Impacts of Resource Perception of Residence Area on the Evaluation of Preferred Destination Abroad - Focusing on Personal Value and Lifestyle

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ABSTRACT

Personal value and lifestyle have been regarded as the common factors in many studies of the destination selection. And the evaluations by visitors or tourists of certain destinations have been conducted in many respects. Based on those influential factors and measures from the review of the previous researches, this article considers the impact of residents' evaluation of the tourism resources in their own resident area on selecting destinations of their future overseas trips as well as their personal value and lifestyle. This article is aimed to reveal whether the impact exists, and if so, to what extent this impact can expand. According to the result, perception of tourism resources in residential area has impact on preferred destination, although its impact was relatively less than those of personal value and lifestyle. The more highly perceived the tourism resources are found, the more preferred tourist destination with abundant tourism attractions are. And the lowly perceived the cost of living in residential area is found, the more preferred the consumption-oriented tourist destinations are. It would be helpful for the product developers like travel agents or product marketers to know and predict the tendency of people's present evaluation of their areas and the future destination selection tendency for their trips.

1. INTRODUCTION

The 21st century shows a trend that breaks many previous records for business and pleasure travel. The tourism industry has developed a seamless system of travel for the average traveler as well as the savvy business traveler, and has become a core industry of society. Tourism plays an important role in terms of the world economy, as well as regional and national economies.

Many countries have been making efforts to develop the tourism industry as a national strategic business since tourism industry contributes to national development from the perspective of politics, economy, society and culture. Korean tourism market has developed continuously and dramatically to witness more than 10 million outbound tourists. In fact, the number of international tourists keeps increasing annually worldwide, having exceeding 808 million tourists in 2005 (WTO, 2005). As a result, the needs of tourists are getting various. Therefore, it is essential for the product marketers to fully understand the characteristics of the tourists and their needs to set better marketing strategies.

When it comes to the tourism behavior, many studies on demographic and socio-economic features have been conducted in the past, which were not persuasive enough to explain

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tourists' behaviors by themselves. To solve this problem, more sophisticated researches on inner-psychological access method are being under discussion recently. Lowyck, Langenhove, and Bollaert(1992) emphasized that since only demographical or socio-economic analyses are not sufficient to understand and explain tourists' behavior, psychological studies should be included. And they also insisted that without psychological access, such analyses on tourism motivation, destination selection, or tourist demand could not have any significance[13]. The base of these suggestions is from the expectation that psychological variables could explain better and more about consumers' behavioral change patterns, which can be observed than demographical, or socio- economic variables could. Especially, in order to explain tourist behavior and understand it systematically, it is claimed that psychological perspective is necessary, which deals with tourist decision-making process and characteristics of their behavior(Zins 1998) [27].

This study is designed to examine the link between resident's preferred destination for their overseas trips and to try to reveal how much of the impact of their evaluation about their own county can be caused on their decision making of preferred destination. It is also aimed to examine personal value variables and lifestyle variables, which are the most popular variables in the psychological researches which are used to explain their impact on selecting preferred destination.

The purpose of this study is to identify the impact of perception of domestic tourism resources, personal value features, and personal traveling lifestyle on the evaluation of preferred destinations, and to build a theoretical system among those factors.

Firstly, it is important to identify the concepts of preferred destination, tourism resources evaluation, personal value, and traveling lifestyle throughout the literature review of the related variables.

Secondly, this is to know the impact of the evaluation of domestic tourism resources, characteristics of personal value, and traveling lifestyle on the evaluation of preferred destination abroad by examining the extents of their importance.

It is also to examine residents' thoughts about their own tourism resources and their evaluation of preferred destination on overseas trips and identify the extent of the gap between those two variables.

The results of this study will contribute to the segmentation strategies of the destinations and of the travel agencies by using the variables that might affect preferred destination. Additionally, this study will provide some useful methods for the effective marketing by estimating the trends of preferred destination changes resulting from the changes of tourism resources.

2. LITERATURE REVIEW

Like self-image bias theory which means that the way of forming self-image affects the way of building others' image (Asch, 1946; Kelly, 1955; Lewicki,1983), the way of evaluating resident's area affects the way of forming the image of other

tourist destination(Ko dong woo, 2004). In other words, how to evaluate one's own image or the image of one's own resident area can affect the way of perceiving the image of other people or other areas differently.

Likewise, according to the way of evaluating their resident area as a tourist destinations, different evaluations of other tourist areas might be built, which would give birth to different preference of tourist destination. From these curiosities, authors intended to study these questions and tried to develop more. Because this research has also an interest in assessing attractive power of resident area for tourist preference. Lowyck et al.(1992), Zins(1998) said that in order to account for tourist behaviors psychological perspective is also necessary because socio-economic and demographical variables are not sufficient [13],[27]. Evaluation of domestic tourist resources is a variable related to the preference of tourist resources. Personal value and traveling lifestyle are representative psychological variables associated to tourist behaviors. By comparing the impacts of those variables on preference of tourist resources, some relative and significant importance might be found out.

Once tourists perceive attributes of tourism attraction, they might have preference or meaning and this may cause direct impact on destination selection. When tourists have favorable attitudes towards certain destinations, positive perception and preference can be formed. From this theoretical perspective, the perception of attributes of destinations and the preference of destinations can have great significance. Destination attraction is a pull factor which attracts tourists to some certain tourism activities. This is important to reinforce and differentiate tourism attraction images by identifying what attributes tourists prefer and expect.

In previous studies about tourism attractions, Var, Turgut, Beck, and Loftus classified tourism attractions into five main characteristics and 17 subordinate characteristics such as natural view, facilities, food and accommodation, etc. Goodrich (1997), in his study of tourist behavior, showed the attributions which are important for site destination selection and collected 16 attributes from the review of previous study by Ritchie and Zins (1978) and used them to determine tourism attractions of Hawaii, France, and China[7].

Even though a destination's attributes are different by the purpose of the study and the place of survey being taken and use some different terms and classifying methods, most attributes are regarded as common factors of attractions. For example, natural view, weather, historical and cultural backgrounds are the attributes that are often mentioned for the natural attraction factors, and accommodation, shopping facilities, sport and entertainment for the infrastructure factors, and staff's attitude, kindness, accessibility, and costs are for the service factors. Lifestyle can be simply explained "way of living". Kotler (1986) and Feldman & Thielbar (1972) said the way of living can be identified by how consumers spend money and time (behavior), what consumers consider the most under their particular circumstances (interest), and what consumers' think of their

environment (opinion) [5],[7]. Lifestyle is described by many researchers such as Abbey (1979), Calatone& Johar (1984), Woodside & Jacobs (1985), Swinyard & Struman (1986), Davis, Allen & Cosenza (1988) as a factor identifying consumer's selection behaviors in terms of tourism and F&B businesses. Particularly in Abbey's study, it is suggested that when package tours are planned, variables of lifestyle make significant impact on tourist's preference and can be used to create eventually new package products that fulfill tourist's motivation, attitude and opinions. Lifestyle is an useful variable for segmenting consumer's market. This study is aimed to offer more access to the market segmentation for preferred destinations by means of lifestyle.

Lessig (1976) said value is an abstract belief that is placed in the middle of individual's belief system and sustained carefully[12]. Afterward, many researchers (Rokeach,1979; Guth & Vision, 1979; Howard& Woodside, 1985) mentioned in common that value is a determinant criterion of personal attitude, preference, and behavior patterns. Value is considered as a useful tool for assessing consumers' motivations and their behavior patterns for leisure and travel. It is also related to the image of travel destinations. Value is an important concept to understand tourists' basic needs and motivations concerning holiday's behavior patterns, decision making on trips, and destination image. Few attentions have been paid on value but there are more and more researches coming out on tourism market, cultural tourism, and travel destination. Pitts and Woodside (1986), Shih(1986), Luk(1993) are those who mentioned them in their studies. As a result, value is said to be more influential than demographic characteristics on tourists' destination selections and tour selections seem to be more value-oriented.

3. METHODOLOGY

As mentioned above, this study is aimed to understand the relations between the evaluation of domestic tourism resources and the evaluation of tourism resources of preferred destinations abroad. The extents of the evaluations and their relations vary depending on personal experience. People would have different evaluation on the tourism resources of their country according to with/without their experience on overseas trips.

The population of this study was the people who are aged ranging from 20 to 59 with overseas trip experience within the last 3 years. The respondent panel from a web-survey company, which about 740,000 respondents belong to, was the sampling frame of this study. The panel was stratified by gender and age and then randomly selected from each stratum. The survey was conducted on 25-27th April, 2007 in the form of emails titled "survey research on overseas trip" and accompanied by a statement explaining the purpose of the survey.

For the pre-analysis to verify the hypotheses, frequency analysis was used for the demographical characteristics of this research and descriptive analysis was used to find attributes of the variables like preference of overseas tourist resources, evaluation of resident area, personal value and lifestyle. To reveal any differences among the attributes of tourist resources, paired t-test analysis was used with the variables of overseas tourist resources and the variables of tourist resources of resident area, which are two correspondent concepts. Factor analysis permits to sort out the variables in some categories and to show the reliabilities. AMOS 7 was used for the path analysis to find relations between dependent variables and independent variables.

Table 1. Methods and process of Analyses

Variables Process[a]	Demo	D.V. A	I.V.		
			B	C	D
Frequency	√	-	-	-	-
Descriptive	-	√	√	√	√
Paired-t test	-	√		-	-
Factor analysis	-	√	√	√	√
Reliability	-	√	√	√	√
Path analysis[b]	-				

a: SPSS for Windows version 15.0
b: AMOS 7
Demo: Demographic features
D.V.: Dependent Variable
I.V. Independent Variable
A: Preference of overseas tourism resources
B: Perception of tourism resources in resident area
C: Personal value
D: Traveling lifestyle

4. RESULTS AND ANALYSIS

As for the demographic characteristics of survey respondents, age range is distributed fairly equally. 49% of the 793 respondents were male and 51% female. 211 respondents (26.6%) were in their twenties, 218 respondents (27.5%) in their thirties, 210 respondents (26.5%) in their forties and 154 respondents (19.4%) in their fifties. For the occupations, more than 29% are white-collar workers followed by housekeepers (95, 12%), blue-collar workers (93, 11.7%), students (92, 11.6%), self-employed (80, 10.0%), management/professionals (75, 9.5%), others (61, 7.7%), Sales/ technical worker/ Engineers (45, 5.8%) and unemployed (16, 2.0%).

Concerning the average of monthly income, 149 respondents (18.8%) earn $3,000-$3,999, 144 respondents (18.2%) $4,000-$4,999, and 135 respondents (17.0%) $5,000-$5,999. These three groups account for 54%. Decreasing tendency appears in both extremities, which represent a uniform distribution rather than a normal distribution.

4.1. Preferred Destination Evaluation and Evaluation of tourism resources in residence area

Ten questions were asked to examine which tourism destinations would be selected for the future overseas trips. 7 likert scale was used (1: very disagreed, 2: disagreed, 3: disagreed a bit, 4: agreed a bit, 5: agreed a little, 6: agreed, 7: very agreed). The range of the average score is from 5.9 to 4.3.

By comparing the averages of the attributes of each destination, selecting destinations for future trips, natural resource was the most important attributes and security/safety, which is basically necessary, is also important. On the other hand, consumption related elements such as entertainment, and shopping facilities are significantly less important when future destinations are considered. This is not because these consumption-related elements are not really important, but because most of consumption behaviors usually happen at the duty free shop at the airport or even on board.

Domestic tourism resources, in this study of Korea, were evaluated with the same questions and scale as the evaluation of preferred destination. Mean score ranges from 5.5 to 3.2. 8 out of 10 questions were in the average of score 4. Weather recorded the high score with 5.5 and price was the lowest with 3.2. Preferred tourism destination gained more scores in 8 questions except entertainment and weather condition, which means that when overseas destination being considered, resident people prefer the better quality than their tourism resources in residence area. Especially, the gap is quite big in price, city views, security/safety, and natural resources, while the gap is narrow in the case of shopping facilities.

With this result, we can assume that firstly resident people may think their domestic tourism resources have high quality so that they have tendency for a better tourism destination in overseas trips. Or, they might think their tourism resources are not so good that they want a better tourism destination in overseas trips. These two converse possibilities explain low coefficient score.

Table 2. Mean, Std. Deviation and Paired t-test between Preferred overseas destinations and Perception of tourism resources in residence area

Criteria on variances	Mean (Std. deviation)		t
	A	B	
Entertainment	4.5 (1.4)	4.9 (1.2)	-5.5**
Natural resources	5.9 (1.0)	5.0 (1.2)	18.1**
Shopping facilities	4.3 (1.4)	4.2 (1.4)	1.3
Cultural heritage	5.6 (1.1)	4.9 (1.3)	14.0**
City views	5.3 (1.1)	4.1 (1.3)	20.9**
Weather conditions	5.2 (1.2)	5.5 (1.1)	-3.8**
Transportation accessibility	5.3 (1.1)	4.7 (1.3)	9.9**
Accommodation	5.4 (1.1)	4.9 (1.3)	9.3**
Security/Safety	5.6 (1.0)	4.4 (1.5)	19.9**
Prices of commodities	5.0 (1.3)	3.2 (1.4)	26.9**

A: Preference of next overseas destination
B: Perception of tourism resources in residence area
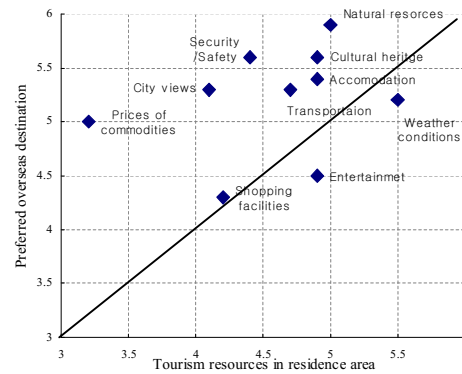Mean 1= strongly disagree 7= strongly agree
**p < .01

Fig. 1. Mean comparison between preferred overseas tourism destination and domestic tourism resources in residence area

4. 2. Evaluation of traveling lifestyle

The range of the average score is from 5.6 to 5.0. There were no big gaps among Means of variables. Planning trips is more enjoyable than an actual trip and social infrastructure is also important. People are concerned more about accommodation and expenses than food.

Table 3. Mean and Std. Deviation of variables of traveling lifestyle

Variables	Mean (Std. Deviation)
Not well-known to other people	5.4(1.3)
New place despite of pain, if any	5.1(1.5)
Exciting planning trips	5.6(1.2)
Seeing as many places as possible than staying at one place	5.3(1.3)
No specific barriers for food	5.2(1.5)
No specific barriers for bedding	5.0(1.6)
Well-organized social infrastructure	5.5(1.1)
No care for money for a comfortable trip	5.0(1.4)

Mean 1= strongly disagree 7= strongly agree

4. 3. Evaluation of personal value

The range of the average score is from 6.5 to 5.3. Health and happy family was the most important variable with 6.5 and contribution to the society with 5.3, the least score.

The last two variables are both society-related, which reflect personal and self-centered tendency. Higher value on intimate relationship such as self and family than on society.

Table 4. Mean and Std. Deviation of variables of personal values

Variables	Mean (Std. Deviation)
Human relationship	6.3(0.8)
Happy family	6.5(0.8)
Health	6.5(0.8)
Leisure activity	6.0(0.9)
Economical richness	6.1(1.0)
Fun and pleasure	6.0(0.9)
Social recognition	5.8(1.0)
Contribution to society	5.3(1.1)

Mean 1= strongly disagree 7= strongly agree

4. 4. Factor Analysis of evaluation scale of preferred tourism destination

This study uses varimax, one of the orthogonal rotation methods, and uses principal components factor analysis method. For the result of factor analysis of evaluation scale of preferred destination, two factors were extracted with reliabilities of .796 and .698 respectively. Those two factors are named tourism resources-oriented and consumption activity-oriented.

Table 5. Factor analysis of evaluation scale of preferred tourism destination

Factors (α, % of variance)	Variables	Factor loading
Factor 1 Tourism resources-oriented (0.796, 29.0 %)	Rich in natural resources	.721
	Superior in security/safety	.697
	Rich in cultural heritage	.667
	Superior in accommodation	.622
	Superior in transportations	.614
	Superior in city views	.539
	Superior in weather conditions	.510
Factor 2 Consumption activity- oriented (0.698, 24.0%)	Superior in shopping facilities	.829
	Superior in entertainment	.805
	Low prices of commodities	.580

Principal component factors with iterations; Varimax rotation in SPSS routine. The two factors had eigenvalues in exceed of 1.0 and explained 53.0% of the cumulative variance after rotation and Cronbach's alpa is 0.812.

4. 5. Factor analysis of evaluation scale of tourism resources in residence area.

Three factors were extracted from the factor analysis with high reliabilities of .770 and .676. They are named perception of tourism resources, perception of tourism environment, and perception of travel costs.

Table 6. Factor analysis of evaluation scale of tourism resources in residence area

Factors (α, % of variance)	Variables	Factor loading
Factor 1 Perception of tourism resources (0.770, 26.9%)	Abundant entertainment	.744
	Rich natural tourism resources	.734
	Variety of shopping facilities	.691
	Rich cultural heritage	.629
	Excellent city views	.546
	Excellent weather conditions	.450
Factor 2 Perception of tourism environment (a =0.676, 19.0%)	Convenient transportation	.801
	High quality of accommodation	.721
	Security/safety	.710
Factor 3 Perception of travel costs (13.0%)	Reasonable prices of commodities	.882

Principal component factors with iterations; Varimax rotation in SPSS routine. The three factors had eigenvalues in exceed of 1.0 and explained 58.9% of the cumulative variance after rotation and Cronbach's alpa is 0.792.

4. 6. Factor analysis for evaluation of personal traveling lifestyle

Three factors were made from the factor analysis of evaluation of personal traveling lifestyle with high reliabilities of .728, .755, .698 respectively. These factors are named curiosity-oriented factor, confidence in adoption factor, comfort-oriented factor.

Table 7. Factor analysis for evaluation of personal traveling lifestyle

Factors (α, % of variance)	Variables	Factor loading
Factor1 Curiosity-oriented factor (0.728, 27.3%)	Not well known place to other people	.866
	New place despite of pain, if any	.856
	Exciting planning trips	.610
	Seeing as many places as possible than staying at one place	.512
Factor 2 Confidence in adoption factor (0.755, 21.1%)	No specific barriers for food	.867
	No specific barriers for bedding	.862
Factor 3 Comfort-oriented factor (0.698, 19.9%)	Well organized social infrastructure	.876
	No care for money for a comfortable trip	.866

Principal component factors with iterations; Varimax rotation in SPSS routine. The three factors had eigenvalues in exceed of 1.0 and explained 68.3% of the cumulative variance after rotation and Cronbach's alpa is 0.671.

4. 7. Factor analysis of personal value

Factor analysis resulted in three factors with reliabilities of .797, .478, .550, which are named Search for personal satisfaction, search for pleasure, search for contribution to the society.

Table 8. Factor analysis of personal value

Factors (α, % of variance)	Variables	Factor loading
Factor 1 Search for personal satisfaction (0.797, 30.5%)	Happy family	.772
	Economical richness	.755
	Health	.715
	Human relationship	.599
Factor 2 Search for pleasure (0.478, 22.4%)	Fun and pleasure	.809
	Leisure activity	.746
Factor 3 Search for contribution to society (0.550, 16.8%)	Contribution to society	.816
	Social recognition	.733

Principal component factors with iterations; Varimax rotation in SPSS routine. The three factors had eigenvalues in exceed of 0.8 and explained 69.7% of the cumulative variance after rotation and Cronbach's alpa is 0.818.

4. 8. Results of Path analysis model

After analyzing the structural model according to the

hypotheses, it was found that path coefficient (standardized) was within <.01 positively or negatively with chi-square= 293.990, p value= .000, GFI= 9.39, AGFI= .891, RMR= .79. It shows the tendency that the bigger sample size is, the more significant chi-square is. Since this study has a big sample size (N=793), it is more reasonable to examine its goodness of fit with other figures like GFI, RMR, and AGFI rather that with chi-square.

Table 9. Figures of the goodness of fit for path model

Chi-SQ	P	df	Chi-SQ/df	GFI	AGFI	RMR
293.990	.000	37	7.946	.939	.891	.079

GFI: Goodness of fit Index
AGFI: Adjusted Goodness of fit Index
RMR: Root Mean square Residual

4. 9. Testing Hypotheses

In this study, we employed path analysis since our model has 2 dependent variables and several independent variables. Path analysis was used to analyze the causal relationship between the dependent and independent variables. Hypotheses are tested with AMOS Path coefficient on the basis of relationships among planned variables. It should start with checking C.R: T-Value for the statistical level of significance of this path coefficient. Adopted C.R was decided for adoption according to normal standard (p < .05, 1.960) and conservative standard (p < .10, 1.654).

<Hypothesis 1> Tourism resources in residence area will affect preferred destination significantly

The perception of tourism resources in residence area will have significant impacts on the evaluation of preferred overseas destination selecting.

Firstly, the evaluation of tourism resources from perception of tourism resources quality affect positively tourism resources-oriented feature from preferred destination factors. This means, since those who evaluate highly the qualities that are related with entertainment, nature, shopping, culture, city, and weather have the tendency toward tourism resources-oriented feature, they may think that nature, security/safety, culture, accommodation, transportation, city, and weather are important features for themselves when they select future destinations.

Secondly, perception of travel costs out of tourism resources in residence affects positively consumption activity oriented factor out of preferred destination category. That is, those who think that the prices in Korea are low prefer consumption activity oriented destination and the place that shopping, entertainment and prices are superior when they select future destinations.

<Hypothesis 2> Personal traveling lifestyle will affect preferred destination positively

Personal traveling lifestyle will have significant impact on the evaluation of preferred overseas destination selection.

Firstly, curiosity-oriented factor from traveling lifestyle affects positively tourism resources oriented feature from preferred destination factors. Those who want to travel to new and infamous places prefer tourism resources oriented destinations.

Secondly, confidence in adoption out of traveling lifestyle factors affects positively tourism resources oriented factor from preferred destinations factors. Those who have strong curiosities and get easily used to new environments have tendency toward tourism resources-oriented destinations to the extent that is superior to the confidence in adoption from curiosity-oriented factors.

Thirdly, comfort-oriented factor from traveling lifestyle factors is the only variable which is associated with all factors of preferred destination category, having significant impact on both tourism resources-oriented factor and consumption activity-oriented factor of preferred destination category positively, whose extent is stronger than that of consumption activity-oriented factor. Those who are willing to pay for more comfortable trips to the places that have well-organized infrastructure despite of more expensive travel costs prefer the places where tourism resources are well developed with abundant consumption objects.

<Hypothesis 3> Personal value features will affect preferred destination positively

Personal value features will have a positive impact on evaluation of preferred overseas destination selection.

Firstly, search for personal satisfaction from personal value features affects positively tourism resources-oriented factor out of preferred destination category. Those who think that search for personal satisfaction in which self, family, and the relationships with others are important prefer the places that are superior in natural resources, security/safety, cultural heritage, accommodation, transportation, city view, and weather conditions.

Secondly, search for pleasure factor out of personal value features affects positively consumption activity-oriented factor from preferred destination category. That is, those who think leisure activities are important in their lives have tendency for fun and pleasure prefer consumption activity-oriented destination with abundant shopping and entertainment facilities and reasonable prices.
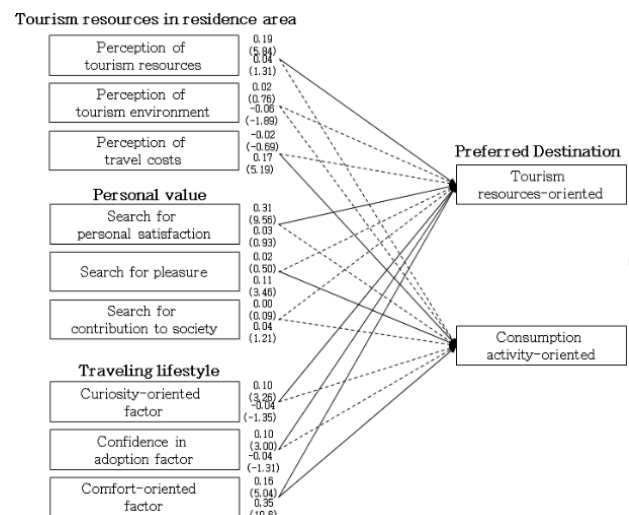
* Std. path coefficient (Critical ratio)

Fig. 2. Path Analysis Model

Table 10. Path coefficient of tourism resources, traveling lifestyle, and personal value that affect preferred destination

Paths	Path coefficient	Critical Ratio	Result
Perception of tourism resources→Tourism resources-oriented	0.19	5.84**	Adopted
Perception of tourism resources→Consumption activity-oriented	0.04	1.31	-
Perception of tourism environment→Tourism resources-oriented	0.02	0.76	-
Perception of tourism environment→Consumption activity-oriented	-0.06	-1.89	-
Perception of travel costs→Tourism resources-oriented	-0.02	-0.69	-
Perception of travel costs→Consumption activity-oriented	0.17	5.19**	Adopted
Curiosity-oriented factor→Tourism resources-oriented	0.10	3.26**	Adopted
Curiosity-oriented factor→Consumption activity-oriented	-0.04	-1.35	-
Confidence in adoption factor→Tourism resources-oriented	0.10	3.00**	Adopted
Confidence in adoption factor→Consumption activity-oriented	-0.04	-1.31	-
Comfort-oriented factor→Tourism resources-oriented	0.16	5.04*	Adopted
Comfort-oriented factor→Consumption activity-oriented	0.35	10.6**	Adopted
Search for personal satisfaction→Tourism resources-oriented	0.31	9.56**	Adopted
Search for personal satisfaction→Consumption activity-oriented	0.03	0.93	-
Search for pleasure→Tourism resources-oriented	0.02	0.50	-
Search for pleasure→Consumption activity-oriented	0.11	3.46**	Adopted
Search for contribution to society→Tourism resources-oriented	0.00	0.09	-
Search for contribution to society→Consumption activity-oriented	0.04	1.21	-

$**p < .01, *p < .05$

5. CONCLUSION

This research shows some useful information on the evaluation of tourism resources in residence area, traveling lifestyle, preferred destination according to the personal value. Firstly, the perception of domestic tourism resources will have significant impact on the evaluation of preferred overseas destination selecting. That is, people who appreciate tourism resources in their country would prefer the overseas destinations that have high quality tourism resources. This result is related to the perception process of the environmental space as an alternative destination that is superior to their residential area. And the people who find traveling costs in their countries reasonable or cheap prefer the destination where consumption activity is reachable. Generally speaking, people might think that tourists who are not satisfied with high prices in their countries would prefer the place with low price and high consumption activity. But our results are quite different from those general thoughts. We can assume that those who want a consumption-oriented place are with high income from their livings and don't care much about the prices. They only like better places which have more abundant consumption activities without concerns about the prices. Tourism environment factor of residence area does not affect destination selection process. This tells that the evaluation of tourism environment, unlike other factors, does not make any direct impacts on preferred destinations.

Secondly, people who have strong traveling lifestyle, even of any type, prefer the destinations with high quality tourism resources. Especially, comfort-oriented factor is in relation with both tourism resources-oriented and consumption activity-oriented factors, which are showing high critical ratio. It is possible to say that people who want comfortable and relaxing trips without concerns about the prices prefer the destinations with abundant consumption activities.

Thirdly, search for personal satisfaction group prefer high quality tourism resources and search for pleasure group prefer consumption activity-oriented places. The perception of tourism resources in residence area is the variable that affects the most preferred destinations.

The most meaningful result is that comfort-oriented factor of traveling lifestyle has positive relation with tourism resources-oriented factor. Search for personal satisfaction of personal value factors has a relation with tourism resources-oriented factor. Especially traveling lifestyle is one of the biggest variables like lifestyle and personal value that affect preferred destination. Perception of tourism resources in residence area is also one of the meaningful variables. In this study, however, the direct effect between only preferred destination and the tourism resources in residence area was not experimented in this research. The future study should be done on direct relations only between those two variables.

Previous studies on tourists' resident area and tourists' behavior were done focusing socio-economic attributes such as the development level of an area, income, demographical characteristics. This study is believed to be the first research which applies self-image bias into tourists' resident area and tries to find out its relations with the preference of tourist destination. Evaluation of one's own resident area as a tourist destination affects how to select a destination abroad.

This founding can be significant to tourist attractions, travel agencies and tourism developers. Because tourists' preference will be changed according to the changing tourist resources. This research will be useful for the basic information for the korean tourism development policies and for the marketing strategies of the travel agencies which want to keep up the pace with customers' preferences.

This research observed the people who have had overseas trip experiences within the last 3 years. This was under the assumption that the experience of previous trips would affect future destination selections. In future study, more efforts should be made to explore two other relations; one is between the

evaluation of the tourism resources of the previous trip experience and tourism resources of residence area and the other is between the evaluation of the tourism resources of the previous trip experience and the future preferred destination selecting.

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