Evaluation of Travel Destination: A Profile of Psychological Expectation

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ABSTRACT

A profile of psychological expectation are powerful predictors in any evaluation of a tourism venue or destination development. Due to this reason, tourism planning and development strategies are increasingly using principles of consumer behavior to obtain better information on travelers' behavior patterns. This paper reports on an exploratory study which tested empirically the extent to which choice behavior attitudes between different circumstantial environments. Travel behavior about a tourist destination perception were compared for a sample of travelers who travel. Tourist attraction features were used for the evaluative criteria on the basis of the assumption what the perception level of attributes is a measure of how perceive a tourist attraction when an individual want to travel. To identify the perception of travelers an independent sample mean difference and rank statistic was used. Analysis of variance was to apply to determine the relationship between socio-demographic /travel characteristics and our adopted fifteen attracting features. This study results that the most concerned attributes by the choice group is the issue of age, seconded by the marital status and travel type. While the rest of travel frequency, experience and profession variables are more or less the same in regard to the attention received. The findings is helpful to suggest a managerial and directional guide for increase the effectiveness of tourism planning and policy implementations.

Key words: Market Segmentation, Travel Behavior, Specific Attracting Features, Travel Development and Planning

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I. INTRODUCTION

The knowledge what the tourists want, their needs, their priorities, and each one's relative potential travel behavior patterns is important to travel policy makers and marketing planners who have to effectively tailor the marketing and policy programs to better fit their customer's needs profile. In this point of view, research on the spatial behavior of the tourists, along with their travel behavior patterns, could help marketers and planners to identify specific target market segments. Thus, the expectation of travel behavior conforms the most to the goals of their tourism policies and marketing strategy. Van Raaij(1987) comments that the consumer's subjective reality is important because contemporary consumers are becoming more and more discriminating. He also mentioned, to remain competitive the tourism product must be perceived as of a quality similar to or better than that of other tourist destinations. A profile of psychological expectation are powerful predictors in any evaluation of a tourism venue or destination development. Due to this reason, tourism planning and development strategies are increasingly using principles of consumer behavior to obtain better information on travelers' behavior patterns.

This study is to explore the travel behavior patterns on the basis of components as an instrument in examining market segmentation for tourism behavior in the context of specific attracting features. It can be useful to estimate the travel development and planning whether certain travel attractions are customer oriented or not as an attracting tourist destination. The findings is helpful to suggest a managerial and directional guide for increase the effectiveness of tourism planning and policy implementations. On the other hand, it presents the managerial information adapted to marketing planning and management strategy to accomplish the effective tourism business.

II. BACKGROUNDS

As Buttler & Pearce(1993) and Mao(1996) mentioned that the choice behavior will be acted up to comparison of motivational factors. At the same time, the actual