國立澎湖科技大學應用外語系

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

旅遊意象，遊客體驗及滿意度探討:

以澎湖吉貝嶼為例

學生姓名：陳宛禎　　　1105402013

陳妤瑄　　　1105402014

黃意雯　　　1105402024

黃宜芸　　　1105402044

指導老師：　　　王月秋　　　老師

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陳宛禎，陳妤瑄，黃意雯，黃宜芸

國立澎湖科技大學應用外語系

摘要

　　旅遊業已經成為區域經濟發展之一，可以在當地政府以及私人和公部門的成功利用下創造就業機會並帶來區域繁榮。旅遊意象是一個地方的形象，可以從全球旅遊業中創造獨特的形象和競爭優勢中得到益處。本研究旨在探討澎湖群島吉貝漁村的旅遊意象，遊客體驗和遊客滿意度之間的關係。這項研究有 342 位參與者（男性 152 位，女性 190 位）。問卷對全台灣的 342 名遊客進行調查，其中還包括去過吉貝島的澎湖當地人。回收率為 86％。結果表示旅遊意象(β= .695，t = 17.805，p 值<.05)對遊客體驗有正面影響。遊客體驗(β= .810，t = 25.512，p 值<.05)對遊客滿意度有正面影響。此外，旅遊意象(β= .671，t = 16.668，p 值<.05)對遊客滿意度有正面影響。根據研究結果顯示，自然景觀，交通便利，價格，住宿和旅遊路線以及海洋活動的多樣性為所有遊客所需求。研究也發現遊客對於水上活動符合期待、水上活動設備的安全維護、旅遊活動的行程安排及海水沙灘的清澈潔淨程度，都有很高的評價，但對於住宿環境以及餐飲價格合理的評價為中等。研究結果顯示，建議吉貝嶼將以自然與探險為主景點加以強化其旅遊意象，因其可能會影響遊客是否到吉貝遊玩之決定。旅遊意象在影響遊客的難忘回憶有顯著性與正面性。當遊客對已參與活動及事件並與當地人的友善互動及品嚐獨特和當地的美食感受時，若遊客感到難忘回憶和興奮，他們可能會對此獨特的旅遊體驗感到滿意。總而言之，因遊客喜歡嘗試不同的旅遊活動，取決於市場趨勢以及公眾對目的地的偏好或大眾媒體報導，所以旅遊意象是流動的。 最重要，產品或服務需求遠超出遊客的期待。 如此，遊客經由第一次購買得到的正面且充滿有意義的商品或服務時，將會提高重覆購買的意願。

關鍵字：旅遊目的地、旅遊意象、遊客體驗、重覆購買、遊客滿意度

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

Abstract

Tourism has become one of regional economic development that can generate job opportunities and brings regional prosperity while it is successfully utilized by local government as well as private and public sectors.　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.　This study is aimed at exploring the relationship of destination image, tourist experience and tourist satisfaction in terms of Jibei Fishing Village in Penghu Archipelago.　There were 342 participants (152 males and 190 females) in this study.　Questionnaire was administered to 342 tourists throughout Taiwan, including Penghu locals who had been to Jibei Islet.　The response rate was 86%.　The results show that destination image (β=.695, t=17.805, p-value <.05) positively influences tourist experience.　Moreover, tourist experience (β=.810, t=25.512, p-value <.05) positively influences tourist satisfaction. Besides, destination image (β=.671, t=16.668, p-value <.05) positively influences tourist satisfaction.　Based upon the results of this study, natural attraction, accessibility, price, accommodation and the diversity of tour itineraries as well as marine activities are demanding to all tourists.　The findings also revealed that respondents rated high on marine activities in terms of tourists' expectations, marine safety, travel itineraries, clean and clear beaches but moderate on accommodation facilities and food price. Based upon these findings, it can be recommended that Jibei fishing village enforces the destination image as a nature-based and adventure-based attractions that may influence visitors to deciding on their visiting.　Destination image influences tourists' memorable experience significantly and positively.　When tourists are excited about the memorable activities and events they have participated in, they may feel satisfied with the perceived unique experiences or interact with friendly local people and taste

unique and local food.　All in all, destination image is volatile because tourists like to try different tour activities, depending on market trends and what the public prefer or mass media report for a certain destination.　Most importantly, a product or a service needs to exceed tourists' expectations.　The repeated purchase for the tourists can be made after their post-purchase experience is positive and meaningful.

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Chapter 1

Introduction

Background

Tourism has been one of the largest and fastest growing industries in many countries.   Naturally, tourism has become one of regional economic development that can generate job opportunities and brings regional prosperity while it is successfully utilized by local government as well as private and public sectors. 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. Destination image is defined as "the sum of ideas, beliefs, impressions, expectations and emotional feelings that a person has for a particular destination" (Baloglue & McCleary, 1999; Akgun, et al., 2019, p. 1).   When tourists are positive about the specific destination and have good experience in traveling around the destination, their revisit intention may occur.   Thus, it is important to know what extent the destination image in the mind of tourists' impressions can influence their decisions in selecting destinations which have positive images and attract tourists to pour in.

This can be applied in Jibei Islet, Penghu Archipelago, which has abundant and rich history of 588 stone weirs as well as marine biodiversity creatures.   This study is aimed at exploring the relationship of destination image, tourist experience and tourist satisfaction in terms of Jibei Fishing Village.

Research Questions

Research questions are addressed as follows:

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.

The Significance of This Study

A lot of studies focus on the exploration of 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.

Chapter 2

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). Crompton (1979) also defines destination image as attitudinal construct of personal mental representation of knowledge (beliefs), feelings and global impression about an object or destination. Besides, Enright and Newton (2005) state that the destination image can be conceptualized as the combination of tangible and intangible components of the destination. Similarly, affective and cognitive components as well as unique image of a destination are also included. This can summarize that food service, shopping, information service, and traveling experience, hotel amenities, cultures, and price can significantly have a great impact on their decisions in choosing destinations (Aksoy and Kiyci, 2011).

2.2 Tourist Experience

On the other hand, tourist experience is related to "multiple interpretations of social, environmental and activity components of the overall experience" (Tussyadiah & Fesenmaier, 2009, p. 24). Tourist experience also refers to tourists' engagement, involvement, perception and participation in events, activities or tourist attractions at the destinations (Caru and Cova, 2007). Therefore, tourist experience is tourists' subjective mental states (Otto and Ritchie, 1996 cited in Mendes et al., 2010).

2.3 Tourist Satisfaction

Tourist satisfaction is the outcome of tourists' expectations and tourist experience at the destinations they visited (Pizam, Neumann & Reichel, 1978). Once the tourist experience exceeds their expectations, it may lead to tourist satisfaction. The higher satisfaction travelers have towards their trips, the more

likely they revisit a destination.   Naturally, tourist satisfaction may also lead to repeated purchase and positive words of mouth (Zeithaml, Berry & Parasurman, 1996).

H1: 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.   Therefore, tourist experience can significantly and directly affect destination image.

H2: Tourist experience and tourist satisfaction are statistically significant.

Oliver (1977) defined satisfaction as "a favorable reaction emerging from a positive assessment of consumption experiences" (p. 312).   Moreover, Machleit & Eroglu (2000) theoretically and empirically confirmed that positive emotions could lead to favorable satisfaction.   Therefore, positive tourist experience significantly and directly affects tourist satisfaction.

H3: Destination image and tourist satisfaction are statistically significant.

The image of a destination can play a key role in determining tourist satisfaction (Prayang, 2009).   When tourists are satisfied with the physical settings and outdoor recreation of a certain destination, they may intend to revisit it.   As a result, a more favorable image is likely to lead to higher level of tourist satisfaction (Chen and Phou, 2013; Prayang and Ryan, 2012).   Therefore, a positive destination directly and significantly affects tourist satisfaction.

From the above results, we can summarize and conclude that destination image, tourist experience and tourist satisfaction are interrelated with each other.
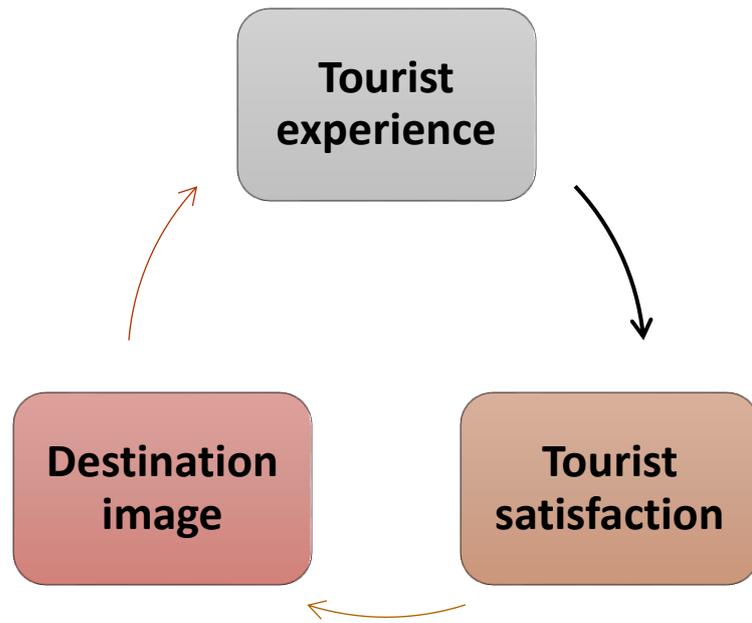
Figure 2.1 the Framework of This Study

Chapter 3
Methodology
Participants

There were 342 participants (152 males and 190 females) in this study. Their age levels ranged from 20 to 51 plus. Of those surveyed 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%). The participants' personal data were shown in Table 3.1.

Table 3.1.   Participants' Personal Data

Demographic	No	%	Demographic	No	%
Gender			**Residence**		
male	152	45%	north	126	36.8%
female	190	55%	central	62	18.1%
Age			south	58	17%
less than20	106	31%	East and official islets	96	28.1%
21-30	169	49.4%	**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%
Marital status			post-graduates	30	8.8%
single	287	83.9%	**Family annual income**		
married	55	16.1%	Under NTD300,000	99	28.9%
Occupation			NTD300,000~NTD500,000	62	18.1%
students	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%			
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, including Penghu locals who had been to Jibei Islet.

The questionnaire used 5-point Likert Scales.   Five attitudinal categories: "Strongly Agree (SA), "Agree" (A), "Neutral" (N), "Disagree" (D), and "Strongly Disagree" (SD) equated with the measured values of 5, 4, 3, 2, and 1.

There were two kinds of question types among the questionnaires: open-ended questions which allowed respondents to answer with their own words, and closed questions which required the respondents to select from a list of answers that were set up by the group members.   In this study, there were 31 closed questions, 2 multiple choices and one open-ended question.   Besides, there were 7 items for socio-demographic file of sample.

Qualitative Study

This study involves informal interviews, field study, and open-ended questions to interpret in-depth understanding of how participants felt, how they behaved and interpreted what they had seen.   The content analysis is made in the qualitative study.

Validity and Reliability

The questionnaire in the quantitative study and content analysis in qualitative study were reviewed by three experts.   In the quantitative study, the internal reliability coefficient (Cronbach's Alpha) of 31 items in the study was 0.933.   The nearer the result was above 0.75, the more internally reliable was the scale. Moreover, the construct validity of the questionnaire was good due to KMO larger than .50. This interprets that the more factors in common, the more they are appropriate to continue doing factor analysis. In short, the overall questionnaire was good enough to be analyzed.

Research Context

Jibei Islet lies in 5.5 kilometers north of Baisha Islet; its size is about 3.05 square kilometers.   It is a truly world-class natural landscape.   That is the reason why we choose this islet as our field study on account of 588 stone weirs as historical accounts of fishing traps for fishermen and natural beauty of magnificent column basalt as well as spectacular sight of 'Sand Tail' formed by corals and shells that were moved by the sea.

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, Northern part of Penghu, and giving out survey to those who were willing to get the survey done completely at Jibei Islet, Penghu and Taiwan.   Besides, we sent e-mails to friends and relatives for help. At first, only forty copies were served as a pilot study at an initial study.   The internal reliability coefficient (Cronbach's Alpha) was 0.96.   And then, we also asked two or three experts to check the validity of this survey.   After their approval,400 copies were given out to friends, tourists and local people in Penghu who had been to Jibei Islet.   Finally, the response rate was 86%.

Furthermore, to further examine whether what the participants were asked on the questionnaire was consistent with what they really wanted to say, an informal interview was conducted after the participants had completed their survey.

Data Analysis

The data from the survey was computer analyzed using Statistical Package for the Social Sciences (SPSS).   The participants' responses to open-ended questions were analyzed by using content analysis procedures.   Besides, to check the relationship between two or more variables, regression models were utilized in the study.   Overall, the multiple sources in both quantitative and qualitative studies were to ensure the validity of the data.

Chapter 4
Results

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

Table 4.1 Regression Model of Destination Image and Tourist Experience

Models	R	R²	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 (β=.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	R²	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 (β=.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	R²	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 (β=.671, t=16.668, p-value <.05) positively influences tourist satisfaction due to $F_{(1, 340)}$=277.827, p=.000. Therefore, H3 is supported.

In addition, tourists who are voluntarily willing to get interviewed made comments as follows:

Code #1
"This is my first time to come to Jibei Islet to do marine sports.   In addition to clean and clear water on the beaches, I enjoy spectacular basalt as well as different shapes of stone weirs as fishing traps.   The old houses are unique and delicate.   I love the windows decorated with seashells."

Code #2
"I am amazed at the beautiful scenery here.   I enjoy long and wide veggies made up of sandstones and coral reefs.   I think the early settlers were so wise that they could use the stones to plant vegetables and fruits.   Hopefully, this wide veggies can be well organized and utilized."

Code #3
"This place is worth revisiting because I can go swimming and snorkeling with my friends or my family.   Next time, I am going to bring my girlfriend to enjoy snorkeling tour."

Code#4
"It takes me 18 minutes to arrive at Jibei by boat.   It is a good access for me to tour around small islets in Penghu."

Code #4
"I think the mass media reported that Chi-Mei has Twin-heart Stone Weir in Penghu.   But, today, I find Jibei is a hometown to stone weirs, which are more than 88 fish traps.   Wherever I go, I can see any stone weirs at Jibei.   I enjoy the beautiful sunset and sunrise here, which are very magnificent here."

Code#5
"Penghu is a beautiful secret island, which has a lot of basalt geo parks and magnificent views of beaches.   At Jibei, I can feel the natural wonders of natural scenery in terms of spectacular basalts and stone weirs and unique

religious ceremony.   I think this place is worth visiting if the fishing village can be well-organized and different DIY tour activities."

We summarize the above quantitative and qualitative results.   The relationship of destination image, tourist experience and tourist satisfaction is interrelated and is statistically significant.   Thus, the results are shown as follows:
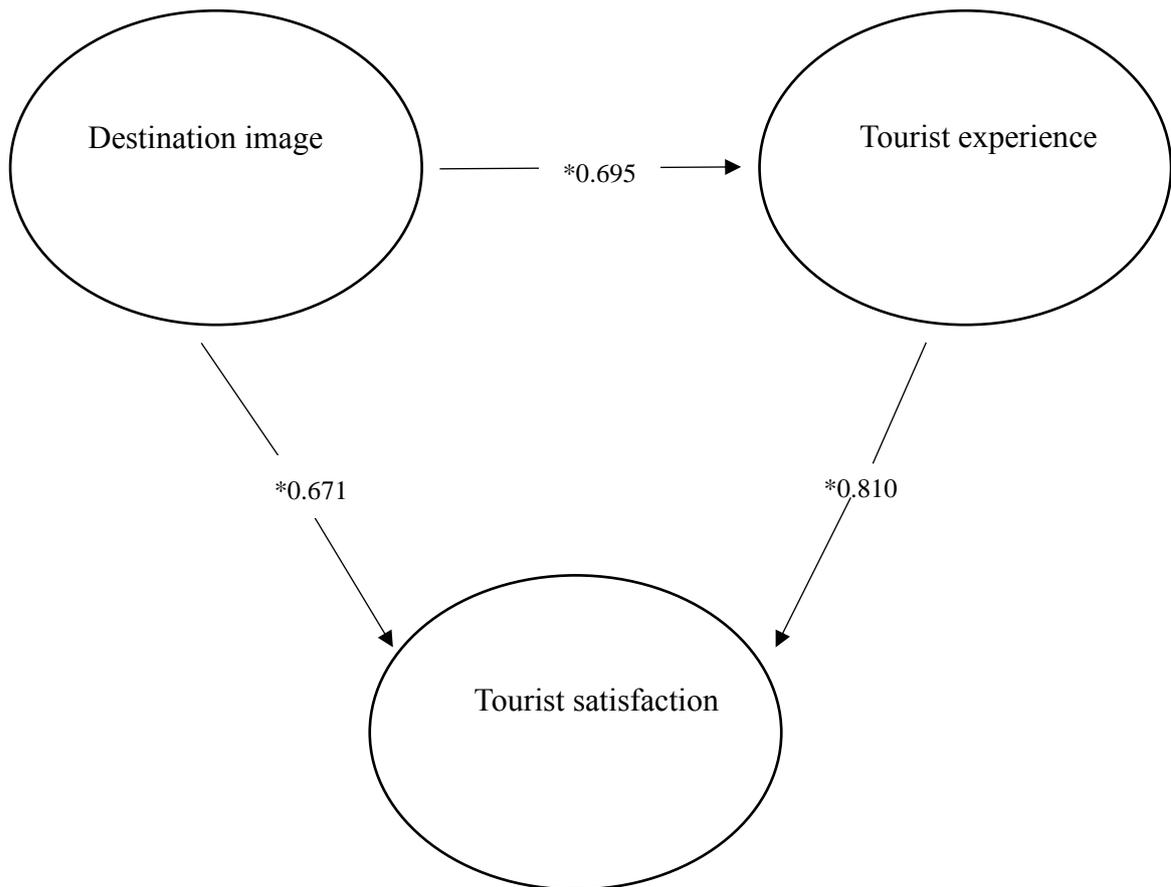

Figure 4.1 Result

Chapter 5
Discussion and Conclusions

In this study, there were 275 participants at the ages of 20 to 30 whose occupations were students as the majority.   The rest of the participants were 57 at the ages of 21 to up to 50 and 10 participants whose occupations were working in different ways of life at the age of 51 up.

Meanwhile, two hundred and eighty-one participants came to Jibei for doing marine sports.   Fifty-nine participants experienced stone weirs to look for fish traps. One hundred and seventy participants were engaged in natural sceneries by motorcycle. Only thirty-nine participants joined historical relics tours, including old buildings. Besides, fifty-seven participants experienced the life of a traditional fishing village. One hundred and thirty-six participants came to Jibei Islet for one-day tour.   One hundred and eighteen participants came to Jibei for two days.   Seventy-five participants joined three-day tours.   Only three participants stayed at Jibei Islet for four days.   Overall, almost 82% tourists (279) were satisfied with Jibei tour.   Their intention to revisit Jibei was up to 84.2%.   Almost 84% participants would recommend their friends, colleagues and relatives to visit Jibei Islet.   If there is any opportunity to join for the maintenance and DIY activities of stone weirs for fishing traps, 74.2% (254) tourists would like to come again.

The study findings confirm that destination image of Jibei Islet has significant influence on tourist experience on account of unique spectacular sceneries of abundant stone weirs in different shapes and marine activities such as scuba diving, fishing, and boating.   In this study, almost 78% of all participants agreed that Jibei Islet possessed biodiversity of ecological sceneries and almost 77% felt that Jibei Islet had rich and abundant stone weirs and magnificent column basalt.   Almost 78% tourists felt that Jibei had rich and biodiversity of sea creatures under the sea.   Therefore, almost 75% felt that Jibei was a good place to do ecological education for all the public.   Surely, almost 60% of all tourists supposed that the local B&B owners provided detailed interpretative service.   Therefore, 65% could experience fishing village life during their stay.   To sum up, almost 88% tourists could enjoy relaxing and stress-free holiday tours when they stayed at Jibei.

Based upon the results of this study, 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. Most importantly, unique attraction attributes of the destination are important components of unique cognitive image (Chahal and Devi, 2015). In short, destination image and tourists experience are interrelated with each other.

The findings also revealed that respondents rated high on marine activities in terms of tourists' expectations, marine safety, travel itineraries, clean and clear beaches but moderate on accommodation facilities and food price. This can shed light on the improvement of accommodation and catering services for the owners of restaurants and hotels or Bed & Breakfast (B&B). Based upon these findings, it can be recommended that Jibei fishing village enforces the destination image as a nature-based and adventure-based attractions that may influence visitors to deciding on their visiting. The fishing village also needs to work on service quality, multiple adventure programs, novel and creative DIY cultural activities to attract more tourists to enjoy the natural beauty of fishing village with more than 300 years old of historical relics as well as clean and clear beaches. By doing so, 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. Above all, product differentiation and brand extension are critical factors of survival for a destination in this globally competitive market where many country governments have been trying to grab at the intensive competition for tourist attractions throughout the world (Boit, 2014).

Furthermore, 85.1% respondents (291) in this study also felt that the local people should be responsible for cleaning up beaches and dealing with oceanic garbage from Asian countries such as China, Korea and Japan. It is time for the community people to think about how to integrate community volunteers and set up community seeds to create a sustainable development of this small islet. In this study, the majority of the respondents (82.1%) agreed that they did the right thing to visit the fishing village and almost 89% respondents expected this small islet to maintain fish resources and built up the coastal biodiversity to sustain marine resources beneath the sea. In other words, oceanic garbage has become a great challenge to Penghu Archipelago, including Jibei Islet. When waters are clean and clear, sea creatures can survive. Otherwise, one day our marine resources may be damaged and used up by oceanic garbage.

In addition to promoting tourists as well as local residents to love the Earth and protect the Earth and ocean from being polluted by picking up litters and not throwing away their garbage or plastic bags into the waters. In this sense, tourists and local

people can live happily and safely.

Jibei Islet has rich and unique cultural heritages, hospitality-oriented people and rich marine resources that are comparative advantages in tourism on account of small-market sizes.   Most of the local people rely on more tourism as service-oriented industry than fishing.   It is true that the small islet is always fragile to natural disasters, limited amount of water supply, and environmental degradation.   In such a case, it is suggested that local people work together to protect their hometown from being devastated.

The results of three hypotheses showed that all of the three hypotheses were supported.   Destination image influences tourists' memorable experience significantly and positively.   When tourists are excited about the memorable activities and events they have participated in, they may feel satisfied with the perceived unique experiences or interact with friendly local people and taste unique and local exotic food.   The enjoyable and pleasant moments may be served as a catalyst to the tourists' joyful experience in their minds.   High satisfaction may result in the tourists' intention of revisit (Mahadzar, et al., 2015).

As stated earlier, the fishing village should be focused on novelty, interaction, involvement, and meaningful aspects of tourist experience.   To satisfy the tourist' diverse needs, the owners of activities and shops can design meaningful and memorable events and activities to make tourists involved and engaged.   Through the interaction with friendly local people or staff, tourists can share unique experience and performing arts as well as activities by the involvement and engagement.   The community owners and activity mangers should also focus on enhancing the knowledge, skills and commitment of their employees or village people by means of supplying them with regular training and incentives (Majadzar, et al., 2015).

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).   Thus, the marketers should be aware of what tourists need and want to satisfy their needs and expectations.   How to promote destination images and achieve two-way communication between tourists and service providers are vital to the destination marketers.   All in all, destination image is volatile because tourists like to try different tour activities, depending on market trends and what the public

prefer or mass media report for a certain destination.   As a result, destination image is like a product. It requires to be carefully well-organized.

To increase tourists' involvement with experiential activities or events, it is essential for tour managers or destination marketers to develop customized communication strategies that can satisfy tourists' varying needs.   Most importantly, a product or a service needs to exceed tourists' expectations.   By doing so, tourists will be satisfied with the service or the product.   The repeated purchase for the tourists can be made after their post-purchase experience is positive and meaningful. Surely, giving rewards programs that are rewarded to frequent users can improve the tourists' involvement with an image of a product or a service.   Clearly, destination image, tourist experience and tourist satisfaction are interwoven with each other.

The Limitation of This Study and Future Research Directions

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.

The current study can be replicated at any other islet of Penghu Archipelago. Future research can be done as follows:
  • 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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Appendix

Dear Sir/ Madame:

This questionnaire focuses on tourism industry, the culture of a fishing village, ecological protection as well as maintenance and the treatment of oceanic garbage at Jibei Islet in order to create a community of the fishing village and develop merchandises or services in different industries.　The results of the questionnaire will be provided to local government, academic institutes and tourism practitioners so that visitors can deepen their understanding of natural landscapes, the culture of stone weirs and marine resources of Jibei well. Thank you for your cooperation.

Advisor: Associate professor Yueh-chiu Wang, National Penghu University

Advisees: Wan-Zhen Chen, Yu-Hsuan Chen, Yi-Yun Huang, Yi-Wen Huang

I. Tourists experience (5=Strongly Agree, 4=Agree, 3= Neutral, 2=Disagree, and 1=Strongly Disagree)

	5	4	3	2	1
1.Jibei Islet possesses diverse ecological landscapes.	☐	☐	☐	☐	☐
2. Jibei Islet possesses diverse ecological environments of stone weirs.	☐	☐	☐	☐	☐
3. Jibei Islet possesses rich and diverse biological resources.	☐	☐	☐	☐	☐
4. Jibei Islet possesses the values of ecological educational.	☐	☐	☐	☐	☐
5. Hotel or B&B service providers provide detailed interpretation service.	☐	☐	☐	☐	☐
6. I can fully experience the life of Jibei Fishing Village.	☐	☐	☐	☐	☐
7.I can achieve stress-free and relaxation.	☐	☐	☐	☐	☐
8.Overall, I am very satisfied with the eco-tour of Jibei Fishing Village.	☐	☐	☐	☐	☐

II. Destination Image

	5	4	3	2	1
1. Jibei Islet has developed tourism to attract tourists to experience the life of a fishing community.	☐	☐	☐	☐	☐
2. It is great for Jibei to have sales marketing	☐	☐	☐	☐	☐

activities of fishery specialty as well as products and develop the cultural features of a fishing community.					
3. Jibei has an ancient tradition of fishing village culture that has been passed down from generation to generation.	☐	☐	☐	☐	☐
4. It is important for Jibei to make the community clean and beautiful so that it can be unique to develop a typical fishing village.	☐	☐	☐	☐	☐
5. It is important for Jibei to maintain a clean environment of a fishing port and spectacular views.	☐	☐	☐	☐	☐
6. It is important for Jibei to clean up the beach and deal with oceanic garbage from China.	☐	☐	☐	☐	☐
7. It is important for Jibei to integrate community volunteers and set up community seeds.	☐	☐	☐	☐	☐
8. It is important for Jibei to enforce the coastal guarding and promote the conservation education of natural resources.	☐	☐	☐	☐	☐
9. It is important for Jibei to maintain fishing resources to develop sustainable utilization of marine resources.	☐	☐	☐	☐	☐
10. It is important for Jibei to promote tourists' civility so as to maintain the environmental protection of a fishing community.	☐	☐	☐	☐	☐
11. It is great for tour managers to help Jibei Islet develop fishery as leisure and entertainment.	☐	☐	☐	☐	☐
12. It is important for Jibei to set up tourism fishing markets to diversify the development of fishing community.	☐	☐	☐	☐	☐

III. Tourist satisfaction

	5	4	3	2	1
1. The sanitation of catering food is clean and safe.	☐	☐	☐	☐	☐
2. The accommodation environment is comfortable.	☐	☐	☐	☐	☐
3. Water activities can cater to tourists' expectations.	☐	☐	☐	☐	☐
4. The facilities and maintenance of water activities are good.	☐	☐	☐	☐	☐
5. The prices of dining as well as accommodation are	☐	☐	☐	☐	☐

reasonable.					
6. Travel itinerary is well-organized.	☐	☐	☐	☐	☐
7. The water of beaches is clean and clear.	☐	☐	☐	☐	☐
8. If I have an opportunity, I would like to visit Jibei again.	☐	☐	☐	☐	☐
9. I will introduce my friends and family to visit Jibei.	☐	☐	☐	☐	☐
10. I would like to experience the DIY activities of repairing stone weir in person.	☐	☐	☐	☐	☐
11. Overall, I am satisfied with this trip.	☐	☐	☐	☐	☐

IV. How do you feel about Jibei?

I.   What is the purpose of your visiting Jibei Islet? (You can tick more than one answers.)

(a) marine sports (b) experiencing stone weirs (c) natural scenery

(d) the visit of historical relics (e) folk customs

II.   Do you think that the days of traveling at Jibei Islet are appropriate to you?

(a)three days (b)two days (c)one-day tour (d) others

V.   What advice will you give for Jibei Fishing Community?

_____

VII. Personal data

1. Gender :☐male ☐female

2. Age : ☐under 20 ☐ 21~30 ☐ 31~40 ☐41~50 ☐above 61

3. Marital status : ☐single ☐ married

4. Occupation : ☐students ☐civil servants including the police officers

☐ agriculture/forestry/fishery/poultry ☐mining/manufacturing

☐business/information technology ☐service industry ☐housekeeping

☐none(including the retired people) ☐others_____

5. Residence:

☐Taiwan (☐North ☐Central ☐South ☐East and Offshore Island)

☐others_____

6. Educational level:

☐ below secondary school ☐ junior colleges ☐universities ☐

post-graduates

7. Family annual income:

☐under NTD300,000 ☐NTD300,000~NTD500,000

☐ NTD500,000~NTD700,000 ☐ NTD700,000~NTD900,000 ☐above

NTD900,000