

A Study of the Travel Information Resources, Destination Image, and Behavioral Intention of College Students on Kenting

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ABSTRACT—*The purpose of this study is to understand the college students of their to tourism destination information sources, image, and the revisit behavioral intention. In this study, non-random sampling method was used, 416 valid questionnaires were collected from college students who had visited the Kenting Area (the famous coastal resort in southern Taiwan). After statistical analysis, the study found: 1. The source of tourism information for college students is "have been to the Kenting tourism recommended by friends and families" is the highest. 2. In terms of destination image, "pleasant summer climate for activities in waters" is the highest. 3. The "TV & Newspaper report", "others recommended and comment", "marine ecological environment", and "entertainment" have predict power on behavioral intention. This study not only puts forward the management suggestions to the marine tourism industry, but also provides the government sectors with the strategy of strengthening the destination image.*

Keywords— marine recreation, tourism image, information resources, behavior intention, Kenting

1. INTRODUCTION

In recent years the marine tourism has become a popular tour, when the summer time, located in the subtropical zone of southern Taiwan, there are can attract more tourists to visit, which is the largest number of college students. Although they are students, but the family's financial support, with a high degree of spending power, and thus become a major source of marine tourists. So their travel information sources are very important, because to understand their sources of information, tourism business and government sector can be used to enhance marketing, and increase their image of destination. Tourism image means the point of view for the individual characteristics of the generated destination, according to Coshall [8] research indicates that the destination image refers to a desired destination for tourists, representing a tourist destination in the tourist psychological level the impression that the impression visitors will have preconceived expectations, prompting visitors to consider, choices and decisions tourism destination [6]. So that destination of image can affect tourists' behavior intention, and influence they choose tourist attraction [12]. Therefore, it is necessary for marketers and decision makers to understand the process of how tourists choose tourism destinations as a marketing strategy [22]. The above comprehensive analysis, coupled with the current college students are the main groups of marine tourism, so this study has visited Kenting Area students as the object, to understand their how to get the local tourist information sources, what images, and the future would like to revisit the behavioral intention. Hope that the results can be provide Kenting Area local government sectors and tourism industry in promote the tourism products, and make the development of tourism policy, marketing strategy of reference. According to the study motivation, this study has the following purposes: First, the analysis of the students of their Kenting tourism information sources, as there are images of the cognitive situation. Second, the analyses of the more powerful to predict the future of college student's revisit to Kenting Area engage tourism behavioral intention of tourism information sources and destination image factors.

2. LITERATURE REVIEW

2.1. Travel Information Resources

On the product information resources, Kotler [18] believes that the source of information can be divided into: 1. People sources, such as through the family, friends, neighbors and cooked people and so on. 2. Commercial sources, such as through advertising, dealer or sales staff, as well as the product itself packing sample and so on. 3. Public sources,

such as through the mass media and consumer evaluation organizations. 4. Source of experience, such as the actual operation, as well as in the past to use and understand the experience, etc. Keaveney and Parthasarathy [16] in its research adopt the Kotler developed four sources of information classified into three kinds of non sources of the same information, respectively: 1. external sources, such as the mass media, advertising and promotional materials etc. 2. people sources, such as the families, neighbors, friends or acquaintances, etc. 3. sources of experienced, such as the consumer in the past and the purchase of the test and so on. Engel, Blackwell and Miniard [13] in accordance with consumer involvement in the level of information sources are different, the consumer contact products, concepts and services are divided into: 1. Internal sources of information, the department refers to the consumer's past memories and experience or through the interpersonal information content that the word of mouth. 2. External sources of information: refers to the consumer from outside relevant information in the environment, such as advertising, newspapers and magazines, the internet, the entity exhibition, or entity business sales promotion, etc. Blackwell, Miniard, and Engel [4] pointed out that the purchase and consumption behavior of many products can be attributed to the demand for information in the classification of demand. One of the reasons why the internet is becoming so popular is that it is easy to meet the needs of consumers for information. Chang, Wang and Lin [10] studied Jibei Island tourist their travel information resources, results found that sources of information ranked among top five items is "tourism magazines, second place is "TV travel programs", third is "have visited Jibei Island's friends and relatives to word-of-mouth", after is "Penghu residents or friend recommendation", fifth is "the comments made by users on the internet".

2.2. Destination image

Tourism image is tourists regarding tourism destination of a holistic concept, detail is tourists regarding the beliefs held by a tourist area, impression, feeling aggregate [11]. Kim and Richardson [17] also pointed out that in a period of time, the destination of the cumulative impression, expectations and feeling is for the tourism image. Birgit [6] indicated that the tourism image can be regarded as a tourist destination to the tourist expectations or psychological description of the destination. In short, the image of tourism refers to an individual's view of the characteristics of the destination [8]. Castro, Armario, and Ruiz [7] study found that tourist information and behavior for will be affected by the influence of destination image; destination image is travel decision-making process, the destination choice behavior of the antecedent [3]. On the other hand, the research also confirmed the destination image produced on tourists travel decision-making process has decisive influence [12] [14]. Tourism image in measure factors, Fakeye and Crompton [14] proposed contains social opportunities and attraction stronghold, natural beauty of the culture, accommodation and transportation, infrastructure and catering and friendly, essence of beauty and recreational activities, night entertainment six factors model. Echtner and Ritchie [12] in the literature review and the way of group focus interview, through the content analysis of the 360 tourism image results reduced to 35 measure of the attribute. And by the factor analysis, according to another population sample images of four countries (Jamaica, Japan, Kenya, Switzerland) test the table. As a result, the tourism image into eight dimensions, respectively is: comfortable / safety, interest / adventure, natural scenery, tourism design, atmosphere / climate, culture differences, the price is low, there is no language barriers. Birgit [6] is the development of the social culture, natural environment, information and entertainment activity and climate properties measured amount of destination image by a factor of four dimensions. Stepchenkova and Morrison [23] will travel image into traditional travel, infrastructure, to base travel, safety, history, food and culture, service, adventure, family year nine dimensions. Royo-Vela [24] is the history cultural heritage, atmosphere, visitor / customer service, architecture, history of art, shopping and dining, tourists' management, tourist supplies and infrastructure and other eight dimensions, measure the rural tourism destination image.

2.3 Relationship of destination image and behavioral intention

For tourists, the formation of the tourism image in addition to the impact of the minds of the tourism destination point of view [19], but also will affect the decision-making process and behavioral intentions [7]. Gunn [15] study pointed out that people usually regarding the absorption of information, such as movies, books, news to make with some knowledge on the destination, the image at the hearts of the existence of the said organic image, and the original image, will stimulate the motivation of tourists, and then began to tourism destination to start collect information (such as the tourist brochures, advertising, internet). At this time regarding the destination image has begun to may be revised and, at this stage to induce image. Evoked images by tourism organization direct and conscious efforts to promote tourism development, when the image of the original more than sightseeing can control, evoked the image directly by the tourism marketing to be development efforts, as a tourist information center color brochures, travel agencies to provide tourist information, journal of travel articles, television advertising and other tourism organization in any of the activities to promote the tourism do. Complex imagery is the result of a real visit and experience of the tourist destination, because it is a direct experience of tourism, the image is more complex and there are differences [11] [14]. Bigné, Sanchez, and Sanchez [5] to ocean resort tourists as the object of empirical study also found that image to do direct antecedents of perceived quality, satisfaction and willingness to revisit and recommendation intention. Prayag [21] study found that tourists to Africa Mauritius Island destination image individual has a positive and direct impact on the overall image, satisfaction and behavior intention, Park and Njite [20] of tourists on Jeju Island, Korea, destination image, passenger satisfaction and behavioral intention, research results show that, in the destination image structure "environment",

"attractiveness", "worth" regarding the satisfaction and behavior image has a significant relationship; the satisfaction of the tourists will impact on tourists' behavioral intention.

3. METHODOLOGY

3.1. Research Area

The Kenting National Park, established in 1984, is Taiwan's first seat established national parks, three facing the sea, for the minority of our country also covers one of the land and sea National Park, the sea area 15206.09 hectares, the land area of 18083.50 hectares, the total is 33289.59 the public Ares. The Kenting area due to the unique natural environment, coupled with the improvement of the tourism resources every year, but also to promote marine sport and recreational activities such as swimming, snorkeling, scuba diving, sailing, water motorcycle, and so on, attracting domestic and foreign tourists visit or participate in, and thus enhance the Kenting area become the tourism industry an important tourist destination.

3.2. Subject and Sampling

This study is the subjects of college students in Taiwan, they have visited Kenting, non-random sampling was used, and the respondents were interviewed in the northern Taiwan, including two public university and two private universities. A total of 600 questionnaires were investigated (each university 150), 484 were obtained, and 464 valid questionnaires were collected after deduction of 20 questionnaires. The effective questionnaire rate was 77.33%.

3.3. Questionnaire

In this study, the questionnaire is divided into four parts; the first part is the "Travel Information Resources Scale", a total of 20 questions, main refer Chang, Wang and Lin [10] studied Jibei Island tourist their travel information resources questionnaire. Second part is "Destination Image Scale", a total of 30 questions, the main refer Fakeye and Crompton [14], Echtner and Ritchie [12], Birgit [6], Stepchenkova and Morrison [23], and Royo-Vela [24] these scholars their destination imagery of empirical research, and relevant tourism studies [9][27][28]. The third part is "Behavioral Intention Scale", there are three items, according to Ajzen [1] [2] developed theory of planned behavior to make. The question is ask subjects in the next year willing to engage marine tourism in Kenting, the next year may be engage marine tourism in Kenting, and the future as long as someone invite me to be considered to tourism activities in the Kenting. Above three scale using Likert 5 point scale to measure, separately from "strongly agree" and "agree", "ordinary", "not agree", "very not agree" were given point of 1 to 5. The last part of the questionnaire is the students' personal background information, including gender, grade, university, and has visited or not in the Kenting.

3.4. Data Analysis

In this study, the collected of valid questionnaires was utilized of SPSS for Windows 21.0 version package software for statistical analysis, analysis step includes: 1. Use exploratory factor analysis and Cronbach' α coefficient, to analysis this study scale reliability and validity. 2. Used frequency analysis students' background, travel information resources and tourism image. 3. Using multiple regression analysis to understand the information and image factors of the more powerful to predict the behavioral intention of college students.

3.5. Validity and Reliability analysis

3.5.1 Validity analysis

The table 1 show that results of exploratory factor analysis of the four factors were analyzed after each factor according to its characteristics, and refer to the relevant Kenting, the researcher named it: " website recommended ", " TV & Newspaper report ", " Others recommended and comment ", and " Published travel information ", four factors can interpret Kenting tourist their travel information resources reach to 65.83%. Because of the two questions of factor loading did not exceed .50, respectively: "11. Websites related to tourist attractions information", therefore it is deleted.

Table 1. Factor analysis of travel information resources

Items/factors	Website recommended	TV & New Papers report	Others recommended and comment	Published Travel Information
6.The government tourism sector website	.787			
7.Travel agency website	.751			
9. Tourism exhibition	.749			
14.Travel agency recommendation	.660			
8. Celebrity travel blog	.629			
15. Local travel industry Web page	.604			
4.TV travel program introduction		.812		
2. Newspaper travel column depth report		.753		
3. The cable TV travel products promotion advertising		.746		
		.714		

1. Local news reports 5. TV news report		.704		
12. Have been to the Kenting tourism recommended by friends and families 16. Local residents or friends recommended 13. Comments posted on the Internet. 10. Social media users recommended			.818 .659 .634 .597	
19. Travel magazine 20. Travel book 18. Travel brochures, government published brochure 17. TV series scenes				.826 .682 .665 .523
Eigenvalue	4.07	3.79	2.71	2.60
cumulative %	20.33	18.97	13.54	12.98
% of variance	20.33	39.30	52.84	65.83

The table 2 show that results of exploratory factor analysis of the four factors were analyzed after each factor according to its characteristics, and refer to the relevant Kenting studies, the researcher named it: "marine ecological environment", "hospitality", "marine recreation activities", and "entertainment", four factors can interpret Kenting tourism image reach to 60.20%. Because of the four questions of factor loading did not exceed .50, respectively: "27. A lot of tourist attractions", "7. The bottom of the sea is not contaminated, suitable for water activities ", " 12. The waters have varied stimulation activities to meet the needs of adventure" and "21. Adequate travel information," therefore it is deleted.

Table 2. Factor analysis of tourism image

Items/factors	Hospitality	Marine recreation activities	Marine ecological environment	Entertainment
30. The local public security is good.	.781			
29. Friendly local peoples.	.727			
23. Fresh and delicious local seafood.	.682			
26. Goods price cheap.	.604			
22. Good food hygiene.	.595			
24. Good medical facilities.	.594			
25. Good hydroelectric facilities.	.565			
14. Professional lifeguards for activities in the waters.		.814		
13. Professional coach for activities in the waters.		.803		
9. Waters activities clearly divided, safe.		.761		
10. Providing sea sports equipment and equipment for activities in the waters.		.713		
8. Sports facilities for activities in the waters.		.697		
11. Water activities are engaged in a variety of optional.		.590		
15. Water activities are reasonably priced.		.576		
3. Has a unique landscape, with views of landscape activities in waters.			.771	
2. Clear water for activities in the waters.			.753	
4. Rich ecological resources, engage in water activities can appreciate the beauty of ecology.			.752	
5. Spacious beach for activities in the waters.			.694	
1. Pleasant summer climate for activities in waters.			.683	
6. Good air quality fit in the waters of activities.			.572	
19. Shopping locations and opportunities.				.800
20. Nighttime entertainment options opportunities.				.764
17. Improve the public facilities.				.673
16. Transport facilities.				.667
18. Accommodation opportunities.				.659
28. To facilitate external communications.				.570
Eigenvalue	4.28	4.25	3.97	3.74
cumulative %	15.88	15.73	14.72	13.87
% of variance	15.88	31.61	46.33	60.20

3.5.2 Reliability analysis

Results in terms of reliability analysis, first in "Travel Information Resources Scale" Cronbach' $\alpha = .93$, among "Website recommended" factor Cronbach' $\alpha = .89$, "TV & Newspaper report" factor Cronbach' $\alpha = .86$, "Others recommended and comment" factor Cronbach' $\alpha = .77$, and "Published travel information" factor Cronbach' $\alpha = .78$. Second part is "Destination Image Scale" Cronbach' $\alpha = .94$, among "Marine ecological environment" factor Cronbach' $\alpha = .86$, "Hospitality" factor Cronbach' $\alpha = .89$, "Marine recreation activities" factor Cronbach' $\alpha = .90$, and "Entertainment" factor Cronbach' $\alpha = .86$. The "Behavior Intention Scale" factor Cronbach' $\alpha = .88$.

4. RESULT

4.1. The effective sample characteristics analysis

In the collected of 416 effective questionnaires, of which there are 260 males (56%), there are 204 females (44%). Part of the student's grades, freeman are 259 people (55.8%), sophomore are 106 people (22.8%), junior is 75 people (16.2%), and senior are 24 people (5.2%). In the entertainment spendable costs, there are 360 people (77.6%) per month in NT. 5,000 or less, 81 (17.5%) in the NT. 5,001~10,000, 9 people (1.9%) in NT. 10,001~15,000, and 14 people (3%) over 15,001. 119 people (25.6%) study in private universities, public university 127 people (27.4%), private university of science and technology, 119 people (25.6%), public universities of science and technology 99 people (21.3%).

4.2 Tourism information sources

Table 3 analyses of results showed that 20 sources of information listed in this study, each items mean more than 3.5 above. Among ranked among five items, highest is "Have been to the Kenting tourism recommended by friends and families" (M=4.13), second place is "Social media users recommended (M=4.06), third is "TV travel program introduction" (M=4.01), fourth is "Comments posted on the Internet" (M=3.95), fifth is "11. Websites related to tourist attractions information" (M=3.89).

Table 3. Analysis of Tourism Information Sources

Tourism information sources	Mean	Std. Deviation
12. Have been to the Kenting tourism recommended by friends and families.	4.13	.85
10. Social media users recommended	4.06	.863
4.TV Travel Program Introduction	4.02	.85
13. Comments posted on the Internet.	3.95	.86
11. Websites related to tourist attractions information	3.89	.871
5. TV news report	3.85	.87
3. Has a unique landscape, with views of landscape activities in waters.	3.80	.92
1. Pleasant summer climate for activities in waters.	3.69	.87
16. Local residents or friends recommended	3.69	1.01
2. Newspaper travel column depth report	3.64	.89
20. Travel book	3.51	1.02
8. Celebrity travel blog	3.50	.95
15. Local travel industry Web page	3.42	1.00
14.Travel agency recommendation	3.37	.99
7.Travel agency website	3.33	1.01
17. TV series scenes	3.32	1.12
9. Tourism exhibition	3.28	1.01
6. The government tourism sector website	3.20	1.05
18. Travel brochures, government published brochure	3.10	1.04
19. Travel intelligence magazine	2.91	1.06

4.3. Tourism image analysis

According to the analysis results in Table 4 show, regardless of whether college students visited Kenting, all of the images have a profound local knowledge, and are related to the oceans. From the highest point of view of the top five are: “pleasant summer climate for activities in waters (M=4.31)”, “Has a unique landscape, with views of landscape activities in waters (M=4.25)”, “Rich ecological resources, engage in water activities can appreciate the beauty of ecology,” (M=4.23), “professional lifeguards for activities in the waters (M=4.22)”, and “Professional coach for activities in the waters.(M=4.21)”.

Table 4. Analysis of tourism image of Kenting

Items	M	SD
1. Pleasant summer climate for activities in waters.	4.31	.74
3. Has a unique landscape, with views of landscape activities in waters.	4.25	.73
4. Rich ecological resources, engage in water activities can appreciate the beauty of ecology.	4.23	.78
14. Professional lifeguards for activities in the waters.	4.22	.82
13. Professional coach for activities in the waters.	4.21	.84
2. Clear water for activities in the waters.	4.21	.79
5. Spacious beach for activities in the waters.	4.13	.77
9. Waters activities clearly divided, safe.	4.11	.88
10. Providing sea sports equipment and equipment for activities in the waters.	4.10	.79
27. A lot of tourist attractions	4.08	.76
21. Adequate travel information	4.06	.75
11. Water activities are engaged in a variety of optional.	4.05	.82
6. Good air quality fit in the waters of activities.	4.03	.87
8. Sports facilities for activities in the waters.	4.01	.89
18. Accommodation opportunities.	3.99	.79
29. Friendly local peoples.	3.89	.76
23. Fresh and delicious local seafood.	3.88	.88
7. The bottom of the sea is not contaminated, suitable for water activities.	3.88	1.09
15. A reasonably priced water activities.	3.82	.98
12. The waters have varied stimulation activities to meet the needs of adventure.	3.81	1.02
28. To facilitate external communications.	3.79	.87
30. The local public security is good.	3.74	.86
22. Good food hygiene.	3.64	.92
16. Transport facilities.	3.61	.92
17. Improve the public facilities.	3.59	.89
25. Good hydroelectric facilities.	3.58	.89
20. Night entertainment options and more.	3.52	.97
19. Shopping places and opportunities.	3.49	.93
24. Medical facilities are good.	3.46	.90
26. Goods price cheap.	3.43	1.02

4.4. Regression analysis

Results from Table 5 analysis shows that this study travel information resources " Website recommended ", " TV & Newspaper report ", " Others recommended and comment ", and " Published travel information " 4 factors for the predict variables, "behavioral intention" factor are criterion variables, used enter method regression analysis results found that "

TV & Newspaper report "(t = 3.36, p <.05), and " Others recommended and comment " factor (t = 6.77, p <.05), R² =.281, its meaning two factors can predict students' their "Behavior intention " reach to 28.1% . .

Table 5. Analysis of College Students' travel information resources on behavior intention regression

Dimensions	B	Std. Error	Beta	t-value	p
Website recommended	.023	.030	.045	.761	.447
TV & Newspaper report	.150	.045	.177	3.359*	.001
Others recommended and comment	.307	.045	.339	6.763*	.000
Published Travel Information	.048	.042	.064	1.143	.254
R =.530 R ² =.281 adjusted R ² =.274 F=44.78*					

*p< .05

Results from Table 6 analysis shows that this study tourism images "Marine ecological environment", "Hospitality", "Marine recreation activities", and "Entertainment" four factors for the predict variables, "Behavioral intention" factor are criterion variables, used enter method regression analysis results found that "Marine ecological environment" factor (t = 5.83, p <.05), and "Entertainment " (t = 3.71, p <.05), R² = .244, its meaning three factors can predict students' their "behavior intention " reach to 24.4% . .

Table 6. Analysis of College Students' cognitive Kenting images on behavior intention regression

Dimensions	B	Std. Error	Beta	t-value	p
Hospitality	.041	.031	.078	1.301	.194
Marine recreation activities	.009	.030	.018	.314	.754
Marine ecological environment	.213	.037	.307	5.829*	.000
Entertainment	.132	.036	.218	3.711*	.000
R =.494 R ² =.244 adjusted R ² =.237 F=36.97*					

*p< .05

5. DISCUSSION AND SUGGESTION

5.1. Discussion

According to the purpose of this study, first in terms of tourism information sources, the analysis results showed that college students for their Kenting travel information sources, mainly in the form of "Have been to the Kenting tourism recommended by friends and families" was the highest, the results of this study support Kotler [18], Keaveney and Parthasarathy [16] pointed out, such as through the family, friends, neighbors etc, the consumer is an important source of information. Second place is "social media users recommended", then can see in the internet above, there is a tourist destination for comment and recommend; people want to visit the destination of the influential presence [16]. Third is "TV travel program introduction", the results support Chang, Wang and Lin [10] of the isla3

In the Kenting image of the local college students' cognition, the results of the analysis show that the highest is "pleasant summer climate for activities in waters", the local climate is so, because Kenting is located in the subtropical south Taiwan, the winter climate is close to 20 degrees Celsius, the whole year are suitable for water activities. Second is "a unique landscape with, views of landscape Has activities in waters Rich", third is "ecological resources engage, in water activities can appreciate the beauty of ecology," Obviously, the image of the project, and the Fakeye and Crompton [14], Echtner and Ritchie [12], Birgit [6] found on the tourist destination to the natural and cultural beauty impression based similar results.

On the influence of college students to Kenting tourism "behavioral intention" sources of information, the analysis found that "TV & Newspaper report" and "others recommended and comment" factors can predict their future students to visit Kenting 's "behavioral intention" reached 28.1%. From the above results, we can know that TV & Newspaper report has a strong impact on college students, because from the report, students can clearly understand the local situation, so to make them visit the reasons. Others recommended and comment and other factors is also very important, because the people's advice will make students more understand the destination, the assessment will be conducted after the correct decision, then decided to go to the destination. The findings of this study support Kotler [18] pointed out that as through the family such, friends, neighbors etc, are a very important source of information for consumers. And support Chang, Wang and Lin [10] of the island tourism research pointed out that TV & Newspaper report, the consumer has a convincing role similar.

In the tourism image, the analysis of the results found that "ecological environment marine" and "entertainment" factors, can predict college students' behavior intention to reach 24.4%. So obviously, because college students

influenced from "TV & Newspaper report" and "Others recommended and comment" has a very deep impression on Kenting, so in their minds, there are such images. In the study of Chang, Wang, and Lin [10], it is found that the destination of island tourism is small, so there are a lot of entertainment activities at night, and it is also the incentive to attract young people to travel during the tour. Overall, the results of this study support the formation of tourism image in addition to the impact of tourism destination for heart views [19], at the same time will also affect the decision-making process and behavior intention [5][7][20].

5.2 Suggestion

According to the results of this study, the formation of tourism image is not all of a sudden can be formed, mainly from different information, or is the impression of a deep source of information, including television and other people's suggestions and recommendations. So the researchers suggest that the government tourism departments and enterprises, can make more use of television to strengthen marketing, including news of the event marketing, or display products, invited to a television interview, or through the TV Travel program reports, will contribute to the attractiveness of the market. The tourism information search of tourists is very diverse, in addition to the above mentioned TV, the power of the internet is also very important, but the evaluation of one of the attractions of the most important and positive suggestions, will have the effect of suggestion, caused by the tourism intention. So the government sectors of tourism and tourism enterprises, in addition to strengthen the power of the internet, always pay attention to the evaluation of various social media, so as not to let people want to comment on the negative aspects, and then cancel the visit of the destination will. In the sample, due to the ability of researchers, only college students as the research object, recommendations for future researchers in the capacity and conditions, public inquiry object contains the general public, to better understand the visitors' opinions and impressions of Kenting. And the government's Web site as well as the Department of tourism, should be able to let the people through the key words, easily collected on the web site of a variety of tourist product information, so that help people come to engage in tourism activities.

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