

Structural Modeling of Cruise Destination Image, Travel Experience, and Behavioral Intention: A Case of Jeju Island

크루즈 기항지 이미지, 여행 경험, 행동적 의도 간의 영향 요인
구조 모형화: 제주도를 중심으로

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목 차

- I. Introduction
- II. Theoretical Background
- III. Methodology
- IV. Results and Discussion
- V. Conclusion

〈초 록〉

본 연구는 동아시아 지역 크루즈 관광 목적지에 대한 인식도를 제주도의 사례를 통해 조사하였다. 크루즈 관광과 관련된 주요 개념인 관광 목적지 이미지 및 선상 여행 경험, 여행 목적지 경험, 소비자 만족도, 행동적 의도 간의 관계를 구조방정식 모형을 통해서 조사하였으며, 탐색적 및 확증적 요인분석을 통해 관련 개념의 하부 이미지 차원을 도출하였다. 크루즈 관광 목적지로서의 제주도는 ‘청정성’, ‘자연환경’, ‘문화’, ‘편리함’, ‘레저활동’과 같은 주요 관광 이미지를 가지고 있는 것으로 판명이 되었으며, 이러한 이미지 요소는 선상 관광경험과 목적지 내 관광경험에도 영향을 미치며 여행자의 여행 만족도 및 행동적 의도에도 영향을 미치는 것으로 밝혀졌다.

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〈Abstract〉

The present research investigated cruise travel perceptions of Asian cruise destinations using Jeju Island as an example. The study also examined the hypothetical relationships among key constructs such as destination image, onboard cruise experience, cruise experience at destination, overall satisfaction, and behavioral intention, using Structural Equation Modeling (SEM). According to the survey results, the destination image of Jeju Island consisted of five domains: ‘Safety and Cleanliness’, ‘Natural Environment and Weather’, ‘Culture and Heritage’, ‘Convenience’, and ‘Leisure Activities’. The cruise travel experience also consisted of two domains: onboard cruise experience and cruise experience at destination. SEM results showed that overall image of cruise destination affected cruise travelers’ perceptions concerning onboard cruise experience and cruise experience at destination. Travelers’ perceptions directly affected travelers’ overall satisfaction. It also affected travelers’ behavioral intention.

Key words: Behavioral intention, Cruise destination image, Cruise travel experience, Jeju Island, Structural Equation Modeling (SEM)

I . Introduction

The cruise industry is one of the most highly developed and fastest growing tourism sectors. It has been attracting new investment and expanding its business areas. Most of the new investment is focusing on cruise tourism destinations in East Asia because of their strategic importance and potential. For example, 410 cruise ships were registered in 2014 as a member of the Cruise Lines International Association (CLIA) fleet, which is up from 393 in 2013. This is mainly due to the \$3.9 billion investment in the construction of new cruise ships for the East Asia market (CLIA, 2014).

As the cruise industry has developed, the importance of cruise tourism research has also emerged so as to support the sustainable development of cruise tourism. The current research trend of cruise tourism mainly consists of three directions: cruise tourists' behavior (Hung & Petrick, 2011b; Jones, 2011; Silvestre, Santos, & Ramalho, 2008), the economic impacts of cruise tourism (Dwyer & Forsyth, 1996; Henthorne, 2000; Seidl, Guiliano, & Pratt, 2007), and the onboard cruise experience (Gabe, Lynch, & McConnon Jr., 2006; Petrick, Li, & Park, 2007; Petrick & Sirakaya, 2004). However, most research has been limited to the issues of the cruise travel components, neglecting the significance of cruise destination. Indeed, a cruise destination (i.e. port of call) is also a crucial component of cruise travel because the cruise destination experience contributes to the overall experience of cruise travel.

In tourism research, travel destination is a core of tourism studies. Destination image has especially attracted much attention in tourism literature. The underlying idea of image studies is that a better understanding of destination image makes destination marketers and local administrators

perform their work more effectively. To expand knowledge of destination image, tourism scholars have researched it from various perspectives. One can categorize such topics into several research themes such as destination image formation (Baloglu & McCleary, 1999; Chon, 1991; Gartner, 1994; Lee, Lee, & Lee, 2005), components of destination image (Kim & Richardson, 2003; Lai & Li, 2012; Pike & Ryan, 2004), and specific roles of destination image in various tourism settings (Prayag, 2009; Qu, Kim, & Im, 2011). With respect to cruise tourism, cruise destination image is under the realm of destination image studies, but its theoretical and practical applications remain less explored in tourism literature. Particularly, the specific roles of cruise destination image are unknown even though the topic is what cruise tourism marketers really want to know about. The present research could fill such a gap.

Among Asian cruise destinations, Jeju Island is a rising star. Jeju Island is one of the largest volcanic islands in East Asia, and it is located in the southwest of the Korean Peninsula. Traditionally, Jeju Island has been famous as a honeymoon destination due to the natural scenery, warm climate, oceanic environment, and its image of cleanliness. Recently, Jeju Island has become a major cruise destination in East Asia. For example, in 2010, the number of cruise travelers who visited Jeju Island was only 55,243, but the number increased to 415,664 in 2013 (Korea Tourism Organization, 2014). Given that the total volume of the cruise market in Asia was 1.2 million passengers in 2012, the number of cruise travelers to Jeju Island indicates that it is a significant cruise destination in East Asia. Therefore, the present study focuses on the particular case of cruise tourism in the Asian cruise market, a fast-growing sector of the tourism industry, using Jeju Island as an example.

Given the research needs for the cruise destination image and Asian market, the present study aims to explore the Asian cruise destination image and to examine its influence on travelers' perceptions and experiences from an integrated research framework. The expected research contributions are (1) to reveal the image dimensions of Jeju Island as an Asian cruise destination and (2) to provide information about the specific role cruise destination image plays in regards to cruise traveler perception and cruise experience. Such information will be helpful for establishing marketing strategies to expand the Asian cruise market.

II. Theoretical background

1. Destination image

The importance of destination image in determining tourists' behaviors cannot be overstated (Chon, 1990, 1991; Hsu & Song, 2012; Pike & Ryan, 2004). Generally, destination image indicates the sum of beliefs, ideas, experiences, perceptions, and impressions of a travel destination (Crompton, 1979; Echtner & Ritchie, 2003; Hsu & Song, 2012). Many scholars have attempted to shed light on unique features of destination image using its definition. Table 1 summarizes the definition, suggesting a new concept of cruise destination image.

Table-1. Definitions of destination image and cruise destination image

Authors	Definition
Crompton (1979)	Sum of beliefs, ideas, and impressions that a person has of a destination
Chon (1990)	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination
Echtner and Ritchie (1991)	The perceptions of individuals destination attributes and the holistic impression made by the destination
Milman and Pizam (1995)	Visual or mental impression of a place, a product, or an experience held by the general public
Murphy, Pritchard and Smith (2000)	A sum of association and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Kim and Richardson (2003)	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time
Author	Definition of cruise destination image
The current study	Sum of beliefs, ideas, and impressions towards a cruise destination or port of call

Source: Adapted from Martin and Bosque (2008) and Zhang et al. (2014)

Traditionally, the role of destination image has received much attention from tourism scholars because destination image has surged as a very effective marketing tool to overcome some limitations of tourism destination marketing. The limitations are mainly due to unique characteristics of tourism products like intangibility and inseparability. It has been known that such characteristics affect travelers' decision making processes as well as their evaluation of trips after travel.

According to previous research, tourism scholars have reached a consensus on the general role of destination image in determining tourists' behavior: destination image is involved in the entire process of tourists' decision making (i.e. pre- and post-purchase behavior). Destination image affects tourists' destination selection decisions and evaluation of their travel experience as well as tourists' future behavior (Chen & Tsai, 2007; Lee et al.,

2005; Tasci & Gartner, 2007).

In recent tourism research, the role of destination image has become more specific through new findings from destination image research at various tourism settings. For example, some studies have confirmed that destination image mediated between key marketing constructs like past travel experience, intention to visit, and travel constraints (Chen, Hua, & Wang, 2013; Gibson, Qi, & Zhang, 2008). Prayag and Ryan (2012) identified that destination image significantly affects place attachment - an antecedent of tourists' loyalty to a tourism destination. Destination image has been confirmed as a crucial component of a destination brand, ultimately affecting tourists' overall perceptions of destinations (Hosany, Ekinci, & Uysal, 2006; Qu et al., 2011). Such new findings develop the role of destination image in determining tourists' behavior in contemporary tourism literature.

2. Cruise destination

Even though there have been lots of destination image research in general tourism, in cruise tourism studies, little has been known about the role of cruise destination image. Most cruise tourism research has focused on economic and social impacts of cruise tourism (Brida & Zapata, 2010; Chase & McKee, 2003; Mak, 2008; Scherrer & Doohan, 2014), travelers' onboard cruise experience (Brejla & Gilbert, 2014; Hung & Petrick, 2011a; Yarnal & Kerstetter, 2005), cruise travelers' motivation (Elliot & Choi, 2011; Hung & Petrick, 2012; Jones, 2011), and sustainability issues of cruise tourism (Hritz & Cecil, 2008; Klein, 2011; Lester & Weeden, 2004). However, some findings from other destination image studies (e.g. sun and sand destinations and coastal tourism destinations) provide evidence for understanding cruise

destination image because coastal destinations are located in similar places and share common components of destination image. Some destination image studies on sun and sand destinations provide a basis for analyzing cruise destination image components and their role concerning cruise tourists' post-purchase behavior. For example, Prayag (2009) summarized common images of sun and sand destinations, indicating that a destination's environment (e.g. beaches, white sand, and blue sea) is a commonly mentioned destination image component. Other image components include combinations of recreational opportunities, cultural attractions, social ambience, and atmospheres. Park and Njite (2010) explored destination image on Jeju Island. They indicated that the destination image consists of four components: environment, attractions, good monetary value, and good climate.

Unlike the general tourism experience at sun and sand destinations, the cruise tourism experience has a unique component of the travel experience – onboard cruise experience. The cruise tourism experience consists of the onboard cruise experience and the cruise destination experience. According to sun and sand destination image research, images of such destinations affect travelers' pre- and post-purchase behavior (Chen & Tsai, 2007; Park & Njite, 2010; Prayag, 2009). Previous destination image research also confirmed that destination image affects tourists' perceptions of perceived quality of travel, positively affecting the overall travel experience (Lee, 2009; Qu et al., 2011; Zhang, Fu, Cai, & Lu, 2014). Therefore, one can hypothesize that a favorable cruise destination image leads to positive cruise travel experiences (i.e. onboard cruise experience and cruise destination experience), higher satisfaction, and positive behavioral intention. Therefore, the first four research hypotheses are as follows:

H1: The image of Jeju Island positively affects onboard cruise experience.

H2: The image of Jeju Island positively affects cruise destination experience.

H3: The image of Jeju Island positively affects tourist satisfaction.

H4: The image of Jeju Island positively affects tourist behavioral intention.

3. Travel experience

As tourism is a service-based industry, service quality is a crucial factor affecting tourists' travel experience. Generally, travel experience is the travelers' internal and subjective responses to any direct or indirect contact during travel (Carreira, Patrício, Natal Jorge, Magee, & Van Eikema Hommes, 2013). Interactions between travelers and tourism service providers are an important source for travel experience. Thus, the outcome of such interactions is service quality.

Generally, service marketing scholars contend that service quality is the customers' overall evaluation of service delivery (Bolton & Drew, 1991; Gustafsson, Johnson, & Roos, 2005). It can be defined in a number of ways, including the comparison between customer expectation and real performance of service (e.g. SERVQUAL) (Anderson, 1973; Asubonteng, McCleary, & Swan, 1996; Bolton & Drew, 1991) or customer performance perceptions (e.g. SERVPERF) (Cronin & Taylor, 1994).

In cruise tourism, these paradigms are widely used to examine cruise service quality (Petrick, 2004; Qu & Ping, 1999). However, such attempts have been focused on the onboard cruise experience rather than the overall cruise travel experience. More specifically, a cruise destination experience - an important component of the overall experience - has been typically neglected in cruise tourism literature. For example, Lobo (2008) applied the

SERVQUAL scale to measure cruise service quality, showing that the five dimensions of the SERVQUAL scale (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) correlated with overall customer satisfaction. However, Lobo's research did not consider the influence of the cruise destination experience on customer satisfaction even though the destination experience is a part of overall cruise travel experience.

Some researchers introduced a new construct - perceived value of the cruise experience - into cruise travel experience research (Duman & Mattila, 2005; Petrick, 2004). However, such an approach also underestimated the influence of the cruise destination experience on cruise travelers' overall satisfaction. Recently, Hwang and Han (2014) identified eight cruise experience factors such as food quality, service quality, staff/crew attractiveness, entertainment, ship facilities, programs/places for children, cabin quality, and ports of call. They included the cruise destination experience into cruise experience research. Brejla and Gilbert (2014) conducted web-based content analysis on cruise travelers' reviews, suggesting that the cruise destination experience (e.g. shore excursions) is a crucial factor to influence overall travelers' satisfaction.

Such research findings indicated that the overall cruise experience includes the cruise onboard experience and the cruise destination experience. Therefore, both cruise experience constructs need to be integrated into the cruise research framework. These travel experience constructs (e.g. cruise on-board experience and cruise destination experience) are also assumed to have internal relationships between them. Murphy et al. (2000) provided a conceptual model for the destination product and travel experience, insisting that the tourist destination experience is affected by various destination environments and service infrastructure.

Given that a cruise ship functions as a floating resort to support cruise tourists' travel to a cruise destination, once the cruise ship anchors at a cruise destination, it becomes a significant component of the cruise destination. Moreover, the cruise ship is a place where cruise tourists spend most of their travel time. Therefore, one can assume that onboard cruise experience affects overall cruise travel experience and cruise destination experience. Consequently, the quality of cruise travel plays an important role in determining travelers' satisfaction on their trip. Studies in tourism marketing have revealed that travel experience is a form of service quality, and travel experience and satisfaction are closely related concepts. Researchers generally agree that perceived quality of travel directly affects satisfaction. The study suggests three additional research hypotheses as follows:

H5: Onboard cruise experience positively affects the cruise destination experience.

H6: Onboard cruise experience positively affects tourist satisfaction.

H7: Cruise destination experience positively affects tourist satisfaction.

4. Behavioral intention

Among preferred marketing outcomes, a marketer's primary concern is customers' repurchase behavior because it is a significant key for business success. According to the theoretical framework of Bagozzi (1992), the customers' attitudes or evaluations could affect their future intentions. The intention in turn affects future behavior. The framework is called the Theory of Planned Behavior. The theory says that repurchase behavior can be predicted by behavioral intention.

In service marketing literature, customer satisfaction has been regarded as a good predictor of consumers' future intentions (Baker & Crompton, 2000; Chen & Chen, 2010; Petrick, 2004) because satisfaction is a cognitive evaluation of service quality. Because of its ability to predict customers' behavioral intention (i.e. repurchase intention), an understanding of customer satisfaction has become an essential topic of marketing research. Moreover, the service marketing scholars have identified the crucial function of service quality and satisfaction in forming customer behavioral intentions (Taylor & Baker, 1994). Such findings can be applied in tourism literature because the tourism industry is one of the main service industries. The study suggests an additional research hypothesis as follows:

H8: Tourist satisfaction positively affects behavioral intention.

III. Methodology

1. Survey design

1) Survey instrument

To test hypothetical relationships among the constructs, survey instruments were developed utilizing previous destination image studies and cruise experience studies (Chen & Tsai, 2007; Duman & Mattila, 2005; Echtner & Ritchie, 2003; Petrick, 2003; Petrick, Tonner, & Quinn, 2006) as shown in Table 2.

Table-2. Model construct and sources of survey instruments

Construct	Construct component	Source of measurement
Destination image	General feature of destination image	Chen and Tsai (2007)
	Specific feature of destination image	Echtner and Ritchie (2003)
	Multi-dimensional nature of destination image*	San Martín, Rodríguez Bosque (2008)
Cruise destination experience	Travel experience quality	Petrick, Tonner, and Quinn (2006).
Onboard cruise experience	Facility, F&B, and Service Quality	Qu and Ping (1999), Petrick (2003)
Satisfaction	Overall satisfaction	Duman and Mattila (2005)
Behavioral intention	Revisit intension and willingness to recommend	Baker and Crompton (2000), Duman and Mattila (2005)

* The authors refereed the second order factor structure of destination images and latent variables

Table 2 indicates how to develop survey instruments using previous research. All constructs were measured using a seven-point response scale (1 = strongly disagree; 7 = strongly agree). The questionnaire consisted of six main components: measuring cruise destination image, cruise destination experience, onboard cruise experience, overall satisfaction, behavioral intention, and the participants' demographic information.

2) Data collection

The surveys were given at an East Asian cruise program. Participants were sampled on eight separate 4-day voyages from Busan to Jeju Island, a famous tourism destination in East Asia. According to De La Viña and Ford's classification (2001), the cruise line utilized in the present research could be categorized as a middle market (i.e. daily cost ranging from \$200 to \$350). A survey questionnaire was placed into each cruise cabin; a total of 200 questionnaires were distributed to 200 travel groups. At the end of cruise trips, crew members gathered 140 questionnaires from cruise travel

parties, resulting in 115 usable samples after screening incomplete samples. The survey yielded a response rate of 57.5%. According to Kline (2005), a data set of 100~200 cases is classified as a medium-size data sample, which is suitable for a non-complexed structural model. To get a parsimonious Confirmatory Factor Analysis (CFA) model, we used the item-parceling strategy in the second-order CFA model, handling such a model complexity issue (Bandalos, 2002; Hall, Snell, & Foust, 1999). Given that each cruise cabin is shared by a travel party which consists of 2~4 travelers and shares similar cruise travel experiences, a response to the questionnaire represents travel party members' shared opinions. The CFA results also show no Heywood case (Kline, 2005, p. 114), indicating that the sample is big enough to test hypothetical relationships. Such results show the effectiveness of item-parceling strategies in the current research.

2. Data analysis

1) EFA and CFA

To investigate cruise destination image components and cruise travel experience, Exploratory Factor Analysis (EFA) was conducted on the cruise destination image measurement items and the cruise travel experience measurement items. To evaluate the goodness of the measurement model, CFA with a second-order factor model was performed again.

EFA is a multivariate statistical technique to explore the underlying structure among the variables in the data set. The fundamental concept of EFA is data summarization, giving a clear understanding of data to researchers. To be specific, it provides the researcher with significant information about how many factors are required to summarize the data. EFA results usually

play as a basis for other multivariable analysis techniques (Hair, Black, Babin, Anderson, & Tatham, 2006). For example, a researcher utilizes multiple measurement items to measure travelers' perceptions. However, such an approach also brings the complexity of data interpretation. EFA could be an answer for the situation because the analysis technique categorizes measurement items, revealing meaningful information (i.e. factors).

CFA is a way of investigating how well measurement items represent a factor (i.e. construct). In EFA, it is assumed that every measured variable is related to all factors by a factor loading estimate. In contrast to EFA, CFA assumes that measured variables belong to specific factors because CFA is theory-based, providing a confirmatory test of a measurement theory. It specifies how measure variables logically stand for construct in the research model.

2) SEM

Structural Equation Modeling (SEM) is a multivariate technique that includes both aspects of confirmatory factor analysis and multiple regression models. SEM enables researchers to simultaneously investigate causal relationships among the measured variables and latent constructs, supporting hypothesized relationships. It has been known by as many names such as latent variables analysis, covariance structure analysis, and the LISREL model. The core of SEM is its ability to examine unobserved constructs such as destination image.

In the present research, the author has tried to measure unobserved constructs like destination image, travel experience, and travelers' behavioral intention using SEM. In the beginning of tourism research, some scholars tried to examine such constructs. However, conventional research methodologies

could not resolve measurement issues and difficulties of testing hypothetical relationships among unobserved constructs. SEM should be a key for such an issue, enlightening researchers in unexplored research areas.

3) Analytical procedure

The current research took the following analytical steps. The author explored the potential dimensions of destination image, travel experience, and destination experience using EFA. After conducting EFA, the researcher incorporated statistical results and destination image theories into the hypothetical model, checking the model by CFA. Structural Equation Modeling (SEM) was then conducted to examine the causal relationship among key research constructs: destination image, cruise destination experience, onboard cruise experience, overall satisfaction, and behavioral intention.

IV. Results and Discussion

1. Descriptive information

Table 3 shows the respondents' descriptive information, indicating that 30.7% of respondents had previous cruise experience. 67% of respondents were females and 33% were male. An age group of "25-34 years" and an age group of "35-44 years" accounted for 50.88% of respondents. The average household income was \$30,000 - \$40,000 in USD.

Table-3. Demographic Profile of Respondents

	Freq.	Pct.		Freq.	Pct.
Age			Income		
18-19	16	14.04	Below \$10,000	12	11.32
20-24	35	30.7	\$10,001 - \$20,000	16	15.09
25-34	16	14.04	\$20,001 - \$30,000	18	16.98
35-44	23	20.18	\$30,001 - \$40,000	15	14.15
45-54	17	14.91	\$40,001 - \$50,000	13	12.26
55+	7	6.14	\$50,001 - \$60,000	9	8.49
Education			\$60,001 - \$70,000	6	5.66
Primary	4	3.51	\$70,001 - \$80,000	12	11.32
Secondary	10	8.77	\$80,001 - \$90,000	1	0.94
High school	16	14.04	Above \$90,000	4	3.77
University	73	64.04	Gender		
Post graduate	11	9.65	Male	38	33.33
			Female	76	66.67

2. Exploratory factor analysis results

Table 4 shows the results of exploratory factor analysis for cruise destination image. According to statistical criteria, an eigenvalue of 1.0 was used for factor extraction and loadings of .45 were used for item inclusion (Hair et al., 2006).

Table-4. Exploratory Factor Analysis Results for Cruise Destination Image

Constructs and Items	Factor Loading	Mean	Eigenvalue	Construct Reliability
Safety and Cleanliness (DI1)			9.06	.84
1. The destination is safe and secure.	0.682	5.71		
2. The destination is clean.	0.843	5.73		
3. The destination is friendly.	0.704	5.39		
4. The destination has a tranquil atmosphere.	0.749	5.27		
Natural Environment and Weather (DI2)			1.95	.75
5. The destination has pleasant weather.	0.777	4.48		
6. The destination has wonderful scenery.	0.790	5.45		
7. The destination has unspoiled wilderness.	0.533	5.31		
Culture and Heritage (DI3)			1.39	.87
8. The destination has a variety of entertainment.	.729	5.00		
9. The destination has tempting cultural events and festivals.	.762	4.39		
10. The destination has a variety of shows and exhibitions.	.662	5.05		
11. The destination has distinctive history and exhibitions.	.524	4.8		
12. The destination has vintage buildings.	.536	4.78		
Convenience (DI4)			1.21	.81
13. The destination has a wide selection of restaurants/cuisine.	.569	4.84		
14. The destination has a wide variety of shopping facilities.	.742	4.96		
15. The destination has easy access to the area.	.668	4.82		
16. I feel comfortable at the destination.	.455	5.08		
Leisure Activities (DI5)			1.02	.84
17. There are exciting water sports.	.860	3.59		
18. There is a variety of outdoor recreations.	.640	4.49		
19. Attractions are reasonably priced.	.721	4.11		
20. There is good bargain shopping.	.591	4.27		
Total % of variance explained			73.23%	

Twenty image items were obtained, resulting in five dimensions that accounted for 73.23% of the total variance of exploratory factor analysis. Each dimension was labeled based on highly loaded items and common characteristics. For example, dimensions were labeled as ‘Safety and Cleanliness’ (Dimension 1), ‘Natural Environment and Weather’ (Dimension 2), ‘Culture

and Heritage' (Dimension 3), 'Convenience' (Dimension 4), and 'Leisure Activities' (Dimension 5). To examine the influence of overall destination image on tourist perceptions, the study used each destination image dimension as an indicator for the overall destination image construct. Given that the construct reliability of each dimension is more than .70 (ranging from .75 to .87), the study utilizes each dimension as an indicator for the second-order measurement model (Hair et al., 2006, p. 816; Kline, 2005, pp. 198-200).

Table 5 presents the results of EFA on cruise travel experience, showing that the cruise experience consists of two sub-dimensions: cruise destination experience and onboard cruise experience. According to statistical criteria, measurement items for cruise travel experience account for 84.42% of the total variance. Mean values of most measurement items indicated more than 5, meaning that travelers perceived good quality for their travel experience.

■ Table-5. Exploratory Factor Analysis Results for Cruise Travel Experience ■

Constructs and Items	Factor Loading	Mean	Eigenvalue	Construct Reliability
Cruise destination experience			4.00	.90
1 Ports of call (destinations) are attractive. (DE1)	.849	5.35		
2 Destination choice is good. (DE2)	.901	5.22		
3 Itinerary to destinations is well organized. (DE3)	.883	5.23		
Onboard cruise experience			1.06	.89
4 This cruise ship has outstanding facilities. (OE1)	.745	5.78		
5 The quality of F&B is good. (OE2)	.911	5.41		
6 The quality of service delivery is good. (OE3)	.921	5.62		
Total % of variance explained			84.42 %	

Table 6 presents measurement items for tourist satisfaction and behavioral intention. The items are very common in tourism literature and all tested in previous studies.

Table-6. Measurement Items for Satisfaction and Behavioral Intention

Constructs and Items	Factor Loading	Mean	Eigenvalue	Construct Reliability
Satisfaction			1.639	.77
1. Overall, I satisfied with this cruise program. (SA1)	0.905	5.87		
2. It appears to be a good bargain. (SA2)	0.905	5.71		
Total % of variance explained			81.97%	
Behavioral Intention			2.472	.89
1. I will participate this program again in the future if port of call is different. (BI1)	0.888	5.74		
2. I will participate this program again in the future regardless of port of call. (BI2)	0.886	5.50		
3. I have a willingness to recommend this program to other people. (BI3)	0.947	5.85		
Total % of variance explained			82.40 %	

With the results of the exploratory factor analysis for destination image components, the present researcher utilized factor constructs as parceled items to create a balanced measurement model. Table 7 shows the correlation table of measurement items.

Table-7. Correlation Table of Measurement Items

	DI1	DI2	DI3	DI4	DI5	DE 1	DE 2	DE 3	OE 1	OE 2	OE 3	SA1	SA2	BI1	BI2	BI3
DI1	1.000															
DI2	0.532	1.000														
DI3	0.555	0.521	1.000													
DI4	0.517	0.475	0.731	1.000												
DI5	0.418	0.535	0.639	0.662	1.000											
DE1	0.528	0.494	0.558	0.535	0.414	1.000										
DE 2	0.422	0.437	0.617	0.615	0.540	0.732	1.000									
DE 3	0.518	0.504	0.596	0.601	0.523	0.754	0.826	1.000								
OE1	0.420	0.222	0.428	0.418	0.310	0.513	0.531	0.604	1.000							
OE 2	0.407	0.229	0.415	0.426	0.325	0.472	0.449	0.497	0.678	1.000						
OE 3	0.476	0.253	0.387	0.366	0.305	0.471	0.432	0.492	0.694	0.864	1.000					
SA1	0.505	0.329	0.415	0.462	0.340	0.589	0.525	0.640	0.629	0.559	0.580	1.000				
SA2	0.450	0.234	0.340	0.377	0.338	0.623	0.538	0.559	0.574	0.537	0.558	0.639	1.000			
BI1	0.540	0.299	0.458	0.413	0.380	0.533	0.473	0.528	0.539	0.517	0.561	0.698	0.564	1.000		
BI2	0.488	0.268	0.424	0.485	0.381	0.522	0.455	0.607	0.613	0.572	0.610	0.756	0.643	0.788	1.000	
BI3	0.431	0.293	0.435	0.426	0.339	0.448	0.444	0.566	0.501	0.399	0.436	0.632	0.498	0.634	0.783	1.000

3. Confirmatory factor analysis results

To assess the overall model fit of the measurement model, CFA was conducted using STATA 13. Table 8 shows the CFA results, indicating that the overall fit of the measurement model was acceptable. The results show that the measurement model fits the data appropriately ($\chi^2 = 142.71$, $df = 94$, $p = 0.001$, $\chi^2/df = 1.518$, $CFI = .965$, $TLI = .955$, $RMSEA = .067$).

Table-8. Results of Confirmatory Factor Analysis

Construct	Items	Standardized Factor Loading	Construct Reliability	Average Variance Extracted
Destination Image	DI1	.653	.86	.57
	DI2	.637		
	DI3	.853		
	DI4	.840		
	DI5	.752		
Cruise Destination Experience	DE1	.832	.90	.77
	DE2	.884		
	DE3	.922		
Onboard Cruise Experience	OE1	.761	.89	.76
	OE2	.915		
	OE3	.933		
Satisfaction	SA1	.846	.77	.64
	SA2	.755		
Behavioral Intention	BI1	.826	.89	.75
	BI2	.803		
	BI3	.961		

$\chi^2 = 142.71$, $df = 94$, $p = 0.001$, $\chi^2/df = 1.518$, $CFI = .965$, $TLI = .955$, $RMSEA = .067$

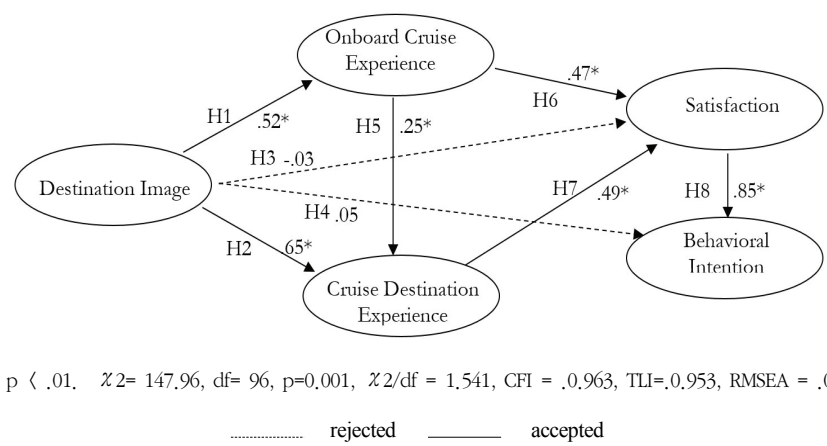
Table 9 shows the correlation table of exogenous latent variables: destination image, cruise destination experience, onboard cruise experience, overall satisfaction, and behavioral intention.

Table-9. Correlation Table of Exogenous Latent Variables

	DI	DE	OE	SA	BI
Destination Image (DI)	1.000				
Cruise Destination Experience (DE)	0.710	1.000			
Onboard Cruise Experience (OE)	0.481	0.585	1.000		
Satisfaction (SA)	0.510	0.694	0.688	1.000	
Behavioral Intention (BI)	0.546	0.608	0.630	0.760	1.000

4. Structural equation modeling results

To test Hypotheses 1 through 8, the researchers conducted SEM analysis. Figure 1 presents the results of the proposed model. Regarding the hypothetical relationship between destination image and cruise travel experience, destination image significantly affects cruise travel experience, supporting Hypotheses 1 and 2. However, destination image does not significantly affect cruise travelers' satisfaction and behavioral intention, rejecting Hypotheses 3 and 4. Cruise travel experience significantly influences traveler satisfaction, supporting Hypotheses 6 and 7. Such results indicate that destination image indirectly affects traveler satisfaction and that travel experience is a mediator variable. The relationship between onboard cruise experience and cruise destination experience was confirmed by Hypothesis 5, indicating that the onboard cruise experience significantly influences the cruise destination experience. In terms of the antecedent of behavioral intention, traveler satisfaction significantly affects traveler behavioral intention, supporting Hypothesis 8. Such results are consistent with previous research.



■ Figure-1. Results from the Proposed Structural Equation Model ■

5. Discussion

The present study attempted to examine how destination image affects cruise tourists' perceptions of their travel experience, satisfaction, and behavioral intention. The study identified the image dimensions of Jeju Island - one of the most popular cruise destinations in Asia - and cruise experience components (i.e. cruise destination experience and onboard cruise experience), examining the hypothetical relationships among key constructs.

Overall, the results from the structural model revealed that destination image affects cruise travelers' perceptions of their travel experience, indirectly influencing traveler satisfaction and behavioral intention with mediating effects on the travel experience. Such findings extend the knowledge of roles of destination image on traveler behavior. More specifically, the results confirm the previous argument that destination image affects perceived quality of travel experience, satisfaction, and behavioral intention. However,

the current study found a significant difference from previous research. Contrary to previous research, the present study found that the antecedent of travel experience is favorable destination image. The consequence of travel experience is travelers' satisfaction, delivering the influence of destination image to satisfaction and behavioral intention. In general service marketing literature, the Quality - Satisfaction - Behavioral intention sequence model is dominant, insisting that a major antecedent of satisfaction is the quality of a product, and that the consequences of satisfaction are behavioral intentions (Chi & Qu, 2008). In tourism literature, such relationships have been empirically proven. The present research augmented the existing model, applying it to tourism research.

The present research provided the image dimensions of Jeju Island as an Asian cruise destination. Given the importance of Jeju Island as a typical cruise destination in East Asia, research results should be helpful for Asian cruise destination marketers. According to EFA results, the cognitive image dimensions include “Safety and Cleanliness”, “Natural Environment and Weather”, “Culture and Heritage”, “Convenience”, and “Leisure Activities”. Such image components are very similar to a typical “Sun and Sand Destinations”. Because the present study is the first attempt to identify a cruise destination image, the researchers utilized the findings of sun and sand destination image studies. Those destinations are similar to cruise destinations in terms of the environment and geographical location. According to the results, destination marketers and local administrations should pay attention to the image dimensions because new tourism products and attractions could be developed by the combination of such dimensions.

In terms of travelers' perceptions of cruise travel experience, results show that the cruise travel experience consists of cruise destination experience and

onboard cruise experience. Previous cruise travel studies focused on the onboard cruise experience, travelers' satisfaction, motivation, and perceived value (Park & Petrick, 2009; Petrick, 2003). Those studies underestimated the importance of the cruise destination experience. However, the present study showed that the cruise experience consists of two main cruise travel experience components, the onboard cruise experience and the cruise destination experience. According to statistical results, destination image affects both travel experience components. Additionally, the study examined structural relationships between the two components of the cruise travel experience, showing that the onboard cruise experience positively affects the cruise destination experience.

V. Conclusion

This study has important theoretical and marketing implications. The present study sheds light on a neglected but important cruise tourism component: cruise destination image. Even though the cruise destination image is an important marketing construct, most marketing activities have focused on the cruise experience rather than the experience of the cruise destination. This is because the cruise experience itself is new to most travelers (Hung & Petrick, 2012; Lobo, 2008; Sun, Feng, & Gauri, 2014). However, it has been revealed that the cruise destination component is one of the significant components of cruise travel. Therefore, local administrations (i.e. Jeju Island Administration) and marketers should recognize destination image attributes, leveraging such unobserved components into a destination marketing program.

Local administrations and cruise destination marketers also should understand that the cruise travel experience is an important factor affecting

the cruise destination experience. The cruise destination and the cruise ship are complementary in cruise travel. If destination experience and cruise experience are harmonized, the travelers' satisfaction will be improved. Thus, the cruise industry and cruise destination administrations need to collaborate with each other to conduct effective marketing programs.

Despite the useful implications of the study, it is not free from research limitations. The study conducted several surveys at a famous Asian cruise destination, Jeju Island in South Korea. Therefore, the study is limited by utilizing passengers who visited that particular cruise destination. Thus, further research needs to be conducted to be able to generalize the current results. In addition, the study investigated an Asian cruise destination image by utilizing destination attribute items. It focused on the cognitive image of an Asian cruise destination. Such an approach is a conventional way to identify destination image. However, further research is needed to consider cognitive and affective destination image to potentially provide knowledge about specific roles of cognitive and affective destination image.

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