

A comparison of cross-country mountain destination importance performance as perceived by international and domestic tourists: a case study of Mt. Huang (China) and Mt. Seorak (South Korea)

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Abstract

In this study, we examine visitor's importance and destination performance with respect to tourist attractions such as the environment, adventure, social culture, accessibility and relaxation of participants at Mt. Huang and Mt. Seorak respectively. This study identified the demographic characteristics of visitors to both mountain destinations. The researchers used the Importance Performed Analysis (IPA) method to identify the importance and satisfaction levels of various attributes of both Mt. Huang and Mt. Seorak. They identified that the most important attributes sought after related to the natural environment, mountaineering, knowledge and information sharing, value of money and escape from a mundane daily job routine, while the least important would relate to mountain sports and the localities' inviting ambience for both mountain destinations. Using a simple questionnaire sample procedure, 247 visitors were considered in order to determine what the visitor's deemed to be important, and what was satisfying from a destination performance perspective. SPSS 17 was used to analyze the data in different stages and pilot testing was conducted. The finding of this study can be helpful for tourist decision-makers in the public and private sectors. It is also useful to improve tourism services and to develop strategies for greater tourism promotion to the two destinations. Furthermore, this study can be a powerful source of input for destination promotion and positioning activities.

Keywords: Importance-performance Analysis, mountain tourism, satisfaction, demographic characteristics.

Introduction

Natural tourism destinations have become major attractions in a burgeoning global travel industry (Tracey et al. 2008). The visitors seek to appreciate experiences from nature (Stankey et al. 1973; Hendee, 1974) and this includes risk taking adventure

activities (Ewert and Hollenhorst, 1989), and nature as a source of enjoyment (Valentine, 1992;108). Tourism has also been responsible for opening mountain regions to new ideas, new modes of production, and cultural exchange. Because of the rural nature and lack of economic diversity, mountain destinations often dominate

the economy of the local community as they create demand for ski related businesses and services, accommodation, restaurants, shopping, housing and generate local tax revenue (Parkinson, 1991; Wilkinson and Murray, 1991). Tourism in mountain destinations is often considered a strategy to diversify the regional economic base (Di Stefano 2004; Johnson et al., 1994; Wilkinson and Murray, 1991).

The demand of adventure tourism in mountain destination is increasing rapidly. The adventure tourism experience demand is increasing by 15% annually (Buckley, 2007; Travel Industry Association, 2005). The majority of developed countries tourists' prefer to travel to Asian countries because of its diversity of culture (Truong and Foster, 2006) and nature based mountain tourism (Neupaney, 2004) especially to the Himalayan Mountains of Nepal, India and China (ICMODI).

Mt. Huang is acclaimed as the most beautiful mountain in China, and is the type location which has traditional landscapes including precipitous mountain crags covered in mist. It ranks among China's best-known scenic spots amongst both domestic and international tourists. Mt Huang also known as "Lotus Flower Peak" because of huge flowers laden rocks at 1864 meters above sea level, is the highest peak of Huang Shan's major summits. It is located in Anhui Province and is one of the United Nations World Heritage sites. The area attracts the greatest number of visitors. This rose from 867,000 to 1.34 million, between 1996 and 2001, 570,000 being foreigners (ACH, 2003). The Korean Mt. Seorak is one of the most favoured tourist destination located in Gangwon province in the Republic of Korea. Because of its variety of flora and fauna,

it was selected as a conservation area (the only one in Korea) by UNESCO in 1982. Mt. Seorak is the third highest peak in South Korea about 1708m. Its deep valleys and water falls provide breathtaking scenery, and it attracts more than 3 million people per year. 13% of the total of 30 million tourists include foreigners who visit the national parks in Korea (Ministry of Environment).

The Importance Performance Analyses (IPA) have been used by several practitioners and researchers to identify the critical performance factors in customer satisfaction survey data (Chu and Choi, 2000; Enright and Newlton; 2004, Hawes and Roa, 1985; Huana et. al, 2002; O'Neill and Palmer, 2004; Yavas and Shem Well, (1997, p.79) stated that IPA simple and cost effective and can yield important insights. IPA studies have been conducted in the tourism research field for decades but very few studies address the perceived importance and satisfaction in mountain destinations within the concept of nature based adventurous tourism.

Tourist satisfaction is important to successful destination marketing because it influences the choice of a destination, the consumption of products and services and the decision to return (Kozak, Rimmington, (2000). Parasuraman *et al.* (1994) claimed that a customer's overall satisfaction may be related to their assessment of not only service quality but also product features and price. According to Truong *et al.* (2006) satisfaction is a multi-faceted concept and is ever more complex when this focus is on a destination rather than an individual service provision. However, the priority given to the destination sometimes fails to satisfy the visitor. In one way, the demand differs by virtue of the nature of the tourist. It is sometimes impossible

to meet the expectations of overall visitor. It simultaneously depends on the destination's ability to satisfy the visitors with experiences that they need and the type of image they may hold about the destination (Joppe, Martin and Waalen, (2001)).

Aims of the study

The aims of this study are:

- (1) To identify and measure the importance of various attributes of two mountain destinations i.e. Mt. Huang and Mt. Seorak.
- (2) To determine visitors satisfaction with various attributes as identified in this study.
- (3) To identify the fact, that increasing income of a country and management systems have a significant role to play in the importance of performance and overall customer satisfaction.
- (4) To analyze the relationship between perceptions of perceived importance and actual satisfaction.
- (5) To measure the difference in tourist importance and satisfaction by socio-demographic characteristics.

Research Methodology

2.1 Estimation Process

The study involved perceived importance (before and after visit) and their overall satisfaction while travelling to the mountain destinations. To generate the representative group, individual questionnaires were surveyed for a total respondent number of n=247, in which n=122 were Korean, n=89 were Chinese, and n=39 were foreign tourists. The random sample of 247 were surveyed from the two destinations. Both surveys were conducted by personal visits to the destinations involved. The questionnaires used for the survey process followed a method widely accepted in social sciences and marketing research. All the

questionnaires were collected during the spring season, as more tourists visit the mountain especially because of its rocky peaks and rare species of flora/fauna in both mountains.

2.2 Selection of Study Area

The study area selected considered two major mountain destinations in different countries. Although, the management or the preservation system is not the same as in other European mountain areas, Asian country mountains are growing as important destinations because of their natural value and relatively cheap traveling costs. The Questionnaires surveys were conducted in South Korea's Mt. Seorak and China's Mt. Huang due to their popularity as the major destinations for mountain tourism in region.

2.3 Instrument preparation

The questionnaire used for data collection were intended to measure a number of variables. The items of interest for this article include several socio-demographic variables such as: nationality, age, gender, marital status, occupation, trip type, trip party size and trip purpose. The study surveyed only experienced climbers to measure the importance preference and satisfaction. The measure included 11 items of socio-demographic value, 19 items of importance value both before and after the visits and 5 items of overall satisfaction.

2.3.1 Importance Performance

An aim was to examine the perceived importance of factors identified from the literature review (Yu et al. 2004; Williams et al. 2009; Leary & Deegan, 2005). A conceptual model was developed that examined the nature of these relationships. Factor analysis and discriminative analysis for a statistical

approach has been measured using SPSS (version-17). The total of 19 instruments were prepared and surveyed in two different destinations. The participants were asked to tick what was relevant to them on questionnaires as to perceived importance about the destination before their visit to a mountain destination and after the visit. A Likert Scale was used 1-5: (in which 1 was not at all important but 5 was of extremely high importance).

2.3.2 Overall Satisfaction

Satisfaction and importance instruments were prepared after a vast study on previous research in this field. Similar itineraries were included by the researchers on their successful research and analysis of various aspects of visitor importance to the destination and they also measured the satisfaction levels of visitors (Knutso et. al. 1991; Hunt, 1997; Churchill and Surprenant, p. 493, 1982). In this study, 5 variables of overall satisfaction were prepared and participants were asked to tick on a five-point Likert Scale 1-5 (in which, 1= highly un-satisfied, 5= highly satisfied).

2.4 Research Framework

The research process involved similar phases but in two different mountain destinations. The first phase survey was conducted in Mt. Huang China, where international visitors from different countries were rated – both as foreign tourists, and domestic tourists (Chinese tourists). A second phase survey was conducted at Mt. Seorak in South Korea. During the surveys, similar processes and techniques were applied for both country destinations. In fact, the majority of Korea mountain visitors were domestic tourists rather than foreigners.

The visitors were asked to rate the importance of performance and satisfaction and overall satisfaction in the questionnaires. Reported data was collected during spring in both countries, considering the fact that spring and autumn are two peak seasons in almost all the Asian countries mountain destinations. As data collection is one of the most important factors in this research study, secondary collection sources were not considered in the overall process. The data was collected through personal visits to the region by the researchers.

Results

3.1 Data Examination

A pilot study was conducted with 247 participants from two different countries mountain destinations. 3 items were omitted from the questionnaire after the pilot factor testing analysis was conducted. Data were factor analyzed in different stages. The first subjected variables of three different topics are as follows; 11 socio-demographic, 19 importance performance and 5 overall satisfaction.

3.2. Importance Performance of Visitor (IPV) analysis.

The survey included a scale of 19 items, originally based on a study conducted by Enright, Newton (2004), Kim (1998, p.343). The items consisted of 3 environmental, 3 adventurous, and 4 socio-cultural attributes and 5 accessibility and 4 pleasure or relaxation attributes that respondents were asked to evaluate utilizing a 5-point Likert scales to assess: where 1 =not at all, 5 = extremely high. Data was analyzed using Microsoft's Excel and Statistical Package for the Social Sciences (SPSS version 17). The mean values for each of the 19 items making up the two sections of the survey were

assessed according to the climbers groups' enabling the establishment of the x and y coordinates necessary for the IP graphical analysis. The resulting importance performance scaling of these two coordinates for each item mean and correlation and the paired t-test result are displayed in Table 3.

Importance-Performance Analysis was conducted by plotting conditions based on importance of attributes versus Performance for each climber's groups in different mountain destination. Each quadrant is summarized and plotted in fig 2 and 3.

Quadrant 1 comprised variables considered of lesser importance yet perceived to be performing less than, were labeled "not as important and inadequate". No attributes were found in this quadrant for both mountain destinations.

Quadrant 2 comprised variables that are held high in importance and on which the respondents rated the destination's performance as high. Clearly, this implies that efforts must be made to keep up the good work in these key areas. For visits to Mt. Huang it is like...*"visiting a religious place", "experiencing mountain culture", "knowledge/information collection", "localities, arm heartiness", "easy to get information", "safe place to travel to", "popularity of place" "transport facility", "escape from job routine" "mind relaxation", and "look for pleasure"*. For Mt. Seorak variables such as "easy to get information", "safe place to travel to," "value for money," "having fun/entertainment," "escape from job routine," and "looking for pleasure", were considered.

Quadrant 3 comprised variables characterized by the respondents as being of high importance and whose performance is low, this implies that

there is need for destination service providers to concentrate on improving other areas which currently have low priority. For Mt Huang *"popularity of place," "knowledge and information collection," "mountaineering," and "participation in mountain sports."* and Mt. Seorak *"experiencing adventure" and "experiencing flora and fauna."*

Quadrant 4 comprised variables that rated lower than the average of importance and where the performance in some areas was higher than the average (*Possible Overkill*). For Mt. Huang *"participation in mountain sports, and for Mt. Seorak as "exotic atmosphere", "visiting religious place", "mountain culture", "localities warm heart", "value of money" and "mind relaxation"*.

3.3 Comparatives IPA and satisfaction level of Mt. Seorak and Mt. Huang.

The experienced respondents were asked to rate each of the attributes on a Likert scale of 1 to 5 for importance (1= not at all and 5= very important) and satisfaction attributes as (1= not satisfied and 5= highly satisfied) to analyse the difference on preferred attributes. The mean scores of given importance to the destination (pre-visit) and performance (on visit) are shown in table3 and the IPA grid is plotted in figures 2 and 3. The placement of each of the attributes in table3 was determined by using means of importance performance followed by difference in mean, of both mountain destinations.

3.4 Socio-Demographic analysis

Table (1) shows the socio-demographic sample of participants. A descriptive analysis of the sample showed that the majority of respondents for Mt. Huang were males (61.1%, n=91) with a mean age of 20-29 years (44.3%,

n=66), whereas, in the case of Mt. Seorak, the sample shows a high percentage of females 61.2 % (n=60), with a mean age of 49 years (39.8%, n=39), in which almost all 68% were married). Alexandris, & Carroll, (1997) stated that the motivation for the participation on leisure activities decreased significantly in term of age groups.

With respect to occupation, most of the participants in Mt. Huang were students (20.1%, n=30) professionals and worker in transportation and communication industries (12.8%, n=19). Whereas, the vast majority of participants in Mt. Seorak were employees in the transportation and communication industries (23.5%, n=23), followed by (15.3% n=15) professionals, and (14.3%, n=14) businessmen (Table 1).

The study showed that 80.5 % (n=120) of climbers of Mt Huang only wanted a mountain destination trip and that they decide on the trip in only one month (62.4%, n=93). Whereas, only 19.5% (n=25) visitors travelled to an alternate destination. In the case of visitors to Mt Seorak about 56.1% climbed with friends (39.8%, n=39) for a 2 day 1 night trip (54.1% n=53) (see Table2).

3.5 Importance and Satisfaction of Destination Attributes

The negative performances of the destination which may possibly affect the re-visit intention of visitors were also analyzed in the findings. In this aspect, the two variables ranked for Mt. Seorak were "looking for pleasure" and "visiting a religious place" and the variables in Mt. Huang such as "exotic atmosphere", "participating in mountain sport", "experiencing adventure", "visiting religious place" and "mountain

culture" shows the worst destination performance than expected.

3.6 Overall Satisfaction Data Analysis of Two Destinations

To examine the characteristics of international and domestic tourists in two different mountain destinations about their satisfaction with their travel experience in the mountain areas two types of statistical analyses were conducted. Firstly, descriptive analysis of the data was performed to identify the visitor satisfaction level of two different destinations separately. Second, statistical comparisons of the overall sample were made using a paired-sample t-test to determine whether statistical differences existed amongst tourists given the importance of the pre-visit and the experienced/satisfaction as indicated after visit to the region (Table4).

3.7 Result findings of Overall Satisfaction of two different destinations

A summary of the backgrounds of the respondents' satisfaction is shown in Table 4. The preliminary results show that the mean value of SAT4-ecological environment (Mt. Huang M=3.61/Mt Seorak M=3.80) is comparatively much higher than the other variables in both destinations.

It was interesting to note that Korean climbers of Mt. Seorak felt higher satisfaction in variables like SAT3-'meet the expectation' (M=3.63), SAT2-'service of operating agents'(3.59) and SAT5 'localities attention and affection' (3.63) which mean that respondents generally had positive perceptions about the value received from their tour in Korean mountain rather than in the case of the Chinese mountain (M=24). Although, 'facilities offered' dimensions obtained lowest mean in the region (Seorak San-M=3.50), comparatively

higher than Mt. Huang Shan (M3.22). It is interesting to know that the Korean mountain facilities satisfied the majority of visitors more than in the case of the Chinese mountain. To check the major satisfaction variables, the overall sample was analyzed using ANOVA. The mean score for all five satisfaction attributes ranged from a high of 3.8 to a low of 3.0 with $p=.000$ respectively. After obtaining the implicitly derived satisfaction, the performance of all the tourist satisfaction attributes were analyzed on ANOVA. The Table 4 overall sample shows that three attributes were identified as the statistically significant such as "localities attention and affection" ($F=8.305$, $P=.004$), "ecological environment" ($F=5.205$, $P=.023$), "Service of operating agents" ($F=7.008$, $P=0.009$).

Discussion

This study confirmed the strong relationship between satisfaction and importance of different attributes of two mountain destinations. The results from IPA showed that quality of experience for visitors of Mt. Huang is mostly affected by attributes such as "flora & fauna," "safe place to travel", "Mind relaxation" and "looking for pleasure". For all other attributes, performance value exceeded importance giving a positive gap value, which indicates that no further effort is required for their management. On the other hand, the quality of experience for visitors of Mt. Seorak is less affected by the present attributes. Except for "localities warm ambience", all the other attributes showed positive gap values, which indicate that the visitors of Mt. Seorak are satisfied with present quality of attributes and no further improvements are required. According to consumer satisfaction theories (Oliver, 1997) perceptions of high quality and

consumer satisfaction are achieved when firms perform better than what customers want.

Quality and performance have been found to be key aspects of functional value and to be related to satisfaction (Churchill and Surprenant, 1982; Sweeney *et. al.*, 1999). Satisfaction with condition is an essential contributor to positive visitor's experiences, with this being an outcome control to protected area management (Ryan & Cessford, 2003). Many service attributes are experiential by nature (Parusuraman *et. al.*, 1985) and need visitors to need personal experience by visiting the site. Tourism motivation, satisfaction and expectation have different characteristics and objectives; they sometimes fall under a single theory that cannot explain the whole phenomenon (Genzong *et. al.* 2007).

In this study, we investigated the relationship between the importance of various attributes and satisfaction level of visitor in the present condition of using importance performance analysis (IPA) and compared those attributes between the visitors from Mt. Seorak and Mt. Houg. We found a significant difference in the importance and performance attributes by visitors of both mountain destination. These differences could also be attributed to the age, sex, marital status, occupation of visitors of two mountain destinations visitors of Mt. Seorak with ages ranging from 40-49 showed a higher rate of participation, which may be because, they felt a need to escape from a busy life and seek mind relaxation through traveling. However, results showed that the visitors of Mt. Huang with age ranges between 20-29 years, have higher participation. This may be because the younger (20-34) participants showed higher motivation and they experienced more pressure from school and daily work and they

hoped to relax while traveling (Xie et. al. 2007).

On the other hand visitors were generally very satisfied with the 'ecological environment' of both destinations. The quality of maintenance of these mostly visited nature based destinations need special attention. It substantiates Howard Hughes (2000) suggestion that natural resources are not provided by any human enterprise though they may be preserved and modified through human initiative.

Conclusion and future directions

Important performance analyses have contributed to the understanding of the visitor aspect in various destinations and also help to analyze the strength and weakness of a destination.

The present study showed that there are significant difference between Mt. Hwang and Mt. Seorak in terms of demographical features and various other important attributes. The two mountains used in this study are frequently visited by the international and domestic tourists to Korea and China respectively.

The two destinations comparison revealed both strengths and weakness. The present study demonstrated that Korean visitors were more satisfied with the attributes than their Chinese counterparts. Negative gaps observed for a few important attributes suggest the need for improvement to increase the tourists' experience which significantly enhances the tourist's numbers to the destinations. In Korea being a developed country, domestic visitors seems to be satisfied highly in accessibility to Mt. Seroak. Whereas, the developing countries mountain destination such as Mt. Huang and other South Asian Himalayan

Mountains need to focus more on its accessibility and infrastructural development.

The finding provides positive impressions as to the destinations' original attraction "ecological environment," but also revealed that the amenities in Mt. Huang were more complex than expected. In addition, it became apparent that the visitor aspect differed across the destination.

This paper has considered two major approaches. (1) To examine mountain climbers personal importance and satisfaction level and (2) To compare the overall satisfaction of visitors to two different countries mountain destinations. The findings presented here, however, are limited to the study area visitors responses on the bases of the particular mountains they visited, they may not have experienced each of the two different countries mountain destinations. Further empirical investigation may be useful if surveys are conducted among the climbers who visited both mountains. The importance of performance analysis applied in the field of mountain tourism provides a useful tool for country decision-makers, stakeholder groups and travel agencies to consider the value of the strategies of their destination management and the surrounding areas related to the destination. It also provide guidance for future plans based on the assumption that different areas are better equipped to accept certain types of tourism development than others. Mt. Huang needs to focus more on the performance of each site separately to ensure that the higher demand for the destination may remain constant. Although Mt. Seorak satisfied the visitor's expectations, the amenities (transportations and accommodation) did not attract many visitors. Since most respondents visited these areas to view the scenery and to hike in the

mountains, it may be wise to keep managing the natural setting more than the contrived amenities and tours.

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Tables follow below.....

Figure and

Importance

"Concentrate Here" Quadrant I	"Keep Up the Good Work" Quadrant II
"Low Priority" Quadrant III	"Possible Overkill" Quadrant IV

legends

Performance

Fig. 1. IPA analysis model of the importance and performance on Mt. Seorak and Mt. Huang.

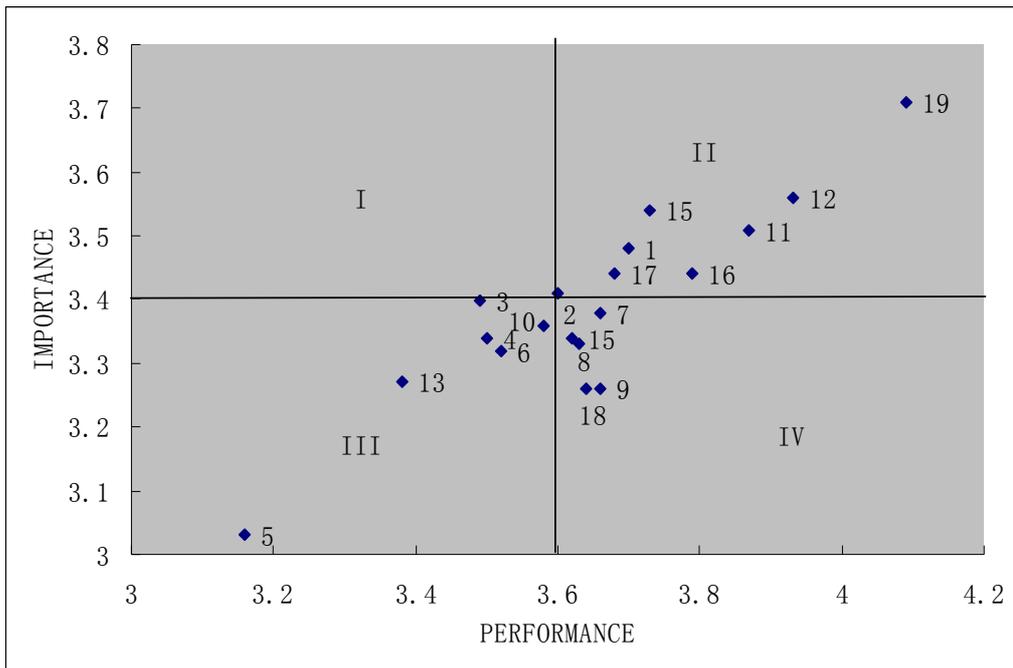


Fig. 2. Importance performance matrix of Mt. Seorak attributes

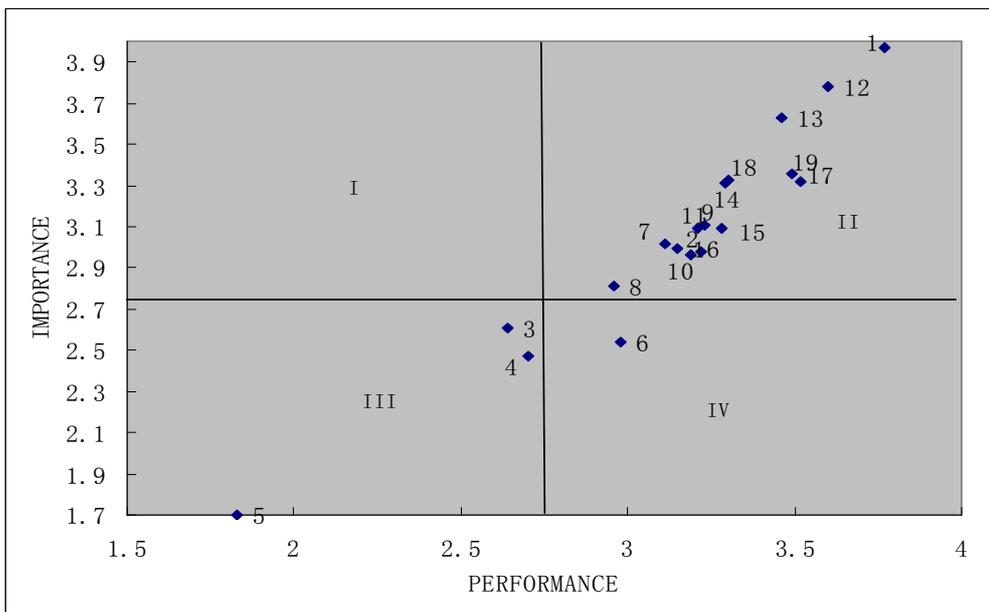


Fig.3. Importance performance matrix of Mt. Huang attributes.

Table 1. Socio-demographic characteristics of respondents.

Variables	Mt.Huang N=149	Mt. Seorak N=98	Total
Age			
20-29	4.3%(66)	15.3%(15)	32.8%(81)
30-39	18.8%(28)	19.4%(19)	19.0%(47)

40-49	15.4%(23)	39.8%(39)	25.1%(62)
50-59	12.8%(19)	18.4%(18)	15.0%(37)
60above	8.7%(13)	7.1%(7)	8.1%(20)
Sex			
Men	61.1%(91)	8.8%(38)	52.2%(129)
Women	38.9%(58)	61.2%(60)	47.8%(118)
Martial Status			
Married	61.7%(92)	75.5%(74)	67.2%(166)
Single	38.3%(57)	24.5%(24)	32.8%(81)
Occupation			
Profession	12.8%(19)	15.3%(15)	13.8%(34)
trans/communication	12.8%(19)	23.5%(23)	17.0%(42)
Govt. employees	7.4%(11)	5.1%(5)	6.5%(16)
Businessmen	6.0%(7)	14.3%(14)	9.3%(21)
Defense	10.7%(16)	1.0%(1)	6.9%(17)
Student	20.1%(33)	11.2%(12)	16.6%(45)
Pensioner	2.0%(3)	1.0%(1)	1.6%(4)
Other	28.2%(42)	28.6%(28)	28.3%(70)

Table 2. Differences in key trip-related behavior of respondents.

Trip Time	Mt.Huang N=149	Mt. Seorak N=98	Total
Day trip	6.0%(9)	17.3%(17)	10.5%(26)
2Days-1 night	37.6%(56)	54.1%(53)	44.1%(109)
3days-2night	26.8%(40)	25.5%(25)	26.3%(65)
Over 4days	29.5%(44)	3.1%(3)	19.0%(47)
Trip type			
Group package	61.7%(92)	16.5% (16)	43.9%(108)
Single package	23.5%(35)	44.3% (43)	31.7%(78)
Individual	14.8%(22)	39.2% (38)	24.4%(60)
Trip party			
Alone	7.4%(11)	2.0% (2)	5.3%(13)
Family	30.2%(45)	22.4% (22)	27.1%(67)
friends/partner	45.6%(68)	39.8% (39)	43.3%(107)
others	16.8%(25)	35.7% (35)	24.3%(60)
Purpose especially to visit mountain			
Yes	80.5%(120)	56.1% (55)	70.9%(175)
No	19.5%(25)	43.9% (43)	29.1%(72)
Duration (planning trip)			
1 month	62.4%(93)	50.0% (49)	57.5%(142)

3 months	22.1%(33)	32.7% (32)	26.3%(65)
6 month	10.7%(16)	5.1% (5)	8.5%(21)
over 1 year	4.7%(7)	12.2% (12)	7.7%(19)

Table3. Difference between the IPA and Satisfaction of two different Mountain destinations.

Factors	Variables	Mt. Huang				Mt. Seorak			
		Importance		Performan ce		Importance		performanc e	
		M	SD	M	SD	M	SD	M	SD
Environmen t	1. Natural environment	3.97	0.6	3.77	1.1	3.48	1.0	3.70	1.0
	2. Exotic atmosphere	2.81	1.2	2.96	1.3	3.33	1.0	3.63	1.1
	3. Flora and Fauna	3.33	1.1	3.30	1.1	3.36	0.9	3.64	1.2
Adventure	4. Mountaineering	2.98	1.2	3.22	1.2	3.41	0.9	3.60	1.0
	5. Experience adventure.	2.61	1.1	2.64	1.1	3.40	1.1	3.49	1.0
Social culture	6. Participate Mt. sport.	2.47	1.3	2.70	1.2	3.34	1.0	3.50	1.1
	7. Visiting religious place	1.70	1.0	1.83	1.1	3.03	1.0	3.16	1.3
	8. Mountain culture	2.54	1.1	2.98	0.5	3.32	0.8	3.52	1.1
	9. Localities warm heart.	2.96	1.1	3.19	1.2	3.66	0.9	3.58	1.0
Accessibility	10. Know/ info collection	3.09	1.1	3.28	1.0	3.54	0.9	3.73	1.1
	11. Easy information.	3.02	1.1	3.11	1.2	3.38	0.8	3.66	1.0
	12. Safe place to travel.	3.31	1.2	3.29	1.2	3.34	1.0	3.62	1.1
	13. Popularity of place	2.99	1.2	3.15	1.3	3.44	1.0	3.79	1.1
Relaxation	14. Transport facility	3.36	1.0	3.49	1.0	3.44	0.9	3.68	1.1
	15. Value of money	3.32	0.9	3.52	1.0	3.71	0.9	4.09	0.9
	16. Have	3.11	1.2	3.23	1.2	3.26	1.0	3.66	1.0

fun/entertainment									
17. Escape from job routine.	3.09	1.3	3.21	1.3	3.51	1.1	3.87	1.1	
18. Mind relaxation	3.78	1.0	3.60	1.2	3.56	1.0	3.93	1.0	
19. Look for pleasure.	3.63	1.1	3.46	1.1	3.27	1.0	3.38	1.2	

Table 4. Overall satisfaction analysis of two destinations.

Overall Satisfaction	Mt. Huang M (n=149)	Mt. Seorak (n=98)	ANOVA analysis of total sample		
			F	t	P
SAT1-Facilities offered	3.22	3.50	.896	49.73	.345
SAT2-Service of operating agents	3.10	3.59	7.008	55.60	.009
SAT3-Meet the expectation	3.04	3.63	.459	49.57	.500
SAT4-Ecological environment	3.61	3.80	5.205	49.52	.023
SAT5-Localities attention and affection	3.24	3.63	8.305	50.49	.004
Significance	.000	.000			