

Visitor's Factor Analysis of Jeju Olle as a Walking-tourism Place. -focusing on Jeju Olle-gil 7 course-

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1. Introduction

The consumption change towards software tourism to meet the aesthetic satisfaction and internal factors, breaking away from the conventional hardware tourism of physical environment and development has led to the enhancement of cultural values to pursue a happy life through self-reflection by slowness, calmness, speculation and meditation. In addition, the increased importance of tourism and place values that walking space has resulted in the spread of walking tourism represented by Jeju Olle-gil, the first working tourism place. Compared to the rapid growth of walking tourism market, a low level of information is lacking in ability to identify characteristics of potential consumers. In this regard, this study aims to explore the relationship between motivation to visit and its subsequent variables.

The findings of this study are expected to provide implications on the formation of systematic management programs for Jeju Olle-gil that can consider both consumers and providers and maximize participant satisfaction by deriving qualitative data on the factors of visiting Jeju Olle-gil, and to help allow managers of numerous walking tourism places in the country to identify characteristics of visitors.

2. Empirical Result

2.1. Preliminary factor analysis

As its result, a total of 18 factors derived as follows: close contact to nature, landscape viewing, calmness and peace, a place to take a walk and opportunities, reliving stress and tension, disease treatment, diet effects, health care, socializing with friends and colleagues, making memories, escaping from routine life, self-rediscovery, spending time alone, new experience, satisfying curiosity about walking tours, meeting the urge to make an exploration, tour to Jeju area, cultural experience in Jeju area and acquisition of knowledge.

2.2. Factor analysis results

[Table 1] Factor analysis results

Assortment		Ingredient				
		1	2	3	4	5
Intellectual Satisfaction	meeting the urge to make an exploration	.824	.171	.104	.112	.254
	tour to Jeju area	.791	.122	-.016	.017	-.115
	cultural experience in Jeju area and acquisition of knowledge	.786	.200	.043	.017	.133
	satisfying curiosity about walking tours	.756	.324	.131	.128	.092
	new experience	.710	.094	.145	.298	.209
Health Care	health care	.177	.854	-.021	.043	.015
	diet effects	.303	.812	-.106	.112	.162
	disease treatment	.244	.706	-.046	.085	.313
Aesthetic Scenery	close contact to nature	.017	.005	.814	-.129	.002
	calmness and peace	.000	-.002	.793	.078	-.044
	landscape viewing	.054	-.106	.770	.155	-.049
	a place to take a walk and opportunities	.234	.001	.585	.150	.098
Self-Accomplishment	making memories	.264	.163	.066	.858	-.088
	scaping from routine life	.201	.024	.009	.698	.374
	reliving stress and tension	-.024	.006	.353	.610	.421
	socializing with friends and colleagues	.125	.557	.102	.600	-.302
Self-Speculation	spending time alone	.163	.160	-.062	-.080	.886
	self-rediscovery	.185	.151	.033	.357	.765
Eigenvalues		5.652	2.567	1.723	1.558	1.228
Description of the amount of total dispersion(%)		19.038	13.791	13.531	12.833	11.512
Describes the amount of accumulated		19.038	32.829	46.360	59.193	70.705

As a result of the factor analysis, a total of 6 factors were finalized, and the first factor was named intellectual satisfaction factor, the second factor health care factor, the third factor aesthetic scenery factor, the fourth factor self-accomplishment factor, and the fifth factor self-speculation factor respectively.

3. Conclusions

The results of this study are as follows. First, 5 factors of intellectual satisfaction, health care, aesthetic scenery, self-accomplishment and self-speculation derived through the factor analysis show that users want tourist attractions that provide them with aesthetic satisfaction rather than tourism places focusing on the physical development.

Second, demographic analysis reveals that visit factors of highly-educated persons, professionals and residents in large cities were high, and it indicates that users want tourist attractions in which aesthetics of slowness is combined with relaxation.

Third, although the number of visitors accompanied by acquaintances is large, there is higher proportion of users who visit alone, which suggests that modern people leading busy lives lay a big emphasis on self-reflection extended from the loneliness felt in their daily lives.

Fourth, since the former tourism attracted users through broadcast media, but the determination of tourist attractions to visit is currently being made by stories associated with experiences of acquaintances, the tourist attraction power can be enhanced by taking advantage of a marketing technique using stories through the commercialization of tourism place.

4. References

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