Fall 9-28-2016

Development of City Destination Attractiveness Index: A China Case

Yiming Liu
frauliu2000@gmail.com

shuyue huang
university of guelph

Hwan-Suk Chris Choi Dr
University of Guelph

Ye (Sandy) Shen
University of Guelph

Follow this and additional works at: https://scholarworks.umass.edu/ttracanada_2016_conference

Part of the Tourism and Travel Commons

DEVELOPMENT OF CITY DESTINATION ATTRACTIVENESS INDEX: A CHINA CASE

INTRODUCTION

Destination attractiveness has been widely researched and advocated as a key concept to helping researchers and practitioners better understand tourists' behaviour and choices (Awaritefe, 2004) and their perceived destination image (Chen & Hsu, 2000). It also allows them to assess destination competitiveness, which enables the comparison of competing destinations (Enright & Newton, 2005; Mihalič, 2000). In this vein, destination attractiveness can be defined as "the relative importance of individual benefits and the perceived ability of the destination to deliver individual benefits" (Mayo & Jarvis, 1981, p. 201).

Various efforts have been made to identify the determinant attributes or indicators of destination attractiveness (Crouch, 1984; Var, Beck & Loftus, 1977), develop a destination attractiveness model (Lee, Huang & Yeh, 2004), and examine the destination attractiveness of selected destinations by using both quantitative and qualitative data ((Krešić & Prebežac, 2009). Despite its promise, the findings of previous studies assessing destination attractiveness remain unclear. This has also been an object of criticism due to a lack of a systematic consideration of both the supply side (the attractiveness attributes of the destination) and the demand side (tourists' perceptions of benefits). The interaction between the demand and supply sides is the central element in distinguishing destination attractiveness from similar constructs such as destination competitiveness and destination image. Destination competitiveness focuses on both tourism capacity building and other social, economic, and environmental factors that affect tourism service providers (Enright & Newton, 2004) from the supply perspective (Crouch, 1984; Vengesayi, 2003). Destination attractiveness, on the other hand emphasizes the destination factors that tourists evaluate, focusing on destination factors that affect tourists' destination choice.

STUDY OBJECTIVES

This paper aims to define destination attractiveness, develop a comprehensive assessment model of city destination attractiveness index (CDAI), and validate it to assess the city destination attractiveness of the selected city destinations in China. More specifically, CDAI is expected to measure and match the differences between a destination's reality and a visitor's perception (Formica & Uysal, 2006). The proposed CDAI will incorporate the value co-creation in service-dominant logic (Vargo & Lusch, 2004, 2008), considering that value is co-created by tourists, while a destination can realize its value creating process by identifying or providing relevant resources. This study will use both qualitative and quantitative data, as well as primary and secondary data.

BRIEF REVIEW OF THE RELEVANT LITERATURE

While destination attractiveness has been studied since the early 1980s, very few studies have attempted to assess destination attractiveness. Three approaches have been employed to assess destination attractiveness: demand (tourists) side (Mayo & Jarvis, 1981; Vengesayi, Mavondo, & Reisinger, 2009), supply side (Kaur, 1981), and

both demand and supply sides (Edward & George, 2008; Formica & Uysal, 2006). Considering only the demand side or the supply side to assess destination attractiveness lacks triangulation, integrity, and comparison.

Most researchers agreed that it is challenging to identify universally acceptable attractiveness attributes (Hu & Ritchie, 1993; Navickas & Malakauskaite, 2009). Some scholars have attempted to develop a situational-measurement model rather than a general measurement. This may lead to an obvious research challenge due to the limited reflective aspects of destination factors (Vengesayi et al., 2009). Several researchers have conducted case studies to assess destination attractiveness of the selected destinations in Columbia (Var et al., 1977), the state of Kerala, India (Edward & George, 2008), and south Italian regions (Cracolici & Nijkamp, 2008). Other studies use a specific sub-dimension or attribute, including climate (Craig-Smith & Ruhanen, 2005) and image (Krešić & Prebežac, 2011). To the contrary, destination competitiveness studies use a general model approach with universally applicable attributes to assess destinations' competitiveness.

The previous studies stress the use of proper data sources. Some studies used tourist survey data, while others used expert surveys and secondary data (Cracolici & Nijkamp, 2007; Hu & Ritchie, 1993). However, an expert's opinion may not reflect the true taste of what tourists use to assess destination attractiveness (Enright & Newton, 2004; Var et al., 1977).

THE EXPECTED IMPLICATIONS

It is expected that this study will provide both theoretical and practical implications. From a theoretical perspective, this study will complement the theoretical knowledge body of destination attractiveness evaluation, and fill in the gaps between the objective and subjective measurement of attractiveness (Formica & Uysal, 2006). From a practical perspective, the investigation into the interaction between tourists and destinations helps destinations match tourists' perceptions and improve tourists' satisfaction.

REFERENCES

Awaritefe, O. (2004). Motivation and other considerations in tourist destination choice: A case study of Nigeria. *Tourism Geographies, 6*(3), 303-330.

Chen, J. S., & Hsu, C. H. C. (2000). Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research, 38*(4), 411-416.

Cracolici, M. F., & Nijkamp, P. (2009). The attractiveness and competitiveness of tourist destinations: A study of southern Italian regions. *Acta Crystallographica, 30*(3), 336-344.

Craig-Smith, S., Ruhanen, L., Hall, C. M., & Higham, J. (2005). Implications of climate change on tourism in Oceania. *Tourism Recreation & Climate Change*, 181-191.

Crouch, G. I. (1984). Destination competitiveness: An analysis of determinant attributes. *Monographs in Mathematics*, *79*(1), 344-355.

Edward, M., & George, B. P. (2008). Tourism development in the state of Kerala, India: A study of destination attractiveness. *European Journal of Tourism Research, 1*(1), 16-38.

Enright, M. J., & Newton, J. (2004). Tourism destination competitiveness: A quantitative approach. *Tourism Management*, 25(6), 777-788.

Enright, M. J., & Newton, J. (2005). Determinants of tourism destination competitiveness in Asia pacific: comprehensiveness and universality. *Journal of Travel Research, 43*(4), 339-350.

Formica, S., & Uysal, M. (2006). Destination attractiveness based on supply and demand evaluations: an analytical framework. *Journal of Travel Research*, 44(4), 418-430.

Hu, Y. Z., & Ritchie, J. R. B. (1993). Measuring destination attractiveness: A contextual approach. *Journal of Travel Research, 32*(2), 25-34.

Kaur, J. (1981). Methodological approach to scenic resource assessment. *Tourism Recreation Research, 6*(1), 19-22.

Krešic´, D., & Prebežac, D. (2011). Index of destination attractiveness as a tool for destination attractiveness assessment. *Tourism, 59*(4), 497-517.

Lee, C. F., Huang, H. I., & Yeh, H. R. (2010). Developing an evaluation model for destination attractiveness: Sustainable forest recreation tourism in Taiwan. *Journal of Sustainable Tourism, 18*(6), 811-828.

Mayo, E. J., & Jarvis, L. P. (1981). *The psychology of leisure travel. Effective marketing and selling of travel services*. Boston, MA: CBI Publishing Company.

Mihalič, T. (2000). Environmental management of a tourist destination: A factor of tourism competitiveness. *Tourism Management*, 21(1), 65-78.

Navickas, V., & Malakauskaite, A. (2009). The possibilities for the identification and evaluation of tourism sector competitiveness factors. *Inzinerine Ekonomika Engineering Economics, 33*(1), 37-44.

Var, T., Beck, R., & Loftus, P. (1977). Determination of touristic attractiveness of the touristic areas in British Columbia. *Journal of Travel Research*, 15(3), 23-29.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing, 68*(1), 1-17.

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of marketing Science, 36*(1), 1-10.

Vengesayi, S. (2003). A conceptual model of tourism destination competitiveness and attractiveness. Paper presented at Australian & New Zealand Marketing Academy Conference, Adelaide, Australia, 637-647. Retrieved from http://smib.vuw.ac.nz/ANZMAC2003/papers/CON20_vengesayis.pdf

Vengesayi, S., Mavondo, F., & Reisinger, Y. (2009). Tourism destination attractiveness: Attractions, facilities, and people as predictors. *Tourism Analysis*, 14(5), 621-636.