

Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island

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ABSTRACT

This study explores the relationships among destination attributes, Chinese travelers' experience quality, trip satisfaction, and intention to revisit the destination, taking Jeju Island as an example. A total of 286 responses were collected using the paper-based survey. The data was analyzed utilizing confirmatory factor analysis (CFA) and structural equation modeling (SEM). The results show that the various destination attributes influence Chinese tourists' experience quality either positively or negatively. The quality of experience plays a role as a significant antecedent of tourists' trip satisfaction as well as mediator between a destination attribute and satisfaction. The effect of trip satisfaction on intention to revisit the island is also significant. This research reveals the underlying process of forming Chinese travelers' intentions for island tourism taking their perceptions of destination attributes, experience quality and trip satisfaction into account. Based on the results, theoretical and practical implications, limitations, and suggestions for future research are discussed.

1. Introduction

The word 'island' generates certain visions of being in an unusual space and deviating from a daily routine. As islands can provide dissimilar speeds of life styles from everyday life (Baldacchino, 2016), they are considered as attractive destinations among visitors. In addition, island tourism features vulnerability, isolation, and peripherality (Lim & Cooper, 2009). With such features of an island destination, tourism plays a key role in influencing international/domestic visitors on an island (Cheng & Lu, 2013), creating uncommon feelings and experiences of romance, escapism, and exoticism as well as different culture and nature to tourists (Hall, 2010; Sharpley, 2012). As such, the uniqueness of an island's culture and physiography, which are derived from its isolation of location, appears to be one of the prevailing reasons to travel the island (Harrison, 2001). On the other hand, island destinations naturally owe to several issues, such as limitation of transport and communication due to the remoteness and occurrence of natural or artificial incidents. Nevertheless, the weaknesses are ironically considered as the strengths of island destinations as they can provide exceptional traditions, cultures, and nature to tourists (Scheyvens & Momsen, 2008). Sharpley (2012) also stated that the drawbacks of islands are the pull factors at the same time. To this point, such geographical distance from mainland redounds to the attractiveness and exoticism of islands (Ridderstaat & Nijkamp, 2016), which calls for the

needs of persistent management of island tourism for the long-term period.

Previous studies on island tourism center on its development and sustainability (Allahar, 2015; Lim & Cooper, 2009). To continue maintaining and improving island tourism, an island should be holistically managed since its overall attributes that organize tourists' experiences deliver powerful effect on the tourists' favorable attitudes toward the island, which in turn, elicits behavioral intentions (Cheng & Lu, 2013; Cheng, Wu, & H., & Huang, L. M., 2013). The existing studies also put emphasis on how tourists perceive the overall image of an island as a tourism or festival attraction (Hunter, 2010; Park & Njite, 2010). However, to the best of our knowledge, the existing research overlooks the effect of destination attributes on tourists' perceptions of trip experiences, which can generate their satisfaction and revisiting intention. Moreover, little research explores the aforementioned factors in a niche market (Chinese travelers) in a niche theme of tourism, especially in island tourism. To fill the research gap, this study attempts to capture how tourists perceive their experiences under the effect of island destination attributes and their relationship with trip satisfaction and intention to revisit the island. In addition, while the existing studies mostly use destination attributes in an aggregated manner to measure a single construct such as destination image and tourist experience, this study delves into how Chinese travelers' trip satisfaction and revisiting intention toward an island attribute to each destination attribute and

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dimension of experience quality. This research takes Jeju Island as an example case in island tourism as it seizes the largest portion of island tourism in South Korea, in which Chinese travelers occupy the highest proportion among international visitors (JTO, 2015).

More specifically, this study aims to 1) investigate the influence of destination attributes on experience quality perceived by Chinese travelers on an island; 2) examine the effect of Chinese travelers' experience quality on subsequent variables (e.g., trip satisfaction and intention to revisit an island); and 3) explore the mediating effect of experience quality between destination attributes and trip satisfaction. In the following sections, more details on the literature review, method, and discussion of outcomes are provided. The findings of this research will contribute to understanding the underlying process of building Chinese travelers' intentions to revisit an island destination through their perceptions of an island's attributes, experience quality and overall satisfaction with trips.

2. Literature review

2.1. Jeju Island

Jeju Island is the largest island located in the Southwestern part of South Korea with over 620,000 residents as of 2015. Fig. 1 displays the location of the island in South Korea. The reputation of the island as a fascinating tourism destination has been growing across the world. United Nations Educational, Scientific and Cultural Organization (UNESCO) chose Jeju Island as a World Natural Heritage Site in 2007 and a Global Geopark in 2010. In particular, tourists from the region that contains China, Hong Kong, and Taiwan occupied the highest portion of all international visitors to Jeju Island, at an average of 87.7% in 2014 (JTO, 2015). As the scale of Chinese travelers on the island has been phenomenally expanding, Jeju Island has been continuously attempting to open its tourism opportunities by manufacturing brochures/pamphlets for individual travelers from China (KTO, 2015). To this end, Jeju Island has been actualizing the potential of island tourism in South Korea based on its natural resources and incessant endeavors.

The previous studies related to Jeju Island have concentrated on tourists' perceptions of destination image, satisfaction, and behavioral intentions (Hunter, 2010; Park & Njite, 2010). Based on low cost carriers (LCCs), the remarkable tourism growth in Jeju Island has been



Fig. 1. Location of Jeju Island, South Korea. Source: NordNordWest, 2015.

given attention by Chung and Whang (2011). Kang, Scott, Lee, and Ballantyne (2012) investigated visitors' experiences in terms of dark tourism by carrying educational and emotional experiences to visitors based on past affairs. Furthermore, an island's environments and attractions, which form the island's image, are the impactful antecedents of tourists' satisfaction (Park & Njite, 2010). Due to the notable development of the island's tourism and the high volume of Chinese travelers to Jeju Island, this study takes this island as an example and examines how the island's attributes transpire in Chinese travelers' experiences and trip satisfaction, which consequently generates intention to revisit the island.

2.2. Destination attributes

Destination is described as “amalgams of tourism products, offering an integrated experience to consumers” (p. 97), which also can be subjectively perceived by tourists (Buhalis, 2000). As a destination is considered a combination of its unique sources, travelers can experience a variety of natural/artificial attributes of the place (Hu & Ritchie, 1993). Earlier, Lew (1987) elaborated on destination attributes as a collection of the various components of a destination, containing not only physical and natural environments, but also services and amenities, which mesmerize tourists. Andriotis, Agiomirgianakis, and Mihiotis (2008) accounted for a destination as a place that embraces a group of attractions, facilities, and services for tourists. Previous research uses multiple destination attributes to capture perceived destination image (Prayag & Ryan, 2012; Ramseook-Munhurrin, Seebaluck, & Naidoo, 2015) and tourist experience (Kim, 2014; Zhang, Wu, & Buhalis, 2018). As such, a destination's unique features encompass a variety of attributes including its landscapes and activities. Based on the prior studies (Crouch & Ritchie, 1999; Kim, 2014), this study also adopts multiple destination attributes (i.e., local culture/history, activities and events, hospitality, infrastructure, destination management, accessibility, quality of service, physiography, superstructure, and quality of shopping) to capture Chinese travelers' perceptions of trips in an island destination.

These multiple attributes of a destination are also found to be critical antecedents of tourist satisfaction and behavioral intentions (Ekanayake & Gnanapala, 2016; Eusébio & Vieira, 2013; Kim & Brown, 2012; Sangpikul, 2018). Authentic local experiences such as communicating with local people, exploring their culture, and facing their everyday atmosphere are one of the major themes in formation of travelers' memorable tourism experiences (Chandralal & Valenzuela, 2013). Tourists who had satisfying destination experiences including entertainment and attractions tend to organize positive perceptions of the destination (Ramseook-Munhurrin et al., 2015). The factors such as events and entertainment in a destination are verified as enticements for visitors (Mikulić, Krešić, Miličević, Šerić, & Ćurković, 2016). Ekanayake and Gnanapala (2016) mentioned that the quality of attractions, service, and infrastructure of a destination builds up tourists' experiences and loyalty. Another study showed that tourists have positive attitudes toward an island when they are content with its natural environment, local hospitality, safety, entertaining activities, and signage/information (Alegre & Cladera, 2009). Shopping is also articulated as a primary activity that tourists can do in a destination, which affects their satisfaction (Wong & Wan, 2013). Furthermore, Kim (2014) also addressed the effect of destination attributes on travelers' unforgettable experiences. As such, destination characteristics play a pivotal role in correspondence with visitors' experiences and reactions.

Nevertheless, there is a huge research gap in exploring the relationship between destination attributes and tourists' perceptions of experience quality. While the current research shows the direct effect of destination attributes on tourists' positive attitudes and behavioral intentions toward a destination, only a few studies investigate tourists' perceived experience quality and its effect on satisfaction and behavioral intentions (e.g., Chen & Chen, 2010; Jin, Lee, & Lee, 2015). As

such, the existing research centers on either destination attributes or experience quality and omits one or the other despite their significant impact on tourists' reactions toward a destination. This calls for further investigation of how travelers' evaluations of the cues of an island destination yield their perceptions of trip experiences, resulting in satisfaction and intention to revisit the destination. On these notes, this study considers both destination attributes and experience quality to better understand the process of building island travelers' satisfaction and revisiting intention, especially, from Chinese travelers' perspectives.

2.3. Destination attributes perceived by Chinese travelers

In Chinese visitors' eyes, destination attributes such as natural beauty, local history and culture, hospitality, overall safety, and quality of facilities (e.g., restaurants, accommodations, shopping center, etc.) are highly reckoned as motivators of incurring satisfaction and revisit intention (Truong & King, 2009). Li and Carr (2004) found that Chinese travelers who visited a coastal attraction regard atmosphere and environment, including local people's kindness, weather, cleanliness, and security, as the most satisfactory attributes. Chinese tourists who visited South Korea show the higher satisfaction level with positive tour experiences that cover climate, culture and history, and destination management (Lee, Jeon, & Kim, 2011). In addition, Chinese visitors who are interested in Korean cultures such as films and TV programs are inclined to estimate their journeys to South Korea more favorably, especially on accommodations, cultural attractions, local people's courteousness, and general atmosphere (Chiu & Zeng, 2016). Chen, Chen, Lee, and Tsai (2016) found that Chinese travelers on an island consider diversity of products, mysterious places, traditional buildings, and regional specialties as gratifying elements.

As shown in the prior research, Chinese tourists' actual trip experiences in a destination play a vital role in building tourists' positive responses toward the destination. In addition, Chinese tourists have been rapidly growing in the tourism industry around the globe (Gebicki, 2018), which calls for profound research targeting this segment. This study focuses on this growing market (Chinese travelers) in the niche theme of tourism (island tourism) and examines how Chinese travelers' evaluations of island destination attributes affect their perceptions of experience quality. The first hypothesis is proposed as follows:

Hypothesis 1. Destination attributes of an island will positively influence Chinese travelers' experience quality.

2.4. Experience quality

Exploring tourists' perceptions of their experiences in a destination is a pressing topic because of the indispensable relationship with destination attributes (Cetin & Bilgihan, 2016; Oppewal, Huybers, & Crouch, 2015). Experience quality is also defined as "tourists' affective responses to their desired social-psychological benefits" (Chen & Chen, 2010, p. 30), which is perceived through private involvement with events that happened in a destination (Pine & Gilmore, 1999). To conceptualize experience quality, scholars have elaborated it in a multifarious way (Jin et al., 2015; Wu, Li, & Li, 2018). For instance, four dimensions of experience quality are suggested: hedonics, peace of mind, involvement, and recognition (Otto & Ritchie, 1996). Afterward, Pine and Gilmore (1999) established four components of experience: entertainment, education, escapism, and estheticism. This study conceptualizes travelers' experiences on an island with four variables adopted from the previous studies: hedonics, peace of mind, involvement, and escapism (Otto & Ritchie, 1996; Pine & Gilmore, 1999). Since an island destination offers visitors feeling of relaxation, exoticism, slower pace of life, and extraordinary engagement with their own properties (Harrison, 2001), the aforementioned four elements of

experience quality are appropriate to estimate island tourists' experiences. Hedonics refers to the emotional aspect of destination experience, which encompasses memorableness and fun. The physical and psychological state of comfortableness and relaxation in a destination indicates peace of mind. Involvement represents tourists' engagement with the whole process of destination experience by making trip-related decisions under their control. Escapism points to getting away from normal and daily life, being actively immersed in a destination and forgetting matters from everyday occurrences.

Moreover, the positive relationship between tourists' experiences and satisfaction has been clearly shown in previous research (Chen & Chen, 2010; Chen & Chen, 2013; Xu & Chan, 2010; Žabkar, Brenčič, & Dmitrović, 2010). Favorably evaluated tour experience by travelers demonstrates a great effect on travelers' satisfaction and behavioral intentions (Antón, Camarero, & Laguna-García, 2014; Xu & Chan, 2010). Ali, Ryu, and Hussain (2016) also accentuated tourists' experiences, including escapism, peace of mind and involvement, positively induces satisfaction and behavioral intention. Hence, tourists' experiential perceptions evidently elicit their inclination to revisit the destination (Tan, 2017). Furthermore, Otto and Ritchie (1995) stated that "specific emotions may intervene or act as a mediator, between performance and satisfaction" (p.39). Researchers discovered that experience quality in the tourism industry apparently plays as a mediator between tourists' evaluations on destination properties and overall satisfaction (Cole & Scott, 2004; Jung, Ineson, Kim, & Yap, 2015). In this study, we focus on not only looking into the direct effect of Chinese travelers' experiences on their trip satisfaction, but also exploring the mediating effect of their perceived experience quality between destination attributes and satisfaction. To this end, we propose the following hypotheses.

Hypothesis 2. Chinese travelers' experience quality will positively influence their trip satisfaction.

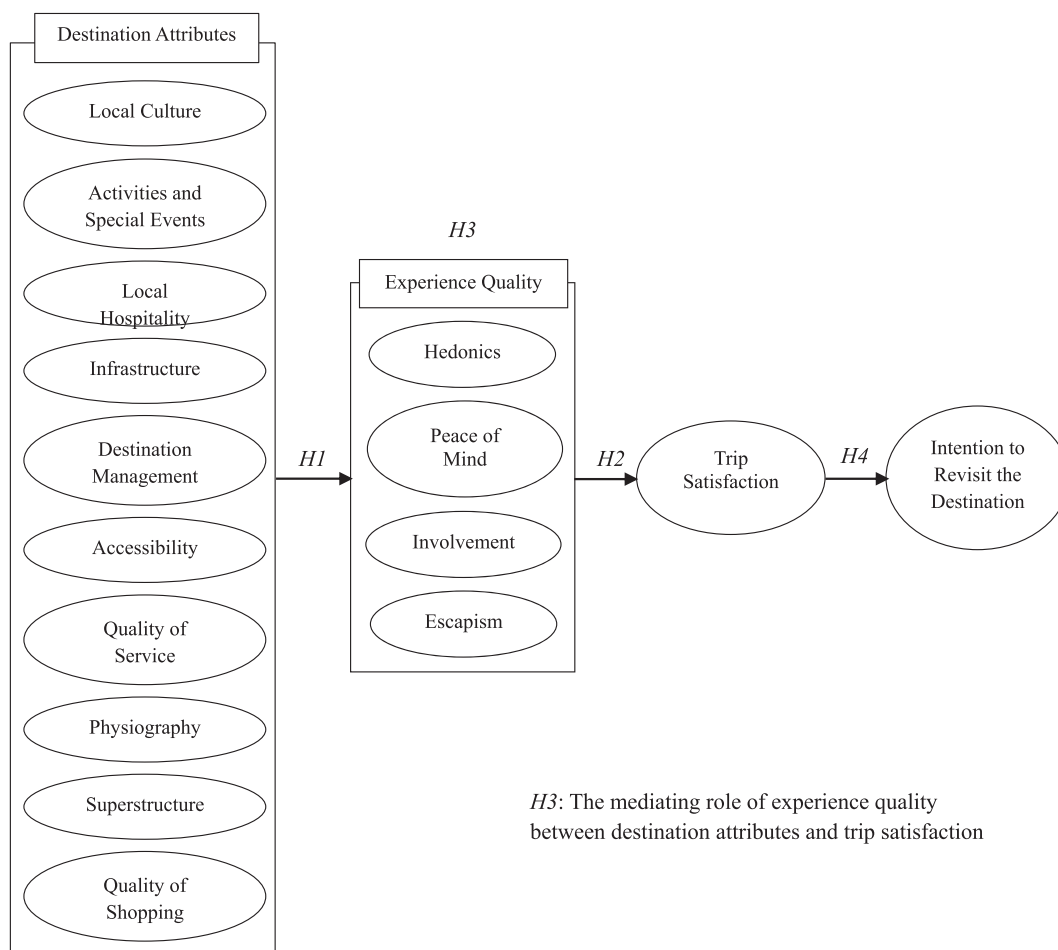
Hypothesis 3. Chinese travelers' experience quality will exert a mediating effect between destination attributes of an island and their trip satisfaction.

2.5. Trip satisfaction

Satisfaction is depicted as the "psychological outcome which emerges from experiencing the service" (MacKay & Crompton, 1990, p. 48). Other researchers posit satisfaction as a holistic judgment on multiple attributes that comprise a product/service (Bartikowski & Llosa, 2004), which connotes "an accumulated evaluation of various components and features" (Antón et al., 2014, p. 4). In tourism, satisfaction is a mental state that can only stem from a person's experience with a destination (Baker & Crompton, 2000). In this regard, tourists' overall satisfaction with their journey is organized by a series of perceptions based on their experiences with destination attributes (Albayrak & Caber, 2013).

The previous studies in various areas commonly show the relationship between satisfaction and behavioral intention (Ali et al., 2016; Antón et al., 2014; Chen & Chen, 2010; Moon, Yoon, & Han, 2016; Prayag, Hosany, & Odeh, 2013). Travelers gratified with a certain destination are more likely to recommend and revisit the place (Park & Njite, 2010; Prayag et al., 2013). Eusébio and Vieira (2013) uncovered that overall satisfaction with destination experiences intensively influences tourists' intentions to revisit a destination. In an island tourism context, visitors' overall satisfaction with an island enhances their intentions to return (Alegre & Cladera, 2009). As such, island travelers pleased with a destination explicitly express higher behavioral intentions (Sun, Chi, & Xu, 2013). Accordingly, the last hypothesis is as follows:

Hypothesis 4. Chinese travelers' trip satisfaction will positively influence their intention to revisit an island.



H3: The mediating role of experience quality between destination attributes and trip satisfaction

Fig. 2. Proposed conceptual model.

2.6. Intention to revisit the island destination

Behavioral intention is postulated as a possibility of conducting some actions based on an individual's subjective tendency (Fishbein & Ajzen, 1975). In addition, tourists' behavioral intentions are crucial predictors of their actual behaviors (Kozak, 2001). To capture this construct, inclination to revisit and recommend is prevalently used as the indicators, which is subsequent to tourist satisfaction (Ali et al., 2016; Hall, Oriade, & Robinson, 2016; Kim & Brown, 2012; Sangpikul, 2018). In particular, travelers' intentions to revisit a destination is considered a critical factor in the tourism industry (da Costa Mendes, Oom Do Valle, Guerreiro, & Silva, 2010). Antón et al. (2014) distinguished intention to revisit a destination from intention to recommend, insisting that travelers may intend to recommend a place to others although they have no tendencies to revisit the location. In this light, this study takes Chinese travelers' revisiting intention to an island destination as a proxy of their actual behaviors instead of combining other indicators of behavioral intentions such as recommendation to others.

To this end, Fig. 2 displays the proposed conceptual model including all the hypotheses, while Table 1 provides the summary of the major studies introduced in this study.

3. Method

3.1. Measurements

A self-administered questionnaire divided into three parts was utilized for data collection. Once the survey was organized in English, it

was translated into Chinese by two translators and double-checked by a Chinese native speaker in order to confirm clarity of words and delivery of meanings. All the measurement items were estimated on a seven-point Likert-type scale. Informants rated their responses to the measurements of destination attributes from 1 (extremely poor) to 7 (extremely excellent), while the items for other variables were scored from 1 (extremely disagree) to 7 (extremely agree). The measurement items in English are presented in the Appendix A.

The first section included the measurement items for 10 destination attributes (Kim, 2014; Crouch & Richie, 1999), which were slightly modified to fit into this research. Local culture indicates whether travelers have chances to experience a local lifestyle and culture. Activities and special events may be affected by the physical surroundings and culture of a destination, which includes recreational activities and occasions such as sports and festivals. Local hospitality refers to the welcomeness and friendliness of the local people. Infrastructure indicates how well the public facilities and systems are organized in a destination. Destination management covers the general conditions of a destination (e.g., sanitation, transportation, and safety). Accessibility means the ease of reaching a destination and convenience of moving around in the destination. Quality of service contains overall service performance of local employees, covering the politeness and quality. Physiography is the natural resources of a destination, pointing to the attractiveness of landscapes and well-protected nature reserves. Superstructure refers to the uniqueness of architectures and buildings in a destination. Quality of shopping indicates diversity and preparation of quality products for visitors.

The second part was constituted by the statements to measure three constructs: experience quality, trip satisfaction, and intention to revisit

Table 1
Summary of major previous studies on destination attributes and experience quality.

Constructs	Dimensions	Key findings	Contexts	Authors
Destination attributes	Sunshine and beaches, prices, hospitality, social life, and tranquility	Natural environment, local hospitality, safety, entertaining activities, and signage/information positively influence tourist overall satisfaction and revisiting intention	Island destination	Alegre & Cladera, 2009
	Basic services, accessibility, and attractions	Positive effect of all three destination attributes on tourists' overall satisfaction with a touristic destination	Touristic destination	Eusébio & Vieira, 2013
Memorable tourism experience	Enjoying the scenery/landscape, being close to nature, seeing wildlife, discovering new places, relaxing with family/friends, escaping my normal routine, improving my health and wellness, experiencing adventure activities, learning more about the local geology and fossils, learning about the lifestyle of local people, meeting local people, experiencing aboriginal culture	Positive effect of certain destination attributes on visitors' overall satisfaction with and behavioral intentions toward a destination	Touristic destination	Kim & Brown, 2012
	Local culture/history, activities and events, hospitality, infrastructure, destination management, accessibility, quality of service, physiography, superstructure, and place attachment	Validating the attributes of memorable tourism experiences cross-culturally	Touristic destination	Kim, 2014
Travel experience	Quality of tourism infrastructure, quality of services, and quality of tourist attractions	Positive effect of all the attributes on tourists' behavioral intentions	Touristic destination	Ekanyake & Gnanapala, 2016
Destination image	Travel environment, attractions, events, infrastructure, and sport	Positive effect of overall destination image on tourist satisfaction	Island destination	Ramseook-Munhurrun et al., 2015
	Environment, attractions, value for money, and climate	Positive effect of environment, attractions, and value for money on satisfaction and future behavior	Island destination	Park & Njite, 2010
Experience quality	Cultural and historical attractions, cultural diversity, variety and quality of accommodation, general level of service, accessibility of the destination, reputation of the island, and exoticness of the place	Positive effect of overall destination image on tourist overall satisfaction and behavioral intentions	Island destination	Prayag & Ryan, 2012
	Natural attractions, cultural attractions, tourism facilities	Positive effect of overall destination image on visitors' memorable tourism experiences and revisiting intention	Mountain destination	Zhang et al., 2018
Experience quality	Escape and recognition, peace of mind, unique involvement, interactivity, learning	Overall tourist experience quality influences tourist satisfaction and behavioral intentions	Touristic destination	Ali et al., 2016
	Involvement, peace of mind, and educational	Overall experience quality positively influences tourist satisfaction and behavioral intentions	Heritage attraction	Chen & Chen, 2010
Experience quality	Immersion, surprise, participation, and fun	Experience quality positively influences satisfaction and behavioral intention	Water park	Jin et al., 2015
	Escapism, entertainment, esthetics, education	Escapism experience particularly influences tourists' revisiting intention	Touristic destination	Tan, 2016
Experience quality	Hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, novelty	Overall memorable tourist experiences influence tourists' positive attitudes and behavioral intentions toward a destination	Touristic destination	Tsai, 2016
	Recognition and escapism, peace of mind and relaxation, hedonics, and involvement	Overall service experience positively affects tourist satisfaction and behavioral intention	Touristic destination	Xu & Chan, 2010

an island. A total of 10 items were introduced to measure experience quality, representing four elements: hedonics, peace of mind, involvement, and escapism (Otto & Richie, 1996; Chen & Chen, 2010; Xu & Chan, 2010). Trip satisfaction was assessed by three measurement items (Kim, Woo, & Uysal, 2015). Lastly, three statements for intention to revisit an island were adopted from the previous research (Lee et al., 2011; Maxham & Netemeyer, 2002). The last section collected demographic information such as gender, age, income levels, occupations, travel purposes, and tour types.

3.2. Data collection and sample profile

To collect the data, the convenience sampling method was introduced. Targeting Chinese travelers, the data was accumulated in both international and domestic departure areas of Jeju International Airport. Surveyors randomly approached individual Chinese visitors or tour guides who were managing Chinese group tourists face-to-face who visited Jeju Island in June of 2015. Since most of Chinese tourists visit the island through package tours (JTO, 2016), accessing tour guides was an inevitable way to reach out to the Chinese tourists. The surveyors provided the information about this study and asked for their willingness to participate in the survey. Under the consent, the paper-based survey was distributed to the Chinese tourists. A total of 300 surveys were circulated. Among them, 14 unusable responses were removed due to the missing data (e.g., unanswered responses) and repetitive responses to the items, which yielded 286 usable responses for further analyses. Based on the ratio of N (sample size) to q (the number of model parameters), $N/q \geq 5$ (Comrey & Lee, 1992; Myers, Ahn, & Jin, 2011), this sample size appeared to be acceptable as it exceeded the recommended threshold of 230 (46 parameters \times 5 observations for each parameter).

Among the participants, females were 68.2% whereas males were 31.8%. The majority of the Chinese informants were in their twenties (46.2%) and thirties (37.1%), and obtained a college degree (65.4%). Approximately 40% of the respondents earned US \$2000 to \$3500 on a monthly basis. The most common purpose to visit Jeju Island was for pleasure (88.5%). Over half of the Chinese travelers (55.9%) joined package tours. The sample demographic information is presented in Table 2.

4. Results

4.1. Confirmatory factor analysis

This study utilized confirmatory factor analysis (CFA) and structural equation modeling (SEM) to check the measurement model fit and test the hypotheses, using AMOS 24.0. This data analysis appeared to be appropriate to test the proposed conceptual model in this study as it simultaneously investigates the relationships among multiple latent variables with multiple observed variables while taking measurement error into account (Schumacker & Lomax, 2004). Table 3 displays the results of CFA including correlations, covariances, reliabilities, and validities. The model fit for the data showed acceptable levels ($\chi^2 = 1537.185$, $df = 996$, $\chi^2/df = 1.543$, GFI = 0.823, NFI = 0.89, TLI = 0.95, CFI = 0.958, RMSEA = 0.044). All of the factor loadings exceeded the cut-off level, (0.6), ranging from 0.719 (Infrastructure) to 0.972 (Intention to revisit the island). The coefficients for the regression weights were also valid at p -value, 0.001. Additionally, the correlation estimates recorded less than (0.8); the smallest was 0.301 (Activities and special events and Intention to revisit an island) while the largest was 0.769 (Hedonics and Peace of mind), which supports the discriminant validity among the variables. Composite reliability (CR) and average variance extracted (AVE) were used for convergent validity. All values of CR overpassed the recommended value, (0.7) (Hair, Black, Babin, Anderson, & Tatham, 2006), dispersing between 0.822 (Accessibility) and 0.968 (Intention to visit the island). This implied that the items utilized in the survey were internally consistent and reliable. The

Table 2
Demographic profile ($n = 286$).

		Frequency	Percent
Gender	Male	91	31.8
	Female	195	68.2
Age	18–19	5	1.7
	20–29	132	46.2
	30–39	106	37.1
	40–49	20	7.0
	50–59	15	5.2
	Over 60	8	2.8
Education	High school or lower	43	15.0
	Some college	20	7.0
	College graduate	187	65.4
	Graduate school	36	12.6
Monthly income level (US)	Less than \$2000	47	16.4
	\$2000–\$3500	114	39.9
	\$3501–\$5000	55	19.2
	\$5001–\$6500	27	9.4
	\$6501–\$8000	12	4.2
	\$8001–\$9500	2	0.7
	\$9501–\$11,000	8	2.8
Occupation	Over \$11,000	21	7.3
	Home maker	3	1.0
	Office worker	69	24.1
	Service related	29	10.1
	Professions	24	8.4
	Business related	23	8.0
	Technology related	22	7.7
	Student	30	10.5
Travel purpose	Other	86	30.1
	Pleasure	253	88.5
	Business	13	4.5
	Conference	5	1.7
	Study	5	1.7
Tour type	Other	10	3.5
	Package tour	160	55.9
	Tour including only flight and accommodation	19	6.6
	Personal tour	76	26.6
	Conference/convention	9	3.1
	Affiliation (e.g., company/school/organization, etc.)	14	4.9
	Other	8	2.8

values of AVE also exceeded the threshold, (0.5) (Fornell & Larcker, 1981), spreading between 0.588 (Infrastructure) and 0.911 (Intention to revisit the island). To ascertain discriminant validity, the values of squared root of AVE and correlation were compared. The correlations were all smaller than the value of squared root of AVE, which showed an acceptable level of discriminant validity among the variables. As the model was well-fitted to the data and validities displayed proper levels, the hypotheses tests were conducted as a next step.

4.2. Structural equation model

Prior to conduct structural equation model (SEM), the assumptions were firstly checked. For normality, the values of skewness and kurtosis were used (see Appendix B). The values satisfied the cut-off level of ± 2 and ± 5 , respectively (Byrne, 2010; Hair et al., 2006). The linear relationships among the independent variables (i.e., destination attributes) and dependent variables (i.e., experience quality) were confirmed through scatterplots with regression lines. Homogeneity was tested utilizing the insignificant results of Levene's test ($p > .05$). Then, SEM with a maximum likelihood (ML) was utilized to test the hypotheses. The model was suitable for the data ($\chi^2 = 1683.208$, $df = 1026$, $\chi^2/df = 1.641$) with the acceptable indicators; GFI = 0.808, NFI = 0.88, TLI = 0.941, CFI = 0.949, RMSEA = 0.047. The outcomes of the hypotheses tests are displayed in Table 4. Firstly, the relationships between destination attributes and experience quality variables were tested. Different destination attributes appeared to be either

Table 3
Correlation, covariance, reliability, and validity (n = 286).

	LOC	ACT	HOS	INF	DMG	ACC	SVC	PHY	SUP	SHP	HED	POM	INV	ESC	TS	IR	CR	AVE
LOC	0.828																0.867	0.686
ACT	0.609 (0.579)	0.814															0.887	0.662
HOS	0.464 (0.432)	0.444 (0.384)	0.881														0.912	0.776
INF	0.557 (0.510)	0.587 (0.495)	0.619 (0.517)	0.767													0.851	0.588
DMG	0.453 (0.351)	0.343 (0.246)	0.567 (0.399)	0.719 (0.507)	0.878												0.930	0.771
ACC	0.532 (0.474)	0.474 (0.388)	0.532 (0.436)	0.698 (0.589)	0.652 (0.447)	0.779											0.822	0.607
SVC	0.542 (0.551)	0.586 (0.553)	0.610 (0.564)	0.735 (0.674)	0.573 (0.439)	0.633 (0.569)	0.839										0.877	0.704
PHY	0.465 (0.425)	0.350 (0.297)	0.536 (0.445)	0.647 (0.528)	0.630 (0.435)	0.534 (0.417)	0.617 (0.559)	0.902									0.929	0.814
SUP	0.504 (0.546)	0.450 (0.451)	0.457 (0.449)	0.669 (0.639)	0.527 (0.431)	0.609 (0.570)	0.568 (0.609)	0.593 (0.573)	0.932								0.929	0.868
SHP	0.476 (0.406)	0.418 (0.330)	0.616 (0.477)	0.759 (0.586)	0.613 (0.395)	0.625 (0.467)	0.565 (0.533)	0.544 (0.430)	0.544 (0.498)	0.832							0.899	0.693
HED	0.490	0.411	0.508.	0.559	0.449	0.547	0.638	0.478	0.478	0.578	0.832						0.870	0.692
POM	0.384	0.338	0.394	0.500	0.413	0.499	0.507	0.450	0.450	0.462	0.769	0.917					0.914	0.842
INV	0.394	0.481	0.481	0.562	0.449	0.471	0.576	0.482	0.482	0.568	0.731	0.514	0.868				0.901	0.753
ESC	0.416	0.354	0.474	0.536	0.480	0.520	0.552	0.508	0.508	0.528	0.764	0.657	0.745	0.887			0.880	0.786
TS	0.435	0.316	0.449	0.450	0.424	0.464	0.473	0.460	0.460	0.494	0.657	0.490	0.620	0.669	0.937		0.956	0.878
IR	0.357	0.301	0.422	0.455	0.377	0.416	0.475	0.386	0.386	0.443	0.639	0.498	0.545	0.596	0.656	0.954	0.968	0.911
$\chi^2 = 1537.185$, $df = 996$, $\chi^2/df = 1.543$ GFI = 0.823, NFI = 0.89, TLI = 0.95, CFI = 0.958, RMSEA = 0.044																		

1. LOC = Local culture, ACT = Activities and special events, HOS = Local hospitality, INF = Infrastructure, DMG = Destination management, ACC = Accessibility, SVC = Quality of service, PHY = Physiography, SUP = Superstructure, SHP = Quality of shopping, HED = Hedonics, POM = Peace of mind, INV = Involvement, ESC = Escapism, TS = Trip satisfaction, IR = Intention to revisit, CR = Composite reliability, AVE = Average variance extracted.
2. Squared root of AVE (bold) on the diagonal; correlations below the diagonal.
3. Covariances in parentheses.

positively or negatively significant antecedents of each dimension of experience quality. For hedonics: destination management ($\beta = -1.700$, $p < .05$), accessibility ($\beta = 5.035$, $p < .05$), physiography ($\beta = 0.900$, $p < .05$) and superstructure ($\beta = -0.743$, $p < .1$) were the valid predictors. Regarding peace of mind: destination management ($\beta = -1.538$, $p < .05$), accessibility ($\beta = 4.886$, $p < .05$), quality of service ($\beta = -0.792$, $p < .1$), physiography ($\beta = 0.764$, $p < .05$) and superstructure ($\beta = -0.631$, $p < .1$) were influential. In terms of involvement: local culture ($\beta = -0.430$, $p < .1$), infrastructure ($\beta = -0.859$, $p < .1$), destination management ($\beta = -1.166$, $p < .05$), accessibility ($\beta = 3.841$, $p < .05$), physiography ($\beta = 0.549$, $p < .1$) and superstructure ($\beta = -0.491$, $p < .1$) showed significant effect. Related to escapism, infrastructure ($\beta = -1.039$, $p < .1$), destination management ($\beta = -1.449$, $p < .05$), accessibility ($\beta = 4.912$, $p < .05$) and physiography ($\beta = 0.687$, $p < .1$) were the valid predictors. Secondly, the relationships between the components of experience quality and trip satisfaction were examined. Three of the elements of experience quality were critical precursors of trip satisfaction, hedonics ($\beta = 0.461$, $p < .001$), involvement ($\beta = 0.183$, $p < .05$) and escapism ($\beta = 0.339$, $p < .001$). Lastly, trip satisfaction exerted a significant effect on Chinese travelers' intentions to revisit the island ($\beta = 0.772$, $p < .001$).

4.3. Experience quality as a mediator

The mediating effect of experience quality between destination attributes and trip satisfaction was carried out using bootstrapping with 1000 replications, which is presented in Table 5. Bootstrapping that pertains to a nonparametric method takes sample data as a population and extracts sampling distributions through bootstrap repetitions. Prior to the mediation tests, the direct relationships between destination attributes and trip satisfaction were confirmed. Among the destination attributes, only physiography had a direct effect on trip satisfaction (B

[95% CI] = 0.338 [0.149, 0.566], $p = .002$). Then, four mediation models were created to examine the mediating effect of each dimension of experience quality between physiography and satisfaction. All of the mediation models were well-fitted to the data. Excluding involvement, the effect sizes of hedonics (B [95% CI] = 0.213 [0.107, 0.370], $p = .002$), peace of mind (B [95% CI] = 0.067 [0.014, 0.172], $p = .009$) and escapism (B [95% CI] = 0.099 [0.006, 0.229], $p = .040$) were significantly different from zero. This showed that the three elements of experience quality were the valid mediators between physiography and trip satisfaction. In particular, hedonics played as a full mediator between physiography and trip satisfaction since the direct effect of physiography on satisfaction became insignificant (B [95% CI] = 0.125 [-0.081, 0.362], $p = .219$) when hedonics was integrated between the two variables.

5. Discussion

This study investigates the relationships among island destination attributes, tourists' perceived experience quality, trip satisfaction, and intention to revisit the island from the Chinese travelers' perspectives. The outcomes of this study reveal some salient relationships between island destination attributes and experience quality perceived by Chinese tourists. This study uncovers that accessibility and physiography offers a feeling of relaxation, involvement with trips, and escapism to tourists. These results are consistent with the previous research that shows the significant positive effect of an island's accessible proximity and the appeal of nature on tourists' experiences (Martin, Marrero-Rodríguez, Moreira, Román, & Santana, 2016; Reisinger, Mavondo, & Crotts, 2009). On the other hand, destination management and superstructure exert negative effects on the dimensions of experience quality in general. Another noticeable finding is that Chinese travelers feel less comfortable when they receive quality service. This is an unconventional discovery from the previous research whereby

Table 4
Hypotheses tests (n = 286).

Hypothesis	Coefficient	S.E.	C.R.	t-Value
LOC → HED	-0.345	0.325	-1.061	-1.061
ACT → HED	0.032	0.312	0.104	0.104
HOS → HED	-0.021	0.289	-0.074	-0.074
INF → HED	-0.988	0.602	-1.642	-1.642
DMG → HED	-1.700	0.719	-2.364	-2.364**
ACC → HED	5.035	1.976	2.549	2.549**
SVC → HED	-0.684	0.453	-1.512	-1.512
PHY → HED	0.900	0.368	2.446	2.446**
SUP → HED	-0.743	0.381	-1.952	-1.952*
SHP → HED	-0.286	0.439	-0.650	-0.650
LOC → POM	-0.379	0.319	-1.188	-1.188
ACT → POM	0.039	0.306	0.127	0.127
HOS → POM	-0.049	0.284	-0.172	-0.172
INF → POM	-0.819	0.586	-1.397	-1.397
DMG → POM	-1.538	0.702	-2.191	-2.191**
ACC → POM	4.886	1.927	2.535	2.535**
SVC → POM	-0.792	0.444	-1.784	-1.784*
PHY → POM	0.764	0.359	2.127	2.127**
SUP → POM	-0.631	0.372	-1.697	-1.697*
SHP → POM	-0.381	0.431	-0.884	-0.884
LOC → INV	-0.430	0.255	-1.684	-1.684*
ACT → INV	0.219	0.245	0.895	0.895
HOS → INV	-0.023	0.226	-0.101	-0.101
INF → INV	-0.859	0.472	-1.819	-1.819*
DMG → INV	-1.166	0.559	-2.086	-2.086**
ACC → INV	3.841	1.536	2.501	2.501**
SVC → INV	-0.399	0.353	-1.131	-1.131
PHY → INV	0.549	0.286	1.920	1.920*
SUP → INV	-0.491	0.296	-1.655	-1.655*
SHP → INV	-0.100	0.343	-0.292	-0.292
LOC → ESC	-0.416	0.320	-1.301	-1.301
ACT → ESC	-0.004	0.307	-0.014	-0.014
HOS → ESC	-0.020	0.284	-0.069	-0.069
INF → ESC	-1.039	0.593	-1.752	-1.752*
DMG → ESC	-1.449	0.703	-2.060	-2.060**
ACC → ESC	4.912	1.933	2.541	2.541**
SVC → ESC	-0.546	0.444	-1.230	-1.230
PHY → ESC	0.687	0.360	1.910	1.910*
SUP → ESC	-0.588	0.373	-1.576	-1.576
SHP → ESC	-0.326	0.433	-0.752	-0.752
HED → TS	0.461	0.137	3.356	3.356***
POM → TS	-0.094	0.080	-1.169	-1.169
INV → TS	0.183	0.084	2.164	2.164**
ESC → TS	0.339	0.096	3.516	3.516***
TS → IR	0.772	0.059	13.041	13.041***

R² for IR: 0.444
 $\chi^2 = 1683.208$, df = 1026, $\chi^2/df = 1.641$
 GFI = 0.808, NFI = 0.88, TLI = 0.941, CFI = 0.949,
 RMSEA = 0.047

LOC = Local culture, ACT = Activities and special events, HOS = Local hospitality, INF = Infrastructure, DMG = Destination management, ACC = Accessibility, SVC = Quality of service, PHY = Physiography, SUP = Superstructure, SHP = Quality of shopping, HED = Hedonics, POM = Peace of mind, INV = Involvement, ESC = Escapism, TS = Trip satisfaction, IR = Intention to revisit.

*** p < .001 (bold).
 ** p < .05 (bold).
 * p < .1 (bold).

service in a destination is a major precursor of customer satisfaction and loyalty (Suhartanto & Triyuni, 2016). Local culture and infrastructure also display a negative effect on the tourists' involvement with their trips. Infrastructure, especially signs/directions and tourism information leaves Chinese tourists unremoved from everyday life. These outcomes are distinct from the existing studies that show the attributes of a destination (e.g., cultural attractions and signage/information) to be critical indicators of tourists' overall impressions and satisfaction on the destination (Chen et al., 2016; Chiu & Zeng, 2016; Ekanayake & Gnanapala, 2016).

In terms of the relationship between experience quality and overall trip satisfaction, three components of experience quality (i.e., hedonics,

involvement, and escapism) have a positive and powerful effect on Chinese travelers' trip satisfaction. Moreover, trip satisfaction plays as a significant antecedent of intention to revisit the island, which supports the current research (Jarvis, Stoeckl, & Liu, 2016; Ozturk & Gogtas, 2016). Furthermore, the results underpin that experience quality (i.e., hedonics, peace of mind, and escapism) perceived by tourists mediates the effect of physiography on trip satisfaction in an island tourism context. Based on the findings of this study, theoretical and practical implications are discussed in the following sections.

5.1. Theoretical implications

This research provides several important theoretical implications. First, this study provides the dynamic aspect of travelers' experiences that are under both positive and negative effects of certain destination attributes in an island tourism context. While the outcomes show that the ease of accessibility, convenience of mobility in an island, physiography (a natural environment and climate) positively influence island tourists' perceptions of their experiences on the island, the results also reveal that some of destination attributes negatively influence travelers' experiences. For instance, highly personalized and customer-oriented services exert a negative effect on island travelers' relaxation. In addition, island travelers are less likely to feel entertained, relaxed, involved, and escaped from their daily routines in relation to the island's well-organized traffic, cleanliness, safety, and unique architecture. Such findings provide a distinctive angle of the relationship between destination attributes and tourist experience from the existing studies that mainly center on positive antecedents of tourists' affect such as happiness and delight (Füller & Matzler, 2008; Su, Swanson, & Chen, 2016). Another noteworthy finding is that shopping appears to be consistently an insignificant factor of all dimensions of experience quality. This also shows a distinct aspect from the current studies which show that shopping is a common and major activity in tourism (Rabbiosi, 2016; Suhartanto & Triyuni, 2016). The different effects of destination attributes on travelers may be derived from the roles that they play out in a destination. Whether the attributes are considered basic factors that fundamentally organize a place or factors that need to be performed well by service providers (Albayrak & Caber, 2016). Thus, not only the unique side of an island destination, but the unimpressive side of the destination can also play part in shaping travelers' experiences.

Second, this research captures the somewhat ironic aspect of Chinese travelers' perceptions of experiences in an island destination. As uncovered by the results of this study, Chinese travelers are likely to be content with their trips when there are things that they are unable to control over, such as local culture and infrastructure. The results present that tourists perceive unique local culture and the way of locals living their lives as something that they have less power to control over. In a similar vein, interesting and unique architectures and buildings in the island destination lead travelers to feel less relaxed and engaged. These surroundings play as fundamental constituents of a destination, which are originally built in the destination. Although travelers are not directly involved with the physical factors of the destination, they may appreciate the uniqueness of the factors. As such, some of the destination attributes seem to bring a feeling of detachment to some degree while experiencing an island, yet, this feeling may ironically raise travelers' satisfaction with trips. As such, this finding implies that the novelty of an island destination at some level stimulates a feeling of distance to travelers, which contributes to their favorable evaluations of trips.

Lastly, this study shows the critical role of Chinese travelers' perceptions of experiences in the process of satisfaction and intention generation. As the outcomes of this study reveal the insignificance of some destination attributes, travelers' satisfaction with trips can be derived from not only their perceptions of the cues in an island destination but also how travelers ascribe meanings to their experiences. Travelers can think that their experiences in an island destination help them forget about stress from everyday life and enjoy the time even

Table 5
Bootstrapping for mediation tests (n = 286).

	Relationship				Bootstrapping		95% CI		p-Value (2-tailed)	
					Estimate	SE	Lower	Upper		
Direct effect	PHY	→	TS		0.338	0.105	0.149	0.566	0.002	
	$\chi^2 = 794.105, df = 529, \chi^2/df = 1.501$ GFI = 0.869, NFI = 0.916, TLI = 0.964, CFI = 0.97, RMSEA = 0.042									
Indirect effect	PHY	→	HED	→	TS	0.213	0.064	0.107	0.370	0.002
	PHY	→	POM	→	TS	0.067	0.038	0.014	0.172	0.009
	PHY	→	INV	→	TS	0.074	0.052	-0.021	0.186	0.105
	PHY	→	ESC	→	TS	0.099	0.056	0.006	0.229	0.040

PHY = Physiography, HED = Hedonics, POM = Peace of mind, INV = Involvement, ESC = Escapism, TS = Trip satisfaction.
Significant indirect effect in bold.

though they are not fully satisfied with the performance of destination attributes. Moreover, island travelers' satisfaction with trip is generated via their perceptions of experiences that are memorable, relaxed and get away from their daily lives. These findings disclose the pivotal effect of nature environments in an island as well as the mediating effect of experiences on tourists' overall trip satisfaction. Therefore, this research broaden destination attribute research in terms of island tourism by discovering noticeable relationships between the particular destination attribute, travelers' perceived experiences, and satisfaction.

5.2. Practical implications

This study provides several important implications for the island tourism management, industrial practitioners, and local people at both governmental and local levels. First, island tourism developers and local residents should put effort into preserving a natural environment of an island with experts and enhancing the convenience of traveling on the island by collaborating with each other. As uncovered by this study, whether travelers can appreciate an island's nature appears to be influential on all aspects of their perceptions of trip experiences (i.e., hedonics, peace of mind, involvement, and escapism). To protect the unique nature of an island destination, governors related to island tourism development are encouraged to closely work with experts specialized in geography. For instance, both parties should meet either online or face-to-face and share information about the current phenomenon in an island's nature on a regular basis so as to build regulations for protection and tourism. The findings also reveal that accessibility to places on an island plays a critical role in forming quality trip experiences. To improve this attribute of an island, tourism practitioners can cooperate with local residents and provide alternative transportations. For example, tourism developers can assign several bicycles to local residents, which will be provided to travelers at their needs. This channel may lead travelers to reach every corner of attractions, resulting in satisfactory trip experiences.

Second, island tourism management should be proactive in terms of destination planning by considering to what extent to organize the overall destination. One interesting finding in this study is that a well-managed destination (e.g., orderliness, cleanliness, and safety) with unique architecture rather interrupts travelers from feeling excited, relaxed, involved, and escaped. Nevertheless, these attributes as fundamental elements of a destination should not be ignored due to their effect on tourists' perceptions. These results may imply that tourism practitioners need to be cautious in managing an island destination in order not to cause too much artificial or modern sense for island travelers. One suggestion for the island tourism management is that they should maintain the optimal level of the destination atmosphere by occasionally collecting visitors' perceptions of the destination through surveys or interviews. The information from the constant monitoring can serve as data for practitioners to build destination planning as efficient as possible.

Lastly, to improve the quality of trip experiences, tourism

practitioners and local people in an island destination are recommended to take actions for more fun factors by creating activities for travelers. One significant outcome of this study is that experiences perceived fun, engaging, and get-away play vital part in generating tourist satisfaction with the experiences. To strengthen their positive evaluation of an island destination, practitioners should provide travelers with real life experiences by utilizing the resources in a locality such as the local residence, facilities, and local people. For instance, island tourism practitioners can develop old places such as closed schools and old residence into attractions that can present the locals' authentic way of daily life. Sharing these portions of everyday life rather than focusing on touristic activities can induce a feeling of relaxing and involvement to travelers.

5.3. Limitations and suggestions for future research

This study has several limitations. First, the target population of this study was Chinese travelers as they occupy the highest portion among international tourists to an island. Yet, this may cause a difficulty to apply the outcomes of this study to other international travelers to an island destination. Second, the majority of the respondents joined package tours that feature uncontrollable schedules, which constrains autonomy. Different conclusion may be resulted when the majority of the sample is comprised of individual travelers. Third, most of the participants in the international airport were waiting for check-in, heading back to China, while answering the survey. Although the responses reflected travelers' perceptions on an island and trip experiences, given the limited time and distracting surroundings, the respondents might be interrupted to concentrate on the survey. Lastly, visitors' familiarity to an Island destination was not considered in this study. The previous experiences with a destination could have an influence on tourists' attitudes toward the destination (Chiu & Zeng, 2016; Zhang, Gursoy, & Xu, 2016).

For future research, considering different perspectives of a destination can draw meaningful findings. For instance, destination image and familiarity with the destination perceived by tourists (Prentice, 2004) can be taken into account and see how these perceptions transpire in their experiences in an island destination. In addition, the results of this study show that some destination attributes on an island (e.g., activities and events and local hospitality) appear to be insignificant in building travelers' perceptions of experiences. The findings are different from the existing studies in a tourism field (Alegre & Cladera, 2009; Chiu & Zeng, 2016). In relation to this point, future research can explore what and how the attributes play out in tourist experience taking a qualitative research approach and reveal the mechanisms that underlie tourists' perceptions of local activities and hospitality.

6. Conclusions

This research centers on Chinese travelers' perspectives specific to an island tourism and explores the effect of destination attributes on experience quality, trip satisfaction, and intention to revisit the

destination. The empirical evidence highlights that while certain destination attributes (e.g., accessibility and physiography) exert a positive effect on travelers' perceived experience quality, other attributes (e.g., destination management and superstructure) negatively influence experience quality. Moreover, certain dimensions of experience quality (e.g., hedonics, peace of mind, and escapism) exercise a significant mediating effect between the destination attribute and trip satisfaction, resulting in travelers' intentions to revisit an island. These findings sheds light on which destination attributes significantly organize island

travelers' perceptions of experiences, showing the underlying process of building the travelers' intentions to revisit an island destination. To enhance travelers' trip satisfaction and intentions for island tourism, the involved stakeholders such as the tourism management, industrial practitioners, and local people need to make an endeavor at both governmental and local levels by collaborating with environment-related experts and providing experiences of the locals' real daily life. We hope that this study contributes to the island tourism literature and island tourism development.

Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.tmp.2018.08.002>.

Appendix A. Measurement items

Variables	Items
Local culture (LOC)	A variety of opportunities to experience local way of life Programs to learn about local history Chance to experience local culture
Activities and special events (ACT)	Different kinds of sports/games/recreational activities in the destination Activities that I cannot usually participate in mundane lives Interesting special events in the destination
Local hospitality (HOS)	Festivals and events that I have been interested in Friendliness of local people Local people's willingness to help me/us Local people's willingness to share information about the destination
Infrastructure (INF)	Uniqueness of designed infrastructure High quality of infrastructure Good signage/directions Good availability of tourism information
Destination management (DMG)	Traffic in good order Cleanliness of the destination Good orderliness in the destination Safety of the destination
Accessibility (ACC)	Convenience in accessing the destination Proper hours to get to the place Ease of traveling around the destination
Quality of service (SVC)	Courteousness of service staff Highly customized service Impressive service provided by service staff
Physiography (PHY)	Appealing natural environments Well preserved areas Awe-inspiring landscapes
Superstructure (SUP)	Uniqueness of architecture in the destination Interestingness of buildings in the place
Quality of shopping (SHP)	Guaranteed quality of products/services in shopping places Good quality of local products in shopping centers A good variety of products/brands in local shops Availability of the latest style/model in shopping places
Hedonics (HED)	<i>During my visit to this destination, I felt:</i> that I was doing something I really like to do. that I was doing something memorable. that I was having fun.
Peace of mind (POM)	physically comfortable. relaxed.
Involvement (INV)	that I was involved in the process. that there was an element of choice in the process. that I had some control over the outcome.
Escapism (ESC)	that I had escaped from everyday life. that I could forget everyday problems.
Trip satisfaction (SAT)	My overall evaluation of this destination is positive. My overall assessment on this tour experience is favorable. I am satisfied with this tourism experience.

Intention to revisit Jeju Island

I intend to revisit this destination in the future.
 It is very likely that I will come back to this place in the future.
 I am willing to return to this destination in the future.

Appendix B. Means, standard deviations, skewness and kurtosis

Variables	Means	Standard deviations	Skewness (Std. error)	Kurtosis (Std. error)
LOC	5.382	1.034	0.133 (0.144)	-1.029 (0.287)
ACT	4.683	1.028	0.657 (0.144)	0.365 (0.287)
HOS	5.922	1.010	-0.701 (0.144)	-0.193 (0.287)
INF	5.585	0.980	-0.153 (0.144)	-0.909 (0.287)
DMG	6.293	0.797	-1.028 (0.144)	0.326 (0.287)
ACC	5.704	0.962	-0.453 (0.144)	-0.450 (0.287)
SVC	5.747	1.039	-0.580 (0.144)	-0.214 (0.287)
PHY	6.267	0.887	-1.006 (0.144)	0.093 (0.287)
SUP	5.586	1.122	-0.114 (0.144)	-1.284 (0.287)
SHP	5.593	1.009	-0.198 (0.144)	-0.813 (0.287)
HED	5.642	0.970	-0.124 (0.144)	-1.038 (0.287)
POM	5.916	0.967	-0.417 (0.144)	-0.890 (0.287)
INV	5.528	1.085	-0.351 (0.144)	-0.251 (0.287)
ESC	5.753	1.022	-0.481 (0.144)	-0.327 (0.287)
TS	5.815	1.027	-0.681 (0.144)	0.689 (0.287)
IR	5.751	1.210	-0.851 (0.144)	0.836 (0.287)

LOC = Local culture, ACT = activities and special events, HOS = Local hospitality, INF = Infrastructure, DMG = Destination management, ACC = Accessibility, SVC = Quality of service, PHY = Physiography, SUP = Superstructure, SHP = Quality of shopping, HED = Hedonics, POM = Peace of mind, INV = Involvement, ESC = Escapism, TS = Trip satisfaction, IR = Intention to revisit.

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