Local Storytelling for Invigorating the Tourism Image- Focusing on TV Contents

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ABSTRACT

Area and surrounding landscape introduced by visual media stimulate viewers and positively affect the local tourism. Thus, this study aimed to identify psychological factors of viewers and provide storytelling and marketing implications to invigorate a local tourism based on identified factors.

Therefore, this study selected samples and conducted a survey study with targeting people who watched a local or tourism TV program more than once. The reliability and validity tests were conducted to the collected effective sample. Moreover, a frequency analysis was used to evaluate the general characteristics of study subjects. Afterward, the fitness of a structural equation model and the causal relationship of each concept were verified.

The implications of this study were as follows. First, when a story for a tourism attraction is created, a producer and people working for local tourism should work together to select an actor and a suitable subject. Moreover, a story should have many stimulus elements to give the viewer a desire to visit or experience the surrounding landscape and a famous restaurant. Secondly, a program producer must pay attention to provide accurate information so that viewers can trust the given information. Moreover, it is necessary for a TV program to deal with important information and dos and don'ts upon the cooperation of local tourism workers and people experienced the area so viewers can fully understand the situation. Thirdly, program producers and tourism workers must increase expectation by providing representative images and information. Lastly, program producers have to provide detailed information related to the introduced food, accommodation, surrounding environment, and experience. Moreover, stories should be presented in order to stimulate the emotions of viewers.

This study can be applied to cultural contents industry. Especially, it will help to develop broadcasting contents and activate tourism industry.

1. Introduction

TV is the mass media that the majority of people are familiar with in their daily lives. Moreover, it is a social environment factor influencing the lives, the society, the politics, and the culture greatly[1]. Particularly, when the visual media introduces a region and surroundings of it to viewers, it can give a positive image to viewers. Therefore, these areas often become tourist attractions[2]. Moreover, local tourist attractions often have more tourists after it was exposed by the visual media[3]. Consequently, the contents introduced by the visual media are the changes shown between the psychological stimuli to viewers and the behavior of visiting local areas. Only a few studies evaluated this aspect domestically and internationally[4].

From this perspective, this study had following study objectives.

The first objective was to identify the characteristics of identification, curiosity, opinions of a reference group, surrounding environment, information provision, expectation, and visit intention. The second objective was to provide a study model based on the identified characteristics and conduct an empirical analysis. Lastly, this study aimed to discover storytelling and marketing implication to promote local tourism.

2. Body

2.1. Identification

The concept of identification is based on the social identification theory. It affects the whole organization such as the sense of belonging, the meaning of an organization, the relationship between the organization and the self, and the organizational efficiency. Moreover, it is an important factor determining the organizing behavior of an individual[5].
Identification is a concept based on the social identity theory. Therefore, it is considered as an important factor influencing an individual’s behavior[6].

This study defined the social identity theory as a personal perception, which integrates the social categorization, ethnocentrism, social comparison, and inter-group relationship, is based on the concept of the social identity, belongs to a social group, and gives an emotion or a value to a group[7].

2.2. Curiosity

Izard(1977)[8] claimed that enjoyment is the leading variable of curiosity. Moreover, Russel(1980)[9] argued that increased pleasure made diverse approach behaviors occur toward the subject causing that emotion.

Additionally, Loewenstein(1994) suggested that curiosity meant the natural tendency of human to learn about the world[10].

Bentham(1948)[11], Burke(1958)[12] defined curiosity as the fundamental drive of the human beings who want to obtain new knowledge and stimulation. Hunt(1965)[13], Kagan(1972)[14], Voss & Keller(1983)[15], Reio Jr. et al.(2006)[16] defined curiosity as a motivation element promoting the explorative behavior of the human being to new knowledge or stimulus. People, who defined curiosity as a form of drives, argued that people tried to satisfy curiosity to escape from psychological pains (e.g., dissatisfaction and discomfort), which people experienced when their curiosity was not satisfied because people desired to relieve the tension caused by curiosity.

2.3. Opinion of A Reference Group

Cocanoughter & Bruce(1971)[17] suggested that a person with a more favorable attitude toward the activities of the members of a reference group was more likely influenced by the group. Robertson et al.(1984)[18] argued that a reference group was a group affecting the values, beliefs, and standards of an individual.

In other words, when an individual makes an action or gives an opinion, the individual makes one by comparing it with the actions or opinions of other members in a reference group[19]. Moreover, the person tries to overcome an obstacle by exchanging information with other members of the reference group[20]. When a person is a member of a reference group, the person tries to obtain more information through other members of the group and depends on other members more to find a solution of a problem[21].

2.4. Surrounding Environment

Christaller's(1935) theory explains the relationship between the maximum reach of the central-place function and the minimum demand. The minimum requirement is the minimum demand for the existence of the central-place. The central-place is a place to provide diverse goods and services to background area and facilitate the exchange among regions. The minimum requirement means the minimum number of customers, minimum population size, and minimum spatial size. The extent of the minimum requirement and the spatial size varies depending on the central-place function. Since the spatial size determines the space creating profit, the surrounding environment is a very important element depending on the concept of a location[22].

Norberg-Schulz(1963) considered the surrounding environment as an integrated concept through recognizing the existential space, practical space, and perceptual space. Moreover, he believed that the existential space was a typical reaction of the human being to the environment and the life of people depended on 'the practical space', the establishment of environmental structure depending on the specific characteristics of the environment. The environment formed in these spaces participates in the spatial structure and connects to a system of values or meanings. Consequently, surrounding people can obtain characteristics and the symbolic importance of it[23].

The following hypotheses were established based on these perspectives.

H1: Identification will have a positive effect on the surrounding environment.

H2: Curiosity will have a positive effect on the surrounding environment.

H3: The opinion of a reference group will have a positive effect on the surrounding environment.

2.5. Information Provision

The importance of information provision increases in the modern society. Therefore, it can be defined in various ways. It includes all behaviors that inform a fact to others.
In principle, it is not necessary to limit the range of actions. For example, silence can be regarded as a way to express an opinion. In this case, silence can be treated as 'information provision'[24].

In other words, it is to avoid too complex directions or procedures as information provision for providing appropriate depth and width of information to viewers[25]. Moreover, using concrete information can replace the apprehension of a viewer with trust[26].

The following hypotheses were established based on these perspectives.

**H4: Curiosity will have a positive effect on information provision.**

**H5: The opinion of a reference group will have a positive effect on information provision.**

**H6: The surrounding environment will have a positive effect on information provision.**

2.6. **Expectation**

Expectation has been considered as an important factor in explaining people's behaviors for a long time. Oliver(1980) claimed that expectation generally formed expectation before making an action and compared the level of expectation with an actual outcome from the action[27].

Furthermore, expectation generally means the belief in the future. Expectation is an ability to create an image about the likelihood of a certain future event. It makes people work harder and realize a possibility. The expectation is an intrinsic psychological process, which regulates human behaviors. When expectation is considered as the belief of what will happen in the future, it can be said that it is a subjective evaluation of a future event encompassing from a simple possibility to the actual confidence[28].

Vroom(1964)'s expectancy theory explains the expectation the most comprehensively. He argued that the intensity of the behavioral tendency depended on the intensity of expectancy, which led a result, and the charm of the procedure. He believed that expectation was composed of valence, instrumentality, and expectancy[29].

The following hypotheses were established based on these perspectives.

**H7: Identification will have a positive effect on expectation.**

**H8: Curiosity will have a positive effect on expectation.**

**H9: Surrounding environment will have a positive effect on expectation.**

**H10: Information provision will have a positive effect on expectation.**

2.7. **Visit Intention**

Visit intention is a subjective function carried out by beliefs and attitudes. It is considered as an intermediate variable between the attitude and behavior of an individual. Moreover, it means a subjective status of an individual[30]. Schneider & Backman(1996)[31] reported that family intimacy, sociability, social leisure, festival attributes, getaways and event promotion were factors affecting visit intention. Although the importance and order of factors were slightly different, the factor structure was almost identical.

Oliver & Bearden(1983)[32] confirmed that customer satisfaction had a positive effect on attitude and positive attitude increased repurchase intention. Expectation forms an attitude toward a destination prior to making an action. This attitude determines visit intention. Afterward, a person experiences an agreement or disagreement at the experience stage, a destination. The level of satisfaction is decided after experiencing an agreement or disagreement. Therefore, the satisfaction determines pre-attitude and post-attitude. Visit intention or revisit intention is made depending on the attitude formed from expectation and the level of satisfaction after an action.

The following hypotheses were established based on these perspectives.

**H11: Information provision will have a positive effect on visit intention.**

**H12: Expectation will have a positive effect on visit intention.**

3. **Study Design**
3.1. Study Model

The study aimed to identify the influencing relationship based on previous studies on identification, curiosity, the opinion of a reference group, surrounding environment, information provision, expectation, and visit intention [Fig.1]. The study can be divided into three major sections. The first section evaluated the psychological aspect (i.e., identification, curiosity, and the opinion of a reference group) by watching a TV program. The second section examined surrounding environment, information provision, and expectation by watching a TV program. The last section studied visit intention.

3.2. Operational Definition and Measurement

Evaluations on identification, curiosity, and the opinion of a reference group were conducted based on Miller et al.(2000)[5], Wann(2006)[6], Loewenstein(1994)[10], Reio Jr. et al.(2006)[16], Cocanoughter & Bruce (1971)[17], and Bandura(1997)[19]. This study examined surrounding environment, information provision, and expectation based on Norberg-Schulz(1963)[23], Lurker(1989)[25], Hamilton & Kelly(1978)[26], Oliver(1980)[27] and Olson et al.(1996)[28].

Lastly, visit intention was evaluated by modifying and supplementing Fishbein & Ajzen(1975)[30] and Schneider & Backman (1996)[31]. These variables were measured by Likert's 5 point scale: 'very disagree' = 1, 'disagree'=2, 'not agree or disagree'=3, 'agree'=4, and 'very agree'=5.

3.3. Data Collection and Analysis

This study targeted people who watched an area or tourism introduction program more than once from TV.

The survey was conducted between Nov 26 and Dec 14, 2016(18 days). Five hundred copies were distributed and 421 copies were collected among them. Among the 421 copies, 32 copies were excluded from the study because they were not suitable. Finally, 389 copies were concluded as an effective sample and used for analysis.

The reliability of the collected effective sample was confirmed by Cronbach’s α coefficient. Confirmatory factor analysis was conducted to ensure its discriminant validity and its internal validity of convergent validity. Moreover, frequency analysis was used to analyze the general characteristics of respondents. Then, the fitness of the structural equation model and the causal relationship of each concept were verified.

4. Empirical Analysis

4.1. General Characteristics of Study Subjects

General characteristics of study subjects were as follows.
There were slightly more male respondents (232 people, 59.6%) than female respondents (157 people, 40.4%). The majority of respondents were in the 20s (97.9%) and students (80.7%). The 36.2% of respondents watched a tourism-related TV program more than once a month. Respondents obtained the information of a tourism site from the internet (67.6%). The main purpose of a travel was recreation (64.0%) and respondents mainly traveled with friends (53.5%).

4.2. Variables Reliability and Validity Test

The reliability and validity of the used data were verified prior to the empirical analysis. The reliability and validity of each variable were measured by and Cronbach’s α coefficient and an exploratory factor analysis.

The measured variables showed a Cronbach’s α coefficient of 0.884, which was a satisfactory level since the reliability is accepted when a Cronbach’s α coefficient is above 0.6[33].

A confirmatory factor analysis was conducted to analyze the validity of constructs. A confirmatory factor analysis is to analyze a measurement model to verify the convergent validity and the discriminant validity. The correlation between a factor and constitutional variables is considered high when the factor loading is equal to or more than 0.4%[34,35,36]. The constructs used in this study were identified to have good correlation [Table 1]. Moreover, results showed that data had a convergent validity. Additionally, AVE was approximately higher than 0.5, indicating that questions were representative study items.

A correlation analysis was conducted to roughly examine the direction and tightness among variables after performing a confirmatory factor analysis. Variables had a significant correlation in general.

4.3. Model Analysis and Hypothesis Testing

4.3.1. Path Coefficients of a Structural Equation Model

The overall fitness index of the proposed model was at the satisfactory level above the standard value [Table 1]. The fitness of GFI, AGFI, NFI, CFI, IFI, and TLI was higher than 0.9 and RMR was lower than 0.05, which revealed that the model was suitable to test the hypotheses of the study.

4.3.2. Verification of Study Hypotheses

[Table 2] summarizes the verification results of 12 hypotheses established in the structural relationships of identification, curiosity, the opinion of a reference group, surrounding environment, information provision, expectation, and visit intention.

Seven hypotheses, showing p-value lower than 0.05 and positive t-value, were accepted.

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Question</th>
<th>Std. Loadings</th>
<th>Error Variance</th>
<th>t-value</th>
<th>p-value</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identification</td>
<td>Identification 1</td>
<td>.745</td>
<td>.391</td>
<td>11.731</td>
<td>***(.001)</td>
<td>0.784</td>
<td>0.646</td>
</tr>
<tr>
<td></td>
<td>Identification 2</td>
<td>.846</td>
<td>.306</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Curiosity</td>
<td>Curiosity 1</td>
<td>.837</td>
<td>.316</td>
<td>19.740</td>
<td>***(.001)</td>
<td>0.835</td>
<td>0.716</td>
</tr>
<tr>
<td></td>
<td>Curiosity 2</td>
<td>.874</td>
<td>.264</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opinion of a Reference Group</td>
<td>Opinion of a Reference Group 1</td>
<td>.673</td>
<td>.401</td>
<td>4.007</td>
<td>***(.001)</td>
<td>0.733</td>
<td>0.580</td>
</tr>
<tr>
<td></td>
<td>Opinion of a Reference Group 2</td>
<td>.764</td>
<td>.351</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surrounding Environment</td>
<td>Surrounding Environment 1</td>
<td>.801</td>
<td>.360</td>
<td>-</td>
<td>-</td>
<td>0.839</td>
<td>0.723</td>
</tr>
<tr>
<td></td>
<td>Surrounding Environment 2</td>
<td>.891</td>
<td>.191</td>
<td>14.794</td>
<td>***(.001)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Provision</td>
<td>Information Provision 1</td>
<td>.801</td>
<td>.327</td>
<td>13.737</td>
<td>***(.001)</td>
<td>0.822</td>
<td>0.698</td>
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<tr>
<td></td>
<td>Information Provision 2</td>
<td>.844</td>
<td>.259</td>
<td>-</td>
<td>-</td>
<td>0.843</td>
<td>0.729</td>
</tr>
<tr>
<td>Expectation</td>
<td>Expectation 1</td>
<td>.868</td>
<td>.234</td>
<td>20.121</td>
<td>***(.001)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Expectation 2</td>
<td>.826</td>
<td>.300</td>
<td>-</td>
<td>-</td>
<td>0.908</td>
<td>0.831</td>
</tr>
<tr>
<td>Visit Intention</td>
<td>Visit Intention 1</td>
<td>.911</td>
<td>.155</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visit Intention 2</td>
<td>.904</td>
<td>.180</td>
<td>25.013</td>
<td>***(.001)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

X²=180.186, d.f=61, p=.000, X²/df=2.954, RMR=.030, RMSEA=.071, GFI=.940, AGFI=.947, NFI=.942, CFI=.961, IFI=.961, TLI=.941
5. Conclusions

This study aimed to identify the influencing relationships among identification, curiosity, the opinion of a reference group, surrounding environment, information provision, expectation, and visit intention and provide storytelling and marketing implications, which are needed to invigorate the local tourism. Therefore, the implications of the study were as follows.

First, identification did not affect surrounding environment. However, curiosity and the opinion of a reference group influenced surrounding environment. Consequently, when a story for a tourism attraction is created, a producer and people working for local tourism should work together to select an actor and a suitable subject. Moreover, a story should have many stimulus elements to give the viewer a desire to visit or experience the surrounding landscape and a famous restaurant.

Secondly, results showed that curiosity and surrounding environment influenced information provision, while the opinion of a reference group did not influence it. Therefore, a program producer must pay attention to provide accurate information so that viewers can trust the given information. Moreover, it is necessary for a TV program to deal with important information and do's and don'ts upon the cooperation of local tourism workers and people experienced the area so viewers can fully understand the situation.

Thirdly, identification and curiosity affected expectation but surrounding environment and information provision did not affect expectation. Therefore, program producers and tourism workers must increase expectation by providing representative images and information.

Lastly, expectation influenced visit intention but information provision did not influence visit intention. Consequently, program producers must provide detailed information related to the introduced food, accommodation, surrounding environment, and experience. Moreover, stories should be presented in order to stimulate the emotions of viewers.

Although this study made a lot of efforts to withdraw meaningful results and implications, it has several limitations.

First, it would be challenging to generalize the study results because this study evaluated people who watched a local or tourism TV program more than once. Thus, it is necessary to study people with having diverse desires and various characteristics by channel, program, and watching frequency.
Secondly, expectation and visit intention can be different because the scope and content of surrounding environment and information provision can vary. Therefore, it is required to study the characteristics of expectation and visit intention under specific environment and information.

6. References

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