the data somewhat well (GFI=0.90, AGFI=0.87, CFI=0.93, RMSEA=0.058, PGFI=0.71, and PNFI=0.77). However, there was evidence of the misfit in the model.

Revised structural model. Based on several values, LISREL was re-run. The initial model was modified based on the modification indices that were suggested by the LISREL outputs. Each modification involved the addition of one more path as suggested by the modification indices (less constrained model). The Chi-square difference test was conducted to evaluate whether each modification was justified, and a constrained model was also generated by removing paths from the model and then tested again using the Chi-square difference test.

Table 4.18 indicates the fit indices for the initial and modified models. Model 1 is the proposed model. Model 2 was modified from the initial model by adding and removing a path from the original proposed model. Based on the insignificant t-value of

paths and modification indices of paths in the proposed model, the overall model fit was repeatedly examined by adding and removing the paths. First, the following paths (Gamma) were added: "socialization (SOLV) → epistemic value (EPVLV)," "novelty-seeking (NOLV) → social value (SOLV)." Next, "value-expressive (VALV) → emotional value (EVLV)," and "socialization (SOLV) → emotional value (EVLV)" were removed. Then, "pleasure (PLLV) → social value (SOLV)" and "learning (LOLV) → functional value (FVLV)" were added based on the modification index. These processes were conducted one by one.

Finally, the results for the model 2 showed the newly added path to be significant with a decrease in the X^2 of 234.92, which is greater than the critical value of X2 with 2 degree of freedom (9.210, p=0.01). All of the other fit indices showed improvement--GFI, RMR, SRMR, RMSEA, and so on. Review of goodness-of-fit statistics revealed that the model 3 fits the data somewhat well (GFI=0.92, AGFI=0.90, CFI=0.95, RMSEA=0.048, PGFI=0.72, and PNFI=0.78).

Model 3 was then further modified based on the modification indices, with a path from functional motivation to emotional value. For the next step, beta paths were added into the model 2, including, "epistemic value (EPVLV) → emotional value (EVLV)" and "epistemic value (EPVLV) → functional value (FVLV)." Next, "functional value (FVLV) → emotional value (EVLV)," and "functional value (FVLV) → social value (SOLV)" were added. This dropped RMSEA from 0.048 to 0.039. Several fit indices were also increased; GFI=0.94, AGFI=0.92, CFI=0.97, RMSEA=0.39, PGFI=0.73, and PNFI=0.78).

Table 4.18: Goodness-of-fit Index Comparison of SEM (n=896)

Goodness-of-fit		*Measurement Model*	*Model 1 (Proposed Model)*	*Model 2*	*Model 3 (Final Model)*
Absolute fit measures	χ^2	757.91 (p=.000)	1368.99 (p=.000)	1134.07 (p=.000)	872.91 (p=.000)
	GFI	.95	.90	.95	.94
	RMSR	.065	.11	.086	.077
	RMSEA	.036	.058	.048	.039
	SRMR	.034	.060	.045	.040
Incremental fit measures	AGFI	.92	.87	.90	.92
	NNFI	.96	.92	.94	.96
	NFI	.95	.91	.92	.94
Parsimonious fit measures	PGFI	.68	.71	.72	.73
	PNFI	.73	.77	.78	.78
	CFI	.97	.93	.95	.97
	IFI	.97	.93	.95	.97
	RFI	.93	.89	.91	.93
	χ^2/df	757.51/ 357=2.12	1368.99/ 393=3.48	1134.07/ 391=2.900	872.91/ 386=2.261
	AIC		1706.68	1370.30	1093.28
	ECVI		2.02	1.63	1.30
	CAIC		2297.71	1972.81	1724.48
	CN		284.97	342.18	439.02

Note : χ^2 =Chi-square; GFI goodness-of-fit index; RMSR, root-mean-square residual; RMSEA, root-mean-square error of approximation; SRMR, standardized root-mean-square residual; AGFI, adjusted goodness-of-fit; NNFI, nonnormed fit index; PNFI, parsimonious normed fit index; CFI, comparative fit index; IFI, incremental fit index; RFI, relative fit index.

Having assessed the final revised model, a post-hoc test by using sequential chi-square tests was conducted to provide successive fit information (Anderson & Gerbing, 1988). The chi-square difference tests between the models (proposed model and revised model 2; revised model 2 and revised model 3) showed that there were statistical differences at the significance level of 0.01. The comparison of the proposed model and the revised model 2 had a big difference. The chi-square difference was greater than critical value (9.21, p=0.01). It was found that there was a statistically significant difference between the proposed model and the model 2 at the significance level of 0.01 (the chi-square difference was 234.92 with 2 degree of freedom).

Besides, the chi-square difference between model 2 and model 3 (final model) had also *df* differences. It had 40.79 differences of chi-square, which was greater than the critical value of 15.086 (*df* difference 5). Finally, model 3 was selected as a final revised model.

Table 4.19: Chi-square Difference Test for Model Comparison

Comparison	*df difference*	*Chi-square difference*	*Critical value*
Proposed model vs. Model 2	393–391= 2	1368.99 – 1134.07 = 234.92	9.210
Model 2 vs. Model 3(final model)	391–386 = 5	1134.07–1093.28 = 40.79	15.086

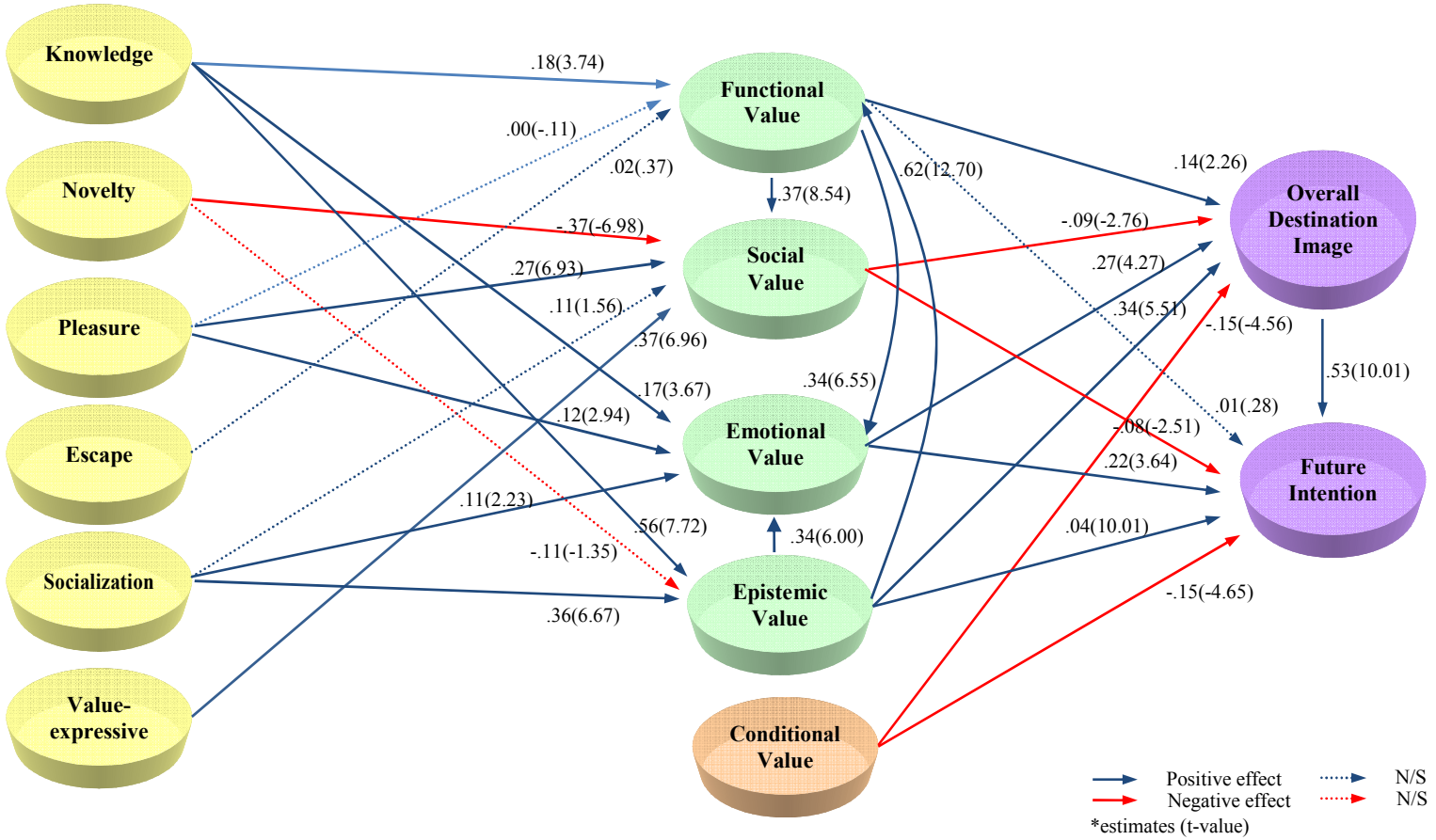


Figure 4.1: Final Revised Model

Results of Phase 1: Model of Functional Motivation and Perceived Value in Cultural Heritage Tourism

This study adopted structural equation modeling (SEM) in testing the hypotheses because SEM has been applied in testing hypotheses about relationships among observed latent variables (Hoyle, 1995). In this study, a total of five hypotheses were proposed. Hypotheses 1 to 4 were tested by using structural equation modeling in the phase 1. The relationship between functional motivation and perceived value (gamma) represented hypothesis 1, and the relationship between perceived value and overall destination image explained hypotheses 2. Hypothesis 3 represented the relationship between the overall destination image and future intentions. Lastly, Hypothesis 4 indicated the relationship between perceived value and future intentions.

Tourist functional motivation and perceived value. Hypotheses 1 set examined the impact of functional motivation into the perceived value at a cultural heritage site; the higher the tourist functional motivation of cultural heritage tourism, the higher the probability of perceived value.

Tourist functional motivation to functional value. The hypotheses set examined the relationship of tourist functional motivation and functional value.

H1a: The higher the pleasure motivation of cultural heritage tourism, the higher the probability of the perceived functional value (not supported).

H1b: The higher the escape motivation of cultural heritage tourism, the higher the probability of the perceived functional value (not supported).

The H1a was not supported with an estimate of 0.00 and a t-value of -.11, whereas the H1b also was not supported with an estimate of 0.02 (t-value=0.37). However, the

relationship between learning motivation and functional value was tested and showed significant positive causality with an estimate of 0.18 (t-value=3.74).

Table 4.20: Results of the Final Model

Hypothesis		*Causal path*	*Estimates*	*Stand. Error*	*t-value*	*Results*	
H1	H1a	Pleasure → Functional value	.00	.04	-.11	N/S	Not supported
	H1b	Escape → Functional value	.02	.05	.37	N/S	Not supported
	New	Learning → Functional value	.18	.05	3.74*	Positive	
	H1c	Socialization → Social value	.11	.07	1.56	N/S	Not supported
	H1d	Value-expressive → Social value	.37	.05	6.96*	Positive	Supported
	New	Novelty-seeking → Social value	-.37	.05	-6.98*	Negative	
	New	Pleasure → Social value	.27	.04	6.93*	Positive	Supported
	H1e	Pleasure → Emotional value	.12	.04	2.94*	Positive	Supported
	H1f (removed)	Escape → Emotional value					Not supported
	H1g	Socialization → Emotional value	.11	.06	2.23*	Positive	Supported
	H1h (removed)	Value-expressive → Emotional value					Not supported
	New	Learning → Emotional value	.17	.05	3.67*	Positive	
	H1i	Learning → Epistemic value	.56	.07	7.72*	Positive	Supported
	H1j	Novelty-seeking → Epistemic value	-.11	.08	-1.35	N/S	Not supported
	New	Socialization → Epistemic value	.36	.05	6.67*	Positive	
H2	H2a	Functional value → Overall destination image	.14	.06	2.26*	Positive	Supported
	H2b	Social value → Overall destination image	-.09	.03	-2.76*	Negative	Not supported
	H2c	Emotional value → Overall destination image	.27	.06	4.27*	Positive	Supported
	H2d	Epistemic value → Overall destination image	.34	.06	5.51*	Positive	Supported
	H2e	Conditional value → Overall destination image	-.15	.03	-4.56*	Negative	Supported
	New	Functional value → Social value	.37	.04	8.54*	Positive	
	New	Functional value → Emotional value	.34	.05	6.55*	Positive	
	New	Epistemic value → Functional value	.62	.05	12.70*	Positive	
	New	Epistemic value → Emotional value	.34	.06	6.00*	Positive	
H3		Overall destination image → Future intention	.53	.05	10.01*	Positive	Supported
H4	H4a	Functional value → Future intention	.01	.05	.28	N/S	Not supported
	H4b	Social value → Future intention	-.08	.03	-2.51*	Negative	Not supported
	H4c	Emotional value → Future intention	.22	.06	3.64*	Positive	Supported
	H4d	Epistemic value → Future intention	.04	.05	10.01*	Positive	Supported
	H4e	Conditional value → Future intention	-.15	.03	-4.65*	Negative	Supported

*p<.05

Tourist functional motivation to social value. The hypotheses set was concerned with the casual impacts of tourist's functional motivation into social value.

H1c: The higher the socialization motivation of cultural heritage tourism, the higher the probability of the perceived social value (not supported).

H1d: The higher the value-expressive motivation of cultural heritage tourism, the higher the probability of the perceived social value (supported).

The results did not support the H1c, showing the estimate of 0.11 (t-value=1.56). H1d was supported with an estimate of 0.37 (t-value=6.96). The new paths were found, which were, "The higher the novelty-seeking motivation of cultural heritage tourism, the lower the probability of the perceived social value" (estimate=-.37, t-value=-6.98)" and "The higher the pleasure motivation of cultural heritage tourism, the higher the probability of the perceived social value" (estimate=0.27, t-value=6.93).

Tourist functional motivation to emotional value. The hypotheses tested whether functional motivation influences emotional value positively.

H1e: The higher the pleasure motivation of cultural heritage tourism, the higher the probability of the perceived emotional value (supported).

H1f: The higher the escape motivation of cultural heritage tourism, the higher the probability of the perceived emotional value (removed).

H1g: The higher the socialization motivation of cultural heritage tourism, the higher the probability of the perceived emotional value (supported).

H1h: The higher the value-expressive motivation of cultural heritage tourism, the higher the probability of the perceived emotional value (removed).

The H1e was supported with an estimate of 0.12 and a t-value of 2.94, and the H1g was also supported with an estimate of 0.11 (t-value=2.23). However, H1f and H1h were not tested due to the deletion during the model specification process. Instead of these paths, the relationship between learning motivation and emotional value was found, which represented the relation between the learning motivation of cultural heritage tourism and the probability of the perceived emotional value (estimate=0.17, t-value=3.67).

Tourist functional motivation to epistemic value. The hypotheses tested whether functional motivation influences on epistemic value positively.

H1i: The higher the learning motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value (supported).

H1j: The higher the novelty seeking motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value (not supported).

Learning motivation had a positive impact on epistemic value, which suggested the H1i was supported with an estimate of 0.56 and t-value of 7.72, whereas H1j was not supported with an estimate of -.11 (t-value=-1.35). However, a new path was found as socialization motivation into epistemic value, showing that the higher the socialization motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value.

Perceived value, overall destination image, and future intentions. The hypotheses 2 set examined the relationship among perceived value, overall destination image, and future intensions. The higher the perceived value of the trip, the more favorable the overall image of the destination.

H2a: The higher the perceived functional value during travel, the more favorable the probability of the overall image of destination (supported).

H2b: The higher the perceived social value during travel, the more favorable the probability of the overall image of destination (negatively supported).

H2c: The higher the perceived emotional value during travel, the more favorable the probability of the overall image of destination (supported).

H2d: The higher the perceived epistemic value during travel, the more favorable the probability of the overall image of destination (supported).

H2e: The higher the perceived conditional value during travel, the less favorable the probability of the overall image of destination (supported).

In terms of impact on overall destination image, four of them were supported; however, H2b was supported negatively, which was the opposite of the results proposed in Chapter 3. As a result, epistemic value (estimate=0.34, t-value=5.51), emotional value (estimate=0.27, t-value=4.27), functional value (estimate=0.14, t-value=2.26) had a positive impact on overall destination image, whereas social value had a negative effect on overall destination image (estimate=-.09, t-value=-2.76). H2e was supported with an estimate of -0.15 (t-value=-4.56). When tourists experience inconveniences such as bad weather, lack of time, and congestion at the destination, their overall destination image may decrease.

Hypothesis 3 tested that the higher the perceived overall image of the destination, the higher the probability of future intentions. The more favorable the probability of the overall destination image destination, the higher the probability of future (purchasing)

intentions (supported). Hypothesis 3 also supported the influence of the overall destination image on future intentions (estimate=0.53, t-value=10.01).

Hypotheses 4 set indicated the influence of perceived value on future intentions; the higher the perceived value of the trip, the higher the probability of future intentions to return.

H4a: The higher the perceived functional value during travel, the higher the probability of future (purchasing) intentions (not supported).

H4b: The higher the perceived social value during travel, the higher the probability of future (purchasing) intentions (negatively supported).

H4c: The higher the perceived emotional value during travel, the higher the probability of future (purchasing) intentions (supported).

H4d: The higher the perceived epistemic value during travel, the higher the probability of future (purchasing) intentions (supported).

H4e: The higher the perceived conditional value during travel, the lower the probability of future (purchasing) intentions (supported).

As a result, three of the influences were supported except H4a, whereas the H4b social value was supported negatively. Epistemic value (estimate=0.04, t-value=10.01) and emotional value (estimate=0.22, t-value=3.64) had a positive impact on the future intention of cultural heritage tourists. H4e was supported with an estimate of -0.15 (t-value=-4.65) individually. When tourists experience inconveniences such as bad weather, lack of time, and congestion at the destination, their future intentions may decrease

Inter-relationship among perceived value. The relationships among perceived values were found, including functional value to social value, functional value to

emotional value, epistemic value to functional value, and epistemic value to emotional value. These were not suggested in the proposed model. The specific relationship among perceived value was indicated as outlined in Figure 4.2, which represents only the perceived value of entire relationships. The epistemic value of cultural tourists influence functional value (estimate=0.62, t-value=12.70) and emotional value (estimate=0.34, t-value=6.00), and functional value again influences emotional value (estimate=0.34, t-value=6.55) and social value (estimate=0.37, t-value=8.54).

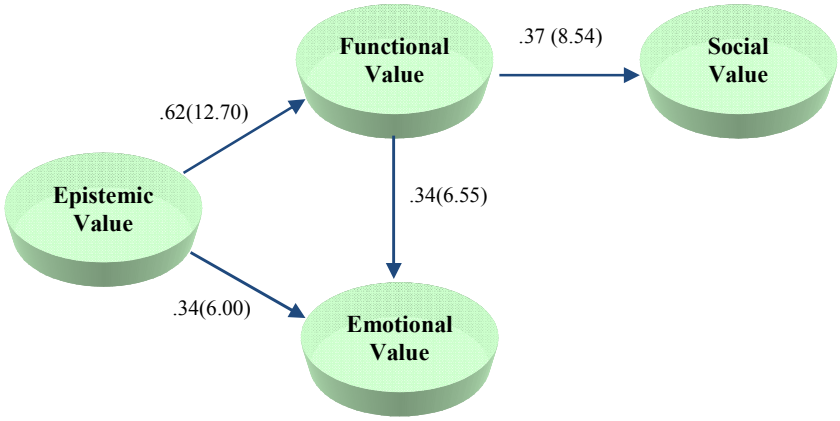


Figure 4.2: Relationship among Perceived Value

Group Differences

This section tested Hypothesis set 5 and 6, dealing with the differences in a series of relationships across motivational conflicts (i.e., gender and cultural distance).

Results of Phase 2: Influences of Motivational Conflicts

In the study, two variables were selected as motivation conflicts: gender and cultural distance. Cultural distance implies nationality, which is divided into four groups: Korean, Japanese, Chinese, and Westerners (those from America, Europe, Oceania, etc.).

For Hypothesis H5, a t-test was applied to distinguish the differences of each construct across the groups. Then, one-way ANOVA and multiple regressions were conducted for Hypothesis 6; the influences of functional motivation on overall perceived value and the influence of perceived value on post-behaviors by nationality were described as follows.

H5: Cultural heritage tourists' behaviors may differ from gender.

H6: Cultural heritage tourists' behaviors may differ from cultural distance (nationality).

Differences of gender. Since the model contains functional motivation, perceived value, destination image, and future intentions, the differences in the constructs were examined across gender. An independent t-test was conducted along with the variables.

In the functional motivation, the statistical analysis showed that the learning ($p=0.03$), escape ($p=0.006$), and socialization ($p=0.047$) motivation scores differed significantly across gender at the 0.05 level of p-value. Females had stronger learning, escape, and socialization motivation than males, which supported the theory that women prefer cultural heritage tours more than men do. The perceived value had only two significant variables, emotional ($p=0.013$) and conditional value ($p=0.007$) at the 0.05 significant level. Along with functional motivation, women had stronger perceived value than men. However, there were no significant differences of consequential behavior variables between male and female. Therefore, Hypothesis 6 was supported partially.

Table 4.21: Difference Test across Gender

Construct		*Male (n=490)*	*Female (n=399)*	*Mean Difference*	*t-value*	*p-value*
Functional motivation	Learning	5.498[a] 1.182[b]	5.663 1.049	.165	-2.176	.030*
	Novelty-seeking	5.307 1.185	5.406 1.065		-1.305	.192
	Pleasure	4.553 1.080	4.617 1.129		-.860	.390
	Escape	4.940 1.130	5.145 1.095	.205	-2.733	.006*
	Socialization	5.067 1.080	5.209 1.023	.142	-1.990	.047*
	Value-expressive	4.996 1.074	5.075 1.022		-1.106	.269
Perceived value	Functional value	5.007 1.099	5.058 1.174		-.656	.512
	Social value	4.344 1.193	4.290 1.211		.665	.506
	Emotional value	5.164 1.045	5.331 .962	.167	-2.482	.013*
	Epistemic value	5.291 1.009	5.344 1.036		-.771	.441
	Conditional value	3.690 1.189	3.916 1.293	.226	-2.689	.007*
Consequential behavior variable	Overall perceived value	5.62 1.000	5.63 1.008		-.206	.837
	Overall destination image	5.61 1.037	5.70 1.082		-1.295	.196
	Revisit	4.56 1.578	4.67 1.536		-1.076	.282
	Recommendation	5.27 1.341	5.29 1.280		-.226	.821

*p<.05, a=mean, b=standard deviation

Cultural distance. The study revealed that the main constructs, such as functional motivation, perceived value, and post-behavior variables, differentially affected nationality (i.e., Korean, Japanese, Chinese, and Western). The differences in the constructs were examined across nationality. One-way ANOVA was conducted along with the variables, and then multiple regression was followed.

The ANOVA test demonstrated that there were significant differences among most of the constructs except value-expressive motivation. According to the results, the functional motivation had a statistically significant difference at the 0.05 level across nationality. Based on the above results, Scheffe's post-hoc analysis was followed to find the differences among nationality groups.

Korean visitors had high escape motivation and socialization to compare other groups; meanwhile Western people had the highest learning motivation about Korean culture and history. Chinese tourists had a high pleasure motivation toward the Gyeongju visit. The results suggested that Westerners are more interested in Korean culture rather than Asian people are. They think the building and sculptures at Gyeongju are so new that they would like to experience a new culture from the Gyeongju trip. In contrast, Koreans feel socially bonded to family or friends at the site and would also like to experience an escape from routine life. Japanese and Chinese tourists had lower scores than the others; the reason could be because they share similar cultural backgrounds, and they do not experience the radical differences between Korean culture and their own culture.

Table 4.22: Difference Test across Cultural Distance (Nationality)

Construct		*Korean (n=253)*	*Japanese (n=136)*	*Chinese (n=136)*	*Western (n=265)*	*F-value p-value*
Functional motivation	Learning (W> K, J, C)[c]	5.323[a] 1.065[b]	5.392 1.122	5.166 .966	6.189 1.019	44.441 .000*
	Novelty-seeking (W>K>J,C)	5.493 1.061	4.846 1.066	4.968 1.079	5.858 1.032	45.763 .000*
	Pleasure (C>K,J >W)	4.681 1.042	4.607 1.085	4.964 .898	4.267 1.185	13.860 .000*
	Escape (K>C,W>J)	5.520 1.021	4.603 1.157	5.069 .830	4.927 1.129	31.181 .000*
	Socialization (K>J, C,W)	5.387 1.035	5.014 .982	5.051 .933	5.035 1.159	7.019 .000*
	Value-expressive	5.032 1.067	4.920 1.030	5.002 .911	5.146 1.112	1.991 .114
Perceived value	Functional value (W>C>K,J)	4.666 1.045	4.828 .956	5.090 1.300	5.528 1.086	31.188 .000*
	Social value (C>J,W>K)	3.965 1.202	4.476 1.094	4.997 .889	4.175 1.266	26.499 .000*
	Emotional value (W>K,J,C)	5.113 1.085	5.118 1.040	4.997 .895	5.603 .875	17.422 .000*
	Epistemic value (W>K,J>C)	5.022 1.023	5.228 1.024	5.137 .929	5.769 .909	28.906 .000*
	Conditional value (C>K,J,W)	3.769 1.139	4.019 1.100	4.351 1.361	3.312 1.213	27.557 .000*
Consequential behavior variable	Overall perceived value (W>K,J,C)	5.35 .920	5.41 1.057	5.46 1.061	6.17 .767	41.536 .000*
	Overall destination image (W>K,J,C)	5.50 .941	5.43 1.142	5.25 1.193	6.20 .761	39.701 .000*
	Revisit (K>J,W>C)	5.25 1.172	4.50 1.407	3.74 1.467	4.55 1.793	31.747 .000*
	Recommendation (W>K,J>C)	5.17 1.027	4.94 1.232	4.41 1.541	6.14 .972	82.035 .000*

Note: a=mean, b=standard deviation, c=K (Korean), J (Japanese), C (Chinese), & W (Westerner); it indicates there is a difference between groups across K, J, C & W.
*p<.05

In terms of perceived value, Westerners had a higher value of functional, emotional, and epistemic from the Gyeongju tour. Overall, the epistemic value was higher than other perceived values, which suggested that Gyeongju has a lot of historical sites and things to see, which attracts a lot of cultural tourists. To compare with other groups, Koreans had the lowest perceived value, because most Koreans have perceived Gyeongju as an important Korean historical site since they were children.

Consequential behavior variables also demonstrated quite big differences among the groups. First of all, Western travelers had the highest overall perceived value, overall destination image, and recommendation among the four groups. Although, in terms of revisit intention, Koreans had the strongest revisit intention among the groups.

Moderating Effect of Cultural Distance (Multiple regression)

Multiple regression is the use of two or more independent variables, in the prediction of independent variables and the interpretation of the regression variate. The purpose of multiple regression was to provide insights into the relationships among independent variables in their prediction of the dependent measure. The dependent variables were assumed to be continuous, interval variables and independent variables were the predictor variables in the regression equation. The predictors were assumed to be continuous, just as the interval variables. However, the nonmetric variables could only be included in a regression analysis by creating dummy variables. The standard approach to modeling categorical variables is to include the categorical variables in the regression equation by converting each level of each categorical variable into a variable of its own, usually coded as 0 or 1.

In the regression model, the intercept represented the value of the dependent variable when all of the independent variables had a value of zero. The interpretation of b coefficients (beta value) was different when dummy variables were present. Normally, without dummy variables, the b coefficient is the amount of the dependent variable which increases when the independent variable associated with the b increases by one unit. Dummy variables can only be interpreted in relation to their reference category. Thus, when using a dummy variable such as "nationality" in the model, the b coefficient was

how much more the dependent variable increased (or decreased if b was negative) when the dummy variable increased one unit compared to the reference category (e.g., Chinese, in this study).

A test for multiple regression was conducted for two reasons. Firstly, to find out the degree of the influences of independent variables on each dependent variable--the influence of functional motivation on the overall perceived value ($H6_a$), the influence of perceived value on overall destination image ($H6_b$), the influence of overall destination image on future intentions ($H6_c$) (i.e., revisit intention, recommendation), and the influence of perceived value on future intentions ($H6_d$). Secondly, to identify whether cultural distance (nationality) contributed to a different level of the tourists behaviors (i.e., overall perceived value, overall destination image, revisit intention, and recommendation). In the study, the variable of cultural distance, which had the four categories was included in the regression model. It was replaced as a dummy variable and a cultural distance variable was substituted by three dummy variables (D_1, D_2, and D_3) representing groups 1 (Korean), 2 (Japanese), and 3 (Western) with group 4 (Chinese) the reference category. The variable was included directly in the regression equation to represent the difference in dependent variable among the four groups, given the other variables in the regression equation.

If D_1=1, D_2=0 and D_3=0: Korean

If D_1=0, D_2=1 and D_3=0: Japanese

If D_1=0, D_2=0 and D_3=1: Western

If D_1=0, D_2=0 and D_3=0: Chinese

The appropriate model is written as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \cdots + \beta_k X_k + D_1 + D_2 + D_3 + e$$

where,

Y= dependent variable;

a = intercept;

β_k = regression coefficient;

X_k = independent variable;

D_1 = dummy variable (if D_1=Korean and 0=otherwise);

D_2 = dummy variable (if D_2=Japanese and 0=otherwise);

D_3 = dummy variable (if D_3=Western and 0=otherwise); and

e = residual or error

According to Hair et al. (2006, pp.198-199), "The regression coefficient for the dummy variables represented differences on the dependent variables for each group of respondents from the reference category (i.e., the omitted group that received all zeros)." Since dummy variables were added, it is necessary to be aware of the comparison groups and that the coefficients represented the differences in the group. These results were described in order of Hypotheses (H1 to H4).

Moderating effect on relationship between functional motivation and overall perceived value ($H6_a$). Multiple regression with a dummy variable approach was conducted for two reasons:1) to determine the functional motivation which would best predict the overall perceived value and 2)to examine the moderating effect of cultural distance. The overall perceived value was simultaneously regressed on the set of six predictors; learning, novelty-seeking, pleasure, escape, socialization, and value-expressive. As dummy variables, D_1, D_2, and D_3 were included in the regression model.

The squared multiple correlations coefficient for the regression was statistically significant (F=38.696; p=0.000). Apparently, about 28.8% of the variability in the overall perceived value was accounted for by the predictor set. To examine the relative importance of each of the six functional motivations in contributing to the cultural tourists' overall perceived value, the unstandardized coefficients (b-weight) were used. The variable "learning" was the most important motivation in explaining cultural tourists overall perceived value with the highest Beta (β) value 0.223, followed by "value-expressive (β=0.204)."

Table 4.23: Moderating Effect of Cultural Distance ($H6_a$: Overall Perceived Value)

	Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
	B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
(Constant)	3.281	.195		16.855	.000		
X_1 Learning	.223	.039	.251	5.718	.000*	.430	2.324
X_2 Novelty-seeking	.011	.040	.012	.269	.788	.407	2.455
X_3 Pleasure	-.055	.036	-.061	-1.517	.130	.519	1.929
X_4 Escape	.057	.034	.064	1.669	.095	.561	1.781
X_5 Socialization	-.014	.039	-.015	-.363	.717	.482	2.075
X_6 Value-expressive	.204	.041	.213	4.918	.000*	.441	2.269
D_1 KO_D1	-.174	.097	-.079	-1.794	.073	.424	2.360
D_2 JA_D2	-.072	.095	-.032	-.763	.446	.466	2.144
D_3 WE_D3	.410	.103	.190	3.988	.000*	.366	2.730
Dependent Variable: Overall perceived value, R^2=.288, F=38.696, p=.000							

*p<.05

Table 4.24 shows the results of the final regression equation model with significant independent variables. The final model of moderating effect of cultural distance between functional motivation and overall perceived value can be written as follows:

$$\hat{y} = 3.215 + 0.219X_1 + 0.207X_6 + 0.531D_3$$

where:

$\hat{y}$= overall perceived value;

X_1= learning motivation;

X_6= value-expressive motivation; and

D_3= Western (1)

Table 4.24: Final Model of Moderating Effect of Cultural Distance ($H6_a$: Overall Perceived Value)

		Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
		B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
	(Constant)	3.215	.161		19.929	.000		
X_1	Learning	.219	.033	.248	6.576	.000*	.577	1.732
X_6	Value-expressive	.207	.034	.217	6.148	.000*	.656	1.525
D_3	WE_D3	.531	.068	.244	7.852	.000*	.851	1.175
Dependent Variable: Overall perceived value, R^2=.279, F=113.459, p=.000								

*p<.05

The final regression model indicated that D_3 dummy variable (if 1= Western and 0=otherwise) was positively significant at the 0.05 level with a β coefficient of 0.531, representing the positive moderating effect of cultural distance. When they evaluated the overall perceived value based on their functional motivation in cultural heritage site, western tourists would feel a higher level of overall perceived value than Korean, Japanese, and Chinese tourists by 0.531.

However, D_1 (if 1=Korean and 0=otherwise) and D_2 (if 1=Japanese and 0=otherwise) were not significant at the 0.05 level, indicating no differences among Korean, Japanese and Chinese tourists. It should be noted that there was a moderating effect of cultural distance between functional motivation and overall perceived value. If

the overall perceived value levels of eastern cultural heritage tourists (i.e., Korean, Japanese, and Chinese) were 5, Western tourists would have a higher overall perceived value than eastern tourists by 0.531 more, with other variables (X_1 & X_6) held constant. The statistic was interpreted as follows: western tourists gave a higher rating to the overall perceived value, whereas eastern tourists (Korean, Japanese, and Chinese) rated overall perceived value relatively lower.

Moderating effect on relationship between perceived value and overall destination image ($H6_b$). Multiple regression with a dummy variable approach was conducted for two reasons:1) to determine the perceived value which would best predict the overall destination image and 2) to examine the moderating effect of cultural distance. The overall destination image was simultaneously regressed on the set of five predictors; functional value, social value, emotional value, epistemic value, and conditional value. As dummy variables, D_1, D_2, and D_3 were included in the regression model.

The squared multiple correlations coefficient for the regression was statistically significant (F=75.736; p=0.000). Apparently, about 41.3% of the variability in overall destination image was accounted for by the predictor set. To examine the relative importance of each the five perceived values in contributing to the cultural tourists' overall destination image, the unstandardized coefficients (b-weight) were used. The variable "epistemic value" was the most important perceived value in explaining cultural tourists overall destination image with the highest β value 0.354, followed by "emotional value (β=0.254) and "conditional value (β=-0.080).

Table 4.25: Moderating Effect of Cultural Distance ($H6_b$: Overall Destination Image)

	Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
	B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
(Constant)	2.395	.203		11.823	.000		
X_1 Functional value	.038	.033	.041	1.154	.249	.539	1.855
X_2 Social value	-.026	.028	-.030	-.931	.352	.649	1.541
X_3 Emotional value	.254	.045	.241	5.676	.000*	.377	2.656
X_4 Epistemic value	.354	.043	.338	8.275	.000*	.408	2.448
X_5 Conditional value	-.080	.024	-.093	-3.375	.001*	.888	1.126
D_1 KO_D1	.245	.095	.105	2.593	.010*	.419	2.384
D_2 JA_D2	.126	.092	.053	1.381	.168	.467	2.140
D_3 WE_D3	.498	.098	.216	5.108	.000*	.382	2.620
Dependent Variable: Overall destination image, R^2=.413, F=75.736, p=.000							

*p<.05

Table 4.26 displays the results of the final regression equation model with significant independent variables. The final model of moderating effect of cultural distance between perceived value and overall destination image can be written as follows:

$$\hat{y} = 2.443 + 0.264X_3 + 0.364X_4 - 0.078X_5 + 0.160D_1 + 0.428D_3$$

where:

$\hat{y}$= overall destination image;

X_3= emotional value;

X_4= epistemic value;

X_5= conditional value;

D_1= Korean (1); and

D_3= Western (1)

Table 4.26: Final Model of Moderating Effect of Cultural Distance ($H6_b$: Overall Destination Image)

		Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
		B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
	(Constant)	2.443	.186		13.140	.000		
X_3	Emotional value	.264	.040	.253	6.649	.000*	.468	2.138
X_4	Epistemic value	.364	.040	.348	9.008	.000*	.452	2.214
X_5	Conditional value	-.078	.023	-.092	-3.397	.001*	.919	1.088
D_1	KO_D1	.160	.068	.068	2.366	.018*	.809	1.236
D_3	WE_D3	.428	.071	.185	6.046	.000*	.720	1.389
Dependent Variable: Overall destination image R^2=.409, F=121.216, p=.000								

*p<.05

The final model indicated that D_3 dummy variable (if 1= Western and 0=otherwise) was positively significant at the 0.05 level with a β coefficient of 0.428, representing the positive moderating effect of cultural distance. When western tourists evaluated the overall destination image based on their perceived value in cultural heritage site, they felt a higher level of overall destination image than Korean, Japanese, and Chinese tourists by 0.428. In addition, the dummy variable D_1 (if 1=Korean and 0=otherwise) was also positively significant at the 0.05 level with β coefficient of 0.160, indicating that Korean tourists evaluated overall destination image higher than Japanese and Chinese tourists.

However, the dummy variable D_2 (if 1=Japanese and 0=otherwise) was not significant at the 0.05 level. It indicated that there was no difference between Japanese and Chinese tourists. It should be noted that there is a moderating effect of cultural distance between the perceived value and overall destination image. If the overall destination image levels of cultural heritage tourists who were Japanese and Chinese were 5, western tourists have a higher overall destination image level of 0.428 more, with other variables (X_3, X_4, &

X_5) held constant. If the tourists were Korean, they had a higher overall destination image level of 0.160 more. This statistic was interpreted as western tourists giving the highest ratings to the overall destination image, followed by Koreans, whereas Japanese and Chinese tourists rated the overall destination image relatively lower.

Moderating effect on relationship between overall destination image on future intentions (revisit intention) ($H6_c$). Multiple regression with dummy variable approach was conducted for two reasons:1) to determine how well the overall destination image would predict revisit intention and 2) to examine the moderating effect of cultural distance. As dummy variables, D_1, D_2, and D_3 were included in the regression model.

Table 4.27: Moderating Effect of Cultural Distance ($H6_c$: Revisit Intention)

		Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
		B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
	(Constant)	.476	.267		1.783	.075		
X_1	Overall destination image	.610	.046	.414	13.293	.000*	.878	1.139
D_1	KO_D1	1.418	.146	.410	9.727	.000*	.478	2.091
D_2	JA_D2	.715	.147	.203	4.862	.000*	.488	2.050
D_3	WE_D3	.285	.151	.084	1.888	.059	.435	2.301
Dependent Variable: Revisit intention, R^2=.254, F=74.741, p=.000								

*p<.05

The squared multiple correlations coefficient for the regression was statistically significant (F=74.741; p=0.000). Apparently, about 25.4% of the variability in revisit intention was accounted for by overall destination image. To examine the relative importance of overall destination image in contributing to the cultural tourists' revisit intention, the unstandardized coefficients (b-weight) were used. The variable of "overall

destination image" was important variable in explaining cultural tourists revisit intention with the high β value 0.610.

Table 4.28 shows the final regression model with significant independent variables. The final model of moderating effect of cultural distance between overall destination image and revisit intention can be written as follows:

$$\hat{y} = 0.516 + 0.636X_1 + 1.238D_1 + 0.537D_2$$

where:

$\hat{y}$= revisit intention;

X_1= overall destination image;

D_1= Korean (1); and

D_2= Japanese (1)

Table 4.28: Final Model of Moderating Effect of Cultural Distance ($H6_c$: Revisit Intention)

		Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
		B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
	(Constant)	.516	.267		1.932	.054		
X_1	Overall destination image	.636	.044	.431	14.477	.000*	.962	1.039
D_1	KO_D1	1.238	.110	.358	11.205	.000*	.835	1.197
D_2	JA_D2	.537	.113	.152	4.751	.000*	.829	1.206
Dependent Variable: Revisit intention, R^2=.251, F=98.178, p=.000								

*p<.05

The results indicated that dummy variable D_1 (if 1= Korean and 0=otherwise) was positively significant with a β coefficient of 1.238 at the 0.05 level, indicating the positive moderating effect of cultural distance. When tourists evaluated their revisit intention based on overall destination image of a cultural heritage site, Korean tourists

had a higher level of revisit intention than Japanese, Chinese, and Western tourists by 1.238. In addition, the dummy variable D_2 (if 1=Japanese and 0=otherwise) was also positively significant with β coefficient of 0.537 at the 0.05 level, indicating that Japanese tourists evaluated a higher level of revisit intention than Chinese and Western tourists.

However, the dummy variable D_3 (if 1=Western and 0=otherwise) was not significant at the 0.05 level. This indicated that there was no difference between Western and Chinese tourists. It should be noted that there was a moderating effect of cultural distance between the overall destination image and revisit intention. If the revisit intention levels of cultural heritage tourists who were Chinese and Western were 5, Korean tourists would have a higher revisit intention level of 1.238 more, with other variables (X_1) held constant. If the tourists were Japanese, they were likely to have a revisit intention level of 0.537 more. The statistic was interpreted as follows: Korean tourists gave the highest ratings to revisit intention, followed by Japanese, whereas Western and Chinese tourists rated revisit intention relatively lower.

Moderating effect on relationship between overall destination image and future intentions (recommendation) ($H6_c$). Multiple regression with dummy variable approach was conducted for two reasons:1) to determine how well the overall destination image would predict recommendation and 2) to examine the moderating effect of cultural distance. As dummy variables, D_1, D_2, and D_3 were included in the regression model.

The squared multiple correlations coefficient for the regression was statistically significant (F=280.966; p=0.000). Apparently, about 56.3% of the variability in the recommendation was accounted for by overall destination image. To examine the relative importance of the overall destination image in contributing to the cultural tourists'

recommendation, the unstandardized coefficients (b-weights) were used. The variable of "overall destination image" was an important variable in explaining cultural tourists' recommendation with the high β value 0.768.

Table 4.29: Moderating Effect of Cultural Distance ($H6_c$: Recommendation)

		Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
		B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
	(Constant)	.321	.173		1.863	.063		
X_1	Overall destination image	.768	.030	.620	26.003	.000*	.880	1.136
D_1	KO_D1	.635	.094	.217	6.762	.000*	.487	2.053
D_2	JA_D2	.453	.094	.153	4.800	.000*	.495	2.022
D_3	WE_D3	1.061	.097	.370	10.982	.000*	.442	2.264
Dependent Variable: Recommendation, R^2=.563, F=280.966, p =.000								

*p<.05

The final model of moderating effect of cultural distance between overall destination image and recommendation can be written as follows:

$$\hat{y} = 0.321 + 0.768X_1 + 0.635D_1 + 0.453D_2 + 1.061D_3$$

where:

$\hat{y}$= recommendation;

X_1= overall destination image;

D_1= Korean (1);

D_2= Japanese (1); and

D_3= Western (1)

The results of the regression analysis indicated that dummy variable D_3 (if 1= Western and 0=otherwise) was positively significant with β coefficient of 1.061 at the 0.05 level, indicating the positive moderating effect of cultural distance. When tourists

evaluated their recommendation based on the overall destination image of the cultural heritage site, Western tourists gave a higher level of recommendation than Korean, Japanese, and Chinese tourists by 1.061.

In addition, dummy variable D_1 (if 1=Korean and 0=otherwise) was also positively significant with β coefficient of 0.635 at the 0.05 level, indicating that Korean tourists evaluated recommendation at a higher level than Japanese and Chinese tourists. Dummy variable D_2 (if 1=Japanese and 0=otherwise) was also positively significant with a β coefficient of 0.453 at the 0.05 level, indicating that Japanese tourists evaluated recommendation at a higher level than Chinese tourists.

It should be noted that there was a moderating effect of cultural distance between overall destination image and recommendation. If the recommendation levels of Chinese cultural heritage tourists were 5, Japanese tourists would have a higher recommendation level of 0.453 more, with other variable (X_1) held constant. If the tourists were Korean, they were likely to have a recommendation level of 0.635 more. Meanwhile, if they were Westerners, they would have the strongest recommendation level of 1.061 more. The statistic was interpreted as follows: Western tourists gave the highest ratings to recommendation, followed by Korean, Japanese, whereas Chinese tourists rated recommendation relatively lower than others.

Moderating effect on relationship between perceived value and future intentions (revisit intention) (H6d). Multiple regression with a dummy variable approach was conducted for two reasons: 1) to determine the perceived value which best would predict revisit intention and 2) to examine the moderating effect of cultural distance. Revisit intention was simultaneously regressed on the set of five perceived values; functional

value, social value, emotional value, epistemic value, and conditional value. As dummy variables, D_1, D_2, and D_3 were included in the regression model.

Table 4.30: Moderating Effect of Cultural Distance ($H6_d$: Revisit Intention)

	Unstandardized coefficients		*Standardized coefficients*			*Collinearity Statistics*	
	B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
(Constant)	1.291	.351		3.674	.000		
X_1 Functional value	-.036	.058	-.026	-.616	.538	.539	1.856
X_2 Social value	-.002	.050	-.001	-.033	.974	.648	1.544
X_3 Emotional value	.418	.078	.269	5.362	.000*	.373	2.684
X_4 Epistemic value	.096	.074	.062	1.293	.196	.406	2.461
X_5 Conditional value	.000	.042	.000	-.010	.992	.880	1.137
D_1 KO_D1	1.519	.164	.437	9.275	.000*	.423	2.364
D_2 JA_D2	.732	.159	.206	4.616	.000*	.472	2.121
D_3 WE_D3	.567	.169	.166	3.352	.001*	.382	2.619
a Dependent Variable: Revisit intention, R^2=.190, F=25.251, p=.000							

*p<.05

The squared multiple correlations coefficient for the regression was statistically significant (F=25,251; p=0.000). Apparently, about 19.0% of the variability in revisit intention was accounted for by the predictor set. To examine the relative importance of each the five perceived values in contributing to the cultural tourists' revisit intention, the unstandardized coefficients (b-weights) were used. The variable "emotional value" was the most important perceived value in explaining cultural tourists revisit intention with the highest β value 0.418.

Table 4.31 shows the results of the final regression equation model with significant independent variables. The final model of moderating effect of cultural distance between perceived value and revisit intention can be written as follows:

$$\hat{y} = 1.378 + 0.471X_3 + 1.466D_1 + 0.716D_2 + 0.535D_3$$

where:

$\hat{y}$= revisit intention;

X_3= emotional value;

D_1= Korean (1);

D_2= Japanese (1); and

D_3= Western (1)

Table 4.31: Final Model of Moderating Effect of Cultural Distance ($H6_d$: Revisit Intention)

		Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
		B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
	(Constant)	1.378	.269		5.116	.000		
X_3	Emotional value	.471	.048	.306	9.797	.000*	.945	1.058
D_1	KO_D1	1.466	.150	.424	9.760	.000*	.490	2.042
D_2	JA_D2	0.716	.152	.203	4.715	.000*	.498	2.010
D_3	WE_D3	0.535	.152	.157	3.530	.000*	.467	2.141
Dependent Variable: Revisit intention, R^2=.186, F=50.325,p=.000								

*p<.05

The results indicated that dummy variable D_1 (if 1= Korean and 0=otherwise) was positively significant with a β coefficient of 1.466 at the 0.05 level, indicating the positive moderating effect of cultural distance. When tourists evaluated their revisit intention based on the perceived value of the cultural heritage site, Korean tourists felt a higher level of revisit intention than Japanese, Chinese and Western tourists by 1.466.

In addition, dummy variable D_2 (if 1=Japanese and 0=otherwise) was also positively significant with a β coefficient of 0.716 at the 0.05 level, indicating that Japanese tourists attributed a higher level of revisit intention than Chinese and Western tourists since D_1 was significant and remained in the model. Dummy variable D_3 (if

1=Western and 0=otherwise) was also positively significant with a β coefficient of 0.535 at the 0.05 level, indicating that Western tourists evaluated their revisit intention higher than Chinese tourists.

It should be noted that there was a moderating effect of cultural distance between the perceived value and revisit intention. If the revisit intention levels of Chinese cultural heritage tourists were 5, Western tourists had a higher revisit intention level of 0.535 more, with the other variable(X_3) held constant. If the tourists were Japanese, they had a revisit intention level of 0.716 more while if they were Korean, they had the strongest revisit intention level of 1.466 more. The statistic was interpreted as follows: Korean tourists gave the highest ratings to revisit intention, followed by Japanese, Westerners, whereas Chinese tourists rated revisit intention relatively lower than others.

Moderating effect on relationship between perceived value and future intentions (recommendation) ($H6_d$). Multiple regression with dummy variable approach was conducted for two reasons:1) to determine the perceived value which would best predict recommendation and 2) to examine the moderating effect of cultural distance. Recommendation was simultaneously regressed on the set of five predictors; functional value, social value, emotional value, epistemic value, and conditional value. As dummy variables, D_1, D_2, and D_3 were included in the regression model.

The squared multiple correlations coefficient for the regression was statistically significant (F=78.535; p=0.000). Apparently, about 42.2% of the variability in recommendation was accounted for by the predictor set. To examine the relative importance of each the five perceived values in contributing to the cultural tourists' recommendation (dependent variable), the unstandardized coefficients (b-weights) were used. The variable

"emotional value" was the most important perceived value in explaining the cultural tourists recommendation with the highest β value 0.302, followed by "epistemic value (β=0.262)," "conditional value (β=-0.156)", and "functional value (β=0.081)."

Table 4.32: Moderating Effect of Cultural Distance ($H6_d$: Recommendation)

	Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistic*	
	B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
(Constant)	1.814	.251		7.225	.000		
X_1 Functional value	.081	.041	.069	1.969	.049*	.543	1.840
X_2 Social value	-.008	.035	-.007	-.218	.827	.650	1.539
X_3 Emotional value	.302	.056	.229	5.428	.000*	.378	2.644
X_4 Epistemic value	.262	.053	.201	4.978	.000*	.412	2.429
X_5 Conditional value	-.156	.030	-.145	-5.284	.000*	.888	1.126
D_1 KO_D	.732	.116	.249	6.292	.000*	.429	2.332
D_2 JA_D	.474	.112	.158	4.216	.000*	.476	2.101
D_3 WE_D	1.223	.120	.426	10.211	.000*	.385	2.594
Dependent Variable: Recommendation, R^2 =.422, F=78.535, p =.000							

*p<.05

Table 4.33 displays the results of the final regression equation model with significant independent variables. The final model of moderating effect of cultural distance between perceived value and recommendation can be written as follows:

$$\hat{y} = 1.757 + 0.083X_1 + 0.303X_3 + 0.263X_4 - 0.149X_5 + 0.714D_1 + 0.449D_2 + 1.203D_3$$

where:

$\hat{y}$= recommendation;

X_1= functional value;

X_3= emotional value;

X_4= epistemic value;

X_5= conditional value;

D_1= Korean (1);

D_2= Japanese (1); and

D_3= Western (1)

Table 4.33: Final Model of Moderating Effect of Cultural Distance ($H6_d$: Recommendation)

		Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
		B	*Std. Error*	*Beta*	*t-value*	*p-value*	*Tolerance*	*VIF*
	(Constant)	1.757	.247		7.111	.000		
X_1	Functional value	.083	.041	.071	2.039	.042*	.547	1.828
X_2	Social value	.303	.053	.230	5.681	.000*	.408	2.449
X_4	Epistemic value	.263	.053	.202	5.008	.000*	.411	2.434
X_5	Conditional value	-.149	.029	-.141	-5.178	.000*	.909	1.100
D_1	KO_D	.714	.110	.243	6.467	.000*	.473	2.113
D_2	JA_D	.449	.110	.150	4.085	.000*	.496	2.015
D_3	WE_D	1.203	.113	.419	10.678	.000*	.434	2.302

Dependent Variable: Recommendation, R^2 =.420, F=89.571, p =.000

*p<.05

The results indicated that dummy variable D_3 (if 1= Western and 0=otherwise) was positively significant with β coefficient of 1.203 at the 0.05 level, indicating the positive moderating effect of cultural distance between perceived value and recommendation. This would occur when tourists evaluated their recommendation based on the perceived value of a cultural heritage site, so Western tourists rate a higher level of recommendation than Korean, Japanese, and Chinese tourists by 1.203.

In addition, dummy variable D_1 (if 1=Korean and 0=otherwise) was also positively significant with a β coefficient of 0.714 at the 0.05 level, indicating that Korean tourists evaluated a higher level of recommendation than Japanese and Chinese

tourists. Dummy variable D_2 (if 1=Japanese and 0=otherwise) was also positively significant with β coefficient of 0.449 at the 0.05 level, indicating that Japanese tourists evaluated a higher level of recommendation than Chinese tourists.

It should be noted that there is a moderating effect of cultural distance between perceived value and recommendation. If the recommendation levels of Chinese cultural heritage tourists were 5, Japanese tourists had a higher recommendation level of 0.449 more, with other variables (X_1, X_2, X_4, & X_5) held constant. If the tourists were Korean, they were likely to have a revisit intention level of 0.714 more. And, if they were Westerners, they were likely to have the strongest recommendation level of 1.203 more. The statistic was interpreted as follows: Korean tourists gave the highest ratings to the dependent variables (recommendation), followed by Japanese, Westerner, whereas Chinese tourists rated the recommendation relatively lower than others.

Summary of Cultural Distance

Table 4.34 shows the summary of Hypothesis 6. According to the results of One-way ANOVA, it was found that there was a significant difference between eastern tourists and western tourists. The moderating effect of cultural distance also supported the difference of cultural distance, especially eastern and western differences. There was no specific difference between Japanese and Chinese, however, there was a difference between domestic (Korean) and international tourists regarding functional motivation

In terms of functional motivation, cultural tourists' behaviors differed among nationalities. Korean tourists showed a higher escape and socialization motivation, even at a cultural heritage site. Their primary motivation of visiting Gyeongju was to escape from the routine daily life and spend time with family members or friends. Since

Gyeongju is a very popular site, Gyeongju has less attraction to Koreans as a cultural heritage site compared with other groups.

The Japanese did not have strong motivation about Gyeongju compared to other ethnic groups. The reason could be their somewhat similar and related historical and cultural background. Chinese tourists had the highest pleasure motivation, even as a cultural heritage site. They had more pleasure motivation than learning or novelty-seeking motivation. However, Westerners had a very strong learning and novelty-seeking motivation. This may be due to the fact that they are not familiar with oriental buildings and historical sites, so they have a stronger motivation before traveling to the Gyeongju site with regard to visiting the cultural sites and learning about a new history and culture.

After visiting Gyeongju, the Chinese experienced a higher social value than the other groups. As a destination, they may feel the importance of their family or friends during traveling. They may feel more touched and value moments due to being with their own people. Also, they had a strong conditional value, which suggested that the Chinese were more sensitive to situational factors such as bad weather, lack of time, or lack of information than the other groups.

Westerners had stronger functional, emotional, and epistemic values than the others. Even with post-behaviors, Westerners indicated a stronger overall perceived value, along with overall destination image, and recommendation. People from western regions seem to view the authenticity of Gyeongju in a different way, and they perceive more cultural experiences at eastern cultural sites than other eastern people. Both learning and value-expressive motivation were influential aspects to distinguish the tour evaluation of eastern and western tourists at a cultural heritage site. Overall epistemic value and

emotional value were significant in explaining variations within the cultural tourist behaviors such as overall destination image and future intentions. Apparently, western tourists have a belief that they experienced authenticity while visiting the city of Gyeongju. However, their revisit intention was lower than the other groups due to geographical distances.

Table 4.34: Summary of Cultural Distance Differences (H6)

	Relation		*Total*	*Korean*	*Japanese*	*Chinese*	*Westerner*
One-way ANOVA	Functional motivation			Escape [a] Socialization		Pleasure	Learning Novelty-seeking
	Perceived value					Social value Conditional value	Functional value Emotional value Epistemic value
	Post-behaviors						Overall perceived value Overall destination image Recommendation
Multiple regression (Dummy)	H1	Functional motivation → Overall perceived value	1.Learning [b] 2.Value-expressive	Western > Korean, Japanese, Chinese [c]			
	H2	Perceived value → Overall destination image	1.Epistemic value 2.Emotional value 3.Conditional value(-)	Western > Korean > Japanese, Chinese			
	H3	Overall destination image →revisit intention	Overall destination image	Korean > Japanese > Western and Chinese			
		Overall destination image →recommendation	Overall destination image	Western > Korean > Japanese > Chinese			
	H4	Perceived value → revisit intention	1.Emotional value	Korean > Japanese > Western > Chinese			
		Perceived value → recommendation	1.Emotional value 2.Epistemic value 3.Conditional value(-) 4.Functional value	Western > Korean > Japanese > Chinese			

a. Variable which has the highest mean score among groups
b. Number is the ranking of beta value and +/- is direction of t-value
c. It indicates there is a difference among/between groups.

CHAPTER V

CONCLUSIONS and IMPLICATIONS

This chapter presents the discussion and managerial implications of the major findings. The limitations and suggestions for future research follow.

Summary of the Findings

Cultural tourists are considered as people who travel exclusively or primarily to pursue cultural heritage tourism activities. As they travel more often, tourists pursue more cultural experiences and have become more sophisticated than in the past. They seek new learning and something different from their travel experiences. As an aspect of post-modernism phenomenon, the characteristics of cultural tourists have been considered as different features from general tourists (e.g., natural tourist, eco-tourist, mass-tourists, etc). With regard to this point, this study was conducted to identify a series of cultural tourist behaviors, including major key concepts classifying their behaviors.

Therefore, the main purpose of this study was to develop a theoretical structural model of cultural heritage tourism, destination image formation, and future intentions by investigating functional motivation, perceived value, and motivational conflicts in cultural heritage tourism. The study is also to test empirically the conceptual model of relationships among the constructs of the Gyeongju city in South Korea as a cultural heritage tourism destination.

The study of cultural tourists' behavior has allowed drawing some basic conclusions about the norms related to tourist consumption of cultural heritage sites. In phase 1, the structural equation modeling method has demonstrated the structural relationship between tourist functional motivation and perceived value toward destination image and future intentions in cultural heritage tourism. The functional motivation explained the main reasons of cultural heritage tourism and the relative influences on the evaluation of multidimensional travel experiences at the destination site. It is essentially important that knowledge function of cultural heritage tourism is the main key to evaluate their value, destination image and future intentions. Phase 2 explained the moderating effect of cultural distance and gender differences involved in cultural heritage tourism. Overall despite group differences, the finding of the study corresponds with identifying major characteristics of cultural heritage tourism: a visitor especially interested in the culture and the heritage elements, with a high level of knowledge motivation, and very rich emotional experiences.

General Summary of the Study

This study proposed the relationships among tourist functional motivation, motivation conflicts, perceived value, destination image, and future intentions in cultural heritage tourism. To test the conceptual model, six hypotheses were proposed. To identify the structural relationships among the constructs, the LISREL procedures were adopted in Phase 1. In addition, the differences were examined among constructs across groups in Phase 2.

Literature on cultural heritage tourism studies has already been written. Among critical classification variables for distinguishing cultural tourists, the most widely used

variable is tourist motivation. By applying the tourist functional motivation, this study identified more specific psychological reasons for cultural heritage tourism. The major advantage of the functional motivation approach is that it approaches the psychological function or emotional needs for a vacation. For this reason, this study could directly address the reasons tourists behave as they do.

The review of cultural heritage tourism literature represented that cultural tourists tend to be more focused on the knowledge function such as learning new culture and novelty of new experience. Also, they see cultural heritage travel as a chance for self development or socialization and seek experiences that will facilitate the achievement of their goals in their lives. In another function, cultural heritage tourism gives tourists an opportunity chance to enjoy recreation, refreshment and pleasure. The tourist functional motivation approach is related to a series of cultural tourist behaviors. The study focused on the issue that different individuals perceive destination value based on their own motivation.

As a result, the study found six functional motivations in the cultural heritage tourism area: learning, novelty-seeking, pleasure, escape, socialization, and value-expressive. The characteristics of specialized cultural tourists are understanding and knowledge of the cultural heritage sites and experiencing the authenticity of a cultural site. Six functional motivations of the cultural heritage site were supported with not only a literature review but also EFA, reliability, and CFA analysis. Each Cronbach's alpha value of the six functional motivations was higher than 0.841. Composite reliability (CR) and average variance extracted (AVE) were reasonable to support the constructs.

Besides, perceived value has been considered as a good indicator for predicting customers or tourists. In this study, examining multidimensional perceived value of

cultural tourists provided a better understanding of cultural tourists involved real tourism experiences. In terms of the dimensionality of perceived value, the approaches of five perceived values contributed the need for extended measurement of perceived value. Five dimensions were consisted of functional value, social value, emotional value, epistemic value, and conditional value. Along with the multidimensional contribution, the finding of the study identified the inter-relationship within the five perceived values. These values make a differential contribution in the cultural heritage situation independently as well as cause an effect on each other.

The perceived value reflects the consumption experience driven from the interaction between tourists and their destination. Thus, the perceived value of tourists differs among individual tourists, unexpected destination situations, and destination characteristics. Particularly, the five perceived values examined were functional value, social value, emotional value, epistemic value, and conditional value. These five perceived values had values greater than Cronbach's value of 0.790 and supportable CR (0.71-0.86) and AVE (0.52-0.69) as well.

As outcomes of perceived value, overall destination image and future intentions were identified. The perceived value is acknowledged as a significant determinant of whether a tourist will intend to revisit a destination in the future. Under the assumption of situational factors, unexpected situations or unconsciousness characteristics engaged in particular tourism behaviors. Thus, to better understand how tourists perceive the value of cultural heritage sites, motivational conflicts such as gender and cultural distance were examined in the study.

Summary of Phase 1

A structural equation modeling of cultural heritage tourist behavior constructs was conducted to test the hypotheses (H1 to H4). Overall, all hypotheses proposed in the Phase 1 were partially supported because some of the sub-hypotheses were not supported. In Hypothesis one, two gamma paths were removed (e.g., escape motivation to emotional value, value-expressive to emotional value) and additional four gamma paths were entered into the revised model, and four sub-hypotheses of H1 were not supported (See Table 5.1). In Hypotheses 2, 3, and 4, most of the hypotheses were supported except one (e.g., functional value to future intentions). Additionally, new paths during the SEM procedures were added into the revised model, and those were significant, which represented the inter-relationships among perceived value.

Table 5.1: Summary of Hypothesis Testing

	Supported Path		*Removed/not supported Path*		*Dependent variable*
	Proposed	*New*	*Not supported*	*Removed*	
H1		Learning (3.74)	Pleasure Escape		Functional value
	Value-expressive (6.96)	Novelty-seeking (-6.98) Pleasure (6.93)	Socialization		Social value
	Pleasure (2.94) Socialization (2.23)	Learning (3.67)		Escape Value-expressive	Emotional value
	Learning (7.72)	Socialization (6.67)	Novelty-seeking		Epistemic value
H2	Functional value (2.26) Social value(-2.76) Emotional value (4.27) Epistemic value (5.51) Conditional value (-4.56)				Overall destination image
H3	Overall destination image (10.01)				Future intention
H4	Social value (-2.51) Emotional value (3.64) Epistemic value (10.01) Conditional value (-4.65)		Functional value		Future intention
New		Functional value → social value (8.54) Functional value → emotional value (6.55) Epistemic value → functional value (12.70) Epistemic value → emotional value (6.00)			Among perceived values

Note: ( ) = t-value

Hypothesis 1. The higher the tourist functional motivation of cultural heritage tourism, the higher the probability of perceived value.

The first hypothesis confirmed that the functional approach addressed the reason for tourist behaviors, and in turn, it influences tourist post-behaviors. According to the results, learning motivation was related to functional value, emotional value, and epistemic value. Higher levels of learning function have been considered the main psychological forces driving people to travel to cultural heritage sites. The findings support the idea that the learning function (e.g., cultural exploration) is central to cultural tourism. The learning function has been identified as one of the important tourist motivations by numerous researchers, such as Botha et al. (1999), Chang (2006), Hanqin and Lam (1999), Jang and Wu (2006), Kim and Prideaux (2005), Lau and McKercher (2004), Lee (2000), Lee et al. (2004), Pearce and Lee (2005), Poria et al. (2004), Poria et al. (2006), Prebensen et al. (2003), Schneider and Backman (1996), Scott (1996), Swanson and Horridge (2006), and Yoon and Uysal (2005).

Such cultural sites like Gyeongju contain several self-developmental aspects that cannot be obtained elsewhere. Tourists who want to feel that they have truly experienced a different place perceive self-satisfaction when visiting cultural heritage sites. Consequently, they will be more satisfied in terms of functional, emotional, and epistemic value. They may think that the Gyeongju cultural heritage trip was worth their time because it helped them learn about different cultures. Also, they may consider that they had fun at the Gyeongju cultural heritage site, and they experienced a different culture on the Gyeongju cultural heritage trip.

The novelty-seeking function is associated with cultural curiosity about cultural differences between religion, art, music, food, and lifestyles of people in the tourism destination (Lau & Mckercher, 2004). It is obvious that a strong mutual link exists between the novelty function and heritage sites. However, the results of the study suggested the negative influence of novelty-seeking on social value. Although novelty-seeking is categorized under a broad learning function, specifically, novelty seeking is strongly associated with the physical aspect of a place, such as the authenticity of a specific destination rather than knowledge or learning. The results should be interpreted that rather than a negative impact of novelty seeking into social value, there is no relationship between novelty-seeking and social value. Those who have strong novelty-seeking motivation are more interested in cultural heritage sites and seeing something they had not seen before. Thus, obtaining social approval or having a certain status and style do not pose a big issue to them. This point should be carefully considered for marketing strategy and site development.

Next, the utilitarian function folded into two motivation types: pleasure and escape. The proposed hypothesis was the impact of pleasure motivation on functional and emotional value. However, the result indicated that pleasure motivation influences social value and emotional value, not functional value. One of the needs people try to meet when they travel is to find an enjoyable way to spend leisure time and escape their routine lifestyles for a while. Although a heritage site does not provide fun things or excitement, a heritage trip is meaningful to cultural tourists, for example,just walking around a heritage site or resting and relaxing is enough for them to feel emotions of social

involvement and pleasure. They may feel comfortable at the cultural heritage site, which may make them feel better.

In terms of escape motivation, two sub-hypotheses were proposed: influence of escape on function and emotional value. The result showed that under the cultural heritage situation, escape motivation is not a greatly important motivation, because it is not related to perceived value. It provides a different result with positive relationships suggested by Katz (1960).

Socialization motivation is related to the social adjustment function suggested by Fodness (1994) and Smith et al. (1956). These motives represent the desire to interact with reference groups such as friends, family, or local people at a destination. The result of the study suggested that socialization motives are associated with emotional and epistemic value. A feeling of being together with people at the destination may allow the tourists to perceive more emotional value and epistemic value. Because they may try to be closer to people, they tend to have more fun with friends or family. Spending time with family or friends at a cultural heritage site creates a very valuable moment. Suppose a tourist meets with a local person who is working at a hotel or someone he or she meets on the street to ask for directions. If these individuals treat tourists kindly, it will make tourists happier and more comfortable. In terms of epistemic value, those who have strong socialization motives tend toward more positive reactions about new and different things. Thus, when tourists can have more social motives, they tend to perceive different cultures more positively.

Value-expressive motives are associated with a sense of personal importance from visiting cultural heritage sites. When tourists visit a heritage site, they feel involved in a

part of history and a sense of belonging to the site. Visiting cultural heritage sites gives them an opportunity to understand more about themselves. The result indicated the positive impact of value-expressive motives on social value. A feeling of self-esteem or ego enhancement could exist in social relationships. Between people or among groups, those who have strong value-expressive motives can perceive more social value on the trip.

In the study, the strongest relationship between functional motivation and perceived value was the influence of learning motivation into epistemic value. A higher level of knowledge should be considered one of the main psychological forces driving people to cultural heritage sites. The higher the learning motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value. For the cultural heritage tourist, since they wish to increase their knowledge of different destinations, they would think there are a variety of things to do and see at the Gyeongju cultural heritage site. The result supported the suggestion of Katz and Lazasfeld (1955) and Sheth et al. (1991).

Hypothesis 2. The higher the perceived value of the trip, the more favorable the overall image of the destination.

The study proposed a series of relationships among consequential behaviors: perceived value, overall destination image, and future intentions. The specific relationship can be explained as follows.

As the study suggested, all perceived value influenced overall destination image except social value (negative influence). Destination image formation studies have suggested that the perception of tourists form an overall destination image. Cultural tourist destination image formation is formed when cultural heritage tourists evaluate and integrate perceptions of destination attributes. Then, they ultimately form an overall

destination image. In other words, when cultural tourists perceived a good value for the money they paid, they felt relaxed on their Gyeongju cultural heritage trip, and learned about the unique culture and history of Gyeongju, and in turn, they formed a better overall destination image toward the cultural heritage site. The results were supported by Baloglu and Brinberg (1997), Baloglu and McCleary (1999), Bigné et al. (2001), Beerli et al. (2002), Gartner (1986), and Mazursky and Jacoby's (1986). This means that people's global perceptions of an overall positive or negative assessment of the destination will interact to form a composite or overall image.

Meanwhile, the negative effect of conditional value is consistent with Howard and Crompton (1984), Moutinho (1987), and Van Harssel (1994). As a travel constraint, the constraints are not experienced in the same way by everyone; however, generally as tourists face situational inconvenience, their overall destination image or future intention to repurchase or recommend may decrease.

Along with the conditional value, the influence of social value on the overall destination image showed a negative effect. This was the opposite results proposed in the model. This effect can most likely be interpreted as a problem with the city of Gyeongju itself. In other words, as a cultural heritage site, the city has great value and preserves many historical sites and buildings, but the travel experience in the city of Gyeongju does not provide social value to cultural tourists to increase their overall destination image. Another aspect is the sample problem. The data used in the data analysis contained all cross-cultural samples such as Korean, Japanese, Chinese, and Westerners. As suggested in the Phase 2 part, there are very different features among the four groups. Therefore, combining the samples may cause the negative results.

Hypothesis 3. The higher the perceived overall image of the destination, the higher the probability of future intentions.

The image of the destination has been identified as a relevant factor of final behaviors. The results suggest a strong positive relationship between overall destination image and future intentions. The findings were supported by Ashworth & Goodall (1998), Bigné et al. (2001), Chen and Gursoy (2001), and Mansfeld (1992). Alhemoud and Armstrong (1996) which demonstrated that destinations with more favorable positive images are thought to have a higher probability of being included and chosen in the process of decision making. The result supported that the influence of image is not limited to the stage of choosing the destination; it also affects the future behavior of tourists.

Hypothesis 4. The higher the perceived value of the trip, the higher the probability of future intentions.

The results confirmed that the perceived value is thought to be a significant determinant of whether a tourist intends to return and visit a destination again. The findings supported the notion that return visitors has become an important outcome measure for destination marketing (Chen & Tsai, 2007; Cronin et al., 2000; Dodds et al., 1991; Grewal et al., 1998; Monroe & Chapman, 1987). The study agreed with the positive impact of perceived value on future intentions. As a result, the higher (lower) the tourist value (conditional value) perceptions, the higher (lower) their intentions to revisit the destination.

In addition to the proposed hypotheses, new relationships were found that co-influence perceived values. Specifically, one of the most important values was emotional value, which impacts on functional value and epistemic value, and in turn functional value

influences epistemic and social value. A tourist driven by epistemic value may have a good overall destination image. This is represented when tourists have fun at a cultural heritage site and they can think that the cultural heritage trip was a good quality vacation for a reasonable price. Because the strong need to feel pleasure or fun may enhance the possibility of participation at the destination site, emotional value could play an influential role at the cultural heritage destination site. It has a strong relation with "bridg[ing] the world of objects and the world of the mind," according to Dicher (1964). Emotional value dominates other values, even travel experience. Thus, when tourists feel emotional pleasure, their emotions are engaged in curiosity of something new and different.

The other issue associated with functional value represents reasonable value for the price tourists paid. Usually, traveling abroad calls for quite a lot of money, and customers should save money before they travel. With this in mind, tourists make a decision based on their total utility. Price is considered the most salient functional value. Tourists may perceive functional value based on their emotional values, which may have a positive relationship with epistemic value and social value.

Summary of Phase 2

Gender differences (H5). There was clearly a gender-related difference in the cultural tourism behaviors. The finding is consistent with the previous studies (Bieger & Laesser, 2002; Kim, 1998; Ryan, 2000; Silberberg, 1995). Overall, females have more interest in cultural heritage sites. Females especially have more learning, escape, and socialization motivations than males. Females are more interested in learning about new cultures and experiencing different things. Women may believe that social relationships are important even at the travel destination. Women are also more sensitive about

situational factors. For instance, females have a stronger escape motivation from work or routine life, which means that they can reduce the feeling of having too many things to do while on a cultural heritage trip.

In terms of perceived value, females feel more emotional value. Emotional value is often related to such things as music, art, and other various forms of entertainment. Due to this, females are more likely to enjoy these aesthetic alternatives. However, they tend to react adversely to negative travel destination conditions such as bad weather, transportation inaccessibility, and lack of travel information, which supports the negative impact of conditional value.

Cultural distance differences (H6). Cultural distance represents specific differences among nationality groups--Korean, Japanese, Chinese, and Western. Remarkable differences among the groups show that Westerners had a high value in all aspects but revisit intention. In the functional motivation aspect, they had the highest learning function, such as learning and novelty-seeking among the groups. This characteristic was supported by other tourism destination studies dealing with an Asian travel destination. Gyeongju's thousand-year history is very new for them, and if Westerners choose Gyeongju as a cultural heritage destination, it is clear that their motivations are mostly associated with knowledge function. Even with regard to perceived value, Westerners had high perceived values, especially functional, emotional, and epistemic values. Western people were ahead even in consequential behaviors. They gave high marks for overall perceived value, overall destination image, and recommendation. Murphy et al. (2000) found that a high sense of perceived value corresponded with a tourist's intent to return to a destination. However, a unique finding

was that even though the Western group had a high overall destination image, its intent to return was lower than that of other groups.

The results of H6 supported the moderating effect of cultural distance as a motivational conflict. The most distinguishable difference was the cultural differences between eastern tourists and western tourists. Learning and value-expressive motivation were the most influential variables to predict overall perceived value, and western tourist perceived the highest value from their Gyeongju trip than eastern tourists. In the formation of overall destination image, epistemic and emotional value, and conditional value were important roles and Western tourists represented more favorable image toward Gyeongju, followed by Korean, then Japanese and Chinese.

The influences of overall destination image and perceived value on future intentions resulted in the following findings: 1) Western tourists who have a favorable destination image and high perceived value tend to have high recommendation, but not revisit intention, 2) Korean tourists who have a favorable destination image and high perceived value tend to have high revisit intention and recommendation, 3) revisit intention of Japanese tourists ranked above Western and Chinese.

According to the overall results of group differences across nationality, Korean and Japanese tourists had a somewhat similar pattern; their overall perceived value was influenced by value-expressive and learning motivation. The big differences between eastern and western culture were founded based on the moderating effect of cultural distance. Besides, the epistemic value and emotional value were key antecedents predicting consequential behaviors at a cultural destination site, followed by a conditional value. As a remarkable finding, the conflicts between motivation and motivational

conflicts should be mentioned. Western tourists had a quite strong cultural motivation and better evaluation than eastern tourists. However, they did not show a strong revisit intention. The main reason can be found from geological distance. Revisiting Korea is not an easy decision even though they have a favorable image and would like to revisit. It can be explained due to a motivational conflict aspect.

As the previous studies divided cultural tourists by several factors (see Table 2.2), the group differences could be compared to the segment of cultural tourists. Like Ashworh and Turnbridge (1990), Western tourists can be described by analogy as an "intentional tourist" who is attracted by the variety of heritage sites in particular while others, including the Korean, Japanese, and Chinese tourists, are similar to being "incidental tourists," whose primary motivation is not cultural tourism. From another comparison with Antón (1993), Western tourists look like motivated tourists who choose a destination according to the cultural opportunities; the Japanese and Chinese have a similar characteristic with inspired tourists who choose a destination in recognition of its international reputation as a leading cultural site and Koreans resemble attracted tourists, not primarily motivated by culture, but may feel attracted to visiting a cultural site. It is confirmed that the motivation or other characteristics of cultural heritage behavior variables are good enough to divide the segment of the cultural heritage market.

Managerial Implications

The finding of the study may contribute to tourism marketing strategies and tourism planning and development in the cultural heritage tourism of Gyeongju. In terms of marketing strategies, marketers can efficiently use these results with segmentation

strategy to position and differentiate tourists as well as promotional strategy of Gyeongju. In addition, marketers may apply these results for potential tourists at a number of similar cultural heritage sites. Furthermore, the findings of this study may provide a better solution for cultural heritage tourism as an alternative for the economic development of sustainable tourism.

First, marketers should understand the series of decision making process of cultural tourists suggested in the study. Cultural heritage tourists tend to have multi-dimensional motivations toward each travel destination site, and the motivation they have before the travel influences the value of destination they experience at a cultural heritage site. The results of this study documented that high-knowledge motivation cultural tourists were significantly more satisfied with their experience than were low-motivation cultural tourists. Those who have high knowledge motivation tend to have high emotional value, in turn; the emotional value may cause high epistemic and functional value, which finally forms their total experience.

In terms of multidimensional motivation, it should be noted that cultural tourists are on their vacation from a routine, hectic or stressful life, which means that they seek enjoyable experiences that make give pleasure no matter what their reason is for participating in cultural heritage tourism. Mckercher and du Gros (2003) argued "It is a mistake to assume that all cultural tourists are alike. Likewise, it is a mistake to assume that all or most cultural tourists are seeking a deep and meaningful experience." Tourist behaviors are so complicated that it is impossible to decide which one is correct or not. They tend to evaluate their experiences from the trip based on overall feelings, not just one or two factors. Jackson and Norton (1980) noted "Highly specialized individuals

were more interested in the "total" experience (i.e., visit to site, region, etc.) than the direct experience with a given site. As a result, they were less critical of a specific site or activity because they were accounting for the totality of their experience." Thus, first of all, the important thing to spread tourism strategies is focused on their total experiences.

Even though cultural tourists have multiple motivations toward a cultural heritage site, marketers should understand what the key characteristics of cultural heritage tourism are. The findings of the study suggested that the most influential variable is knowledge function under cultural heritage tourism. Thus, to differ from other destination studies (e.g., natural tourism or pleasure travel), the city of Gyeongju, as a cultural heritage site, should focus on providing a unique tradition and information to tourists and let them know the local culture and give them more information and knowledge through diverse ways. One way to experience the tradition of Gyeongju is for tourists to stay at traditional accommodation or enjoy the traditional Korean meals at a traditional restaurant. For instance, recently, *The Millennium Palace* was opened. The traditional hotel is located in Millennium Park. This hotel was used as a background for a Korean drama and became popular. This kind of facility indirectly helps tourists experience the different culture and history and provide pleasure and fun for them.

Second, the study of moderating effect of cultural distance and gender differences identified a specific group characteristic. The results allow us to conclude that the moderating effect of cultural distance demonstrates a clear segmentation of cultural heritage tourists in the city of Gyeongju. The segmentation of cultural heritage tourists could be classified by gender and cultural distance. These differences of each segment were explained by the major functional motivation and perceived value identified in the

study, and also by the particular characteristics of their behaviors at the destination. For example, females are more interested in cultural heritage tourism than males, and western tourists differed from eastern tourists in terms of their travel behavior and motivation, supporting the research. Also, there were significant differences between domestic and international tourists in terms of their level of motivation, perceived value, and overall destination image and future intentions.

These findings are meaningful for heritage destination managers. First, knowing that there are segments or discrete groups of cultural heritage tourists is useful in program development and marketing strategies. The findings suggest that it is necessary to segment specific targets with different strategies. Creating programs and developing promotional campaigns targeted to the needs of each nationality group, especially those who having different cultural backgrounds, may be important. The following statements described the characteristics of each segments and appropriate approach of marketing strategies across cultural distance.

First of all, even if the city of Gyeongju has many foreign visitors compared to other cities in Korea, managers should remember that still most of the tourists to Geyeongju are Asian (i.e., Korean, Japanese, and Chinese). Since the western market represents a small percentage of the total number of visitors to Gyeongju, the managers should give greater attention to Asian groups and apply different segmentation strategies.

The biggest market is the Korean domestic tourist. Since most Korean visitors, approximately 75%, of Korean visitors were return visitors, they are knowledgeable tourists about Gyeongju. Managers should encourage repeat visitors. Since their primary motivation is not limited to only a knowledge function. They may have strong

socialization motives and pleasure or escape motives as well as a knowledge motivation. They seek more diverse experiences from even cultural heritage trips and they would like to enjoy their holidays. Thus, managers should focus on developing new themed packages or products that provide highly specialized heritage tourists.

In addition, cultural tourist's research suggested that the level of cultural curiosity may bring different behaviors' patterns at a destination. For example, cultural tourists who have similar cultural backgrounds (i.e., Japanese or Chinese) may not experience very new features at the activity or site. Thus, in the context of cultural heritage tourism, these types of tourists may need a more interactive, educational experience; and greater attention given to the benefits of cultural heritage travel.

Japanese or Chinese groups have shared a long history, culture, and even political issues. Thus, managers at Gyeongju should try to show detailed differences that these tourists can appreciate. Especially, the Chinese have a strong pleasure motivation, even for cultural heritage sites, as well as learning motivation. Therefore, the managers should try to abandon the previous traditional notion that cultural heritage sites are static activity places. Marketing strategies should pursue a more dynamic solution, such as an engaging activity or fun things to do. One of the disadvantages of heritage attractions, such as old buildings, tombs, temples, pagodas, or monuments, is that they have not changed for a long time. In this aspect, one thing managers must do is make a difference by adding some new events or activities so that tourists experience and feel the value of history and culture.

Meanwhile, western tourists are more likely to be satisfied with their overall experience, including exposure to authentic features. This may be because they tend to

have more knowledge and more new learning of what they will be encountering during their travels. Kerstetter et al. (2001) posited that "With respect to site visitation, highly specialized individuals were significantly more likely to have visited more sites than specialists on the lower end of the continuum." It has been also supported by numerous researchers (Ditton, Loomis, & Choi 1992; McIntrye & Pigram, 1992) that "as level of specialization increases, so does the centrality of an activity (e.g., heritage tourism), and that highly specialized individuals would be expected to visit a greater number of sites than would specialists on the lower end of the continuum (Kerstetter et al., 2001, p.271)."

However, the findings of the study indicated that the moderating effect of cultural distance may bring different results suggested by Kerstetter et al. (2001). In detail, eastern tourists are more likely to be specialized cultural heritage tourists at the current destination site. Although western tourists have highly specialized cultural motivations, their revisit intentions were lower than eastern tourists. In addition, Koreans had the highest revisit intention among the four different nationality groups. These results confirmed the behavioral conflicts of cultural heritage tourists between individual cultural motivation and situational factors during their travel decision making process. It is clear that the motivation of tourists is a critical variable to classify their features, but the situational factors (e.g., geographical distance or lack of time, accessibility) may interrupt their future intentions. Cultural tourists will have good attitudinal intentions toward cultural heritage sites; however, it does not guarantee their behavioral intention to future participation at the same cultural heritage site. Very careful attention is needed to encourage them revisit at the site.

Although the portion of the western market is smaller than the eastern market, their evaluation and recommendation is higher than eastern tourists. They are a potential customer for the future and have ability to bring new tourists into Gyeongju. The role of the manager is to get tourists to revisit. In the study, future intentions are divided into two aspects: revisit intention and recommendation. Except for Koreans, most tourists answered that they would recommend Gyeongju as a cultural heritage site to others, but their revisit intention was lower than their intention to recommend. Western people especially had a lower revisit intention than other groups. The main reason for this may be the distance of the city from where they live. They may also think that cultural heritage sites will not be different when they visit again. Therefore, tourists will choose other cultural heritage destinations such as Kyoto in Japan or Beijing in China. Enticement of people to the same place calls for new, continuous events or festivals or other tourism products. This is also true of Koreans. Most of the visitors to Gyeongju are domestic Koreans from other regions. Since Koreans have visited Gyeongju several times, continuous festivals or events are absolutely needed to bring them back to Gyeongju.

Third, another thing that managers need to be careful is the evaluation of the destination site. As mentioned earlier, tourist functional motivation is important, especially in cultural heritage tourism. However, high functional motivation itself is not sufficient to make tourists return. The tourists perceived values toward the cultural heritage site and situational factors they experience at the site are the main factors to make them revisit.

Therefore, the perceived value of cultural tourists should be maximized. These are influential antecedents of overall destination images and future intention. As

perceived value was found to have a significant influence on both the overall destination image and future intention, it is recommended that the perceived value of cultural tourists be achieved through the provision of appropriate travel experiences to help cultural tourists attain a better overall perceived value.

According to the results of the study, stimulating emotion of tourists can be a good remedy. For instance, providing touching emotional value for cultural tourists influences other perceived values, especially functional value and epistemic value. In other words, the emotional value can be used as a mediating variable between functional motivation and other perceived values. Emotional values of the tourists can make them happy, which makes them evaluate the tourist destination as a better place. To stimulate their emotions, more diverse events or tour programs should be developed. For example, at a museum, by using a mobile system, they can indirectly learn history and culture. Showing a video which contains the history of Gyeongju, or animation can also help. The tombs could be better lit at night, which can make them look more beautiful.

However, conditional value should be minimized by improving the physical facilities, because bad facilities cause bad experiences for people on a tour. For instance, improvements to the transportation system, bus, or road system can also improve the overall perceived value of a location. Lack of parking space and information centers can minimize the conditional value. Another way to improve the quality of service includes efforts by employees at hotels, specific heritage attractions, and even local people. Since Gyeongju is a conservative city, its residents somewhat exclude foreigners or people from another region. Local people have to have more open minds toward foreigners and others. By providing touching service or the kindness from the local people may

positively influence the overall destination image, revisiting intention, word-of mouth, or recommendation.

Limitations and Suggestions for Future Research

The study has used a structural equation modeling methodology to examine functional motivation, perceived value, overall destination image, and future intentions regarding cultural heritage sites in Gyeongju of South Korea. Despite the results of the study providing support for the proposed theoretical model of the functional motivation model of cultural heritage tourists, several limitations of the current study need to be addressed.

First, in terms of the data collection procedure, there two main limitations exist. One is that the surveyed data were collected only in the city of Gyeongju, South Korea. This geographical limitation may produce different results and conclusions in terms of the characteristics of cultural heritage sites. The previous research in cultural heritage tourism suggested the importance of authenticity, which is associated with geographical distance, cultural distance, or cultural background. Thus, the study of other cultural heritage sites may produce different results due to their respective authenticity. Thus, future studies could research different destinations with different samples, which will certainly produce remarkably different findings. The other limitation is the time that elapsed between the first and second surveys. After the first survey, a second round survey was conducted almost a year later. The lack of a Chinese sample led to the second survey, yet there is the possibility that the time between the two surveys may be somewhat confusing.

Second, the study suggested the direct relationship of functional motivation on perceived value and direct influence of perceived value on image and future intentions. However, the findings identified among or between relations among perceived values. By mediating emotional value, the cultural heritage tourists experienced more perceived value such as functional or epistemic value of destination. This may confirm that there are more specific relationships between/among relations not identified in the study. Thus, future research can examine the structural relations, including overall perceived value. In addition, even though other research examined the direct influence of motivation on post-behaviors of tourists, the study did not include the direct impact of functional motivation. As an important variable to predict tourist behaviors, motivations will influence image and future intention directly.

Third, the study considered the impact of motivation and motivational conflicts at the same time. Tourists can face many situational barriers or inconveniences during their travel. These unexpected situational factors influence negatively a tourist's experiences or satisfaction, recommendation, word-of-mouth, revisit intention, and so on. Even though the study divided motivational conflicts into two types--external (conditional value) and internal conflicts (gender and nationality)--the study implied only part of them. For instance, conditional value had five items, and gender and nationality were considered as internal conflicts. If other studies will include other variables, the result may differ from others.

Fourth, the results of the study examined the group differences, which represented the strong group differences, especially in nationality. However, the tested model of the study covered all data gathered from the survey. According to the findings (H6), the

model test of each nationality group may produce different results, which may produce a different model relationship. Thus, future research will test the individual structural model across nationalities, which will represent different models with structural relations among constructs.

Lastly, the findings of the study represented negative influences (novelty-seeking to social value and social value to overall destination image). The negative effects can be explained in two ways, the statistical reasons, and the site characteristics of Gyeongju. First, regarding the statistical point, because the proposed model contained all combined samples (e.g., Korean, Japanese, Chinese, and Western), it may cause low correlation coefficients between the variables. Thus, using all samples simultaneously may cause negative influences, since some of the parts are completely different from each other. The other reason can be found in the uniqueness of Gyeongju. Except for Western tourists, Japanese and Chinese respondents in particular did not demonstrate a strong social value and overall destination image according to the descriptive analysis. It can therefore be interpreted that even if Gyeongju is known as a cultural heritage site, tourists might not find significant satisfaction about feeling a social relationship greater than their functional motivation at the site. Thus, future research will examine the preferred attributes across nationalities, which will represent significant resources for the future marketing strategies.

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APPENDIX A: Institutional Review Board Form

Oklahoma State University Institutional Review Board

Date:	Wednesday, June 27, 2007
IRB Application No	HE0738
Proposal Title:	Image Formation Process and Future Intention Through Tourist Functional Motivation and Perceived Value
Reviewed and Processed as:	Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 6/26/2008

Principal Investigator(s

Jeonghwa Pan
210 HES
Stillwater, OK 74078

Hailin Qu
210 HES
Stillwater, OK 74075

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

☒ The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,

Sue C. Jacobs, Chair
Institutional Review Board

APPENDIX B: Questionnaire (English Version)

Image Formation Process and Future Intentions through Tourist Functional Motivation and Perceived Value

Dear Participant,

The purpose of the survey is to identify the formation of cultural heritage tourism destination images and future intentions by investigating tourists' functional motivation, motivational conflicts, and perceived value in Gyeongju City, South Korea. The information you provide will help us better understand the multidimensional tourist motivations and perceived value of cultural heritage tourism. The findings of the survey will also suggest ways for management and marketing strategies to improve cultural heritage tourism.

There is no personal risk involved in completing this survey. Your participation is completely voluntary, anonymous, and will be kept strictly confidential. Non-participation will not result in any penalty or loss of benefits to which you would otherwise be entitled. You must be 18 years of age to participate. The data collected from the survey will be used for education and research purposes only. The data will be stored in a locked cabinet in the research advisor's office. Only the researchers will have the authority to access the data. The data will be kept until the data coding and analysis are completed and will be destroyed two years after the completion of the research.

It will take only 10-15 minutes to complete the survey. Once you complete the questionnaire, please return it to the person who gave it to you. Any questions about the survey or any related problems may be directed to the principal investigator, Jeonghwa Pan, Ph.D. candidate at (405)-332-0289 (email: jhpan74@hotmail.com). If you have questions about your rights as a research volunteer, you may contact Dr. Sue C. Jacobs, IRB Chair, 219 Cordell North, OSU Stillwater, OK 74078, 405-744-1676 or irb@okstate.edu.

Thank you very much for your time and support.

Sincerely yours,

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PART 1: TRAVEL BEHAVIOR

The questions in this section ask for general information about your travel. Please answer all the questions fully.

1. How many times have you visited Gyeongju, including this trip?

☐ First time ☐ 2-3 times
☐ 4-5 times ☐ More than 5 times

2. What is your primary purpose for this trip?

☐ Vacation/Leisure ☐ Business ☐ Visiting friends and relatives
☐ Convention/Exhibition ☐ En route to somewhere else
☐ Other (Please specify) ( )

3. How many days do you plan to spend in Gyeongju?

☐ 1-2 days ☐ 3-4 days ☐ 5-6 days
☐ 7 days or more ☐ Non-overnight stay

4. Approximately how much will you spend on this Gyeongju trip?
( )

4-1. Please select the type of currency.

☐ United States Dollars (USD) ☐ Japan Yen(JPY) ☐ China Yuan Renminbi (CNY)
☐ Hong Kong Dollars (HKD) ☐ Singapore Dollars (SGD) ☐ Taiwan New Dollars (TWD)
☐ Australia Dollars (AUD) ☐ Thailand Baht (THB) ☐ Canada Dollars (CAD)
☐ United Kingdom Pound (GBP) ☐ Euro (EUR) ☐ Korea Won (KRW)
☐ Malaysia Ringgits (MYR) ☐ Russia Rubles (RUB) ☐ France Francs (FRF)
☐ Germany Deutsche Marks (DEM) ☐ Others ( )

5. Who are you traveling with? (Please check all that apply)

☐ Alone ☐ Spouse ☐ Children
☐ Friends/Relatives ☐ Colleague ☐ Others (Please specify) ( )

6. Are you traveling with a tour group on this trip?

☐ Yes ☐ No

7. What sources of information did you use in planning this trip to Gyeongju? (Please check all that apply.)

☐ Tour books ☐ Travel agencies ☐ Internet
☐ Advertisements (TV/newspaper, magazines) ☐ Tourist information center ☐ Word-of mouth from family/ friends/relatives
☐ Literature picked up on trip or from previous trip ☐ Others (Please specify) ( )

PART 2: TOURIST FUNCTIONAL MOTIVATION

The questions in this section ask about your main reasons for taking a Gyeongju cultural heritage trip. Please indicate the extent to which you agree or disagree with each of the following statements.

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree

1	I like to see what other people's lifestyles are like.	1	2	3	4	5	6	7
2	It's important for me to experience different cultures.	1	2	3	4	5	6	7
3	I like to visit cultural and historical sites.	1	2	3	4	5	6	7
4	I like to learn more about Korea.	1	2	3	4	5	6	7
5	I like to increase my knowledge of different destinations.	1	2	3	4	5	6	7
6	I like to try new and different things.	1	2	3	4	5	6	7
7	I like to feel excitement at cultural heritage sites.	1	2	3	4	5	6	7
8	I like to have adventures and thrills while on a cultural heritage trip.	1	2	3	4	5	6	7
9	I enjoy the change of environment which allows me to experience something new on a cultural heritage trip.	1	2	3	4	5	6	7
10	My cultural heritage trip involves seeing things I have not seen before.	1	2	3	4	5	6	7
11	Having fun and being entertained is the main purpose of a cultural heritage trip.	1	2	3	4	5	6	7
12	I hope that I'll have some sort of romantic experience on a cultural heritage trip.	1	2	3	4	5	6	7
13	I just like to travel to cultural heritage sites.	1	2	3	4	5	6	7
14	The main goal for me on a cultural heritage trip is to slow down.	1	2	3	4	5	6	7
15	Just physically resting and relaxing on a cultural heritage trip is enough for me.	1	2	3	4	5	6	7
16	Now and then. I need to just get away from pressure and stress by taking a cultural heritage trip.	1	2	3	4	5	6	7
17	When I'm on a cultural heritage trip, I don't want to spend my time worrying about where I need to be.	1	2	3	4	5	6	7
18	Getting away from work and the daily routine is a high priority for me on a cultural heritage trip.	1	2	3	4	5	6	7
19	I would be happy taking a cultural heritage trip almost anywhere away from home.	1	2	3	4	5	6	7
20	I can reduce the feeling of having too many things to do while on a cultural heritage trip.	1	2	3	4	5	6	7
21	Going on a cultural heritage trip with someone is always more fun than going alone.	1	2	3	4	5	6	7
22	Traveling to cultural heritage sites is an opportunity to meet people from all over the world.	1	2	3	4	5	6	7
23	It is important for me to spend time with family and friends on a cultural heritage trip.	1	2	3	4	5	6	7
24	A cultural heritage trip around people is very enjoyable.	1	2	3	4	5	6	7
25	The cultural heritage trip would include all of our family.	1	2	3	4	5	6	7
26	I like to talk about my cultural heritage trip when I get back home.	1	2	3	4	5	6	7
27	It's fun to sit around and remember past cultural heritage tr	1	2	3	4	5	6	7

	ips.							
28	Traveling to cultural heritage sites increases my feelings of self-worth and self-confidence.	1	2	3	4	5	6	7
29	I gain a new perspective on life while on a cultural heritage trip.	1	2	3	4	5	6	7
30	Traveling cultural heritage sites gives me an opportunity to understanding more about myself.	1	2	3	4	5	6	7

PART 3: PERCEIVED VALUE OF CULTURAL HERITAGE TOURISM

The questions in this section your opinion of your travel experiences on this Gyeongju cultural heritage trip. Please indicate the extent to which you agree or disagree with each of the following statements.

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree

1	Compared to the price of other vacations, I think that this Gyeongju cultural heritage trip was a good quality vacation for a reasonable price.	1	2	3	4	5	6	7
2	Considering the overall quality of Gyeongju cultural heritage trip, the price was appropriate.	1	2	3	4	5	6	7
3	Given the features of Gyeongju cultural heritage trip, it was a good value for the money.	1	2	3	4	5	6	7
4	I received good service while visiting the Gyeongju cultural heritage site.	1	2	3	4	5	6	7
5	This Gyeongju cultural heritage trip was worth my time because it helped me learn about different cultures at a reasonable price.	1	2	3	4	5	6	7
6	Traveling to the Gyeongju cultural heritage site helped me to feel socially involved.	1	2	3	4	5	6	7
7	Traveling to the Gyeongju cultural heritage site improved the way I am perceived by others.	1	2	3	4	5	6	7
8	People who participate in Gyeongju cultural heritage trip obtain social approval.	1	2	3	4	5	6	7
9	People who travel to Gyeongju cultural heritage site have a certain status and style.	1	2	3	4	5	6	7
10	This Gyeongju cultural heritage trip would make a good impression on other people.	1	2	3	4	5	6	7
11	This Gyeongju cultural heritage trip gave me pleasure.	1	2	3	4	5	6	7
12	This Gyeongju cultural heritage trip made me feel better.	1	2	3	4	5	6	7
13	I felt relaxed on the Gyeongju cultural heritage trip.	1	2	3	4	5	6	7
14	I had fun at the Gyeongju cultural heritage site.	1	2	3	4	5	6	7
15	I was comfortable on this Gyeongju cultural heritage trip.	1	2	3	4	5	6	7
16	I experienced a different culture on the Gyeongju cultural heritage trip.	1	2	3	4	5	6	7
17	Gyeongju has very unique local architecture and buildings.	1	2	3	4	5	6	7
18	I learned about unique Korean culture and history on the Gyeongju cultural heritage trip.	1	2	3	4	5	6	7
19	There was a variety of things to do and see at the Gyeongju cultural heritage site.	1	2	3	4	5	6	7

20	I feel more enlightened about the lifestyle of people in the past.	1	2	3	4	5	6	7
21	The weather was bad in Gyeongju.	1	2	3	4	5	6	7
22	Transportation and accessibility were problems in Gyeongju.	1	2	3	4	5	6	7
23	I did not have enough time to see everything that I wanted t o see in Gyeongju?	1	2	3	4	5	6	7
24	Gyeongju cultural heritage site was too crowded.	1	2	3	4	5	6	7
25	There was a lack of travel information in Gyeongju.	1	2	3	4	5	6	7

PART 4: OVERALL DESTINATION IMAGE AND FUTURE INTENTIONS

The questions in this section ask about your overall image of this destination and future intentions to travel in Gyeongju. Please answer all the questions fully.

1. Overall, how are you satisfied with the trip in Gyeongju?

1	2	3	4	5	6	7
Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Satisfied	Very satisfied

2. Overall, visiting Gyeongju cultural heritage site is valuable.

1	2	3	4	5	6	7
Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly ag ree

3. Overall your impression of Gyeongju as a travel destination is

1	2	3	4	5	6	7
Very negati ve	Negative	Somewhat negative	Neutral	Somewhat positive	Positive	Very posi tive

4. Do you intend to revisit Gyeongju in the near future?

☐ Yes ☐ No

5. Please indicate your likelihood of revisiting Gyeongju in the near future.

1	2	3	4	5	6	7
Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely

6. If so, when do you plan to revisit Gyeongju city?

☐ Within one year ☐ 1-2 years ☐ 3-5 years

☐ More than 5 years ☐ Don't know

7. Do you intend to recommend Gyeongju to others?

☐ Yes ☐ No

8. Please indicate your likelihood of recommending Gyeongju as a cultural heritage tourism destination to others.

1	2	3	4	5	6	7
Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	Likely	Very likely

PART 5: INDIVIDUAL INFORMATION

The questions in Section 5 ask for general information about you. Please answer all the questions fully.

1. Your gender?

☐ Male ☐ Female

2. Your age group?

☐ Younger than 20 ☐ 20 - 29 ☐ 30 - 39
☐ 40 -49 ☐ 50 - 59 ☐ 60 or over

3. Your country of residency?

( )

4. Your annual household income?

( )

4-1. Please select the type of currency.

☐ United States Dollars (USD) ☐ Japan Yen(JPY) ☐ China Yuan Renminbi (CNY)
☐ Hong Kong Dollars (HKD) ☐ Singapore Dollars (SGD) ☐ Taiwan New Dollars (TWD)
☐ Australia Dollars (AUD) ☐ Thailand Baht (THB) ☐ Canada Dollars (CAD)
☐ United Kingdom Pound (GBP) ☐ Euro (EUR) ☐ Korea Won (KRW)
☐ Malaysia Ringgits (MYR) ☐ Russia Rubles (RUB) ☐ France Francs (FRF)
☐ Germany Deutsche Marks (DEM) ☐ Others ( )

5. Your level of education?

☐ Elementary school ☐ High school ☐ College degree
☐ Graduate degree ☐ Other (Please specify) ( )

6. Your occupation?

☐ Manager/Administrator ☐ Professional ☐ Technical
☐ Clerical or Secretarial ☐ Trade or Craft ☐ Social services
☐ Sales ☐ Industrial ☐ Student
☐ Educator ☐ Healthcare ☐ Government
☐ Homemaker ☐ Retired/Not in workforce ☐ Self-employed
☐ Other (please specify) ( )

Thank you for your participation.

APPENDIX C: Questionnaire (Korean Version)

경주에 오신 것을 진심으로 환영합니다

관광객의 기능적 동기와 지각에 따른 관광목적지 이미지 형성과 구매의도

안녕하십니까?

본 연구는 관광객의 기능적 동기와 동기의 제약요인, 가치지각이 문화유적관광지의 이미지 형성과 구매의도에 어떠한 영향을 미치는 가를 알아보고자 합니다. 귀하께서 제공하시는 정보는 문화유적관광에 대한 다차원적인 관광객 동기와 가치지각의 이해에 많은 도움이 될 것이며, 본 연구의 결과는 문화유적관광의 마케팅 전략 및 운영방안을 제시해 줄 것입니다.

본 설문지에 대한 참여는 자발적으로 이루어지며, 설문지 참여로 인한 위험이나 개인정보의 노출위험은 없으며, 비참여로 인한 불이익이나 손해는 발생하지 않습니다. 본 연구는 만 18세 이상을 대상으로 하며, 설문조사를 통해 수집된 자료는 교육 및 연구 목적으로만 사용될 것입니다. 수집된 자료는 자료의 입력 및 분석 완료 시까지 연구자만이 접근할 수 있는 곳에 보관될 것이며, 연구의 완료 후 2년 이내에 폐기될 것입니다.

본 설문지는 10-15분 정도 소요될 것이며, 설문지 작성 후 설문지 제공자에게 되돌려 주시기 바랍니다. 본 설문조사에 대하여 궁금하신 사항이나 의문이 있으신 분께서는 아래로 문의하여 주시기 바랍니다. 설문조사에 대한 귀하의 권리에 대한 의문은 Dr. Sue C. Jacobs, IRB Chair, 219 Cordell North, OSU Stillwater, OK 74078, 405-744-1676 or irb@okstate.edu로 연락해 주시기 바랍니다.

귀하께서 응답해주신 자료는 우리나라 관광의 발전을 위한 귀중한 자료가 되오니 수고스럽더라고 성의껏 답해주시기 바랍니다.

감사합니다.

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PART 1: 관광행동

다음은 귀하의 일반적 관광행동에 대한 질문입니다. 다음 모든 항목에 답하여 주시기 바랍니다.

1. 이번 여행을 포함하여 몇 번이나 경주를 방문하셨습니까?

☐ 처음 ☐ 2-3번
☐ 4-5번 ☐ 5번 이상

2. 귀하의 이번 여행의 주 목적은 무엇입니까?

☐ 휴가/레저 ☐ 사업 ☐ 친구 및 친지방문
☐ 회의참가/전시회 ☐ 도중에 잠깐 들림
☐ 기타 (구체적으로 기입해 주십시오) ( )

3. 경주에서 몇 일이나 머무를 예정입니까?

☐ 1-2일 ☐ 3-4일 ☐ 5-6일
☐ 7일 이상 ☐ 당일

4. 이번 경주 문화유적관광에 대략 얼마나 쓸 계획이십니까?

( )

4-1. 귀하가 사용하는 화폐단위를 선택해 주십시오.

☐ 미국 달러 (USD) ☐ 일본 엔 (JPY) ☐ 중국 위엔 (CNY)
☐ 홍콩 달러 (HKD) ☐ 싱가포르 달러 (SGD) ☐ 대만 달러 (TWD)
☐ 호주 달러 (AUD) ☐ 태국 바트 (THB) ☐ 캐나다 달러 (CAD)
☐ 영국 파운드 (GBP) ☐ 유로 (EUR) ☐ 한국 원 (KRW)
☐ 말레이시아 링깃 (MYR) ☐ 러시아 루블 (RUB) ☐ 프랑스 프랑 (FRF)
☐ 독일 마르크 (DEM) ☐ 기타 ( )

5. 누구와 함께 여행하고 계십니까? (모든 해당 항목에 체크해 주십시오)

☐ 혼자 ☐ 배우자 ☐ 자녀들
☐ 친구/친척 ☐ 직장동료
☐ 기타 (구체적으로 기입해 주십시오) ( )

6. 귀하는 그룹 패키지투어로 이번 여행을 하고 계십니까?

☐ 예 ☐ 아니오

7. 이번 경주여행을 계획에 어떤 정보원을 이용하셨습니까? (모든 해당사항에 체크해 주십시오.)

☐ 관광가이드북 ☐ 여행사 ☐ 인터넷
☐ 광고(TV/신문, 잡지) ☐ 관광안내센터 ☐ 가족/친구/친척의 구전
☐ 지난 여행에서 얻는 자료 ☐ 기타 (구체적으로 기입해 주십시오)
( )

PART 2: 문화유적관광에 대한 관광동기

다음은 문화유적관광에 대한 귀하의 관광동기에 대한 질문입니다. 다음 각 항목에 대한 귀하의 동의의 정도를 나타내 주시기 바랍니다.

1	2	3	4	5	6	7
전혀 동의하지 않음	동의하지 않음	다소 동의함	보통	다소 동의함	동의함	매우 동의함

1	나는 다른 사람들의 생활방식이 어떤가를 보는 것을 좋아한다.	1	2	3	4	5	6	7
2	다른 나라의 문화를 경험하는 것은 나에게 중요하다.	1	2	3	4	5	6	7
3	나는 문화 및 역사적 장소를 방문하는 것을 좋아한다.	1	2	3	4	5	6	7
4	나는 경주에 대해서 더 알고 싶다.	1	2	3	4	5	6	7
5	나는 다른 관광목적지에 대한 지식을 늘리고 싶다.	1	2	3	4	5	6	7
6	나는 색다른 것들을 시도해보고 싶다.	1	2	3	4	5	6	7
7	나는 문화유적지에서 흥미로운 것을 해보고 싶다.	1	2	3	4	5	6	7
8	나는 문화유적관광에서 모험적인 경험이나 스릴을 느끼고 싶다.	1	2	3	4	5	6	7
9	나는 문화유적관광에서 새로운 환경의 변화를 경험하고 싶다.	1	2	3	4	5	6	7
10	문화유적관광은 내가 예전에 보지 못했던 것을 보는 것들을 의미한다.	1	2	3	4	5	6	7
11	즐겁고 재미있는 것을 즐기는 것이 문화유적관광의 모든 것이다.	1	2	3	4	5	6	7
12	나는 문화유적관광을 통해서 일종의 로맨틱한 경험을 가질 수 있기를 바란다.	1	2	3	4	5	6	7
13	나는 문화유적지를 둘러보고 무엇인가를 하는 것을 좋아한다.	1	2	3	4	5	6	7
14	문화유적관광의 주목적은 여유를 가지는 것이다.	1	2	3	4	5	6	7
15	문화유적관광을 통해서 육체적으로 쉴 수 있는 것은 중요하다.	1	2	3	4	5	6	7
16	때로는 문화유적관광을 통해서 압박과 스트레스로부터 벗어나고 싶다.	1	2	3	4	5	6	7
17	문화유적 관광을 하는 동안, 나는 내가 해야 할 일들에 대해서 걱정하면서 시간을 보내고 싶지 않다.	1	2	3	4	5	6	7
18	문화유적관광을 통해서 직장과 일상생활에서 벗어나고 싶다.	1	2	3	4	5	6	7
19	집으로부터 벗어나 어느 곳에서라도 문화유적관광을 할 수 있다는 것은 즐거운 일이다.	1	2	3	4	5	6	7
20	문화유적관광을 하는 동안 많은 것들을 해야 한다는 부담을 줄일 수 있다.	1	2	3	4	5	6	7
21	혼자 여행하는 것보다 누군가와 함께 문화유적관광을 하는 즐거운 일이다.	1	2	3	4	5	6	7
22	문화유적지관광은 다양한 사람들을 만날 수 있는 기회이다.	1	2	3	4	5	6	7
23	가족이나 친구들과 함께 문화유적관광을 하는 것은 중요하다.	1	2	3	4	5	6	7
24	주변 사람들과 함께 문화유적관광을 하는 것은 매우 즐거운 일이다.	1	2	3	4	5	6	7
25	문화유적관광은 나의 가족 모두가 함께해야 한다.	1	2	3	4	5	6	7
26	여행에서 돌아와 다른 사람들에게 문화유적관광에 대해서 이야기하는 것을 좋아한다.	1	2	3	4	5	6	7
27	자리에 앉아서 지난 문화유적관광을 회상하는 것은 즐거운 일이다.	1	2	3	4	5	6	7
28	문화유적관광을 통해서 나 자신의 가치와 자신감을 얻을 수 있다.	1	2	3	4	5	6	7
29	나는 문화유적관광을 통해서 삶에 대한 새로운 시각을 얻을 수 있다.	1	2	3	4	5	6	7
30	문화유적지를 방문을 통해서 나 자신을 더 잘 이해할 수 있는 기회를 얻을 수 있다.	1	2	3	4	5	6	7

PART 3: 문화유적관광에 대한 가치지각

다음은 이번 경주 문화유적관광에 대해 귀하가 지각하고 있는 가치에 대한 질문입니다. 다음 항목에 대한 귀하의 동의의 정도를 표시해 주십시오.

1	2	3	4	5	6	7
전혀 동의하지 않음	동의하지 않음	다소 동의함	보통	다소 동의함	동의함	매우 동의함

1	다른 여행비용과 비교해 볼 때, 합리적인 가격의 좋은 여행이었다.	1	2	3	4	5	6	7
2	이번 경주 문화유적관광의 전반적인 품질을 고려해 볼 때, 대체적으로 적절한 가격이었다.	1	2	3	4	5	6	7
3	경주문화유적관광의 특징을 살펴볼 때, 가격에 비해 가치 있는 여행이었다.	1	2	3	4	5	6	7
4	경주 문화유적관광을 하는 동안 좋은 서비스를 받았다.	1	2	3	4	5	6	7
5	이번 경주 문화유적관광은 합리적인 가격으로 다른 문화를 배울 수 있었기 때문에 가치가 있었다.	1	2	3	4	5	6	7
6	이번 경주 문화유적관광을 통해서 사회적인 참여의식을 느낄 수 있다.	1	2	3	4	5	6	7
7	경주 문화유적관광을 통해서 다른 사람들에게 다르게 보여질 수 있다.	1	2	3	4	5	6	7
8	경주 문화유적관광을 통해서 사회적으로 인정받을 수 있다.	1	2	3	4	5	6	7
9	경주 문화유적관광을 하는 사람들은 어떤 일정한 지위와 양식을 가진 사람들이다.	1	2	3	4	5	6	7
10	경주 문화유적관광을 하는 것은 다른 사람들에게 좋은 인상을 줄 수 있다.	1	2	3	4	5	6	7
11	이번 경주 문화유적관광은 매우 즐거웠다.	1	2	3	4	5	6	7
12	경주 문화유적관광을 통해서 기분전환을 할 수 있었다.	1	2	3	4	5	6	7
13	경주 문화유적관광을 하는 동안 매우 편히 쉴 수 있었다.	1	2	3	4	5	6	7
14	경주 문화유적관광은 매우 재미있었다.	1	2	3	4	5	6	7
15	경주 문화유적관광을 하는 동안 매우 편안했다.	1	2	3	4	5	6	7
16	경주 문화유적관광을 통해서 다른 지역의 문화를 경험할 수 있었다.	1	2	3	4	5	6	7
17	경주 문화유적관광에서 독특한 지역건축물들을 볼 수 있었다.	1	2	3	4	5	6	7
18	경주 문화유적관광에서 경주의 독특한 역사와 문화를 배웠다.	1	2	3	4	5	6	7
19	경주 문화유적관광에는 볼거리들이 많았다.	1	2	3	4	5	6	7
20	경주 문화유적관광을 통해서 옛사람들의 생활습관에 대해서 잘 알게 되었다.	1	2	3	4	5	6	7
21	경주 문화유적관광을 하는 동안 날씨가 좋지 않았다.	1	2	3	4	5	6	7
22	경주의 교통이나 접근성은 좋지 않았다.	1	2	3	4	5	6	7
23	경주여행을 하는 동안 시간이 충분하지 못했다.	1	2	3	4	5	6	7
24	경주 문화유적관광은 매우 혼잡했다.	1	2	3	4	5	6	7
25	경주 문화유적관광에 대한 여행관광정보가 매우 부족했다.	1	2	3	4	5	6	7

PART 4: 전반적 관광목적지 이미지와 구매의도

다음은 경주 문화유적관광에 대한 귀하의 전반적인 이미지와 향후 구매의도에 대한 질문입니다. 다음 모든 질문에 답해주시기 바랍니다.

1. 귀하의 전반적인 경주 문화유적관광에 대한 만족도는 어떠하십니까?

1	2	3	4	5	6	7
매우 불만족	불만족	다소 불만족	보통	다소 만족	만족	매우 만족

2. 대체적으로 경주 문화유적관광은 가치 있는 여행이었다.

1	2	3	4	5	6	7
전혀 동의하지 않음	동의하지 않음	다소 동의하지 않음	보통	다소 동의함	동의함	매우 동의함

3. 문화유적관광지로서 경주에 대한 귀하의 전반적은 이미지는 어떠하십니까?

1	2	3	4	5	6	7
매우 부정적	부정적	다소 부정적	보통	다소 긍정적	긍정적	매우 긍정적

4. 다음에 다시 경주를 다시 방문하시겠습니까?

☐ 예 ☐ 아니오

5. 경주를 다시 방문할 가능성의 정도를 표시해 주십시오.

1	2	3	4	5	6	7
매우 낮음	낮음	다소 낮음	보통	다소 높음	높음	매우 높음

6. 다시 방문하신다면, 언제쯤 경주를 다시 방문할 계획이십니까?

☐ 1년 이내 ☐ 1-2년 ☐ 3-5년

☐ 5년 이상 ☐ 모르겠음

7. 문화유적지로서 경주여행을 다른 사람들에게 추천하시겠습니까?

☐ 예 ☐ 아니오

8. 문화유적지로서 경주를 다른 사람에게 추천할 가능성의 정도를 표시해 주십시오.

1	2	3	4	5	6	7
매우 낮음	낮음	다소 낮음	보통	다소 높음	높음	매우 높음

PART 5: 일반적 사항

다음 부분은 귀하의 일반적 정보에 관한 사항입니다. 이 정보는 단지 연구목적으로만 사용될 것입니다. 다음 모든 질문에 답해주시기 바랍니다.

1. 귀하의 성별은?

☐ 남성 ☐ 여성

2. 귀하의 연령은?

☐ 20세 미만 ☐ 20-29세 ☐ 30-39세
☐ 40-49세 ☐ 50-59세 ☐ 60세 이상

3. 귀하의 거주지는?

( )

4. 귀하의 연 가계수입은?

( )

4-1. 귀하가 사용하는 화폐단위를 선택해 주십시오.

☐ 미국 달러 (USD) ☐ 일본 엔 (JPY) ☐ 중국 위엔 (CNY)
☐ 홍콩 달러 (HKD) ☐ 싱가포르 달러 (SGD) ☐ 대만 달러 (TWD)
☐ 호주 달러 (AUD) ☐ 태국 바트 (THB) ☐ 캐나다 달러 (CAD)
☐ 영국 파운드 (GBP) ☐ 유로 (EUR) ☐ 한국 원 (KRW)
☐ 말레이시아 링깃 (MYR) ☐ 러시아 루블 (RUB) ☐ 프랑스 프랑 (FRF)
☐ 독일 마르크 (DEM) ☐ 기타 ( )

5. 귀하의 교육수준 정도는?

☐ 초등·중학교 ☐ 고등학교 ☐ 대학교
☐ 대학원 ☐ 기타 (구체적으로 기입해 주십시오.)
( )

6. 귀하의 직업은?

☐ 관리직/행정직 ☐ 전문직 ☐ 기술직
☐ 사무직 ☐ 무역 및 기술직 ☐ 서비스직
☐ 판매직 ☐ 산업근로직 ☐ 학생
☐ 교육직 ☐ 건강관리직 ☐ 공무원
☐ 주부 ☐ 은퇴 ☐ 자영업
☐ 기타 (구체적으로 기입해주십시오) ( )

참여해 주셔서 매우 감사합니다.

APPENDIX D: Questionnaire (Japanese Version)

観光客の機能的動機と知覚による観光目的地のイメージ形成と購買意図

こんにちは。

本研究は観光客の機能的動機と動機の制約要因である、価値知覚が文化遺跡観光地のイメージ形成と購買意図にどんな影響を及ぼすかを調べようとするものです。皆様が提供してくださる情報は、文化遺跡観光に対する多次元的な観光客の動機と価値知覚の理解に大きく役立ち、本研究の結果は文化遺跡観光のマーケティング戦略及び運営方案を提示してくれるでしょう。

本アンケートに対する参加は自発的なものであり、アンケート参加による危険や個人情報の流出はありません。また、非参加による不利益や損害が発生することはありません。本研究は満18歳以上を対象にし、アンケート調査を通じて収集された資料は、教育及び研究目的だけに使用されます。収集された資料は資料の入力及び分析完了時まで、研究者だけが取り扱うことができる所に保管され、研究の完了後2年以内に廃棄されます。

本アンケートの作成には、10-15分位を必要とし、アンケート作成後、アンケート調査員にお返しください。本アンケート調査についてお知りになりたい事項や疑問のある方は下記にお問い合わせてください。アンケート調査に関する皆様の権利に対する疑問は、Dr. Sue C. Jacobs, IRB Chair, 219 Cordell North, OSU Stillwater, OK 74078, 405-744-1676または irb@okstate.eduにご連絡ください.

皆様が回答してくださった資料は、我が国の観光事業の発展のための貴重な資料になりますのでご面倒でございますが、率直に最後までご回答いただけますようお願いいたします。

ありがとうございます。

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PART 1：観光行動

この項は、皆様の一般的な観光行動についての質問です。次の全ての項目にお答えください。

1. 今回の旅行を含めて何回慶州を訪問されましたか？

☐ 初めて　☐ 2-3回
☐ 4-5回　☐ 5回以上

2. 皆様の今回の旅行の主目的は何ですか？

☐ 休暇/レジャー　☐ 事業　☐ 友人及び知人訪問
☐ 会議参加/展示会　☐ ちょっと立ち寄り
☐ その他(具体的にご記入ください)（　　）

3. 慶州で何日間滞在する予定ですか？

☐ 1-2日　☐ 3-4日　☐ 5-6日
☐ 7日以上　☐ 今日だけ

4. 今回の慶州の文化遺跡観光にだいたいいくら使われるご計画ですか？

(　　)

4-1. お使いになった通貨単位を選択してください。

☐ USドル　☐ 日本円　☐ 中国円
☐ 香港ドル　☐ シンガポルドル　☐ 台湾ドル
☐ オーストラリアドル　☐ タイバーツ　☐ カナダドル
☐ イギリスポンド　☐ ユーロ　☐ 韓国ウォン
☐ マレーシアリンギット　☐ ロシアルーブル　☐ フランスフラン
☐ ドイツマルク　☐ その他 **(　　)**

5. どなたとご一緒に旅行していらっしゃいますか？（該当項目全てにチェックしてください）

☐ 一人　☐ 配偶者　☐ 子供
☐ 友人/親戚　☐ 職場の同僚
☐ その他(具体的にご記入ください)（　　）

6. 皆様はグループパッケージで今回の旅行をしていらっしゃいますか？

☐ はい　☐ いいえ

7. 今回の慶州旅行の計画にどのような情報源を利用されましたか？（該当事項全てにチェックしてください.）

☐ 観光ガイドブック　☐ 旅行社　☐ インターネット
☐ 広告(テレビ/新聞、雑誌)　☐ 観光案内センター　☐ 家族/友人/親戚
☐ 前回の旅行で得た資料　☐ その他(具体的にご記入ください)（
）

PART 2: 文化遺跡観光についての観光動機

この項は文化遺跡観光についての皆様の観光動機についての質問です。次の各項目についての皆様の同意の程度をチェックてください。

1	2	3	4	5	6	7
全く同意しない	同意しない	多少同意する	普通	多少 同意する	同意する	強く同意する

1	私は他の人たちの生活様式がどんなものかを見ることが好きだ。	1	2	3	4	5	6	7
2	他の国の文化を経験することは私にとって重要だ。	1	2	3	4	5	6	7
3	私は文化及び歴史的な場所を訪問することが好きだ。	1	2	3	4	5	6	7
4	私は韓国についてもっと知りたい。	1	2	3	4	5	6	7
5	私は他の観光地についての知識を増やしたい。	1	2	3	4	5	6	7
6	私は変わったことを試してみたい。	1	2	3	4	5	6	7
7	私は文化遺跡地で興味深いことをしてみたい。	1	2	3	4	5	6	7
8	私は文化遺跡観光で冒険をしたりスリルを感じたりしたい。	1	2	3	4	5	6	7
9	私は文化遺跡観光で新しい環境の変化を経験したい。	1	2	3	4	5	6	7
10	文化遺跡観光は私が以前に見たことのないものを見ることを意味する。	1	2	3	4	5	6	7
11	楽しく面白いものを楽しむことが文化遺跡観光の全てだ。	1	2	3	4	5	6	7
12	私は文化遺跡観光を通して一種のロマンチックな経験をしたい。	1	2	3	4	5	6	7
13	私は文化遺跡地を回って見て何かをすることが好きだ。	1	2	3	4	5	6	7
14	文化遺跡観光の主目的はくつろぐことだ。	1	2	3	4	5	6	7
15	文化遺跡観光を通して肉体的に休めることは重要だ。	1	2	3	4	5	6	7
16	時には文化遺跡観光を通して圧迫とストレスから逃れたい。	1	2	3	4	5	6	7
17	文化遺跡観光をする間、私は私がすべきことにについて心配しながら時間を過ごしたくない。	1	2	3	4	5	6	7
18	文化遺跡観光を通して職場と日常生活から逃れたい。	1	2	3	4	5	6	7
19	家を離れ、どんな所であっても文化遺跡観光できるということは嬉しいことだ。	1	2	3	4	5	6	7
20	文化遺跡観光をする間、多くのことをしなければならないという負担を軽減できる。	1	2	3	4	5	6	7
21	一人で旅行するよりも誰かと一緒に文化遺跡観光をすることは楽しいことだ。	1	2	3	4	5	6	7
22	文化遺跡地観光は様々な人たちと会える機会だ。	1	2	3	4	5	6	7
23	家族や友人たちと一緒に文化遺跡観光をすることは重要だ。	1	2	3	4	5	6	7
24	近しい人たちと一緒に文化遺跡観光をすることは大変楽しいことだ。	1	2	3	4	5	6	7
25	文化遺跡観光は私の家族みんなが一緒にしなければならない。	1	2	3	4	5	6	7
26	旅行から帰って他の人たちに文化遺跡観光について話す	1	2	3	4	5	6	7

	ことが好きだ。							
27	くつろぎながら文化遺跡観光を回想することは楽しいことだ。	1	2	3	4	5	6	7
28	文化遺跡観光を通して私自身の価値と自信が得られる。	1	2	3	4	5	6	7
29	私は文化遺跡観光を通して人生についての新しい視角が得られる。	1	2	3	4	5	6	7
30	文化遺跡地を訪問を通して私自身をもっとよく理解できる機会が得られる。	1	2	3	4	5	6	7

PART 3: 文化遺跡観光についての価値知覚

この項は今回の慶州文化遺跡観光について皆様が感じている価値についての質問です。次の項目についての皆様の同意の程度を示してください.

1	2	3	4	5	6	7
全く同意しない	同意しない	多少同意する	普通	多少 同意する	同意する	強く同意する

1	他の旅行費用と比較してみて、妥当な価格の良い旅行だった。	1	2	3	4	5	6	7
2	今回の慶州文化遺跡観光の全般的な品質を考えてみると、全般的に適切な価格だった。	1	2	3	4	5	6	7
3	慶州文化遺跡観光の特徴を見ると、価格に比べ価値ある旅行だった。	1	2	3	4	5	6	7
4	慶州文化遺跡観光をする間良いサービスを受けた。	1	2	3	4	5	6	7
5	今回の慶州文化遺跡観光は合理的な価格で異なった文化を学ぶことができたので価値があった。	1	2	3	4	5	6	7
6	今回の慶州文化遺跡観光を通して社会的な参加意識を感じることができる。	1	2	3	4	5	6	7
7	慶州文化遺跡観光を通して他の人たちに変わった自分を見せられる。	1	2	3	4	5	6	7
8	慶州文化遺跡観光を通して社会的に認められることができる。	1	2	3	4	5	6	7
9	慶州文化遺跡観光をする人たちはある一定の地位と良識を持った人たちだ。	1	2	3	4	5	6	7
10	慶州文化遺跡観光をすることは他の人たちに良い印象を与えることができる。	1	2	3	4	5	6	7
11	今回の慶州文化遺跡観光は大変楽しかった。	1	2	3	4	5	6	7
12	慶州文化遺跡観光を通して気分転換をすることができた。	1	2	3	4	5	6	7
13	慶州文化遺跡観光をする間大変くつろぐことができた。	1	2	3	4	5	6	7
14	慶州文化遺跡観光は大変面白かった。	1	2	3	4	5	6	7
15	慶州文化遺跡観光をする間大変のんびりできた。	1	2	3	4	5	6	7
16	慶州文化遺跡観光を通して他の地域の文化を経験することができた。	1	2	3	4	5	6	7
17	慶州文化遺跡観光で独特な地域建築物を見ることができた。	1	2	3	4	5	6	7
18	慶州文化遺跡観光で韓国の独特な歴史と文化を学んだ。	1	2	3	4	5	6	7

19	慶州文化遺跡観光には見るべきものが多かった。	1	2	3	4	5	6	7
20	慶州文化遺跡観光を通して昔の人たちの生活習慣についてよく知ることができた。	1	2	3	4	5	6	7
21	慶州文化遺跡観光をする間天気が良くなかった。	1	2	3	4	5	6	7
22	慶州の交通やアクセスは良くなかった。	1	2	3	4	5	6	7
23	慶州旅行をする間時間が十分でなかった。	1	2	3	4	5	6	7
24	慶州文化遺跡観光は大変混んでいた。	1	2	3	4	5	6	7
25	慶州文化遺跡観光についての旅行観光情報が大変不足している。	1	2	3	4	5	6	7

PART 4: 全般的な観光目的地のイメージと購買意図

この項は慶州文化遺跡観光についての皆様の全般的なイメージと今後の購買意図についての質問です。次の全ての質問にお答えください。

1. 皆様の全般的な慶州文化遺跡観光についての満足度はどうですか?

1	2	3	4	5	6	7
大変不満足	不満足	多少 不満足	普通	多少 満足	満足	大変 満足

2. おおむねね慶州文化遺跡観光は価値ある旅行だった。

1	2	3	4	5	6	7
全く 同意しない	同意しない	多少 同意しない	普通	多少 同意する	同意する	強く同意する

3. 文化遺跡観光地としての慶州についての皆様の全般的なイメージはどうですか?

1	2	3	4	5	6	7
大変否定的	否定的	多少 否定的	普通	多少 肯定的	肯定的	大変肯定的

4. またもう一度慶州を訪問されますか?

☐ はい ☐ いいえ

5. 慶州をまた訪問する可能性の程度をチェックしてください.

1	2	3	4	5	6	7
大変低い	低い	多少 低い	普通	多少高い	高い	大変高い

6. また慶州を訪問されるとしたら、いつ頃訪問するご計画ですか？

☐ 1年以内 ☐ 1-2年 ☐ 3-5年

☐ 5年以上 ☐ 分からない

7. 文化遺跡地としての慶州旅行を他の人たちに推薦されますか?

☐ はい ☐ いいえ

8. 文化遺跡地としての慶州を他の人に推薦する可能性の程度をチェックしてください.

1	2	3	4	5	6	7
大変低い	低い	多少 低い	普通	多少高い	高い	大変高い

PART 5: 一般的事項

この部分は皆様の一般的情報に関する事項です。この情報は単に研究目的としてのみ使用されます。次の全ての質問にお答えください。

1. 皆様の性別は?

☐ 男性　　☐ 女性

2. 皆様の年齢は?

☐ 20才未満　　☐ 20-29　　☐ 30-39
☐ 40-49　　☐ 50-59　　☐ 60才以上

3. 皆様の居住地は?

(

4. 皆様の年家計収入は?

(　　)

お使いになった通貨単位を選択してください。

☐ USドル　　☐ 日本円　　☐ 中国円
☐ 香港ドル　　☐ シンガポルドル　　☐ 台湾ドル
☐ オーストラリアドル　　☐ タイバーツ　　☐ カナダドル
☐ イギリスポンド　　☐ ユーロ　　☐ 韓国ウォン
☐ マレーシアリンギット　　☐ ロシアルーブル　　☐ フランスフラン
☐ ドイツマルク　　☐ その他 **(　　)**

5. 皆様の最終学歴は?

☐ 小·中学校　　☐ 高校　　☐ 大学
☐ 大学院　　☐ その他（具体的にご記入ください）
(　　)

6. 皆様の職業は?

☐ 管理職/行政職　　☐ 専門職　　☐ 技術職
☐ 事務職　　☐ 貿易及び技術職　　☐ サービス職
☐ 販売所　　☐ 産業勤労職　　☐ 学生
☐ 教育職　　☐ 健康管理職(Healthcare)　　☐ 公務員
☐ 主婦　　☐ 引退　　☐ 自由業
☐ その他（具体的にご記入ください）(　　)

お答え頂き真にありがとうございます。

APPENDIX E: Questionnaire (Chinese Version)

据游客的机能性动机和知觉所形成的观光地形象及购买意图

您好：

此份问卷的目的是藉由调查观光游客的动机制约和旅游所获得的价值来鉴别对庆州文化遗址观光的总体印象，以及未来再度前往旅游的意向。您提供的信息将帮助我们了解游客对文化遗址观光地的多元化观光动机和价值评断。本研究结果会对文化遗址观光的营销策略和运营方案有所提示。

参与本调查是自愿的。参与本调查不会有任何危害，也不会有泄漏个人信息的事情发生。不参与此问卷调查也没有任何损失和不利。本研究的对象为年满18岁以上的成人，通过调查收集到的资料只用于教育及研究。直至资料的输入和分析完成，本资料会保管在只有研究者才能接近的地方。研究完毕后的两年内资料会被销毁。

本调查将耗时10-15分钟，填写完毕的调查材料请交还给材料提供人。若对本调查材料存有疑问请往以下的联络处联系。Dr. Sue C. Jacobs, IRB Chair, 219 Cordell North, OSU Stillwater, OK 74078, 405-744-1676 或 irb@okstate.edu

您给予的回答将成为发展我国观光产业的宝贵资料，希望您不辞辛苦并认真填写。

谢谢！

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PART 1: 观光行为

下面是对您一般观光行为的提问，希望您能回答所有的项目。

1. 包括此次访问，您共访问了几次庆州？

□ 第一次　　□ 2-3次

□ 4-5次　　□ 5次以上

2. 您此次旅行的主要目的是什么？

□ 度假/休闲　　□ 事业　　□ 访问亲戚及朋友

□ 参加会议/展示会　　□ 路过

□ 其它 (请具体填写)　(　　)

3. 计划在庆州停留几天？

□ 1-2天　　□ 3-4天　　□ 5-6天

□ 7天以上　　□ 即日

4. 此次游览庆州文化遗址计划的消费预算是多少？

(　　)

4-1. 请选择您使用的货币单位。

□ 美元　　□ 日元　　□ 人民币

□ 港币　　□ 新加坡元　　□ 台币

□ 澳元　　□ 泰铢　　□ 加拿大元

□ 英镑　　□ 欧元　　□ 韩币

□ 马来西亚林吉特　　□ 俄罗斯卢币　　□ 法郎

□ 德国马克　　□ 其它 (　　)

5. 此次旅行与您同游的伙伴都有哪些？(请指出所有项目)

□ 自己　　□ 配偶　　□ 子女

□ 朋友/亲戚　　□ 单位同事

□ 其它 (请具体填写) (　　)

6. 您此次旅行是团体包价旅行吗？

□ 是　　□ 不是

7. 此次庆州旅行利用了何种信息来源？ (请指出所有项目)

□ 观光导游册　　□ 旅行社　　□ 因特网/网路

□ 广告(电视/报纸, 杂志)　　□ 观光咨询中心　　□ 家族/朋友/亲戚的推荐

□ 在上次旅行中得到信息　　□ 其它 (请具体填写) (　　)

PART 2: 游览文化遗址的观光动机

下面的提问是有关您游览文化遗址的观光动机。请回答您对以下各项的同意程度。

1	2	3	4	5	6	7
完全不同意	不同意	稍稍不同意	一般	多少同意	同意	非常同意

1	我喜欢了解他人的生活方式如何。	1	2	3	4	5	6	7
2	体会其他国家的文化对我非常重要。	1	2	3	4	5	6	7
3	我喜欢访问文化及历史性的景点。	1	2	3	4	5	6	7
4	我想更深地了解韩国。	1	2	3	4	5	6	7
5	我想提高对其它观光地的知识。	1	2	3	4	5	6	7
6	我想尝试新奇的事物。	1	2	3	4	5	6	7
7	我想在文化遗址做一下有趣的事情。	1	2	3	4	5	6	7
8	我想在文化遗址旅行中冒险或有恐怖的经历。	1	2	3	4	5	6	7
9	我想在文化遗址旅行中体会不同的环境。	1	2	3	4	5	6	7
10	文化遗址旅行意味着我见识前所未见的新事物。	1	2	3	4	5	6	7
11	玩得愉快是文化遗址观光的目的。	1	2	3	4	5	6	7
12	我想通过文化遗址观光体会某种浪漫的经历。	1	2	3	4	5	6	7
13	我只是喜欢参与文化遗址观光。	1	2	3	4	5	6	7
14	文化遗址观光的主要目的是放松紧张的情绪。	1	2	3	4	5	6	7
15	在文化遗址观光中得到的身心上的休息对我而言是足够的。	1	2	3	4	5	6	7
16	有时想通过文化遗址观光脱离紧张的环境或解除压力。	1	2	3	4	5	6	7
17	文化遗址观光期间，我不想担心我要做得事情。	1	2	3	4	5	6	7
18	通过文化遗址观光，我想从工作和日常生活中得到解脱。	1	2	3	4	5	6	7
19	只要离开家，不管在什么地方都能游览文化遗址是件愉快的事情。	1	2	3	4	5	6	7
20	文化遗址观光期间，能够减少要做的事情非常多的负担。	1	2	3	4	5	6	7
21	和他人一同做文化遗址旅行要比独自旅行更加愉快。	1	2	3	4	5	6	7
22	文化遗址观光是能够遇见各式各样的人的机会。	1	2	3	4	5	6	7
23	同家族或朋友一起进行文化遗址观光很重要。	1	2	3	4	5	6	7
24	和周围的人一同游览文化遗址是件非常愉快的事。	1	2	3	4	5	6	7
25	游览文化遗址要全家同行。	1	2	3	4	5	6	7
26	旅行结束后，我喜欢对别人讲文化遗址观光时的事。	1	2	3	4	5	6	7
27	坐着回忆文化遗址观光是件愉快的事。	1	2	3	4	5	6	7
28	通过文化遗址观光可以提高自身价值并得到自信。	1	2	3	4	5	6	7
29	通过文化遗址观光，我会对人生产生新的认识和期许。	1	2	3	4	5	6	7
30	通过访问文化遗址，我能够得到更多的机会认识自己。	1	2	3	4	5	6	7

PART 3: 对文化遗址观光的价值评断

下面是对此次庆州文化遗址观光您评断的价值所提的问题。请回答您对以下各项的同意程度。

1	2	3	4	5	6	7
完全不同意	不同意	稍稍不同意	一般	多少同意	同意	非常同意

1	与其他旅行费用相比，是价格合理的好旅行。	1	2	3	4	5	6	7
2	衡量此次庆州文化遗址观光的总体品质，价格合理。	1	2	3	4	5	6	7
3	考虑到庆州文化遗址观光的特征，此次旅行的价值要高于旅游价格。	1	2	3	4	5	6	7
4	在庆州文化遗址观光期间受到很好的服务。	1	2	3	4	5	6	7
5	此次庆州文化遗址观光以合理的价格学到了不同的文化。因而很有价值。	1	2	3	4	5	6	7
6	通过庆州文化遗址观光体会了社会参与意识。	1	2	3	4	5	6	7
7	通过庆州文化遗址观光，可增加他人对我的认可。	1	2	3	4	5	6	7
8	通过庆州文化遗址观光，能够得到社会的认可。	1	2	3	4	5	6	7
9	进行庆州文化遗址观光的人是有一定地位和修养的人。	1	2	3	4	5	6	7
10	进行庆州文化遗址观光可以给他人良好的印象。	1	2	3	4	5	6	7
11	此次庆州文化遗址观光非常愉快。	1	2	3	4	5	6	7
12	通过庆州文化遗址观光达到了散心的目的。	1	2	3	4	5	6	7
13	庆州文化遗址观光期间，我得到充分的休息。	1	2	3	4	5	6	7
14	庆州文化遗址观光非常有趣。	1	2	3	4	5	6	7
15	庆州文化遗址观光期间感觉很舒服。	1	2	3	4	5	6	7
16	通过庆州文化遗址观光体验了其他地区的文化。	1	2	3	4	5	6	7
17	庆州文化遗址观光期间，看到了独特的建筑物。	1	2	3	4	5	6	7
18	庆州文化遗址观光期间，学到了韩国特有的历史和文化。	1	2	3	4	5	6	7
19	庆州文化遗址中，可看的很多。	1	2	3	4	5	6	7
20	通过庆州文化遗址观光很好地了解了前人的生活习惯。	1	2	3	4	5	6	7
21	庆州文化遗址观光期间，天气不太好。	1	2	3	4	5	6	7
22	去往庆州交通和庆州的交通不太好。	1	2	3	4	5	6	7
23	游览庆州的时间不充足。	1	2	3	4	5	6	7
24	庆州的文化遗址观光景点有太多的人参观。	1	2	3	4	5	6	7
25	有关庆州文化遗址观光的信息资讯非常少。	1	2	3	4	5	6	7

PART 4: 观光地的总体印象和 未来前往庆州旅游的意向。

下面是您对庆州文化遗址观光的总体印象和未来前往庆州旅游的意向。希望您对各项都给予回答。

1. 您对庆州文化遗址观光的满意程度怎样？

1	2	3	4	5	6	7
很不满意	不满意	稍稍不满意	一般	稍稍满意	满意	非常满意

2. 大体上庆州文化遗址观光是有价值的旅行。

1	2	3	4	5	6	7
完全不同意	不同意	稍稍不同意	一般	多少同意	同意	非常同意

3. 作为文化遗址观光地，庆州给您的总体印象怎样？

1	2	3	4	5	6	7
非常不好	不好	稍稍不好	一般	稍稍好	好	非常好

4. 下次还会访问庆州吗？

□ 会　　□ 不会

5. 请指出再次访问庆州的可能性。

1	2	3	4	5	6	7
非常少	少	较少	一般	较高	高	很高

6. 如再次访问庆州，请问会在什么时候？

□ 1年以内　　□ 1-2年内　　□ 3-5年内

□ 5年以后　　□ 不清楚

7. 您会向别人推荐庆州文化遗址观光吗？

□ 会　　□ 不会

8. 请指出您向别人推荐庆州文化遗址观光的可能性。

1	2	3	4	5	6	7
非常少	少	较少	一般	较高	高	很高

PART 5: 一般事项

下面是对您个人情报的提问。此情报只用作研究。希望您对各项都给予回答。

1. 您的性别是?

□ 男　　□ 女

2. 您的年龄是?

□ 不到20岁　　□ 20-29岁　　□ 30-39岁

□ 40-49岁　　□ 50-59岁　　□ 60岁以上

3. 您的住址是?

(　　)

4. 您的年收入是?

(　　]

4-1. 请选择您使用的货币单位。

□ 美元　　□ 日元　　□ 人民币

□ 港币　　□ 新加坡元　　□ 台币

□ 澳元　　□ 泰铢　　□ 加拿大元

□ 英镑　　□ 欧元　　□ 韩币

□ 马来西亚林吉特　　□ 俄罗斯卢币　　□ 法郎

□ 德国马克　　□ 其它 (　　)

5. 您的受教育程度是?

□ 小·中学　　□ 高中　　□ 大学

□ 研究生　　□ 其他 (请具体填写) (　　)

6. 您的职业是?

□ 管理人员/行政人员　　□ 专业人员　　□ 技术人员

□ 事务职　　□ 贸易及技术人员　　□ 服务行业

□ 营销人员　　□ 产业工人　　□ 学生

□ 教育工作人员　　□ 健康管理(Healthcare)　　□ 公务员

□ 家庭主妇　　□ 退休　　□ 个体户

□ 其他 (请具体填写) (　　)

非常感谢您的合作!

VITA

Jeonghwa Pan

Candidate for the Degree of

Doctor of Philosophy

Dissertation: IMAGE FORMATION PROCESS AND FUTURE INTENTIONS THROUGH TOURIST FUNCTIONAL MOTIVATION AND PERCEIVED VALUE IN CULTURAL HERITAGE TOURISM

Major Field: Human Environmental Science

Biographical:

Personal Data:

Education: Received Bachelor of Arts degree in Department of French Language and Literature from Sungshin Women's University, Seoul, Korea, in February, 1997. Received Master and Doctor of Business Administration degrees in Department of Hospitality and Tourism Management from Sejong University, Seoul, Korea in February 1999 and August, 2002, respectively. Completed the requirements for the Doctor of Philosophy degree with a major in Human environmental Sciences at Oklahoma State University, Stillwater, Oklahoma in December, 2008.

Experience: Research Assistant of The Center for International Economics, Sejong Institution, Sejong University (1997-1999); Instructor in Dept. of Tourism, Dongwon College, Gyonggi-do, Korea (2004); Instructor, in Center for Social Education, Sejong University, Seoul Korea (2002-2004); Instructor in Dept. of Liberal Art, Daejin University, Gyonggi-do, Korea (2000-2004); Internship (2005) at Samsung Everland Inc. Korea; Graduate Research Assistant, Oklahoma State University, 2004-2006; Associate Research Fellow (2007~), Seoul Development Institute, Seoul, South Korea.

Professional Memberships:

Name: Jeonghwa Pan Date of Degree: December, 2008

Institution: Oklahoma State University Location: Stillwater, Oklahoma

Title of Study: IMAGE FORMATION PROCESS AND FUTURE INTENTIONS THROUGH TOURIST FUNCTIONAL MOTIVATION AND PERCEIVED VALUE IN CULTURAL HERITAGE TOURISM

Pages in Study: 256 Candidate for the Degree of Doctor of Philosophy

Major Field: Human Environmental Science

Scope and Method of Study: The purpose of this study was to 1) develop a theoretical structural model of cultural heritage tourism, destination image formation, and future intentions by investigating functional motivation, perceived value, and motivational conflicts in cultural heritage tourism and to 2) test empirically the conceptual model of relationships among the constructs at Gyeongju City in South Korea as a cultural heritage tourism destination. Data were collected from tourists visiting the city of Gyeongju in South Korea. Participants were able to choose from four different versions of the survey: English, Korean, Japanese, and Chinese. To identify the structural relationships among the constructs, the LISREL procedures were adopted in Phase 1. In addition, the difference of gender and the moderating effect of cultural distance were examined in Phase 2, by applying t-test, one-way ANOVA, and multiple regression.

Findings and Conclusions: By applying the tourist functional motivation, the study found six functional motivations in the cultural heritage tourism area: learning, novelty-seeking, pleasure, escape, socialization, and value-expressive. The five perceived values examined were functional value, social value, emotional value, epistemic value, and conditional value. The results of this study documented that high-knowledge motivation cultural tourists were significantly more satisfied with their experience than were low-motivation cultural tourists. Those who have high knowledge motivation tend to have high emotional value, in turn; the emotional value may cause high epistemic and functional value, which finally forms their total experience. The study also found that females are more interested in cultural heritage tourism than males, and western tourists differed from eastern tourists in terms of their travel behavior and motivation. Also, there were significant differences between domestic and international tourists in terms of their cultural heritage tourism behavior.

ADVISER'S APPROVAL: Dr. Hailin Qu