

The Impact of the Personality of Cruise Port of Call on Port of Call Attachment and Behavioral Intention

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Abstract

As one of the best strategic industries in the 21st century, the cruise industry can contribute to the local economy by attracting cruise tourists, who are high value-added tourists and selling various tourism products of the port of call. Thus, the purpose of this study was to investigate the relationship between the port of call attachment and the behavioral intention of cruise tourists using the concept of the port of call personality targeting Chinese tourists arriving at the Port of Busan, which is the largest port of call of South Korea.

Keywords: *Cruise port of call personality, Port of call attachment, Behavioral intention, Chinese tourists*

1. Introduction

A port of call can play a big role in establishing a distinguished position compared to other ports of call by developing an image strategy for the city brand based on the needs of cruise tourists as one of the means that can differentiate the place from other ports of call using the character as a tourist destination for cruise tourism [1]. In this respect, the concept of brand personality for ports of call that differentiates the brand of a city as a port of call and increases personal meanings of the place has been receiving attention as an important factor in related studies in terms of its application to tourism destinations [2]. These personalities of tourist destinations are more convincing in that they strengthen images perceived by tourists and affect their choice behavior [3]. Thus, since the personality of a port of call as a tourist destination affects the port of call attachment and behavioral intention of tourists, it is necessary to research the relationship between the port of call attachment and behavioral intention of tourists to acquire differentiated competitiveness of a port of call [2].

Thereby, this study aimed to contribute to understanding specific behaviors of Chinese tourists about ports of call for cruises, and suggest implications for the sustainable growth of the port of call as a major tourist destination for cruises based on derived results.

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2. Theoretical background

2.1. Port of call personality

Based on previous studies, it can be seen that brand personality not only represents a brand with human characteristics but also includes attributes such as the place of origin, age, sex and social class. From this perspective, the personality of tourists concerning tourist destinations such as ports of call is the concept derived by applying the concept of brand personality suggested by Aaker (1997) [4] to tourist destinations, and the personality scale for tourist destinations was verified by defining it as a set of human characteristics associated with tourism destinations. Therefore, this study suggests selecting the four dimensions of interest, sincerity comfort, uniqueness as the dimensions for measuring the personality of a port of call as a tourist destination of cruise tourism.

2.2. Port of call attachment

Cruise tourists can be said to develop an attachment to the port of call as a tourist destination for the reasons such as sightseeing activities in the port of call as a tourist destination of the cruise, excellent scenery, transportation, and shopping. Barbieri & Mahoney(2010)[5] claimed that the purpose of the place belongs to the intentional areas of an individual, and it forms the individual's behavior and behavioral intention for that place.

2.3. Behavioral intention

Tourists revisit a tourist destination or change the destination to other places based on the results of their experience. Especially, tourists with positive results revisit the place or introduce it to others or express it using favorable descriptions to others, but tourists without positive results do not revisit the place or they express it to others with descriptions about negative consequences. That is, behavioral intention is the beliefs and actions of a person who has formed attitudes about an object and intends to represent them through future actions, and it is thought to be an important factor in the prediction of consumption behavior.

3. Research design

3.1. Research model and hypotheses

Based on the literature review, a model that explains the relationship between the port of call attachment and behavioral intention of tourists by port of call personality was developed, and four related hypotheses were set up. First, in the hypotheses, H1 and H2, port of call personality were defined as human characteristics associated with a port of call perceived by cruise tourists, and the behavioral intention was defined as the intent about future actions such as recommendation intention and revisit intention that occurs as an emotional reaction to a port of call. Usakli, A. & Baloglu, S.(2011)[6] suggested that the brand personality of tourism destinations affects the revisit behavior of tourists. Based on these previous studies, the following hypothesis was set up.

[H 1] Port of call personality will have a positive effect on the port of call attachment.

[H 2] Port of call personality will have a positive effect on the behavioral intention of cruise tourists.

In the hypotheses, H3 and H4, the attachment to the port of call was defined as the process by which cruise tourists form an emotional bond to the port of call and as the dimension of the self which defines the identity of the tourists. Port of call attachment involves affection, passion, and self-connection, and it is an emotional bond that links a tourist destination with a customer [7],[8]. These hypotheses were based on the results of previous studies which explained the influence relationships between the port of call personality and behavioral intention.

[H 3] Port of call attachment will have a positive effect on the behavioral intention of cruise tourists.

[H 4] Port of call attachment will have a mediation effect on the relationship between port of call personality and behavioral intention of cruise tourists.

4. Conclusion and discussion

The study results are thought to show that the fascinating, feminine, and aesthetic views of Busan as the port of call made a strong impression on Chinese tourists. In other words, the tourism infrastructure that Busan provides as a port of call for cruises is considered to be an important factor in attracting Chinese tourists. Most previous studies related to cruises were conducted by interested parties about policies concerning the development of the cruise industry, but this study examined the types of components of the port of call personality and derived four types such as intimacy, dynamism, uniqueness, and traditionality. These results are meaningful since the factors that represent the variables recognized previously as different measurement items as a single factor were identified.

On the other hand, when cruise tourists select a port of call as the destination, it is determined through the effects of a variety of variables. Thus, this study attempted to verify the research on whether tourists will choose a port of call as a future cruise tourism destination through the experience of cruise tourism through an empirical analysis. China is a neighboring country that has enough potential to form a huge market of cruise tourism in the future, so it is thought important to develop a variety of cruise products or products of the port of call tourism that can meet the needs of Chinese cruise tourists to utilize and maintain the port of call.

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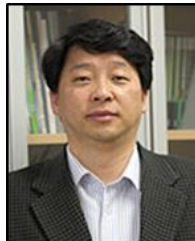
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