

The Relationship of Destination Image, Tourist Experience, and Tourist Satisfaction : A Case Study of Jibei Islet, Penghu Archipelago

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Outlines

- Introduction
- Literature Review
- Methodology
- Results
- Discussion and Conclusions

Introduction

Background

- ▶ Tourism has been one of the largest and fastest growing industries in many countries.
- ▶ Tourism destination is an image of a place that can benefit from creating a unique image and competitive advantages in this global tourism throughout the world.
- ▶ When tourists are positive about the specific destination and have good experience in traveling around the destination, their revisit intention may occur.

The Statement of the Problem

This study is aimed at exploring the relationship of destination image, tourist experience and tourist satisfaction in terms of Jibei Fishing Village.





Research Questions

- Hypothesis 1: Destination image and tourist experience are statistically significant.
- Hypothesis 2: Tourist experience and tourist satisfaction are statistically significant.
- Hypothesis 3: Destination image and tourist satisfaction are statistically significant.

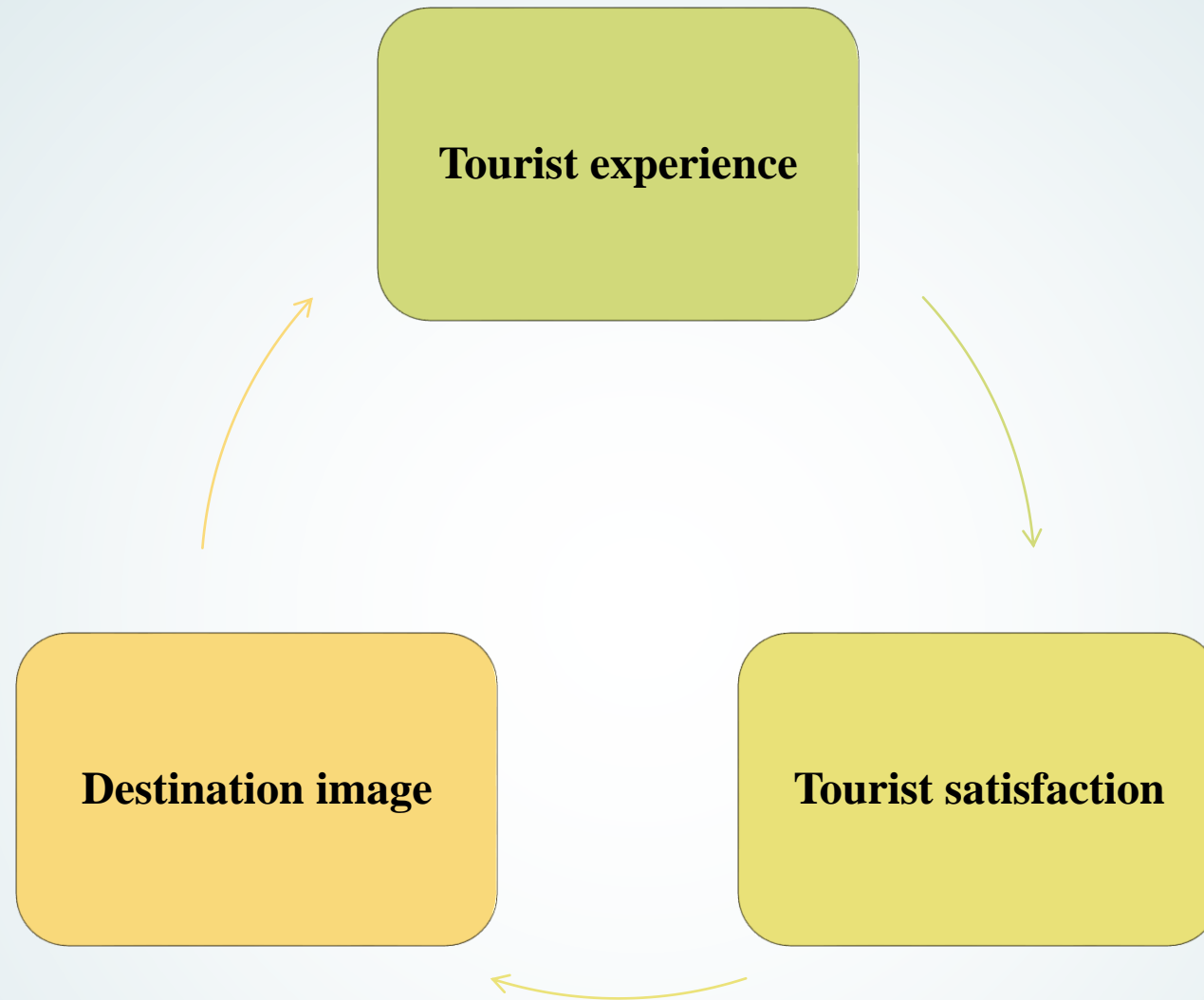


Figure 2.1 The Framework of This Study

The Significance of This Study

A lot of studies focus on the exploration of the wind power, sustainable environment and beach environment at Wan-An Islet, Penghu Island, an off-shore island of Taiwan. However, few literature studies focus on Jibei Islet, an islet of Penghu Island.





Literature Review

2.1 Destination Image

Chahal and Devi (2015) propose that destination image plays a key role in “positioning tourism products, brands and place” (p.4).



2.2 Tourist Experience


Tourist experience is related to “multiple interpretations of social, environmental and activity components of the overall experience” (Tussyadiah & Fesenmaier, 2009, p.24).



2.3 Tourist Satisfaction

Tourist satisfaction is the outcome of tourists' expectations and tourist experience at the destinations they visited (Pizam, Neumann & Reichel, 1978).





Hypothesis 1: Destination image and tourist experience are statistically significant.

Based upon the studies from Gross, Brien, & Brown (2008) and Kyle et al. (2003), consumer involvement significantly affects place attachment.

This indicates that physical settings, outdoor recreation, emotional connections, social ties, and solitude are key factors of place attachment.



Hypothesis 2: Tourist experience and tourist satisfaction are statistically significant.

Oliver (1997) defined satisfaction as “a favorable reaction emerging from a positive assessment of consumption experiences” (p.312).

Therefore, positive tourist experience significantly and directly affects tourist satisfaction.



Hypothesis 3: Destination image and tourist satisfaction are statistically significant.

The image of a destination can play a key role in determining tourist satisfaction (Prayang, 2009).



From the above results, we can summarize and conclude that destination image, tourist experience and tourist satisfaction are interrelated with each other.



Methodology

Participants

- ▶ There were 342 participants (152 males and 190 females) in this study.
- ▶ The dominant respondents were young tourists aged between 20 years old to 30 years old (80.4%).
- ▶ Most of the tourists were actual tourists (71.9%).



Table 3.1 Participants' Personal Data

Demographic	No	%	Demographic	No	%
1.Gender			5.Residence		
male	152	45%	north	126	36.8%
female	190	55%	central	62	18.1%
2.Age			south	58	17%
less than20	106	31%	East and official islets	96	28.1%
21-30	169	49.4%	6.Educational level		
31-40	38	11.1%	below secondary school	100	29.2%
41-50	19	5.6%	junior colleges	19	5.6%
above 51	10	2.9%	universities	193	56.4%
3.Marital status			post-graduates	30	8.8%
single	287	83.9%	7.Family annual income		
married	55	16.1%	Under NTD300,000	99	28.9%
4.Occupation			NTD300,000~NTD500,000	62	18.1%
student	219	64%	NTD500,000~NTD700,000	67	19.6%
civil servants including the police officers	18	5.3%	NTD700,000~NTD900,000	39	11.4%
agriculture/forestry/fishery/poultry	2	0.6%	above NTD900,000	75	21.9%
mining/manufacturing	7	2%			
4.Occupation					
Business/information technology	20	5.8%			
service industry	44	12.9%			
housekeeping	11	3.2%			
none(including the retired people)	3	0.9%			
others	18	5.3%			



Instrumentation

Quantitative Study

- ▶ Questionnaire was widely utilized in the study due to a great amount of data at low cost in a short time.
- ▶ Questionnaire was administered to 342 tourists throughout Taiwan.
- ▶ The questionnaire used 5-point Likert Scales.

Qualitative Study

- ▶ This study involves informal interviews, field study, and open-ended questions.

Reliability and Validity

- In the quantitative study, the internal reliability coefficient (Cronbach's Alpha) of 31 items in the study was 0.933.
- Moreover, the construct validity of the questionnaire was good due to KMO larger than .50.



Research Context: Jibei Islet

- World-class natural landscape
- 588 stone weirs
- Well-known Sand Tail with beautiful Golden Coast



Data Collection Procedures

- The data were collected not only through online survey but also paper based survey as well as doing a field study of Jibei Islet.
- Only forty copies were served as a pilot study at an initial study.
- The validity of this survey was checked by two or three experts.
- 400 copies were given out to friends, tourists and local people.
- Informal interview was conducted after the participants had completed their survey.
- The response rate was 86%.



Data Analysis

- Statistical Package for the Social Sciences (SPSS) was utilized in the study.
- Open-ended questions were analyzed by using content analysis procedures.
- Regression models were utilized in the study.
- Descriptive statistics was done in this study.

Results

- Hypothesis 1: Destination image and tourist experience are statistically significant.

Table 4.1 Regression Model of Destination Image and Tourist Experience

Models	R	R ²	Adjusted R square	F (Sig.)	β Constant	t (Sig.)
1	.695	.483	.483	317.035 (.000)	.695	17.805 (.000)

The result in Table 4.1 indicates that destination image ($\beta=.695$, $t=17.805$, p -value $<.05$) positively influences tourist experience on account of $F_{(1,340)}=317.035$, $p=.000$. This indicates that destination image and tourist experience are statistically significant. Therefore, H1 is supported.

Hypothesis 2: Tourist experience and tourist satisfaction are statistically significant.

Table 4.2 Regression Model of Tourist Experience and Tourist Satisfaction

Models	R	R ²	Adjusted R square	F (Sig.)	β Constant	t (Sig.)
1	.810	.657	.656	650.879 (.000)	.810	25.512 (.000)

The above table shows that tourist experience ($\beta=.810$, $t=25.512$, p -value $<.05$) positively influences tourist satisfaction on account of $F_{(1, 340)}=650.879$, $p=.000$. This indicates that tourist experience and tourist satisfaction are statistically significant. Therefore, H2 is supported.

Hypothesis 3: Destination image and tourist satisfaction are statistically significant.

Table 4.3 Regression Model of Destination Image and Tourist Satisfaction

Models	R	R ²	Adjusted R square	F (Sig.)	β Constant	t (Sig.)
1	.671	.450	.448	277.827 (.000)	.671	16.668 (.000)

The result in Table 4.3 shows that destination image ($\beta=.671$, $t=16.668$, $p\text{-value} < .05$) positively influences tourist satisfaction due to $F_{(1, 340)}=277.827$, $p=.000$. Therefore, H3 is supported.

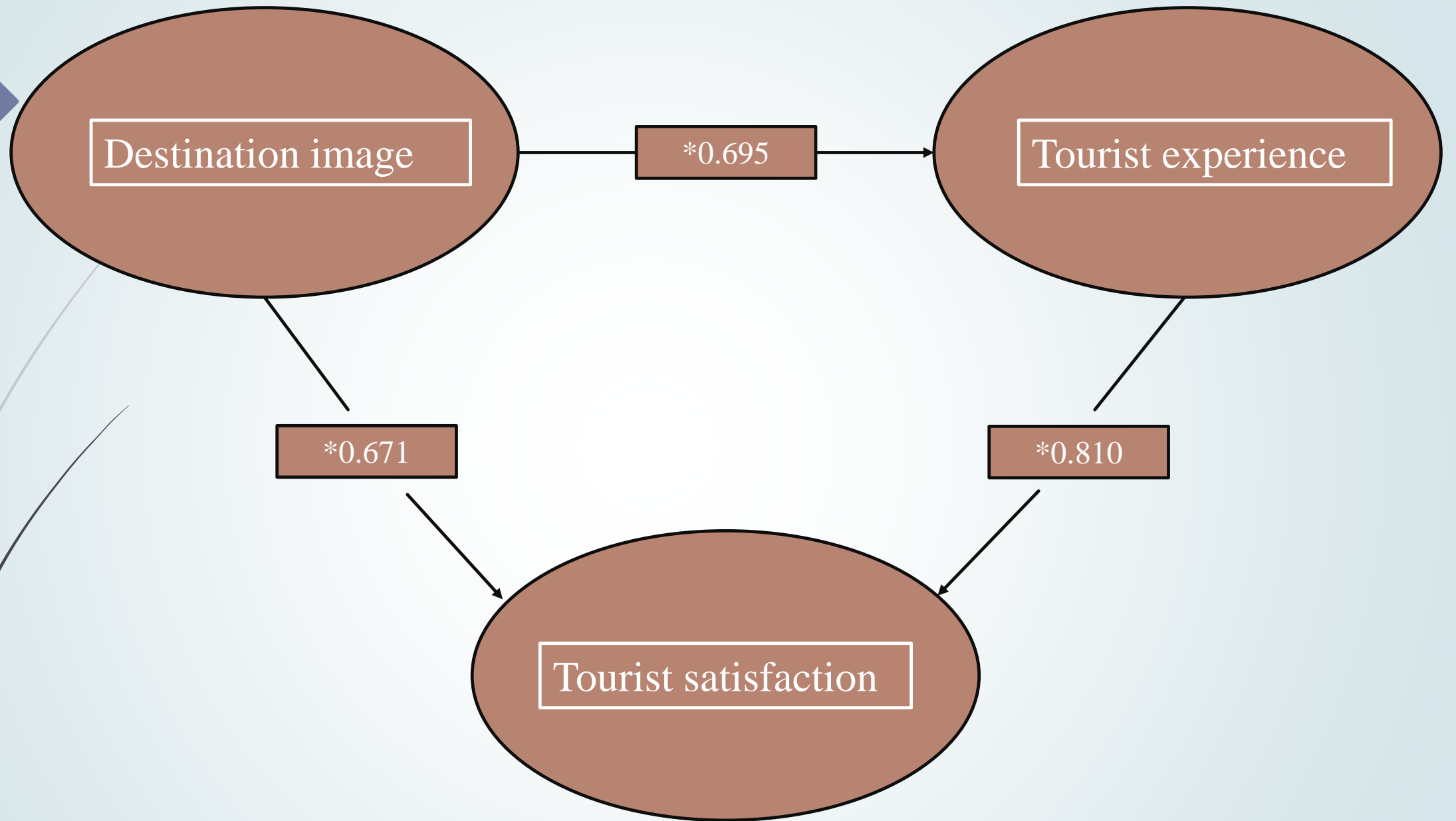


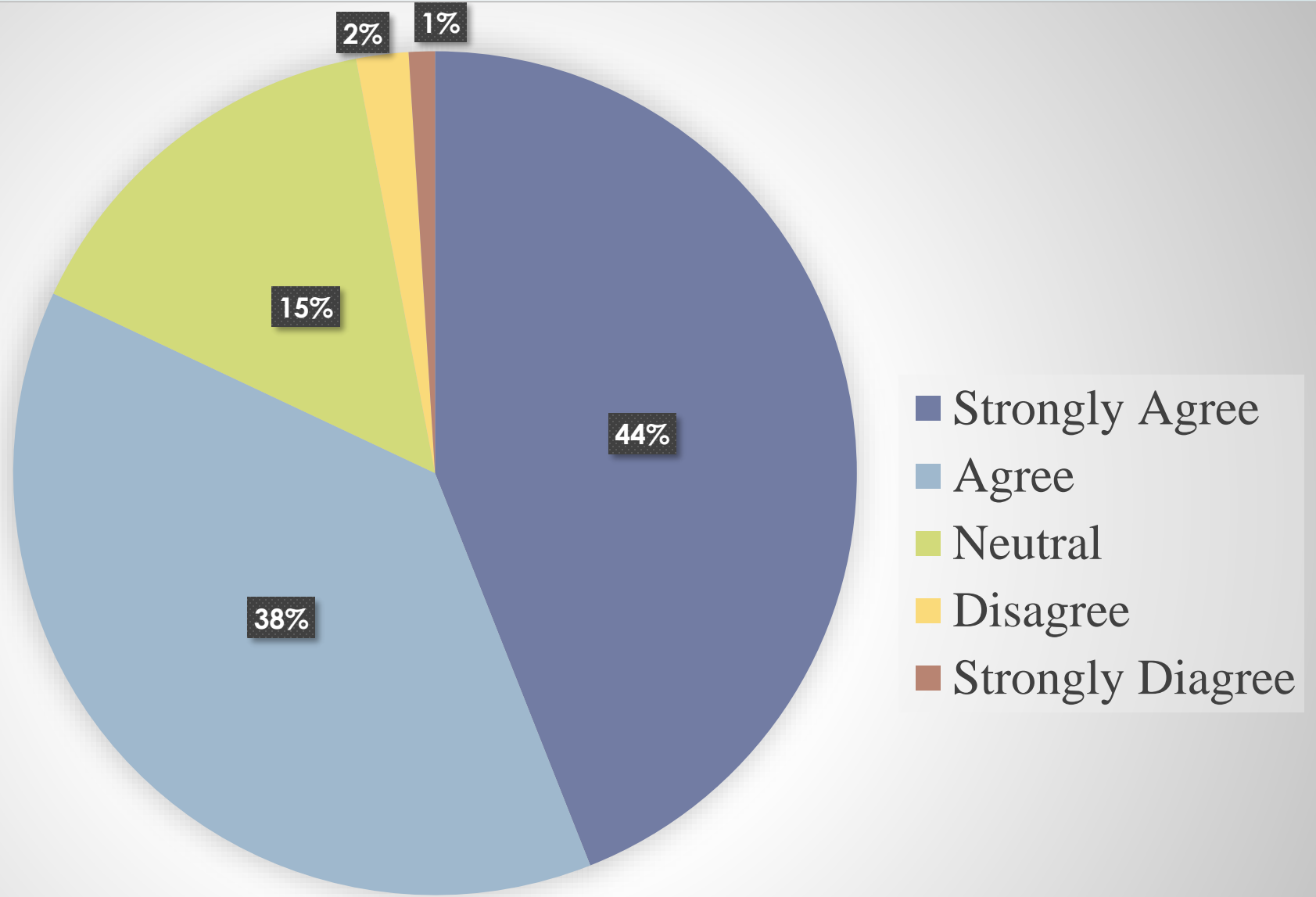
Figure 4.1 Result

Discussion

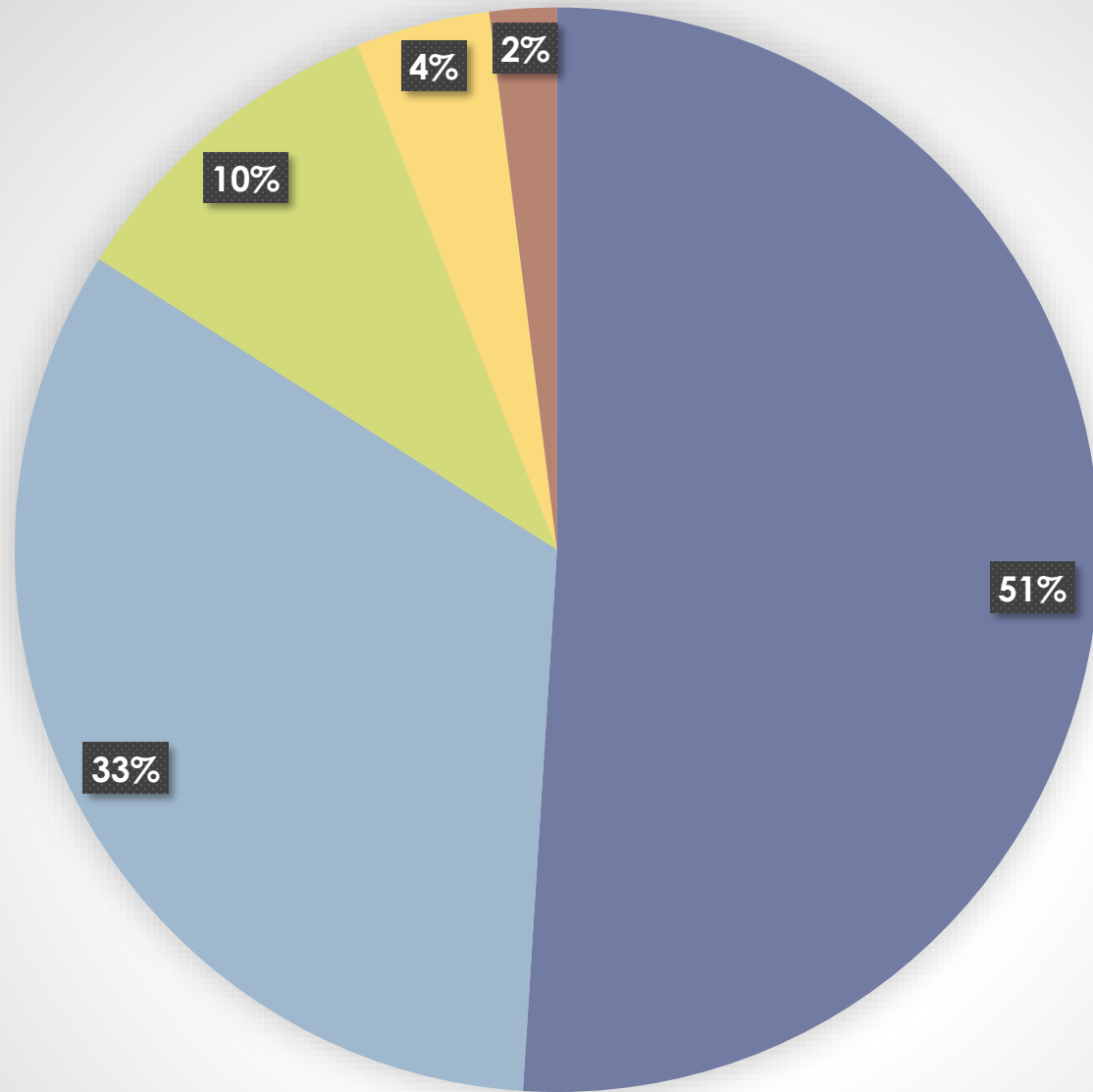
► Participants' Feedback & Comments on Jibei

#	Items	%
1	Jibei possesses biodiversity of ecological sceneries	78
2	Jibei has rich and abundant stone weirs and magnificent column basalt.	77
3	Jibei has rich biodiversity of sea creatures	78
4	Jibei is a good place to do ecological education.	75
5	The local B&B owners provide detail interpretative services.	60
6	Can experience fishing village life	65
7	Can enjoy relaxing and stress- free tours	88

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- The study findings confirm that destination image of Jibei Islet has significant influence on tourist experience on account of sceneries of stone weirs and marine activities.

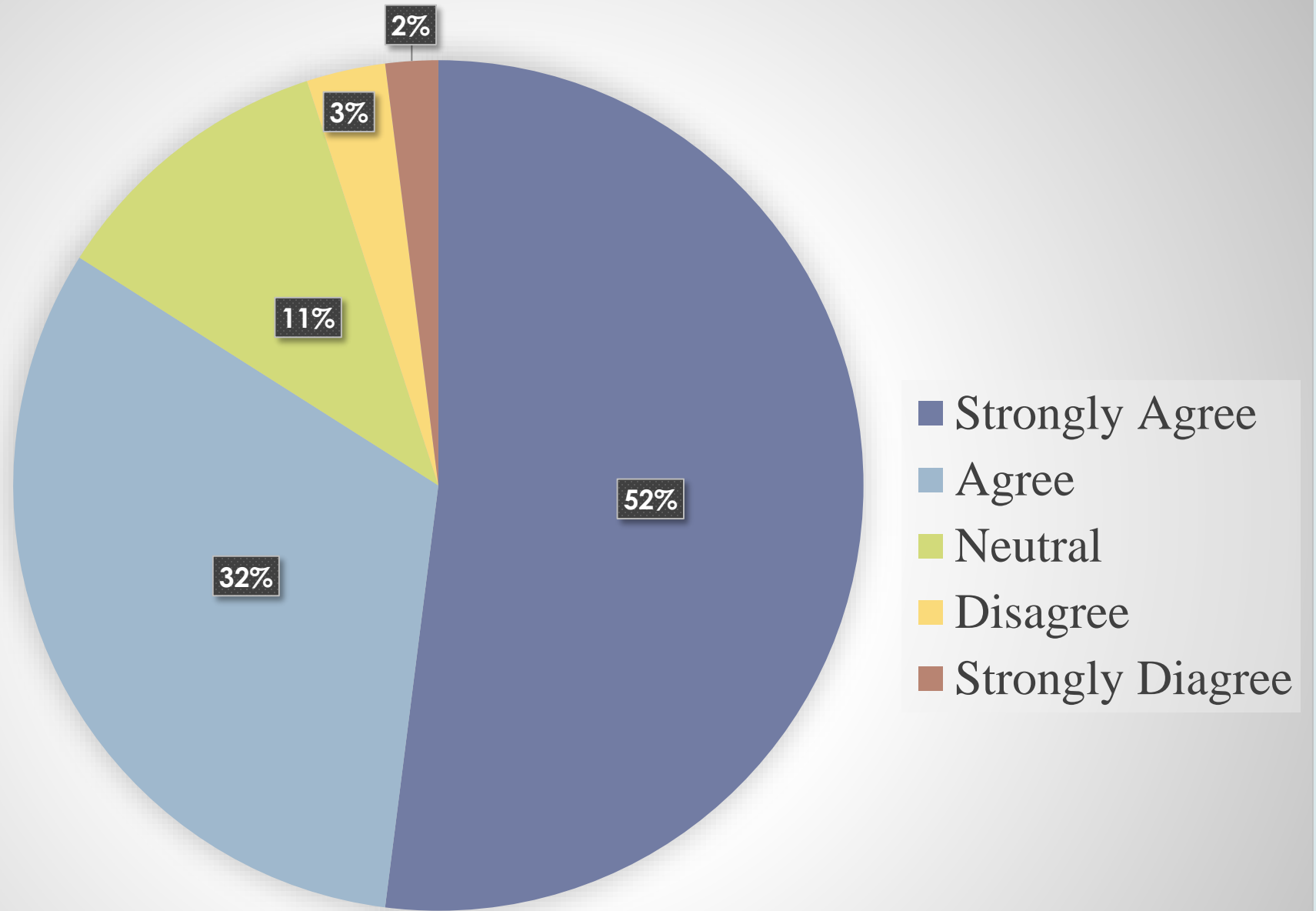


Overall Satisfaction of Jibei Tour

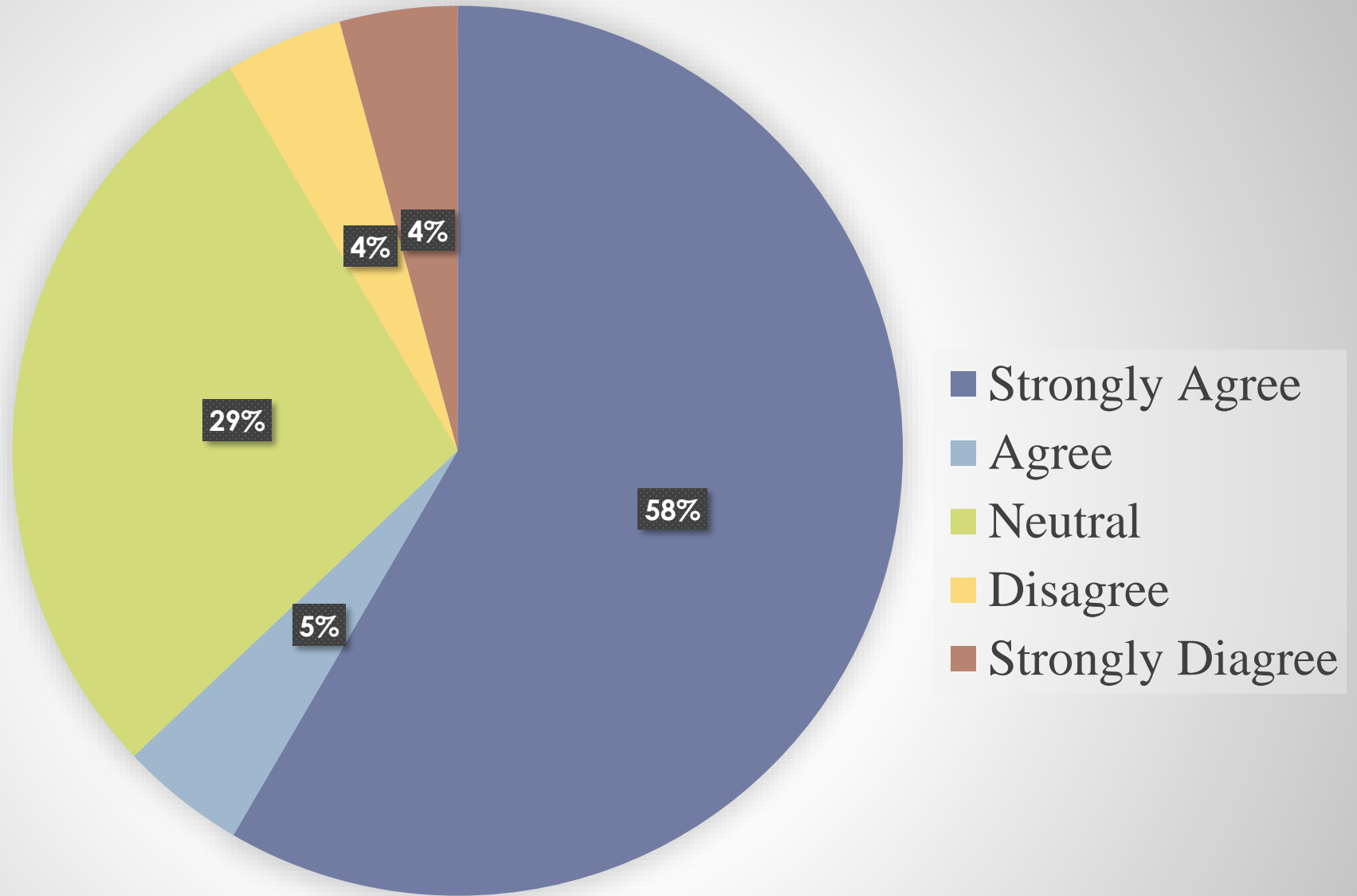


- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

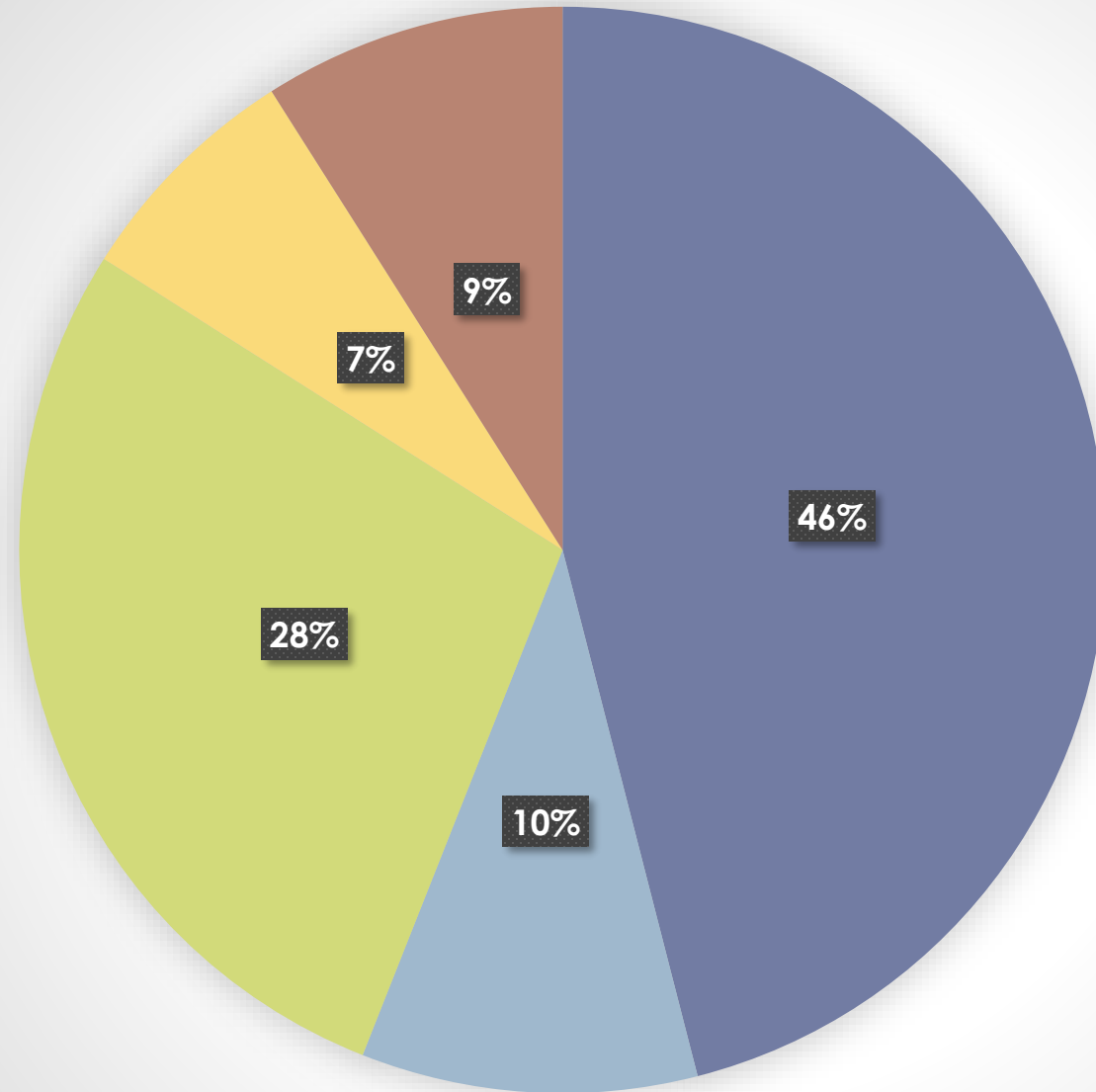
Intention of Revisiting Jibei



Recommending Friends & Relatives to visit Jibei



Willing to Join the DIY Activities of Maintaining Stone Weirs




- Marine Activities
- Experiencing Stone Weirs
- Natural Sceneries
- Historical Relics
- Folk Custom


Purposes of Visiting



Findings

- Natural attraction, accessibility, price, accommodation and the diversity of tour itineraries as well as marine activities are demanding to all tourists.
- This is consistent with the studies of Qu, Kim & Im (2011): natural attraction, accommodation facilities, accessibilities and awareness of destination image.
- Unique attraction attributes of the destination are important components of unique cognitive image (Chahal and Devi, 2015).

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- ▶ The findings also reveal that tourists are very satisfied with marine activities, marine safety, travel itineraries, clean and clear beaches but moderately satisfied with accommodation facilities and food price.
 - ▶ Jibei Islet also needs to work on service quality, multiple adventure programs, novel and creative DIY cultural activities.
 - ▶ The destination image can be transformed as a brand-new product so that Jibei can be a positive identity and a unique image for destinations that affect tourists' emotional attachment or place attachment.

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- Jibei Islet has rich and unique cultural heritages, hospitality-oriented people and rich marine resources.
 - Most of the local people rely on more tourism as service-oriented industry than fishing.
 - Destination image influences tourists' memorable experience significantly and positively.



Conclusions

- Destination marketers are responsible for the marketing of destination images that can have a strong influence on tourists' decision and destination choices (Gursoy, et al., 2014).
- Destination image is volatile.
- It is essential for tour managers or destination marketers to develop customized communication strategies.
- A product or a service needs to exceed tourists' expectations.

Suggestions

- ▶ The fishing village should be focused on novelty, interaction, involvement, and meaningful aspects of tourist experience.
- ▶ Tourists can share unique experience and art or dance performing.



The Limitation of This Study

- ▶ Even though the number of participants in this paper is up to 342, it is a typical case of current phenomena for the respondents in the study.
- ▶ This cannot generate the whole population. This is the limitation of this study.





Future Research Directions

- Exploring the relationship of destination attributes, tourists' overall satisfaction and the intention of revisit at Chi-mei Islet, famous for Twin-heart Stone Weir, Penghu Archipelago;
- Exploring the relationship of tourists' loyalty, satisfaction and repeated visit in Penghu Archipelago;
- Exploring tourists' attitudes towards community building in Penghu Archipelago.



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