The Effect of Experiential Values of Tourism on Behavior Intention:
Focused on the Mediating Role of Destination Attachment and Destination Trust

- An Example of Chinese Travelers to Korea -

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Abstract

Through this study, the effect of tourism experiential values (economicality, playfulness, aestheticity, service) perceived by Chinese travelers who have visited Korea has been tested on tourism behavior intention. Meanwhile, this study looked at whether destination attachment and destination trust mediated the relationship between experiential values and behavior intention.

To achieve this purpose, empirical analysis was conducted based on the literature study. The research model and hypothesis were established by defining the necessary concepts, suitability of measurement tools, and the relationship between variables through the literature study.

For empirical analysis, the study distributed a total of 100 copies of data to Chinese travel consumers who have traveled to Korea in July 2019. 151 parts of the collected data, excluding unsatisfactory data, were set as final samples for empirical analysis. The analysis method was performed using SPSS 21.0 and smart pls 3.0 to analyze frequency, validity analysis, reliability analysis, regression analysis.

Keywords: Chinese Tourists, Experiential Values, Destination Attachment, Destination Trust, Behavior Intention
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요 약

본 연구를 통해 한국에 관광한 중국 여행자들이 겪는 관광 경험가치(경제성, 유희성, 심미성, 서비스성)가 행동 의도에 미치는 영향을 검정하였다. 한편, 목적지 예측과 목적지 신뢰가 관광 경험가치와 행동 의도 간의 관계를 매개하는지를 살펴보았다.

이러한 연구목적을 달성하기 위하여 문헌연구를 토대로 하여 실증분석을 진행하였다. 문헌연구를 통해 필요한 개념의 정립과 측정요구의 적합성, 변수들 간의 관계를 정의하며 연구모형 및 가설을 수립하였다. 본 연구는 실증분석을 위해 2019년 7월에 한국으로 여행 경험이 있는 중국 여행 소비자를 대상으로 총 160부의 자료를 배포하였다. 수집된 자료 중 불성실한 자료를 제외한 151부를 최종적 표본으로 설정하여 실증분석을 실시하였다.

분석방법은 SPSS 21.0과 smart pls 3.0을 이용하여 빈도분석, 타당성분석, 신뢰성분석, 회귀분석, hayes의 bootstrapping 방식의 매개 분석 등을 실시하였다.

핵심어: 중국인 관광객, 체험적 가치, 목적지 예측, 목적지 신뢰, 관광만족도

1. Introduction

As Chinese tourists continue to increase their overseas trips based on economic growth, so did Chinese tourists in Korea and their potential market value. In Asia, when per capita income reached $8,000, demand for overseas travel increased dramatically, with 10 cities in China expected to reach this standard in 2014 and to reach 27 areas in 2020. While many studies have mentioned the importance of tourism spending behavior research for the Chinese, they remain largely on policy proposals. Not many studies have been tested on Chinese practically. In this study, the experiential value of travelers was set as a prior variable to study the relationship of experiential values to behavior intention. Furthermore, this study wanted to confirm the mediating role of destination attachment and destination trust in the relationship between experiential values and tourism behavior intention.

In this study, questionnaire was used to collect data and collected data. The statistics were processed using the SPSS 21.0 and smart pls 3.0. The data collection was conducted on 151 copies of the data collected for Chinese travelers who visited.

2. Theoretical Background and Hypotheses

2.1 The Relationship between tourism experiential values and tourism behavior intention

Value is the benefit or benefit expected from a product or service and is an overall assessment of the utility of the product and service [1]. Experiential values can be defined as
preferences that arise through the use and evaluation of products and services [2]. The study of experiential values has been addressed by many researchers. Smith and Sweeneyard (1998) said that after experience, consistency between beliefs and attitudes can be increased or images can be more clearly shaped. [3] Beerli and Martin (2004) defined experiential value as the level of tourism experience in the tourist area. [4] Mathwick et al. (2001) redefined empirical values based on Holbrook(1994)'s value study, and presented them separately as economic (consumer utility), entertainment, aesthetic and service excellence. [2],[5]

First, consumer return on investment is an active source of external value and is an investment in a range of resources that potentially generate revenue. Consumers experience it as an economic utility, which they gain by being aware of the quality of the right price.

Second, playful experiential value refer to the pursuit of fun and pleasure, preoccupied with certain activities at a time when they provide an escape from everyday life that is repeated as an active source of intrinsic value. Van Boven, Dunning and Lovewenstien (2000) said that having fun and spending money is an important part of life for customers. Our life itself was not a life we enjoyed but a life of survival, but now we are thinking about it as a life to be able to experience leisure and culture, so we intentionally give money and participate in various experiences. [6]

Third, aesthetic values are appalling as consumers react aesthetically to the physical environment (design, color, size, etc) and enjoy other factors. This means value that creates a variety of sensitivities for consumers. Aesthetics is identified as an adjustment factor that allows users to have a pleasant experience through interaction with the product in the user experience. A positive response to evaluating a product may cause the consumer to experience it. Aesthetics has been defined as the sophistication, aesthetic value, appeal, uniqueness, interface and configuration appeal of the product and can be defined as the recognition of beauty and aesthetic value of the object.

Finally, service excellence is a reactive source of external value that reflects consumers' generalized assessment of the overall excellence of the service, such as the performance of the service provider's expertise and task-related performance to the customer. [1] Empirical values can be measured for a variety of emotional values, including pleasure, so they can also be called concepts that include consumer behavior intention. [7] A concept that has attracted a lot of attention as a means of gaining a competitive edge in the service sector these days is relationship marketing, and the core concept of relationship marketing is relationship benefits. Relationship Marketing is called for the benefits of both companies and customers through relationships, such as an increase in the company's sales rate, positive oral language, low cost,
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and long-term relationship.

Meanwhile, the reason why tourism satisfaction is important is because tourism satisfaction level affects the revisit and recommendation intention. Oliver (1980) stated that satisfaction is determined through consumption experience by comparing the expectation with the expectation that the product or service performance is expected to be predicted, after which the product or service is used, to be aware of the performance and to predict the perceived performance. [8] A study by Pizam, Neumann and Reichel (1978) described tourist satisfaction as the result of interaction with the expectations and experiences tourists had about the tourist site, and said that when the actual experience was good compared to the expectations they had before the tour, tourists would feel satisfied and dissatisfied if they were lower than expected. [9] Dan (1981) defined satisfaction as the overall state of mind that tourists have or cause a combination of emotions in the event of experiencing inconsistencies in expectations and the experience of tourism consumption. [10] Kozak (2003) noted that satisfaction is a comparative evaluation of the currently visited tourist sites with the previous ones and the result of the experience. Also, tourism was said to be the ultimate goal to achieve through the results of tourism activities. [11]

Hypothesis 1: Experiential values of tourism will have a positive effect on tourism behavior intention.

Hypothesis 1-1: Economic experiential value of tourism will have a positive effect on tourism behavior intention.

Hypothesis 1-2: Playful experiential value of tourism will have a positive effect on tourism behavior intention.

Hypothesis 1-3: The aesthetic experiential value of tourism will have a positive effect on tourism behavior intention.

Hypothesis 1-4: Service experiential value of tourism will have a positive effect on tourism behavior intention.

2.2 The Mediating role of destination attachment

Attachment refers to a close and intimate relationship based on trust that gives a stable feeling and emotional comfort. [13] Hidalgo and Hernandez (2001) defined attachment as an emotional bond, recognizing the connection between people and places. [14] Brocato (2006) defined place attachments as psychological bonds to the physical environment of a place,
including both individual and cultural elements, and perceived affection and affinity for the social relationships, physical environment and culture of a particular place. [16] Gross and Brown (2008) defines destination attachment as an emotional bond of individuals formed by the interaction of emotions, experiences, beliefs, perceptions, and activities that experience the original nature of the place, and it has also been shown that place attachment increases as the level of involvement in tourism increases. [17] Place attachment is defined as attachment to a particular place, emotional and emotional bond or bondage to a particular place, as shown by an individual’s persistent and psychological attitudes and behavioral tendencies. [18]

Yuksel and Billim (2010) defined place attachment as an emotional bond that humans have for a particular place. Therefore, there is a strong connection between the psychological, emotional and emotional aspects of tourist travelers and their attachment. Yuksel and Billim (2010) found that place attachment (place identity, place dependence, emotional attachment) had a positive effect on the satisfaction and loyalty formed by visiting a particular destination. [19]

**Hypothesis 2:** Destination attachment will mediate the relationship between experiential values and tourism behavior intention.

Hypothesis 2-1:: Destination attachment will mediate the relationship between economic experiential value and tourism behavior intention.

Hypothesis 2-2:: Destination attachment will mediate the relationship between playful experiential value and tourism behavior intention.

Hypothesis 2-3:: Destination attachment will mediate the relationship between the aesthetic experiential value and tourism behavior intention.

Hypothesis 2-4:: Destination attachment will mediate the relationship between the service experiential value and tourism behavior intention.

2.3 The mediating role of destination trust

Trust can simply be defined as 'believability'. [20] Trust is an important behavioral factor that determines relationships between parties or companies in a mutual long-term relationship [19], and is recognized as an element between the formation of relationships between buyers and sellers and as an element of customer loyalty, and is of great importance as a development factor that builds and develops relationships with customers. [22] Trust is the main key variable needed to start, form and maintain all relationships. [23] Valle, Mendes and Guerreiro (2006) noted that building a long-term relationship with tourists based on trust helps
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keep visitors on a constant basis because it is more cost-effective than attracting new tourists. [24] Confidence building is more necessary than anything else to have a successful and lasting relationship in tourism and hospitality industries with high uncertainty of choice. [25] Since trust is formed only in consumption due to the intangible nature of tourism services, the risk and uncertainty will increase if there is no trust in destination for potential tourists. [26]

Hypothesis 3: Destination trust will mediate the relationship between experiential values and tourism behavior intention.

Hypothesis 3-1: Destination trust will mediate the relationship between economic experiential value and tourism behavior intention.

Hypothesis 3-2: Destination trust will mediate the relationship between playful experiential value and tourism behavior intention.

Hypothesis 3-3: Destination trust will mediate the relationship between the aesthetic experiential value and tourism behavior intention.

Hypothesis 3-4: Destination trust will mediate the relationship between the service experiential value and tourism behavior intention.

[Figure 1] Research Model
3. Empirical analysis

For empirical analysis, the study distributed a total of 160 copies of data to Chinese travel consumers who have traveled to Korea in July 2019. 151 parts of the collected data, excluding unsatisfactory data, were set as final samples for empirical analysis. The structural equation model is also called covariance equation, which is a form that combines factor analysis and regression analysis by discovering potential factors that do not have measurement error and connecting the latent factors with regression analysis. To verify the hypothesis of the model, the structural equation model was analyzed using the Smart PLS Version 3.0 program. The PLS method may be used when the number of samples is small or when formal indicators are used, and does not require multivariate normal distribution. [27] The significance test of the path coefficients of the PLS structured model was analyzed 1,000 times using the Bootstrap method.

3.1 The general characteristics of a sample

The general characteristics of the sample are as follows. Among those surveyed, 75 were males (49.7%) and 76 females (50.3%), while by age, 6 in teenage (4.0%), 94 in their 20s (62.3%), 36 in their 30s (23.8%), 14 in their 40s (9.3%), and 1 in their 50s or older. Thirty-five (23.2%) visited Korea on business/business trips, while 9 (6.0 percent) said they traveled to Korea for the purpose of visiting (friends/ acquaintances) while 70 (46.4 percent) said they traveled to Korea for vacation or sightseeing. Sixteen respondents, or 10.6 percent, visited Korea for the meeting, while 21 respondents, or 13.9 percent, visited Korea for other reasons.

3.2 Configuring of survey questions

The concepts and measures of experiential values used in the study of Mathwick et al. (2001) were used. [5] It was measured by dividing into four categories: entertainment value, economic value, service value, and aesthetic value, and by 18 questions. Destination attachment was based on research by Yuksel and Billim (2010). [17] Three questions were made, and seven likert scales were used. Tourism behavior intention was based on a study by Boulding et al(1993). [28] Three questions were made, and seven recursive scales were used. Destination trust is based on Koufaris and Hampton-Sosa (2004) study, modified to suit the situation of this study. [29]
3.3 Validity and reliability analysis of measurement items

Gefen and Straub (2005) stated that when analysing using PLS, the convergent and discriminant validity must be considered. [30] Campbell and Fiske (1959) defined Convergent Validity to the extent that several attempts to measure the same concept match. Discriminant Validity, on the other hand, is defined to a low degree of correlation between results when different concepts are measured in the same measurement method. [31] As shown in [Table 1], all the factor loadings were 0.7 or higher. Therefore, the results of the confirmed factor analysis conducted in this study indicated that the measurement tools used in this study were relevant for convergence. In addition, the validity of the determination was verified through the composition concept reliability and mean variance extraction values. Composite reliability, mean variance extraction, Cronbach’s alpha, factor load values are all listed in [Table 1].

The AVE analysis compares the value of the square root of each potential variable with the correlation coefficient between each potential variable. If the AVE square root value of a potential variable is greater than all correlation factors between that potential and other potential variables. [32] When the AVE square root values of all potential variables and correlations are obtained, as shown in [Table 2], it is found that each AVE square root value is greater than all other correlative values in the species and in the cross section, and therefore the discriminative justification of the measurement tools in this study is obtained.

[Table 1] Results of convergent validity, reliability, and multi-collinearity analysis of study variables

<table>
<thead>
<tr>
<th>study variables</th>
<th>Factor Loadings</th>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
<th>AVE</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic experiential value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) The price of the travel package was</td>
<td>0.804</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>reasonable.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) The travel goods were of good quality</td>
<td>0.816</td>
<td>0.889</td>
<td>0.919</td>
<td>0.693</td>
<td></td>
</tr>
<tr>
<td>for the price.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(3) The price of the travel package was</td>
<td>0.840</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>worth paying.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(4) The service was good for the price of</td>
<td>0.847</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the travel product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(5) I felt that travel improved the quality</td>
<td>0.855</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of life.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playful experiential value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) The trip helped me feel better.</td>
<td>0.841</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) The trip brought joy.</td>
<td>0.859</td>
<td>0.898</td>
<td>0.921</td>
<td>0.700</td>
<td></td>
</tr>
<tr>
<td>(3) The trip was interesting.</td>
<td>0.841</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(4) The trip was not boring.</td>
<td>0.821</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(5) The trip made me feel out of the</td>
<td>0.821</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ordinary.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table 2: Correlation analysis between study variables

<table>
<thead>
<tr>
<th>Study variables</th>
<th>The square root value of the extracted mean variance.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>economic experiential value</td>
</tr>
<tr>
<td>economic experiential value</td>
<td>1</td>
</tr>
<tr>
<td>playful experiential value</td>
<td>0.782</td>
</tr>
<tr>
<td>aesthetic experiential value</td>
<td>0.791</td>
</tr>
<tr>
<td>service experiential value</td>
<td>0.769</td>
</tr>
<tr>
<td>destination trust</td>
<td>0.780</td>
</tr>
<tr>
<td>destination attachment</td>
<td>0.397</td>
</tr>
<tr>
<td>behavior intention</td>
<td>0.838</td>
</tr>
</tbody>
</table>
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The Cronbach's Alpha coefficient value, composite reliability and Average Variance Extracted (AVE) were evaluated for verification of internal inertia. Composite reliability represents a shared variance between the measurement variables of each concept of composition, which can be called conceptual reliability. Average Variance Extracted (AVE) is defined as the ratio of variances that show how much a measurement variable can describe this constitutive concept as the average value for the squared values of standardized factor loads. The reliability condition is satisfied when the synthetic reliability is greater than 0.7 and the AVE value is greater than 0.5. [33] Among the variables introduced in this study, the conditions were met because the lowest composite reliability value was 0.878 (service experiential value) and the smallest AVE value was 0.693 (economic experiential value). In addition, for reliability verification, the Cronbach's Alpha was measured showing internal consistency, which was also above the benchmark 0.7.

3.3.3 Hypothesis verification

The evaluation results for multicollinearity was summarized as in [Table 2]. The multicollinearity evaluation in the structural model is based on the VIF (Variance Inflation Factor) value. To do this, the SmartPLS program provides internal Inner VIFs (VIFs). If the VIF values between each exogenous potential variable for the endogenous potential are less than 5.00 then they will be judged to be not multicollinearity. [34] The suitability of the PLS model is determined by its R2 and redundancy, and by its overall suitability. [35] Analyzing the model in this study and comparing it with the assessment criteria, R2 was awarded with .838 and the redundancy of all endogenous variables was found to be positive, making this model highly suitable. The Goodness of Fit value in this study was 0.927, indicating that the PLS Structural Equation Model was highly suitable, and that both the measurement model and the structural model for the PLS Structural Equation Model were found to be appropriate. [36] The results of hypothesis testing in this study are detailed in [Table 3]. The hypotheses H1-1, H1-2, H1-4 were all adopted. However, H1-3 hypothesis was not adopted.

[Table 3] Hypothesis test results for research model

<table>
<thead>
<tr>
<th>path</th>
<th>path coefficient</th>
<th>S.D.</th>
<th>t</th>
<th>p</th>
<th>results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1-1  economic experiential value-&gt;behavioral intention</td>
<td>0.259</td>
<td>0.064</td>
<td>4.032</td>
<td>0.000</td>
<td>adopted</td>
</tr>
<tr>
<td>H1-2  playful experiential value-&gt;behavioral intention</td>
<td>0.131</td>
<td>0.065</td>
<td>2.050</td>
<td>0.042</td>
<td>adopted</td>
</tr>
<tr>
<td>H1-3  aesthetic experiential value -&gt; behavioral intention</td>
<td>0.167</td>
<td>0.083</td>
<td>2.013</td>
<td>0.044</td>
<td>adopted</td>
</tr>
<tr>
<td>H1-4  service experiential value -&gt; behavioral intention</td>
<td>0.131</td>
<td>0.065</td>
<td>2.050</td>
<td>0.042</td>
<td>adopted</td>
</tr>
</tbody>
</table>
The following three conditions shall be identified in order to test the mediated effects using the PLS structural formula. [37]

① Direct effects should be noted if parameters are not included in the PLS path model.
② Indirect effects should be noted after including parameters in the PLS path model.
③ If VAF>80% is complete, 20%≤VAF≤80% is partial, and if VAF<20% is not considered mediated. (VAF=Indirect Effect/Indirect Effect+Direct Effect)

[Table 4] confirmed that destination attachment did not act as a mediating variable in the relationship between the experiential values of travel and the behavior intention.

<table>
<thead>
<tr>
<th>Path</th>
<th>Indirect Effect</th>
<th>Direct Effect</th>
<th>Standard Deviation</th>
<th>t</th>
<th>VAF</th>
<th>Verification results</th>
</tr>
</thead>
<tbody>
<tr>
<td>economic experiential value-&gt;destination attachment-&gt;behavioral intention</td>
<td>-0.014</td>
<td>0.259</td>
<td>0.014</td>
<td>1.00</td>
<td>-5.7</td>
<td>rejected(H2-1)</td>
</tr>
<tr>
<td>playful experiential value-&gt;destination attachment-&gt;behavioral intention</td>
<td>-0.011</td>
<td>0.131</td>
<td>0.013</td>
<td>0.847</td>
<td>-9.1</td>
<td>rejected(H2-2)</td>
</tr>
<tr>
<td>aesthetic experiential value-&gt;destination attachment-&gt;behavioral intention</td>
<td>0.005</td>
<td>0.167</td>
<td>0.010</td>
<td>0.526</td>
<td>2.9</td>
<td>rejected(H2-3)</td>
</tr>
<tr>
<td>service experiential value-&gt;destination attachment-&gt;behavioral intention</td>
<td>-0.002</td>
<td>0.131</td>
<td>0.009</td>
<td>0.198</td>
<td>-1.5</td>
<td>rejected(H2-4)</td>
</tr>
</tbody>
</table>

[Table 5] confirmed that destination trust partially mediated the relationship between the experiential values of travel and the behavior intention.

<table>
<thead>
<tr>
<th>Path</th>
<th>Indirect Effect</th>
<th>Direct Effect</th>
<th>Standard Deviation</th>
<th>t</th>
<th>VAF</th>
<th>Verification results</th>
</tr>
</thead>
<tbody>
<tr>
<td>economic experiential value-&gt;destination trust-&gt;behavioral intention</td>
<td>0.063</td>
<td>0.259</td>
<td>0.031</td>
<td>2.038*</td>
<td>19.5</td>
<td>adopted(H3-1)</td>
</tr>
<tr>
<td>playful experiential value-&gt;destination trust-&gt;behavioral intention</td>
<td>0.057</td>
<td>0.131</td>
<td>0.028</td>
<td>1.996*</td>
<td>30.3</td>
<td>adopted(H3-2)</td>
</tr>
<tr>
<td>aesthetic experiential value-&gt;destination trust-&gt;behavioral intention</td>
<td>0.069</td>
<td>0.167</td>
<td>0.032</td>
<td>2.155*</td>
<td>29.2</td>
<td>adopted(H3-3)</td>
</tr>
<tr>
<td>service experiential value-&gt;destination trust-&gt;behavioral intention</td>
<td>0.099</td>
<td>0.131</td>
<td>0.037</td>
<td>2.633**</td>
<td>43.0</td>
<td>adopted(H3-4)</td>
</tr>
</tbody>
</table>
4. Conclusion

Through this study, the effect of the tourism experiential values (economic experiential value, playful experiential value, aesthetic experiential value, service experiential value) on the behavior intention of tourist destinations was verified by Chinese travelers who visited Korea. Meanwhile, this study looked at whether destination attachment and destination trust mediated the relationship between experience value and behavior intention.

To achieve this purpose, empirical analysis was conducted based on the literature study. A research model and hypothesis were established by defining the concept needed, the suitability of measurement tools, and the relationship between variables through the literature study. Studies have shown that all sub-factors of experiential values have a positive effect on tourism behavior intention. This means that the value of tourism experience (economic, playful, aesthetic, service) is an empirical value that is formed during the journey, and that there is a significant causal relationship to tour behavior intention.

Therefore, in order for Chinese people to come to Korea, they will have to make efforts to enhance all the tourist experience value (economic, playful, aesthetic, service) of Chinese travelers. For example, products will need to be developed to increase the empirical value of tourist sites. Meanwhile, the trust of tourist destinations was found to partly mediate the relationship between experience values (economic, playful, aesthetic, service) and tourism behavior intention. This requires strategic measures to enhance trust through the management of the experience value of Chinese travelers, which ultimately results in higher destination behavior intention.

This study was intended to identify the mediated effects of destination trust in the relationship between tourist destination experience value and behavior. This study has purpose and significance in making a theoretical study on the relationship of influence between tourism destination experience value, destination trust, destination attachment and behavioral intent, and presenting strategic implications for actual tourism management after empirically verifying the importance of the above variables with Chinese tourists.

The verification confirmed that destination trust is an important concept that serves as a medium for improving the relationship between the two variables in the relationship between experience value and intent to act. This is the academic significance of establishing a theoretical model through a study of the importance of the relationship between tourism experience value - destination trust - tourism behavior. The theoretical implications of this study are as
follows: Existing studies have shown that destination trust rather than destination attachment plays a mediating role in the relationship between tourism experiential values and tourism behavior intention. During the tourism experience, to ensure that the value of experience has reached tourism behavior intention, the study of experience value on the importance of intermediate mechanism of trust has been expanded. In addition, the above results are in line with the arguments of Morgan and Hunt (1994). The paper by Morgan and Hunt (1994) also discussed the importance of trust, which highlights that trust plays an important role in the ongoing development of goals to maintain a long-term relationship between tourists and destinations. [38]

However, destination attachment has been shown not to mediate the relationship between experience value (economic, playful, aesthetic, service) and tourism behavior intention. This was different from the results of previous studies on the positive relationship between emotion in the travel process and destination attachment. More specifically, destination trust is important, not destination attachment, for the value of experience to be linked to tourism behavior intention. This is because emotional bonds to places are formed over time by individuals developing relationships to specific environments or places. [39] It is assumed that this study also included consumers with short-term tourism experience in Korea. Therefore, in future research, we want to distinguish tourists with high tourism experience in Korea from those with low tourism experience, and to reveal the role of controlling the sustainability of tourism experience. Or, if this study separates consumers who are already attached to Korea from those who have not yet developed an attachment, then place attachment will prove to be an important variable for consumers who have developed an attachment. Then, if positive attachment to a place is to be formed, then the impact relationship can be explained as a prior variable of satisfaction and future behavior.

The limitations of this study are as follows.

First, this study limited only 151 Chinese who had tourism experience to Korea in selecting samples, and expanding the scope of the samples would be necessary to broaden the generalization of the study.

Second, this study only targeted Chinese tourists who experienced tourism in Korea. The next study will be more beneficial if you also consider the purpose of tourism and find out the difference in the value of the following.
The Effect of Experiential Values of Tourism on Behavior Intention: Focused on the Mediating Role of Destination Attachment and Destination Trust - An Example of Chinese Travelers to Korea -

References


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