

A Revised IPA(Importance-Performance Analysis) to the Attributes of Tourist Destinations by International Tourist Types

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Abstract

Along with destination attributes in the light of competitiveness, it is necessary to consider different tourists to match tourism typologies and to understand how destination attributes may influence tourists' selections. Understanding the unique and competitive attributes of tourist destinations is crucial to establishing their marketing strategies to attract tourists successfully. Many scholars have empirically shown that they have used an importance-performance analysis as a suitable research tool to identify the characteristics of destination attributes for different types of tourists. Despite IPA's strengths, researchers have identified numerous flaws and limitations. Therefore, due to its flaws and limitations, revised IPAs have been carefully considered to investigate how different types of tourists perceive diverse attributes of the tourist destination using a revised IPA in this study investigated respondents who have traveled abroad. In the present paper, the results of the empirical study revealed data analysis that practitioners can reflect in market strategies regarding different types of tourists and their behavior. The research also proposed theoretical implications that potentially indicate alternative ways to avoid the flaws and limitations of the original IPA when interpreting data from different tourist groups.

주제어 : Tourist types, Attributes of tourist destinations,
Importance-performance analysis(IPA)

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I. Introduction

It is becoming increasingly important for tourist destinations to persuade tourists that they provide competitive benefits that destinations do not have. Understanding unique and competitive attributes of tourist destinations is crucial to establish their marketing strategies that attract tourists successfully, especially when competition from other destinations is severe. Correct identification of destination attributes provides useful information for practitioners and policy makers to understand both strong and weak positions of tourist destinations, and those determinants could be applied effectively to set up marketing strategies (Enright & Newton, 2004).

A tourist destination and its performance can be measured through the perception of destination attributes, and attributes could be identified in order to facilitate market segmentation. There are numerous studies that have analyzed performances of various types of tourist destination attributes with different types of tourists. Researchers have investigated attributes of destinations such as restaurants, hotels, ski resorts, and national parks, etc (Keyt, Yavas & Riecken, 1994; Chu & Choi, 2000; Hudson & Shephard, 1998; Wade & Eagles, 2003). The study has involved investigating the cross cultural, long-term, and short-term tourists, who have different motivations and cultural backgrounds. Practitioners in the tourism industry have also participated in order to understand attributes for business related purposes such as Enright and Newton's work (2004). In addition, marketers need to consider tourists' "needs and tailor the destinations to meet" (Gretel & Kayhan, 2016, p 18). In other words, it seems that it is not only important to fully understand the destination and what it has to offer, but also to learn about different types of visitors and how they perceive attributes of the destination that may influence their selection of tourism activities. Thus, it is necessary to investigate all these aspects.

Many scholars have empirically shown that they have used an importance-performance analysis (Martilla & James, 1977) as a suitable research tool to identify the characteristics of destination attributes of different types of

tourists(e.g., Keyt, Yavas & Riecken, 1994; Chu & Choi, 2000; Joppe, Martin & Waalen, 2001; Wade & Eagles, 2003; Tontini & Silveira, 2007, etc). The objective of IPA(Importance-Performance Analysis) is to be able to diagnose each different attribute of destination and interpret data to propose practical suggestions for management. IPA provides insights into which attributes or areas need to be focused or improved based on the strengths and weaknesses shown in the study. Also, IPA is useful because it is simple to use and the results are easy to interpret and to incorporate into marketing, so even junior scholars or practitioners who are not fully familiar with analytical research are able to conduct and apply IPA to their investigations (Lai & Hitchcock, 2014).

Despite strengths of importance-performance analysis, numerous flaws and limitations have been identified because of its methodological and conceptual flaws. Various modifications and extensions have been proposed to enhance reliability and validity. For instance, the setting of quadrant thresholds has been an issue in interpreting data (Bacon, 2003). Alternative approaches to divide the matrix have been proposed but there is no quadrant threshold of IPA that encompasses all the flaws and that could be applied to research regarding tourist destination attributes (Lai & Hitchcock, 2014). In addition, careless interpretation of data on the quadrants of IPA, regardless of its flaws, could create unreliable information for tourism management. Therefore, it seems that IPA needs to be more carefully considered, and its flaws acknowledged, when data is interpreted and applied.

The goal of this research is to identify tourist destination attributes in the light of competitiveness and to find informative implications from a comparative analysis of different types of tourists. This will be done by investigating how different types of tourists perceive diverse attributes of the tourist destination and will identify the ways in which they perceive the attributes of destinations when they travel abroad. A revised IPA will be used as an analytic tool to incorporate tourist behavior and marketing strategies with the goal of contributing to tourism literature and helping practitioners.

II. Literature Review

The literature review was intended to provide a conceptual and theoretical basis upon attributes of tourist destinations, tourist typologies, and Importance - Performance analysis.

1. Attributes of Tourist Destinations

The success of tourist destinations is influenced by their relative competitive attributes, therefore tourist destinations have been an important area of interest among tourism researchers for decades. Ritchie & Crouch (2000) state that destination attributes can have tremendous ramifications for the tourism industry and are of considerable interest to practitioners and policy-makers. Scholars confirm that investigating destination attributes can help both industry and government to understand areas of strength and weakness in the competitive positions of tourist destinations and countries. Destination attributes can refer to a mixture of many different elements that could potentially attract travelers (Lew, 1987).

There are many factors that affect the decision-making process for tourists. Attributes such as natural resources, price, accessibility, quality of accommodation and its service, shopping facilities, and many others are not enough to be indicated as one group of attributes when it comes to analyzing and understanding these factors. Many researchers have categorized these components into different groups with their insight for the purpose of research. For instance, Pikkemaat (2004) and Lam and Hsu (2006) consider the factors affecting tourism destination selection to be divided into two groups called push and pull factors. Push factors refer to psychological factors such as motives, values, personality social demographic factors, and other such factors. Pull factors indicate destination related items such as distance, infrastructure, and type of tourism activities available at the destination. Buhalis categorized destination attributes with the framework that starts with the letter A: Attractions, such as

natural attractions, artificial buildings, and special events; Accessibility such as a transportation system; Amenities such as accommodation and tourist services; Ancillary services such as banking, telecommunications, and hospitals; and Activities which refer to all the activities for tourists at the destination (2000). Kim (2014) proposed factors that are associated with memorable tourism experiences of tourists are known as MTE (Memorable Tourism Experience). It is composed of 14 major dimensions which are infrastructure; cost & value; accessibility; local culture; physiography & climate; entertainment; environment management; quality of service; safety & security; hospitality; place attachment; superstructure; a mix of activities; and special events.

However, comprehensive model of destination attributes that has been identified or derived by many researchers is the conceptual model of destination competitiveness (Crouch and Ritchie, 1999). The aim of their research was to investigate the attributes which determined a destination's tourism competitiveness. Crouch and Ritchie began to study the structure of destination competitiveness in 1992, and developed a conceptual model based on a destination's "diamond of national competitiveness" (Porter, 1990). The conceptual model of Crouch and Ritchie includes 36 destination attributes, each with five major dimensions: supporting factors & resources; core resources & attractors; destination management; destination policy, planning & development; qualifying and amplifying determinants. The model also considers the impact of global macro-environmental effects and competitive micro-environmental circumstances that affect the function of tourism in the destination. As suggested, Ritchie and Crouch's (1993) models are considered to be the most comprehensive studies in the literature regarding destination attributes of tourism competitiveness.

In this study, three main categories will be focused on some categories from Crouch and Ritchie's (1999) categories which are core resources factors, supporting factors, and qualifying & amplifying factors.

2. Types and Characteristics of Tourist

Understanding tourist characteristics represent an attempt to increase knowledge of consumer behavior in tourism. To attempt developing great strategies to attract consumers in tourism, identifying tourist types that could be considered classification or clustering seems beneficial. Tourist typology information allows managers to address different characteristics such as motivations, attitudes, and impacts of tourist types, and to understand which types of tourists are most likely to be found in tourism areas. (Duffus & Dearden, 1990; Smith & Smale, 1980; Diamantis, 1998). In fact, in terms of market segmentation, scholars have studied the understanding of tourist characteristics (e.g., Cohen, 1972; Plog, 1994). Cohen's and Plog's (1974) typology were widely cited in the literature. They classified tourists on only psychographic aspect: dividing people into two categories such as psychocentric type and allocentric type but as time goes by these categories were developed in other areas containing different concepts associated with consumer characteristics which existed and were developed in tourism contexts such as ego involvement, family decision-making, and sensation seeking (e.g., Sung, Morrison, Hong & O'Leary, 2001; Lepp & Gibson, 2008).

Despite various different named or concepted tourist types, it is evident that large numbers of tourist role researches have been influenced by Cohen's (1972) novelty based model. There have been a number of scholars who have sought to build upon his typologies in terms of developing and supporting his work with quantitative methods that are measurable tools. For instance, Yiannakis & Gibson (1992) developed their Travel Role Preference Questionnaire (TRPQ) with good reliability and validity tests (Dimanche & Havitz, 1995) and reported 13 distinct tourist roles. Later, Mo, Howard, and Havitz's (1993) International Tourism Role (ITR) was designed to capture the degree of novelty and familiarity of international pleasure travelers as proposed by Cohen's typologies. Unlike Cohen's four typologies, ITR scale represents three dimensions. The "Destination-Orientated Dimension" and "Travel Services Dimension" and "Social Contact Dimension".

3. IPA for Identifying Attributes of Tourist Destinations

Martilla & James (1977) originally presented the importance-performance analysis (IPA) based on automotive service attributes for marketing purposes. Using IPA is available for both consumers when they perceive the importance of the product before using the product and after the determined results of the performance of the product in terms of the marketing strategy. The IPA is the tool that combines the measures of customer's perceived importance and performance into a two-dimensional plot to interpret and analyze data in its framework (Martilla & James, 1977).

IPA has been a popular research tool among researchers because of its simplicity and it has been applied to different areas of service industries. The key objective of IPA is to *"facilitate identification of attributes for which, given their importance, the product or service underperforms or over performs"* (Abalo et al., 2007, p 155) in order to develop effective marketing strategies. In the tourism and hospitality industry, scholars have used this graphical tool to identify judgment of importance and performance of attributes in its service or product in a variety of forms of businesses such as restaurants, hotels, exhibition centers, recreational centers, and specific tourist destinations. For instance, Keyt, Yavas and Riecken (1994) have identified attributes of a restaurant in customer's selection by visitors from residents in the USA. Ziegler, Dearden and Rollins (2012) have used IPA to assess the success of the shark tour in Mexico and to understand satisfaction by estimating related attributes in its service. <Table 1> shows previous studies that have applied IPA in tourism. Some researchers (e.g., Chu & Choi, 2000, Dwyer et al, 2012, Oh 2001) have noted the flaw that the precise definition of the term 'importance' has not been conceptualized and defined in IPA. For instance, 'importance' is often interchangeably used with 'expectations' and it appears that it needs to be distinguished between two concepts 'importance' and 'performance': importance as a desired outcome and performance as tolerated outcome. Also "interpretation of points near to the discriminating thresholds" (Sever, 2015) is ambiguous. Also Lack of reliability and validity in IPA has often been a concern of scholars (e.g., Crompton & Duray, 1985; Oh, 2001; Azzopardi & Nash, 2013; Lee, Choi, & Breiter, 2013; Sever, 2015). According to Azzopardi & Nash (2013), there are only a few studies investigating validity and reliability issues, and many

〈Table 1〉 IPAs used in Torism & Hospitality Industry

Researcher	Sector	Brief Summary
Keyt, Yavas & Riecken (1994)	Restaurant	IPA was applied to estimate the 10 attributes of choosing a restaurant by visitors to a restaurant in the USA.
Chu & Choi (2000)	Hotels	Researchers examined business and leisure travelers' perceived importance and the performance of six hotels in Hong Kong.
Joppe, Martin & Waalen (2001)	Destination	IPA was used to examine Toronto visitors' perception of products and services in Toronto as a tourist destination.
Zhang & Chow (2004)	Tour guides	Researchers assessed the importance and performance of Hong Kong's tour guides perceived by mainland Chinese visitors.
Corrêa, Tontini & Silveira (2007)	Food service	The attributes of a pizzeria in Brazil have been evaluated with IPA.
Deng (2008)	Hot spring hotel	The Kano model and IPA were used to identify critical service quality attributes for a hot spring hotel.
Ziegler, Dearden & Rollins (2012)	Tour	IPA was used in Mexico to evaluate the satisfaction of participants on a whale shark tour program, and in order to assess its success.
Lee, Choi, & Breiter (2013)	Convention center	Researchers used IPA to identify attendees' needs and priorities related to service when attending an exhibition at a convention center.
Disastra, Hanifa & Sastika (2018)	Destination	IPA was used to investigate the tourists' satisfaction for one of tourist attractions in Indonesia.
Jin & Park (2019)	Destination	IPA was used to applied to investigate the attributes of rural tourism and conjoint analysis was integrated to analyze those attributes.

empirical approaches regarding these issues have been slightly ignored. The cross point of Importance and Performance mapping from Martilla & James (1977) has been changed by numerous scholars. Yet, this doesn't necessarily mean that the original I-P mapping is invalid or critically flawed. Unlike the original IPA, scholars have changed the I-P mapping in accordance with their own insights and judgment (Lai & Hitchcock, 2015).

In summary, IPA is effective and simple tool for scholars and practitioners in order to consider marketing strategy. Although its efficiency and strength, various shortcomings have been identified by numerous scholars since the original IPA form Martilla and James (1977). Shortcomings or controversies of IPA could be referred such as the position of the axis determining the quadrants and its interpretation; the conceptual issues; methodological or measurement issues etc. Scholars have been used diverse ways of IPA with their own insights according to previous researches and implemented different mythological ways and interpretation by their academic or marketing strategic purposes.

III. Methods

1. Questionnaire Deigns and Data Collection

The questionnaire was designed for anyone who has traveled abroad for vacation in the most recent years (in the last five years at least), except for teenagers because it seemed very limited to have teenager as respondents for the study, due to their limitation to travel abroad and considering their circumstances. In terms of setting up the scales for the questionnaires, accordingly with other previous studies regarding ITR studies (e.g., Mo et al, 1993; Keng & Cheng, 1999), questionnaire's scales were applied with a 7-point likert scale in this study. A 7-point likert scale was applied for IP questionnaires as well according to high reliability. One of market research firms in South Korea conducted a convenience online-sampling using the panels in their database and they collected about 400 participants for a week from 17th October

2016 for the data collection. All participants were rewarded online points by the firms that can be exchanged with an e-coupons for franchised restaurants and coffee shops. A total of 425 surveys were returned and a total of 344 finalized sample have been used for the analysis after reduction of samples that were not valid. The descriptive table of the demographic data is shown in <Table 2>.

<Table 2> Demographic Characteristics of Respondents (n=344)

	Per (%)			Per (%)	
Gender			Occupation		
Female	149	43.3	Student	34	9.9
Male	195	56.7	Management	27	7.8
Age			Administrative support	32	9.3
20-29	92	26.7	Government/Military	15	4.4
30-39	68	19.8	Professional and related	81	23.5
40-49	71	20.6	Sales and related	14	4.1
50 or older	113	32.8	Construction and related	15	4.4
Marital Status			Transportation	2	.6
Single	132	38.4	Farming/fishing/forestry	3	.9
Married	209	60.8	Maintenance/repair	4	1.2
Others: __-__)	-	-	Production	5	1.5
Education			Service/Hospitality	25	7.3
High school graduated	44	12.8	Housewife	17	4.9
2-year college student/graduated	67	19.5	Self-employed	27	7.8
University student/graduated	183	53.2	Free lance	18	5.2
Graduate school student/graduated	50	14.5	Retired/	4	1.2
			Others : __N/A__)	21	6.1

2. Scope and Methods of the Study

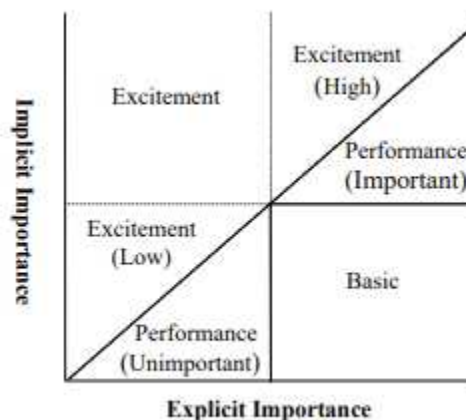
Firstly, segmenting tourists into different tourist types has been conducted with the finalized ITR scale after reviewing previous studies. ITR scale, originally developed by Mo, Howard, and Havitz (1993), is based on Cohen's tourist typologies (1972). In this study, adapted ITR scale from both Mo et al., (1993) and Jiang, Havitz and O'Brien (2000) will be used because of its successful validity test eliminating scales that are vague for respondents to response questionnaires. The collected data will go through EFA (Exploratory factor analysis) for reliability and validity of the scale. Segmenting tourists into three different tourist types Environment(destination) - Orientated Dimension,

Independent Tourist Dimension and Social Contact Dimension have been conducted through distribution of the highest mean values for each extracted factor group.

Secondly, large numbers of destination attributes based on the conceptual model of destination competitiveness by Crouch & Ritchie (2003) in tourism literature. Couch and Ritchie are pioneering scholars in conceptualizing destination attributes in the literature and many scholars have been influenced by the model but in this study attributes has been reviewed from previous studies and 45 finalized attributes will be used.

Thirdly, finalized attributes will be analyzed by IPA by each different tourist groups. In this study, a revised IPA will be conducted after reviewing data and considering issues of IPA in its methodological issues and conceptual issues. The revised IPA model is derived from previous researches (Abalo, Varela, and Rial, 2006; Abalo, Varela, and Manzano, 2007; Vavra, 1997) in this paper. As shown in the <Fig 1>, it has the same four quadrants as the original IPA model (Matilla & James, 1977) but the 45 degree diagonal line to separate quadrants between 'importance' and 'performance' on the graph is identically different with the original one. The IPA grid in <Fig 1> is derived from multiple scholars (e.g., Abalo, Varela, and Rial, 2006; Abalo, Varela, and Manzano, 2007; Vavra, 1997; Lai & Hitchcock. 2015)

<Fig. 1> The Revised IPA Grid in this Study



The diagonal line shows a more enlarged space for ‘concentrate here’ quadrant among the other three quadrants which propose that more attributes need to be considered as important and need to be improved. Moreover, the diagonal line could be practical information for practitioners and researchers to interpret depending on various research purposes than the little rigid information from the original IPA grid.

IV. Results

1. Factor Analysis for ITR (International Travel Role)

As shown in <Table 3>, a total of 14 items for dividing tourist types were submitted by exploratory factor analysis with Promax of factor loadings without any missing values. Factor loadings were extracted with Promax rotation assuming correlations with the principal components method and factor loadings are based on Eigenvalues that are greater than 1. There were no correlations that exceeds .32, thus it would be adequate to use the Promax method (Tabachnick & Fidell, 2007). In terms of internal consistency and reliability of the scales, Cronbach’s alphas of items seem relatively acceptable (>0.6) and the KMO (0.802) seem suitable for sampling adequacy and show that the data is suited for the factor analysis. As seen in the divided factors, we named three factors with tourist types such as social interaction, destination oriented and independent tourist.

2. Revised IPA(Diagonal Line Model) of Tourist Types

Three types of tourist types have been analyzed through revised IPA II in this study. The importance rate and performance rates were extracted by mean values of each attributes of ‘importance’ as ‘explicit importance’ and the standardized regression coefficient of each attributes of ‘performance’ as ‘implicit important’ (Vavra, 1997) for the IPA graph. The quadrants are a revised four quadrant which diagonal line is applied to, and its interpretation has been applied

from Vavra (1997)'s idea that is adopted from Kano. Thus, environmental, independent and social contact tourist types have been analyzed with a revised IPA with using values of explicit importance (Means of importance rates) and Implicit Importance (Standardized regression coefficient of performance rates).

〈Table 3〉 The Result of Factor Analysis on the Modified Items of ITR(n=344)

Factor	Item	Factor loadings			Communality
		F1	F2	F3	
F1: Social interaction -dimension	Personal contact with local people	.830	.076	.019	.704
	Making friends with local people	.814	-.033	-.07	.636
	Sharing their way the people live (i.e., shelter, food, customs)	.788	-.012	-.02	.613
	Engaging with different people	.680	-.050	-.12	.435
	Culture is different from mine	.641	-.086	.08	.455
	Sharing their way the people live (i.e., shelter, food, customs)	.630	.064	.19	.493
F2: Environment- orientated dimension	Same tourism infrastructure	-.02	.798	.094	.616
	Similar restaurants	.071	.782	-.08	.648
	Same transportation system	-.02	.764	.088	.565
	Well-developed country	-.01	.754	.074	.553
	Priority of familiarity	-.05	.739	-.13	.610
F3: Independent tourist-dimens ion	No tour guided	-.01	.066	.862	.718
	Complete care of from travel agencies®	.049	-.239	-.75	.680
	No major arrangements with travel agencies	.061	.159	.699	.497
% of Cumulative Variance		25.5	22.1	11.1	
% of Total Variance		25.5	47.6	58.7	
Eigenvalue		3.57	3.09	1.55	

® Reverse coded from the original study

a. The statements were renumbered.

*Method: Principal components

*Based on Eigenvalues greater than 1

* Rotation method: Promax.

* KMO= .802

*Bartlett's $\chi^2=1632.004$, $df=91$, $p<.001$

*Cronbach's α of scales= .675

For example, the importance-performance matrix and the mean of the visitors' satisfaction rating were calculated. Attributes importance was measure using a multiple regressions analysis with overall satisfaction as the dependent variable and attribute performance as the independent variables. The quadrants have been

divided by mean value of values in x-axis and y-axis. As shown on <Table 4>, the distribution of attributes varies though the data.

<Table 4> The Result of Measures from the Revised IPA for Tourist Groups

	ENV INDE SOCI							ENV INDE SOCI							ENV INDE SOCI					
	Mean (EI)	β (II)	Mean (EI)	β (II)	Mean (EI)	β (II)		Mean (EI)	β (II)	Mean (EI)	β (II)	Mean (EI)	β (II)		Mean (EI)	β (II)	Mean (EI)	β (II)		
1. Public Services	5.43	.142	4.23	.150	4.94	.126	16. Visual aesthetics	5.29	.001	4.70	.047	5.12	.005	31. Home page	5.16	.011	4.50	.001	5.02	.000
2. Sanitation	5.76	.039	4.77	.014	5.55	.027	17. Natural Reserves	5.27	.010	4.70	.004	5.24	.002	32. Online comer	5.34	.001	4.67	.006	5.18	.024
3. Telecommunication System	5.55	.050	4.60	.039	5.10	.009	18. Museums	4.67	.048	4.47	.027	4.76	.000	33. Tax system	5.18	.003	4.37	.007	4.85	.049
4. Public Facilities	5.32	.029	4.70	.023	4.70	.050	19. Local Traditions	4.93	.014	4.57	.042	5.24	.093	34. Exchange rate	5.58	.088	4.73	.067	5.26	.010
5. Smart environment	5.50	.001	4.43	.021	4.94	.018	20. Architec	4.77	.081	4.40	.016	5.08	.028	35. Price of accommodations	5.73	.046	4.90	.052	5.54	.053
6. Entry Permits	5.68	.066	4.57	.081	5.40	.150	21. Historical	4.98	.066	4.57	.076	5.12	.093	36. Price of f & d	5.67	.015	5.10	.033	5.41	.009
7. Visa requirements	5.56	.018	4.73	.036	5.25	.066	22. Rec & spo act	4.39	.043	3.80	.048	4.63	.068	37. Price of trans to the destination	5.59	.043	4.93	.008	5.44	.046
8. Transport to the destination	5.73	.081	4.73	.069	5.28	.050	23. A vari of tourism programs	4.54	.058	4.03	.056	4.79	.055	38. Price of local transport	5.46	.032	4.50	.001	5.31	.014
9. Route Connections	5.54	.000	4.63	.007	5.25	.019	24. Entertain	4.66	.072	4.23	.062	4.46	.020	39. Natural disasters	6.08	.031	4.90	.043	5.76	.043
10. Friendly/welcoming	5.50	.069	4.27	.031	5.14	.015	25. Night life	5.10	.017	4.53	.016	5.24	.006	40. Crime rate	6.29	.002	5.20	.001	6.06	.040
11. Communication	5.48	.017	4.60	.042	5.10	.001	26. Qual of accomd	5.62	.084	4.93	.011	5.31	.089	41. Proba of terrorism	6.36	.044	5.23	.058	6.14	.113
12. Local tourism information	5.47	.009	4.60	.055	5.17	.076	27. Qual of food	5.69	.074	4.87	.005	5.46	.045	42. Prevalence of diseases	6.25	.100	5.50	.055	6.02	.026
13. Signage/sign	5.37	.020	4.73	.064	5.09	.020	28. Qual of local transportation	5.57	.030	4.70	.058	5.21	.027	43. Travel time/Distance	5.09	.056	4.50	.040	4.75	.089
14. Overall nature/ landscape	5.43	.073	4.67	.056	5.31	.045	29. Shopping facilities	5.09	.007	4.30	.033	4.69	.029	44. Location itself	5.10	.055	4.50	.061	4.75	.050
15. Climate	5.68	.019	4.33	.017	5.36	.004	30. Tourist guidance	5.26	.055	4.53	.039	4.83	.044	45. Proximity to other	4.98	.028	4.40	.069	4.78	.053
							Total Mean							5.39 .041 4.62 .039 5.18 .042						

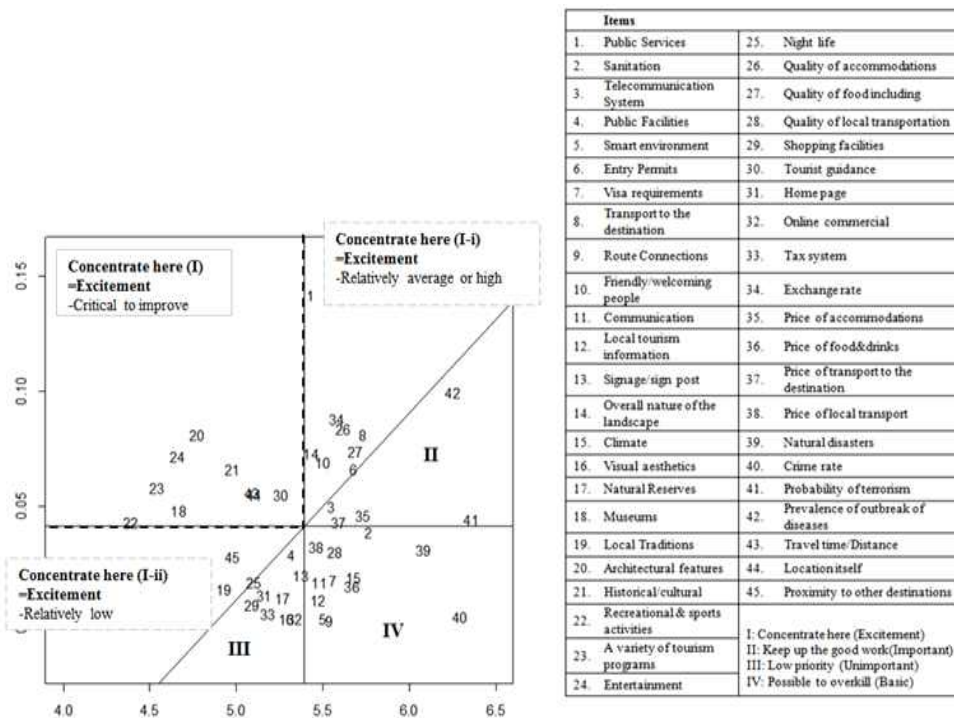
ENV: Environment-oriented tourist type INDE: Independent tourist type SOCI: Social contact tourist type

1) Environment-oriented type

As shown in <Fig. 2>, the 'Excitement' quadrant on the graph from data collected from environment-orientated tourist are composed of - cultural and historical sites (21); museums and galleries (18); recreation and activities (22); a variety of tour programs (23); entertainment (24); efficacy of tourist guidance and information (30); travel time/distance (43); location itself (44). To sum up, although these attributes are relatively unimportant 'explicitly' for destination-oriented tourist types, they would still be attracted by the destination

if the destination is full with attributes such as richness of culture and historical attractions.

〈Fig. 2〉 Environment-oriented Tourist Type



At the same time, if tourism infrastructure is more competitive than other destinations that provide a variety of activities they can enjoy or participate in, such as recreation or sports activities, as well as a variety of tour programs, it will be a great surprise for visitors. Also, if the destination were relatively near and easy to enter compared to other destinations for tourists in its selection, it would possibly be advantageous to attract tourists as well. However, if we look at the detailed quadrant of the 'excitement' section, there are more of implicitly important attributes that needed to be improved. Accessibility such as entry permits (6), transport to the destination (8), and the more of tourism infrastructure attributes (27) refers to relatively high or average attributes in this quadrant.

As Cohen (1972) described, a familiar seeking behavior by

environmental-oriented tourists could be indicated as ‘organized mass tourist.’ Cohen (1972) also shows that this group seemed to feel that the infrastructure of the destination, security or safety of the destination and the cost (see quadrant IV) are relatively more important than the other attributes for them when travel which indicates that they specifically care the ‘environment’ of the destination. The “important” quadrant (II) shows that the prevalence of disease and probability of terrorism are important both implicitly and explicitly, along with infrastructure and cost/value attributes located in quadrant (IV). Attributes in quadrant (II) need to be looked at as carefully as if these attributes were able to be fulfilled for visitors. Quadrant (III) show some important and relatively less important attributes that are interchangeable, such as shopping facilities (29), night life (25), online commercial and booking services (32), signage/signposts (13) tax system (33), etc. These attributes might be unimportant but the practitioners would need to look at some of the attributes, such as 25 (Night life), 13 (signage/sign post) and 32 (online commercial and booking services) because these are very close to the other quadrants. This means they need to be considered so they can be “important” in terms of the “basic” or the “excitement” factor for tourists.

2) Independent tourist type

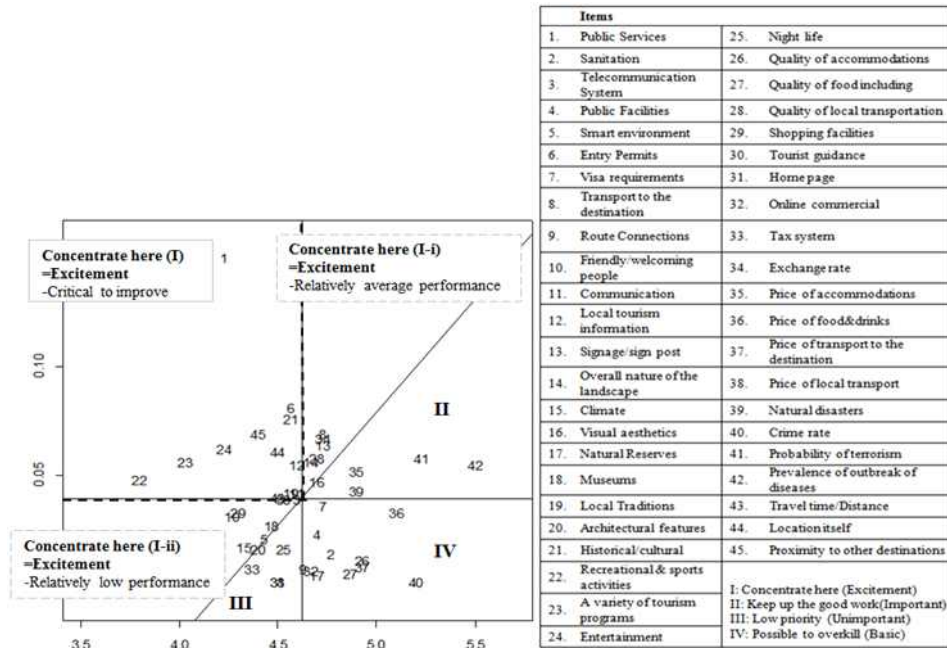
As shown in <Fig. 3>, located attributes on the ‘excitement’ quadrant shows some coincided attributes (e.g., 21,22,23,24,30,43,44) with the destination-oriented group but 30 (efficacy of tourist guidance and information of the destination) and 43 (the location itself) are relatively low in its explicit importance and implicit importance level than the other attributes in this quadrant. Attribute 30 (ease of tour guidance and information of the destination) in this location is closed to an “unimportant performance” quadrant at the same time which refers that independent tourists tend to be less dependent on information provided from the destination, which possibly could be travel agencies or tourist information places over an destination-oriented type.

Interpreting some of the attributes from the quadrant (1,3,6,11,12,19,45) show that since independent tourists tend to move independently and prepare routes for their trip, they do not take some of these attributes, such as telecommunication

(3), communication (11), and local tourism information (12) less important, but satisfaction wise, when it comes to consider implicit importance, these attributes contributed to their satisfaction of the destination when they travel. It is interesting to look at these attributes in its analysis of this type of tourist. (1) Public services at the destination, such as emergency medical service or post office service, seem to attribute to the performance of the destination. It shows the highest implicit-importance level among other attributes. This might be important for independent tourists or social contact tourist types because they would need to encounter the situation to have public service while they are traveling independently. The group attribute (8,13,14,28,34) in the Excitement (I-i) quadrant shows relatively average implicit importance, but these attributes would be quite important to consider to improve and focus on when we think satisfaction. Considering their independent pattern or tendencies when they travel, it is possible to assume that the quality of local transportation (14) and signage/sign posts (13) would play an important role. Shopping facilities and its variety (29) and friendly people (10) are attributes that are located in unimportant performance quadrant but they very near from the excitement quadrant so they might be candidates to be improved.

Quadrant (II) seems quite ordinary, but what is interesting is that the located attributes here show that independent tourists take into consideration the number of the safety and security attributes (39,41,42) more than destination-oriented tourists. This type of tourists might be concerned with safety and security issues since they tend to travel independently. Quadrant (III) indicates that architectural features (20) and the night life (25) and price of local transportation (38) are relatively unimportant both implicitly and explicitly. It is quite an unexpected result that independent tourists don't consider the price of local transportation less important even though they will have to make some arrangements of their own without preplanned purchases from travel agencies. The tax system is also not a big issue for them to think about.

(Fig. 3) Independent Tourist Type



Anyway, some of the attributes, such as smart environment (5), museums and galleries (18), and sanitation (2) are very close to the Excitement quadrant (I-ii) which refers to the smart environment and online homepage. The quadrant (IV) shows mostly infrastructure (sanitation, public facilities), accessibility (visa requirements, route connections), cost/value (price of F & D, price of transportation to the destination), and tourism infrastructure (quality of F & D, accommodation, ease of online commercial and booking services). These attributes are the basic attributes for the independent tourist and can be essential attributes that they expect from their destination when they plan to travel and are traveling. One of the safety & security attributes, crime rate, is relatively and explicitly high among the other attributes in the quadrant, which indicates that the crime rate of the destination affects the movement of independent tourists.

3) Social-contact tourist type

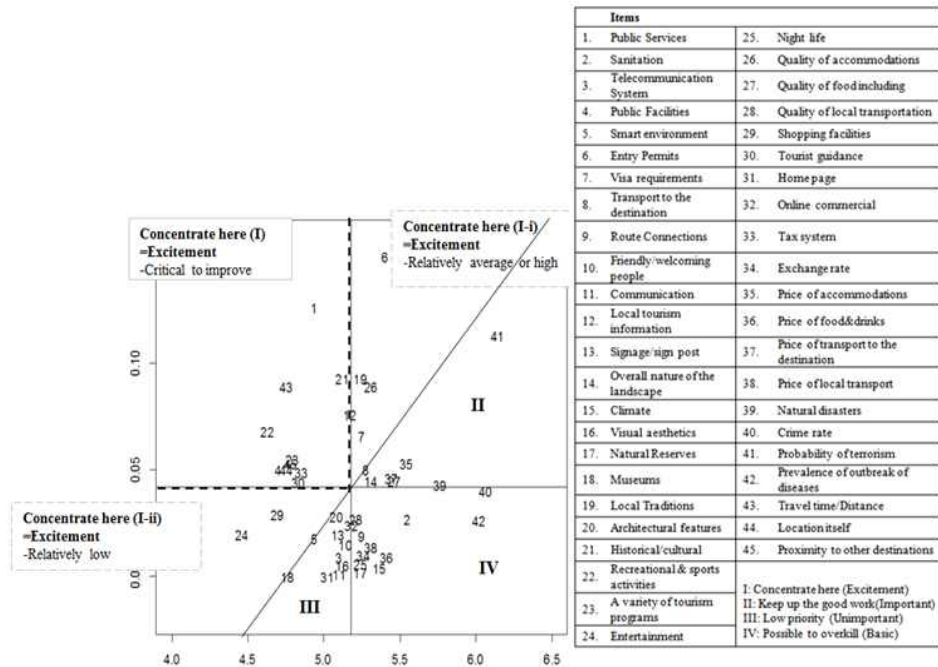
Like the other two tourist types, historical and cultural sites (21), recreation & activities (22), a variety of tour programs (23), travel time/distance to the

destination (43) and location itself (44) create "excitement" (quadrant I) factors that need to be improved if possible. As shown in <Fig. 4>, other attributes, such as public services (1) and public facilities (4), are explicitly unimportant but they could increase attraction for this type of tourist if included in the destination. Mostly, tourists in this group don't seem to perceive attributes related to infrastructure and tourism infrastructure of the destination as less important. Perhaps this result indicates that when infrastructure and the cultural and historical richness and a variety of activities are offered in the destination, social contact tourists don't perceive the level of attributes as explicitly important. Social contact tourists refer to "drifter" types of tourists (Cohen, 1972) who tend to socialize with local people and fully accept the local way of life, so it might be relatively unimportant to them to find "perfect" infrastructure and tourism infrastructure the destination offers.

In addition, the tax system (33), tourist guidance and information (30), and ease-of-location tourism information (21) are unimportant for them. Even so, these attributes could be candidates for improvement to increase satisfaction level. Two other detailed concentrate quadrants (I-i) and (I-ii) show some relatively high explicit importance and low explicit importance rates. For instance, local tradition (19), entry permit (6) and quality of accommodation (26) are highly perceived at the implicit importance level and close to average explicit level, so they could be prior candidates to be improved, more so than Entertainment (24) and shopping facilities (29).

On the quadrant II, transport to the destination (8), overall nature of the landscape (14), quality of food including its variety (27) and price of accommodation (35) are located both implicitly and explicitly important and probability of terrorism (41) was rated as the highest level of both important concepts for social contact tourists. It is not very surprising to see the location of safety and security attributes in this quadrant when thinking of their tendency to explore the destination by socializing with local people and experiencing the full potential of a 'localized' trip. It will be very important for them to use concern because it is probable that terrorism may be targeted at a local area, including tourist attractions.

〈Fig. 4〉 Social-contact Tourist Type



Many attributes in quadrant III are relatively close to quadrant IV, the “basic”. For instance, friendly welcoming people (10), online commercial and booking service (32) and visual aesthetics (16) of the destination are very close to the essential attributes that this type of tourists are thinking of. The online homepage of tourist attractions (32) is not that important to them, but a smart environment (5), museums and galleries (18), and architectural features (20) in this quadrant are quite close to quadrant I, so practitioners would pay attention to these attributes and consider them “Excitement” factors. It’s likely quadrant III and quadrant IV also show some attributes are relatively close to each other; quality of local transportation (28), night life (25), and natural reserves (17). Prevalence of outbreak of diseases (42), crime rate (40), and sanitation were the highly essential attributes. Along with these attributes, pretty much similar attributes were located in the previous two tourist types.

V. Conclusion

The research focused on a prioritization of looks into how different types of tourists perceive each attribute of the tourist destination with Revised IPA as a graphical tool to identify judgments of important attributes for each group in their trip. The results of the data analysis indicates:

First, In a Revised IPA, more diverse and scattered data was located in four quadrants with good balance. It doesn't necessarily underestimate the original IPA. The research just points out that the practitioners would have to be aware of various IPA approaches and consider them when it comes to apply this analysis for tourism attributes investigation. In addition, A data centered approach for setting up the quadrant was useful, especially when there were not dramatic outliers that caused a break of the balance in the center of the data.

Second, the results of tourist typologies that has been conducted by factor analysis in this study show similar results with previous empirical researches that are derived from Cohen's (1972) tourist typologies. They are social interaction, destination oriented, and independent tourist types; the fourth typology "explorer" from Cohen's (1972) typologies has not been identified in this study. However, social interaction types are the tourist groups that would like to experience social contact with the locals of the destination. They are not only open to engage with local people, but also tend to share the way of the locals in the destination and they may stop and stay in the destination longer than they have planned, which is not an ordinary way of travel. The destination-oriented type indicates in this study that they are pretty much in an environment bubble of their home country when considering safety and security and tend to avoid the novelty of the destination. It doesn't necessarily mean they are against experiencing the novelty. It could simply be understood that their biggest concern or priority is a similar environment of where they are from. The last type is an independent tourist and this tourist type shows 'control.' They prefer traveling without any arrangement or help from institutionalized travel agencies or tour guides. In the previous research (Jiang et al., 2000, Mo et al., 1993), this

independent tourist group isn't necessarily against making arrangements from travel agencies. They use travel agencies but they would rather control some routes of the trip by their own. In this study, any dimensions that indicate arrangement from travel agencies or tour guides has not been applied because of low factor lodging values, thus respondents in this group show relatively more independent aspects from the results of previous studies.

Third, the most commonly located attributes in the excitement quadrant for all three tourist types are: Historical/cultural sites, recreation & sports activities, a diverse tour programs, entertainment, efficacy of tourist guidance and information of the destination, travel time/distance, the location itself, and proximity to other destinations. In other words, satisfaction may affect tourists regardless of types if the destination is full of rich culture and offers diverse activities tourists can join and participate in. The location and attributes are associated with accessibility to the destination and would affect them in decision-making if fulfilled for tourists.

Finally, the most commonly located attributes in the important performance quadrant for all tourist types are mostly tourism infrastructure, cost & value, and safety & security. The pattern or tendency of travel did not affect any of these attributes located in somewhere not important. Among all three groups, the destination-oriented group and the social interact group perceive these attributes with higher levels than the independent group. On the other hands, the independent group doesn't seem to consider much about night life, online homepage of tourist attractions, tax rates, and price of location transportation as much as the other two groups. It is interesting that this group of tourists is concerned more with diverse attributes that are important in their satisfaction when traveling. In other words, they might be more complicated and sensitive than the other tourist groups.

However, practical implications of this study may relate to identify crucial impact of tourism destination attributes and they can be expanded to the market segmentation for different types of tourist. Especially, categorizing of different types of tourists with detailed characteristics might refer to their preferences or travel patterns as well. For instance, environmental-oriented type is known for insecure and conservative facing differences when they travel abroad but this

does not mean they are stuck in the environment bubble. The result of this study shows that a variety of tourism programs, museums and galleries, recreation and sports activities, architectural features, historical and cultural sites affect the positive perception of satisfaction in this tourist group.

Practitioners also can pay attention to some of common and important attributes such as local tradition, wifi quality and safety & security related elements were crucial for tourists regardless of tourism typologies.

Several limitations are associated with this study. Although categorized tourist types have been applied, the demographic elements should have been considered for each tourist groups with detailed characteristics. Due to the limited IPA application of the study, other revised IPAs would have to be considered in future studies. Since there is no absolutely perfect IPA and it can be flexible in its measure, mapping, and use of revised quadrants with insightful consideration from the researcher depending on the research, future studies should consider approaching this task in multiple ways. Second, to point out more specific perceptions on the attributes of each tourist type, a following specific tourist destination should also be considered to contribute to the marketing strategies. Finally, it might be informative to look into one specific tourist type and develop more characteristics for that type. Then the IPA of that specific tourist destination or type of tour can be examined.

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