

## **A Study on the Causal Model of Service Quality, Place Attachment and Destination Loyalty in the Cultural Festival**

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**Abstract:** The primary purpose of this study was to examine the relationships between service quality, place attachment and destination loyalty in the local festival field. Sampling was conducted at the Flower Blossom Festival in Juju, 2004. Data were collected through on-site surveys by face-to-face interview for three days-between April 4th and April 6th. Data analyses were carried out by using structural equation model. Two hypotheses were tested to represent the relationships between exogenous and endogenous variables. The exogenous variable selected for this study is service quality. Endogenous variables are place attachment and destination loyalty. The findings provided a supported structural model of the relationships between service quality, place attachment and loyalty. Festival visitors who perceive high service quality tend to have high place attachment that leads to the intention to revisit and positive word-of-mouth to others. The results of this study suggest that festival managers need to understand visitors' perception of service quality, place attachment in order to better predict their destination loyalty.

**Keywords:** service quality, place attachment, destination loyalty, festival

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### **1. Introduction**

From the tourism development perspective, one of the very important issues may be the relationship between communities and tourism development. This is due to the fact that tourism depend heavily on the goodwill of the community residents. Therefore, community support is essential for tourism

development and its successful operation (Jurowski, 1994). Consequently, the result of development may significantly influence the quality of life of the community residents when a community becomes a destination (Gursoy, Jurowski, & Uysal, 2002). To be a successful tourism development for local community, it is important to develop strategies to increase visitor loyalty to destination. Such strategies can be evaluated

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when communities develop better ways to attract visitors. Local festival reflecting a unique culture and history of a specific destination can be a best example.

Visitor loyalty in community cultural festivals has become a critical part due to increasing competition in the field and the recognition of the importance of loyal visitors. Many festival organizations, including publicly funded agencies, struggle to maintain adequate levels of services and facilities within a limited budget. Therefore, one of the primary objectives of festival management has become the maximization of user satisfaction within given constraints (Cornnelly, 1987). This situation has resulted in festival organizations looking for techniques to promote efficiency in service management as budget constraints are felt more strongly. In addition, the recent trend towards increased leisure time constraints (Kelly & Warnick, 1999) has exacerbated competition between sectors of the festival industry. As conflicts of interest between commercial event and public sector resources become significant, public sector managers need to find an effective way to attract visitors and to promote repeat visits (Kelly & Warnick, 1999). Growing competition thus stimulates the increasing interest in tourism marketing in festival areas.

The primary purpose of this study was to examine the relationship between destination loyalty and related concepts that influence the strength of loyalty. The concepts related to destination loyalty include service quality and place attachment. Due to the complexity

of the conceptual model and a lack of validated measurements, a comprehensive model that tests the factors influencing loyalty cannot be easily proposed. Even though service quality and place attachment are related to destination loyalty, the problems related to causal relationship between these variables have not yet been solved. Therefore, it would be advantages for festival managers to better understand their relationships and determinants. Gaining an understanding of service quality and place attachment will enhance the understanding of visitors' needs, help festival management to provide the services that their visitors desire and, finally, ensure repeat visits to the specific recreational destination.

## 2. Literature Review

### 1) Destination Loyalty

The construct of loyalty has recently earned considerable attention and the importance of studying loyalty has been recognized more than ever before (Oliver, 1999). The construct of loyalty has evolved within a framework of behavioral, attitudinal, and composite concepts. First, loyalty was defined as an overt behavior or consequences of behavior (Cunningham, 1956). Therefore, it centered on repeat purchase patterns of the same brand over time. Later, the attitudinal component of loyalty earned attention as a better way of understanding the underlying

psychological phenomenon behind the behavior. Thus, attitudinal definition of loyalty focused on the position of the object along a continue of customer preference (Day, 1969). Then, the composite conceptualization of loyalty emerged. In this notion, loyalty is viewed as a two dimensional phenomenon that is a function of favorable attitudes and behavioral repetition over some period (Jacoby & Kyner, 1973). This concept allows researchers to categorize the extent of loyalty as high, spurious, latent, and non-existent (Backman & Crompton, 1991).

Recently, alternative explanation of loyalty formation have been suggested. Some researchers have argued that behavioral and attitudinal loyalty are not enough to explain a complex phenomenon such as loyalty. Oliver (1999) framed the construct of loyalty in terms of traditional consumer beliefs-attitude-intention-actual behavior phases. Loyalty can be assessed from the cognitive phase (when the consumer faces information), affective phase (an attitude of liking toward the brand), cognitive stage (behavioral intention) and, finally, action control (behavioral consistency of repurchase). Therefore, all these phases of loyalty contribute to the conceptualization of loyalty.

Additionally, several studies have suggested that the integration of these different stages of loyalty is not sensitive to the underlying development of the process of loyalty formation (Iwasaki & Havitz, 1998). Therefore, the construct of loyalty should be separated from its psychological component (Amine, 1998). In an explanation of the process of

loyalty-formation, the most important factor distinguishing true loyalty from spurious loyalty is psychological attachment (Gahwiler & Havitz, 1998). Therefore, loyalty should be understood in terms of the role of psychological attachment and other determinants, and the relationships between them (Oliver, 1999). When these additional factors are taken into consideration, the study of loyalty becomes more comprehensive.

Many authors insist that a customer's repeat patronage represents loyalty (Cunningham, 1956; Osman, 1993). Loyalty is related to behavioral consistency and facilitates real action of repurchasing (Oliver, 1999). Further, a few studies have defined loyalty as an intended behavior related to the service or the provider (Andreassen & Lindestad, 1998). The indicators of conative loyalty have been often used as a measurement of loyalty because general repatronage intentions are supposed to reflect the long-term construct of actual repeat patronage (Webster & Sundaram, 1998). Moreover, the attitudinal component of loyalty has been an important indicator, with focus on preference for a given brand (Dick & Basu, 1994). Attitudinal measures of loyalty, especially, can assess additional variances that behavioral and intentional loyalties do not explain (Backman & Crompton, 1991). Therefore, the concept of loyalty can be developed through the integration of attitudinal, conative, and action phases.

The current study of loyalty is derived from various subject areas such as goods, services, and providers. While loyalty pertaining to

retail goods and services has been an area of prime focus in the field of marketing, tourism researchers have studied activity, program, and service provider loyalty. Even though most loyalty-related research in the field of tourism has concentrated on activity and service providers, some research has also suggested that loyalty to other subjects may develop. For example, Backman and Shinnew(1994) found that golfers developed loyalty to specific facilities and services (source loyalty). Also, some researchers suggested that tourists have a commitment to a specific place or setting(destination loyalty)(Oppermann, 2000).

Even though there have been a few attempts to explore the application and usefulness of loyalty toward destinations, studies on destination loyalty are still absent(Oppermann, 2000). Since repeat visitation has become a key deriving force in successful tourism operations, it merits more attention from researchers.

## 2) Place Attachment

Place attachment is a complex phenomenon that involves several aspects of people-place bonding(Low & Altman, 1992). It is about affection that is similar to preference, happiness, satisfaction, and fondness for places, and emotional bonds to the place. Also, it focuses on a specific environmental setting that is worded as place. In this case, place is a meaningful space to people, group and communities. Finally, place attachment is associated with

social fondness as well as individual affection to the place.

Related to the nature of place attachment, Low and Altman(1992) illustrated various processes associated with the development of place attachment. First, the biological process of place attachment explains that humans tend to develop an affective relationship to fit themselves to the specific environment(Riley, 1992). For example, human beings have evolved in responses to place-specific demands and as a result, evolutionary experience leads to the affective feeling toward a place. Second, place attachment is formed as a result of environmental processes beyond chronological and evolutionary steps(Riley, 1992). That is, place attachment is an attempt to relate the place, people, and culture. The characteristics or traits of humans are influenced by geography and the place is affected by human cultures. The third characteristic of the place attachment process is the psychological perspective. Individual affection to the place is developed during childhood experience, or specific events. Finally, place attachment is explained by socio-cultural level. Social norms and culturally shared meanings influence an individual's affection to the place.

To explain the psychological process of place attachment, environmental psychologists focused on how places become more salient to self-concept. Recognizing the significance of physical settings in regard to self-identity, the theory of place identity emerged. Traditionally, self-concept theory is

associated with the social contact between oneself and others during child or adult periods. However, Proshansky, Fabian, and Kaminoff(1983) extended this idea to spaces and places. According to the authors, place identity is defined as an individual's strong emotional attachment to particular places or setting.

Place attachment plays an important role in the development of a person's cognition and, therefore, individuals identify themselves in terms of affection to surrounding environmental settings. Further, place identification can be explained as social identity by expressing membership of group who are in the same location(Twigger-Ross & Uzzell, 1996).

Place identity is governed by four principles of identity: distinctiveness, continuity, self-esteem, and self-efficacy (Twigger-Ross & Uzzell, 1996). Distinctiveness produces a unique perception associated with the place. Second, continuity is a desire to continue one's self concept over time and situation. There are two types of continuity: place-referent continuity and place-congruent continuity. Place-referent continuity refers to a continuing emotional relationship with a specific place. One might seek a place that can remind one of one's past. In this case, environmental setting plays a role as a reference for experience. Place-congruent continuity is more generic compared to place-referent continuity. It refers to the maintenance of continuity through a characteristic of place where one can find their values. For example, an old

town plays a role to maintain traditional identity(place-referent identity) while one seeks a place that represents himself(place-congruent identity). Self-esteem refers to a positive feeling of personal worth or social value. For example, one gains a proud feeling by living in a wealthy neighborhood. Finally, self-efficacy is a capability of an individual who feels that the environment is manageable. That is, people believe that they can maintain their chosen activities in that environment. It especially focuses on the functional or motivational aspects of the place.

Another concept related to the meaning of the place is place dependance. Stokols and Shumaker(1981) asserted that places could be characterized in terms of physical attributes, individuals' perception of those attributes, and collective interpretation. Therefore, places are identified with the functional, motivational, and evaluative meanings. According to them, the meaning of the place provides "conceptual leverage for understanding phenomena such as the degree to which occupants feel dependent on or attached to a particular place, their reactions to abrupt environmental change or relocation, and the conditions under which residents and users will be motivated to improve or withdraw from a given place"(Stokols and Shumaker, 1981). Place dependance is defined as the perceived strength of an association toward a particular place(Stokols & Schmaker, 1981). People develop strong feelings toward a place by evaluating the attributes of the place related to their goals and motivations.

Especially, they are likely to evaluate (1) the quality of current place and (2) the relative quality of comparable alternative places to determine their association of a place.

As the concept of place attachment is frequently explored in the field of geography and environmental psychology, this study area is also getting popular in the realm of recreation and festival. It seems that there is a definitional consensus that place attachment is the extent to which an individual develops emotional affection toward, and values with a specific place(Williams & Roggenbuck, 1989).

Schreyer, Jacob, and White(1981) examined the meaning of affective relationships among visitors. They revealed two dimensions of value: functional meanings of attachment and emotional meaning of attachment. The functional meaning of attachment is described as how well the recreation setting meets their needs and supports the performance of activities. The second dimension refers to emotional attachment in which the visitors develop a significant affection toward a particular setting.

Focusing on the importance of the concept of a place attachment at the managerial level, Mitchell, Carroll, and McLaughlin(1993) identified visitors' relationship with the environment. The study found that visitors view a place in two ways: as a place that supports their activities or as a place where they attach emotionally. The former way is user-oriented while the latter is attachment-oriented. User-oriented visitors express the importance of the place relating to their activities, therefore, a chosen activity is the

main reason to select the place. On the other hand, attachment-oriented visitors are emotionally associated with the place. The place itself is a significant reason to visit and the conditions of the place are important to them.

Attachment-oriented visitors are further divided into three groups: intimately associated, dependent, and generalized visitors(Mitchell, Carroll, & McLaughlin, 1993). Intimately associated visitors have a significant affection toward the place and develop self-identity and personality associated with the place(place identity). Dependent visitors are likely to revisit the place and pursue particular activities(place dependence). For them, activities are ritualized so that they have a strong reason to visit the place again. Generalized visitors express the "need to come back" to the place but often change their activities. These place-attached visitors are more likely to revisit the place and value "the place" rather than "its uses."

### 3) Service Quality

Parasuramann, Zeithaml, and Berry(1985, 1988) introduced a 22-item scale, called SERVQUAL, for measuring service quality. In the SERVQUAL framework, service quality was explained by the difference between customer expectation and perceptions across 22 items, which were grouped into 5 dimensions: Assurance, Responsiveness, Reliability, Empathy, and Tangibles(Parasuramann et al., 1988). For instance, when the

level of expectation is higher than the perception of performance, a lower level of quality is perceived. On the other hand, when the perceptions meet or exceed expectations, the level of quality is relatively high. Consequently, high quality of performance which exceeds a customer's expectation may increase customer satisfaction and maintain customer retention. Hoffman and Bateson(1997) support that customer satisfaction and quality are significantly related to repeat purchasing and word-of mouth communication.

A number of studies have identified potential difficulties with the SERVQUAL instrument. For example, Bojanic and Rosen(1994) identified six dimensions, compared to the original five factors, in a restaurant study. Similarly Saleh and Ryan(1991) found different factor dimensions for lodging services. LeBlanc(1992) examined customers' perceptions of service quality in travel agencies in Canada; nine dimensions of service quality were identified. Oh and Parks(1997) suggested that the factors were sensitive to the wording in questions as researchers amended the wording of the questionnaire to fit specific situations.

Another critical issue is related to the difference or gap score. Teas(1993) provided an example of the performance expectation computation when the expectation is treated as importance. "The SQ score could be +6 when the customer's perception score is a +7 and expectation a +1. In this case, the quality of service for the two situations shows a dramatic difference based on expectations,

regardless of performance"(Oh & Parks, 1997).

Thus, according to Oh(1999), the difference score approach may cause poor reliability and poor convergent validity. Cronin and Taylor(1992) proposed an alternative performance-based model (SERVPERF) which was found to perform better than SERVQUAL. They compared the SERVQUAL scale with the SERVPERF scale for the structural consistency in four different industries. They concluded that SERVPERF outperformed SERVQUAL. Crompton and Love(1995) further indicated that performance measures turned out to be a substantially better predictor of quality than six alternative operationalizations(i.e., expectations, importance times expectations, performance minus expectations, etc) when tested on selected attributes of a festival. Given these findings, the SERVPERF scale was employed as an independent variable in this study.

#### 4) Festivals and Tourism

Festivals include not only mass entertainment but also a variety of activities. In order to preserve local culture and history as well as enhance local tourism, festivals are generally organized(Long & Perdue, 1990). The purpose of festivals is to focus on local themes and values, which can be essentially community-based, an largely to aim at attracting outside visitors and local visitors(Heenan, 1978). Getz(1997) suggested that in the context of tourism planning, festivals have 5 main effects such as

attractions, image makers, animators of static attractions, an catalysts for other developments. Increasingly, these events are called alternative tourism. Therefore, negative impacts can be minimized, better host-guest relations can be fostered, and sensitive natural or social and cultural environments can be preserved throughout the festivals. There are some positive impacts of major festivals. Promotional opportunities are offered to the host region through media coverage and host region may also obtain favorable responses generated in visitors attending the festival. For example, research has shown that festivals held in Ottawa, Canada, showed a positive image of the area, with their artistic, cultural, and entertainment aspects being a major drawing card for participants(Zepfel, 1992).

Nowadays, there are many special interest travelers who want to experience something new, whether it is history, food, sports, or the outdoors. Many wish to understand the place and its people and to appreciate new sights, sounds, smells, and tastes(Hall & Weiler, 1992). In addition, there are many particular types of visitors those who want to participate in festivals. for instance, "high-travelers" want to feel cross-cultural experiences, and explore who combines with the host society and all centuries with their cultural/educational motives and a search for the exotic(Zepfel, 1992). The special appeal of festivals derive from the atmosphere of fun and celebration and their ambience, which elevates them from ordinary life(Getz, 1989). Thus, festivals can be an important asset for

the special interest tourism market.

### 3. Methodology

The purpose of this study is to investigate festival visitors' perception of service quality and place attachment in order to predict destination loyalty. This study proposes a model incorporating hypothesized relationships between variables that affect visitors' loyalty(Figure 1). Two hypotheses are formulated to represent the relationships between exogenous and endogenous variables. The exogenous variable selected for this study is Service Quality. Endogenous variables are Place Attachment and Destination Loyalty.

#### 1) Hypotheses

H1: The level of service quality is significantly and positively related to place attachment.

H2: The level of place attachment is significantly and positively related to destination loyalty.

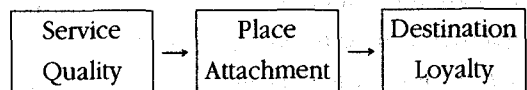


Figure 1. A proposed Conceptual Model

#### 2) Sampling Procedure

A systematic random sample of subjects was obtained from visitors who attended the Flower Blossom Festival on Juju Island, which is located on the southern most part of South Korea. An interview team with five



members, four of whom worked for the organizing committee of the Flower Blossom Festival, the fifth being the researcher, was organized to conduct the study. All of them were given the title Doumi which means helper. Four of the interviewers were organized into teams. Each team was composed of two interviewers and stationed at the exit gates. The researcher monitored the progress of interviewers and also made sure that interviewees were completing the survey forms correctly. Given the fact that the teams conducted interviews for eight hours a day and they were anticipated to last approximately ten to fifteen minutes, it was expected that each interviewer would conduct a total of up to thirty-two interviews per day to achieve the desired sample. A sample of 384 individuals was required to obtain 95% confidence level  $\pm 5\%$ . The festival lasted from 9 am to 6 pm for 3 days. Festival visitors were contacted on-site from 10 am to 6pm for 3 days.

### 3) Data Instrument

In order to collect the data needed for this study, an on-site questionnaire was developed. English and Korean language versions of the questionnaire were prepared. This version of the questionnaire was translated back and forth to English-Korean several times by different Korean translators. This approach was adopted to help reduce the use of idiomatic phrases open to multiple interpretations. Tropp, Erkut, Coll and Larcon (1999) expressed concern about the validity

of translation by noting that even when original and back-translated versions are quite similar, measurement equivalence can still not be assumed or guaranteed for the two language versions because concepts and wordings for scale items originally were produced in only the source language.

Upon completion of the back-translation process, Korean translators checked the final Korean language version of the questionnaire for content clarity. Finally, in accordance with the Korean translators' suggestions, changes were made to the questionnaire as the concluding step.

The on-site questionnaire included three sections: 1) service quality attributes, 2) place attachment attributes, 3) destination loyalty, and 4) questions focusing on socio-demographic characteristics.

For the first section, service quality attributes were based on the work of Childress and Crompton(1997) and Crompton and Love(1995). five service quality attributes were chosen. Respondents rated each statement using a five-point Likert scale ranging from 1: strongly disagree to 7:strongly agree. The second section, place attachment attributes, was based on the work of Moore & Graefe and Williams & Roggenbuck(1995). One item measuring Place Dependence was rated by means of a 5-point scale from strongly disagree (1) to strongly agree (5). Place identity was included to determine whether visitors' association with a place was consistent with certain values and self-images. Two items measuring Place Identity used the same

rating scale as for the measurement of Place Dependence. The third section, Destination Loyalty included behavioral loyalty, conative loyalty, and attitudinal loyalty. Four items tied to a 5-point Likert scale format ranging from Strongly Disagree (1) to Strongly Agree (5) were used to measure Destination Loyalty.

#### 4. Analysis and Results

##### 1) Reliability and Measurement Model

Table 1 reports the Cronbach's coefficient alpha, which tests the internal consistency of

the scales measuring a latent variable. Alpha estimates for service quality, place attachment, and outcome variable(i.e., destination loyalty) were between the ranges of .71 and .88. Service quality included five items with a Cronbach's alpha of .76. Place attachment consisted of three items showing a reliability score of .88. Destination Loyalty consisted of four items with a reliability of .71. As Nunnally(1978) suggested, Alpha greater than .70 were deemed to be reliable but lower thresholds may sometimes be used.

Table 2 is the result of testing the measurement model, which describes the relation between the measured specific indicators and

Table 1. Reliability Analysis for Factors

| Items  | Contents   | Cronbach's alpha |
|--|--|------------------|
| Loyalty  | Behavioral loyalty   | .71              |
|  | During 10 years, every year I visited this festival.           |                  |
|  | Attitudinal loyalty  |                  |
|  | I consider myself a loyal visitor of this festival.            |                  |
|  | Conative loyalty   |                  |
|  | I would recommend this festival to people who seek my advice.  |                  |
| Place Attachment                                   | I would tell other people positive things about this festival. | .88              |
|  | Place Identity   |                  |
|  | This place means a lot to me.                                  |                  |
|  | I am very attached to this place.                              |                  |
| Service Quality                                    | Place Dependence   | .76              |
|  | I enjoy recreating at this place more than any other place.    |                  |
|  | The quality of entertainment at the festival is excellent.     |                  |
|  | The festival setting is attractive.                            |                  |
|  | The variety of entertainment is excellent.                     |                  |
| The quality of the food and beverage is excellent. |  |                  |
| The festival is well organized.                    |  |                  |

Table 2. The results of Measurement Model Analysis

| Measurement Model(n=394)     | CMIN  | DF | CMIN/DF | RMSEA | TLI  | NFI  | WFI  |
|------------------------------|-------|----|---------|-------|------|------|------|
| Service Quality(5 items)     | 81.4* | 8  | 5.00    | 0.08  | 0.98 | 0.97 | 0.97 |
| Place Attachment(3 items)    | 54.8* | 4  | 4.98    | 0.09  | 0.99 | 0.96 | 0.98 |
| Destination loyalty(4 items) | 69.7* | 6  | 2.92    | 0.07  | 0.98 | 0.98 | 0.98 |

\*p<.05

Table 3. Structural Equation Model Result

| Structural Model(n=394) | CMIN   | DF  | CMIN/DF | RMSEA | CFI  | WF   | aTLI |
|-------------------------|--------|-----|---------|-------|------|------|------|
|                         | 438.2* | 141 | 2.913   | 0.06  | 0.98 | 0.98 | 0.98 |

\*p<.05

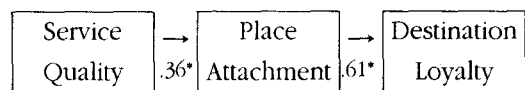
construct of interest. The results of the measurement model test determine how well the indicators capture their specified constructs(Bollen, 1989). The results of the analyses supported that the overall fit of the measurement models was adequate. The chi-square/df. ratios(CMIN/DF) were lower than or close to the suggested threshold(i.e., 5 or less)(Wheaton, et al., 1977). RMSEA values were lower than or equal to .10. In addition, all other indices(i.e., CFI, TLI, and NFI) were greater than recommended .90 threshold throughout the fit analysis for all measurement models.

Table 3 showed that the fit of the structural model was very good. The Chi-square/DF(CMIN/DF) ratios for the structural model were lower than suggested criterion (less than 5). Specifically, the ratio of Chi-square/df for the structural model was 2.92. The values of the RMSEA for the structural model was lower than 1 or 0.8. Additional fit indices(i.e., TLI, CFI, and NFI) suggest that the proposed model represents a good fit to the data. Specifically, the TLI, CFI, NFI

estimates were greater than the recommended .90 threshold. The CFI for the model was .98. The TLI estimates for the model was also .98.

## 2) Hypotheses Testing for Causal Relationship

The analysis results of the full model support that there are positive and significant relationships among service quality, place attachment and destination loyalty(see figure 2). Hypothesis 1 is confirmed as a significant positive relationship was identified. Specifically, the standardized regression estimate was .36 with a critical ratio of 5.11(p<0.05). Hypothesis 2 is confirmed as the significant positive relationship was identified. The standardized parameter estimate was 0.61 with a critical ratio of



\* p<.05

Figure 2. The Overall Model

6.73( $p < 0.05$ ).

## 5. Conclusion

The purpose of this study was to examine the relationship between service quality, place attachment and destination loyalty. Service quality is an exogenous variable and the others are endogenous variables in the model. The results of the structural equation model indicated a good fit to the data. That is, there are positive and significant relationships among service quality, place attachment and destination loyalty (see figure 2). Hypothesis 1 is confirmed as a significant positive relationship was identified. Specifically, the standardized regression estimate was .36 with a critical ratio of 5.11( $p < 0.05$ ). Hypothesis 2 is confirmed as the significant positive relationship was identified. The standardized parameter estimate was 0.61 with a critical ratio of 6.73( $p < 0.05$ ).

The model developed in this study was based on constructs grounded in theory as well as antecedents of loyalty that were not empirically studied. Therefore, the analysis of the model suggested that the results of both an empirical and an exploratory nature. First, the findings of this study substantiated the conceptual framework of loyalty formation. Figure 2 illustrates the structural model of that relationship. The strength of association of destination loyalty was high and positive. That is, festival visitors who develop a preference for a specific destination tend to have high intention to revisit and positive

word-of-mouth to others. Festival visitors would make encouraging comments to people and plan to visit the same destination again. Second, the relations tested in this study were exploratory in nature. Even though the potential relations were proposed in an isolated and conceptual approach, no studies facilitated these additional variables into the model. Figure 2 depicts the relations between service quality and place attachment. As a result, it appeared that festival visitors who perceive higher service quality tend to have higher place attachment. This fact suggests that festival managers should provide quality service as a means of improving place attachment. It seemed that the most effective method for increasing the level of loyalty is to enlarge visitor's emotional judgment (such as place attachment) by way of improving service quality. For example, providing different and various entertainment would increase visits by entertainment-goers. As festival visitors grow to enjoy entertaining in the festival area, they are more likely to develop an attachment to the area. Consequently, they would feel loyalty to the place and actually visit again. Hence, these findings suggest that managers should consider the emotive nature of visitors.

This study further provides suggestion for future research in terms of questions that remain to be addressed in examining these relationships. For instance, more work remains to be done regarding the causal model. The study examined the possibility of adapting theorized models from other

disciplines to the field of event tourism. It also included several possible relationships to investigate the relative and disparate effects of the variables. Although the proposed model demonstrated a good fit to the data, it should be viewed as a preliminary stage of the model's development. While it was beyond the scope of this study to develop hypotheses regarding other possible relations, the examination of the effects of factors such as image, motivations, and psychographics that may influence loyalty should be incorporated into the model for a better understanding of tourists' decision making process.

This study is delimited to one local festival. Thus, the findings of the study may not be generalizable to the general population of other local festivals. Additionally, generalizing the results to the other festival destination settings such as in-door event and outdoor-festival, may not be appropriate.

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## 문화관광축제 개최지의 서비스 품질, 장소애착심과 충성도에 관한 인과관계 연구

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**요약:** 축제는 세계적인 현상이다. 이러한 축제의 수가 증가하고 성장함에 따라 지역주민들과 축제기획자들은 문화적 현상과 더불어 관광학적 관점에서 축제를 관망하기 시작하였으며, 또한 지역주민과 지역자치 단체에게 경제적 이익을 가져다 줄 수 있는 매력물의 하나로서 인식하기 시작하였다. 축제를 통하여 지역주민의 혜택을 생산해 내기 위해서는 무엇보다 먼저 축제 기획자들은 방문객들의 재 방문을 이끌 수 있는 요소가 무엇인지를 파악하여야 한다. 이 연구는 지역 축제의 충성도에 영향을 줄 수 있는 요소, 즉, 축제의 서비스 품질과 방문객들의 장소 애착심과의 인과관계를 조사한 것이다. 이와 같은 관계를 이해하기 위하여 2004년 제주에서 개최되는 유채꽃 벚꽃 축제에서 3일간 설문조사를 수행하였다. 2개의 가설이 수립되어 졌는데, 첫째는 축제에서 제공되는 서비스 품질은 방문객의 장소 애착심에 유의한 영향을 미칠 것이다. 둘째로 방문객의 장소 애착심은 축제장의 충성도에 유의한 영향을 미칠 것이다. 조사 결과 방문객들이 축제장의 서비스 품질을 높게 인식할수록 장소에 대한 애착심이 증가하고 또한 증가한 장소 애착심은 축제 재 방문 의향과 구전에 통계학적으로 유의한 영향을 미치고 있음을 보여주었다.

**주요어:** 서비스 품질, 장소 애착심, 개최지 충성도, 축제