FACTORS INFLUENCING USAGE OF DESTINATION WEBSITE AND VISITING INTENTION

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ABSTRACT

The aim of this study is to identify and analyze ways to increase usage of destination website and motivate website visitors' intention to actually visit the destination. The sample population is South Koreans who visit the VisitBritain website, the homepage of Britain's national tourism agency. The data for this study was collected by a self-participated online survey on the blog of VisitBritain Korea, which is directly linked to the VisitBritain Korea website. Using structural equation modeling, six hypotheses were tested. The results show that the destination image on the Destination Marketing Organization (DMO) website, quality of the destination website design including three dimensions (information quality, system quality, and service quality), and customers' satisfaction formed by high quality of the website design have a significant impact on website visitors' use intention and increase their visiting intention to the destination. Based upon the results of the analysis, managerial implications and areas for future research are proposed.

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CHAPTER I

INTRODUCTION

This thesis is a study that was designed to discover ways to influence usage of destination website and increase website visitors' motivation to visiting the destination. Most studies have focused on factors for successful destination website marketing. The ultimate goal of website marketing is to increase the number of visitors to a destination. However, there have been limited studies dealt with the relationship between successful website marketing and the factors influencing website visitors' intention to actually visit a destination. This study examines the factors that affect not only consumers' intention to use a destination website but their visiting intention to the destination unlike the previous studies, which have covered either website use intention or visiting intention. This chapter discusses the rationale, research question and objectives, and significance of this study.

Background and Rationale of the Study

Over the last decade, the Internet has become an important means of delivery of information and communication channel for most industries. This has been due to: the ease with which it provides access and updating of information; its large capacity to input information and images; and the opportunity of using it even with a small budget for promotion or marketing activities (Lee, Cai, & O'Leary, 2006; Ozturan & Roney, 2004). The Internet is suited not only for marketing tools but also for online sales in the tourism industry. Electronic commerce (E-commerce), which is defined as "use of the Internet to buy, sell or support products and services" (Gibbs, Kraemer, & Dedrick, 2002), enables companies to lower transaction costs and to explore the effects of new products before launching them in the market (Heung, 2003a). In

particular, E-commerce has impacted the travel industry by the development of electronic market places in which consumers can purchase products directly. Many travel products (e.g., hotel rooms or airline seats) are easy to describe online and have a commodity-like character, and airlines and hotels can reduce transaction costs such as commissions when consumers can bypass retail travel agencies and directly purchase their travel products online (Alford, 2000; Heung 2003b). Smaller suppliers also can gain access to numerous customers via the Internet (Lewis & Semeijin, 1998). Thus, the Internet plays an important role as a distribution channel as well as a transaction channel, and these roles have been increasing.

For DMOs, the Internet is a significant information-search tool and medium of communication between consumers and DMOs. Hoffman, Novak, and Chatterjee (1995) stated that websites enable DMOs to "blend together publishing, real-time communication, broadcast, and narrowcast" (p. 4). A DMO website is a pull medium, which allows consumers to actively search for travel information and to plan their trips (Gretzel, Yuan, & Fesenmaier, 2000). Buhalis (2003) claims that "technology creates opportunities for one-to-one marketing that enables the management of customer relationships through establishing, maintaining, enhancing and commercializing relationships" (p. 319). The Internet provides DMOs with the ability to understand individual consumer's needs to create and deliver customized itineraries and products. In short, the Internet serves not only as a distribution channel and a transaction channel but also a communication channel. Among these, the communication channel is the most important marketing tool for DMOs (Li, Kuo, & Rusell, 1999; So & Morrison, 2003).

Several studies that look at web-based destination marketing as a communication channel have been conducted. Choi, Lehto, and O'Leary (2007)

examined consumers' perspectives on the information delivery role of country-, state-, and regional-level DMOs and consumers' preferences and attitudes toward the contents and features on DMO sites. Their results show that visitors' preferences in terms of information are diverse, with preferences changing depending on what level of functions a DMO website offers. Wang (2008) investigated the important factors of web-based destination marketing systems used by DMOs in the US, and found that most DMOs use their websites as online brochures to introduce basic information, without using them for high-level business functions such as reliable and seamless electronic transaction deployment. These researchers mainly focused on a small set of common factors such as information use in destination website marketing rather than dealing with the wide variety of factors that can influence effective destination website marketing.

According to Li and Wang (2010), effective destination marketing needs to integrate technology and marketing principles, so websites should include five dimensions: technical merit, information, communication, transaction, and relationship. Park and Gretzel (2007) created a model for website development and efficient evaluation, which is directly related to effective destination website marketing. In their research, they used a qualitative meta-analysis to analyze the success factors for destination marketing websites, including all dimensions of website effectiveness. The dimensions of website effectiveness being studied in their research were: (1) information quality; (2) ease of use; (3) responsiveness; (4) security/privacy; (5) visual appearance; (6) trust; (7) interactivity; (8) personalization; and (9) fulfillment. However, Park and Gretzel (2007) mentioned that their findings provide only a snapshot of currently related dimensions, not a fixed framework. Other similar studies in the field also lack a framework. In addition, there are no studies that

discuss the question of what factors motivate website visitors to become actual visitors through effective destination website marketing. This study will deal with the question of what influences websites visitors to become actual visitors to fill the gap in previous studies.

Research Question and Objectives

The overall aim of this study is to address the research question, "How can DMOs increase usage of destination website by raising customers' use intention and in turn, their visiting intention?" The research objectives are:

- To undertake a literature review on the theories regarding factors that influence usage of destination website and visiting intention
- To develop a theoretical foundation of how website effectiveness increases website usage and affect consumers' tourist destination choice
- To develop and test a model relating to factors influencing usage of destination website and visiting intention
- To synthesize the theoretical findings and identify effective DMO website marketing strategies
- To provide practical marketing suggestions for DMO websites and evaluate the results of actual website marketing.

Significance of Study

Most research related to websites has studied website effectiveness or success factors for website marketing. There has been limited research on understanding the relationship between effective website marketing and the increase in use of the

website, or how website marketing can increase visiting intention. This research will develop a framework for destination website marketing and contribute to practical knowledge for building and maintaining an attractive official website, which will be useful to practitioners.

Chapter 2 provides a literature review that introduces the theoretical foundations and concepts underlying the research design. After the discussion of the relevant literature, specific hypotheses are proposed and a conceptual model is presented. Chapter 3 describes the methodology of this study, including the data collection technique, the research instrument, the research context and participants, and the methods of data analysis that were used to test the hypotheses. Chapter 4 presents the results of the data analysis. The last chapter discusses key findings and recommendations including managerial implications, and areas for future research as well as limitations of the study.

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CHAPTER II

LITERATURE REVIEW

This section will develop the conceptual framework for analyzing factors affecting customers' destination website visits and their visiting intention to the destination. The hypotheses for this study have been developed based on a review of the literature that identified three factors which influence usage of destination website and visiting intention. The three factors are: (1) destination image; (2) quality of website design; and (3) website satisfaction. Users' intention to visit a destination website and their visiting intention to the destination are analyzed within this framework.

Destination Image

The first factor is destination image. Destination image is an influential part of travelers' decision making process and ultimately their travel behavior. Crompton (1979) defined the term as "the sum of beliefs, ideas, and impressions that people have of a place or destination" (p.18). Milman and Pizam (1995) defined destination image as "the visual or mental impression of a place, a product, or an experience held by the general public" (p.21). Dobni and Zinkhan (1990) further explained destination image as formed through consumers' reasoned and emotional interpretation and concluded that the image has cognitive (beliefs) and affective (feelings) components. Scholars' definitions of destination image vary, but it is generally mentioned that a destination image is a mixture of ideas about a variety of attractions and attributes addition to beliefs and overall impressions of one place based on information taken from various sources (MacKay & Fesenmaier, 1997). This definition explains how the stimulus factors or image forming agents (a variety of different types of information

sources and previous experiences) and personal factors (social and psychological variables) influence the formation of a destination image (Baloglu & McCleary, 1999).

The stimuli factors have different agents, such as tourist brochures issued by DMO; advertising, films, or television programs in the mass media; travel agencies; the Internet; and friends and relatives who spread information about the place (Gartner, 1993; Beerli & Martin, 2004). The personal factors include social characteristics such as age, sex, education, class, among others, and psychological factors include feeling or emotions (Gartner, 1993; Beerli & Martin, 2004). Several scholars define the destination image as having both cognitive and affective dimensions. In terms of influencing a website visitor' image of a destination through a DMO website, the cognitive component can be considered a more influential factor than the affective component. A strong and favorable destination image presented on a DMO website influences website visitors to form a positive image of the destination before their actual trip (Beerli & Martin, 2004; Choi, Lehto, & O'Leary, 2007; Ekinci & Hosany, 2006).

Cognitive Image Dimension on DMO Websites

Gensch (1978) provides strong support for a cognitive interpretation of image as a set of relevant attributes. He argued that "products seldom are measured or evaluated as single lump sum entities; rather it is attributes of the alternatives that are measured, compared, and form the basis for choice" (p. 384). Engel, Blackwell, and Miniard (1986) further supported this view when they claimed that image is the consumer's subjective perception. In short, the cognitive dimension encompasses the belief or knowledge that a person has of attributes of a tourist destination (Baloglu, 1999; Pike & Ryan, 2004).

Cognitive image is formed by the external stimuli received from an object, which includes information from various sources, acquired through information processing (Baloglu & McCleary, 1999; Gartner, 1993). Individuals take in information about the environment, such as details of a destination's natural scenic beauty, cultural heritage, or atmosphere from DMO websites. Such information elements, which are stimuli factors (also called pull factors), are external forces that attract people to a specific tourist destination once they have made a decision to travel (Martin & Rodriguez del Bosque, 2008). Destination image on a DMO website is formed through the subjective evaluation of external stimuli such as information and visual images, and it is vital that destination websites effectively convey symbolic content including visual images (pictures), text images (information sources), and sensory content such as virtual tours and simulations, as this symbolic content has a direct effect on destination image perceptions by creating a virtual experience for website visitors (Doolin, Burgess, & Cooper, 2002). The website content encourages the website user to plan a trip to the destination (Kaplanidou & Vogt, 2006). This fact emphasizes the importance of symbolic content on a destination website in influencing consumers to further use the website.

Hirschman and Holbrook (1982) argue that text images are the foundation for creating destination image, and visual images enhance the brand image of the tourist destination. Visual images include photographs—which are the most common visual stimuli—graphics, and videos. Visual images can represent a large number of associations and pieces of information related to places simply but effectively (Choi, Lehto, & Morrison, 2007). In particular, the photographic images of destinations help form consumer expectations about tours during the pre-travel information search (Markwell, 1992). By using visual stimuli, a DMO can communicate various images

of the destination in a compressed format through a variety of marketing communication tools such as TV, radio, magazines, and the Internet. Among the various communication channels, the Internet is a primary means to provide virtual experience of the destination to consumers and can influence their perceived images (Gretzel, Yuan, & Fesenmaier, 2000). Therefore, visual stimuli are a significant and powerful element to build destination image on DMO websites. The power of visual images would be especially notable to first-time visitors to the website because first-time visitors who lack awareness of a destination are more likely to be influenced by the visual images of the destination than repeat visitors (Fakeye & Crompton, 1991).

Destination Image and Consumers' Website Use Intention

Since tourist destination products are intangible, it is difficult for customers to evaluate them unless they visit and experience the destination in person. For this reason, it is crucial to create and promote a positive, attractive, and strong destination image to customers through DMO websites using excellent visual images because the image on the website has an effect on potential travelers' tourist destination choice. Chen and Kerstetter (1999) assert that travelers choose one destination over another when its positive image surpasses its negative image. Some researchers also state that a destination's image should be strong as well as positive to lead customers to choose the destination (Alhemoud & Armstrong, 1996; Ross, 1993; Tasci & Gartner, 2007). If positive and strong images are imprinted in customers' minds during their travel information search through the destination website, the customers are inclined to revisit the website to make a final decision, and their visiting intention would increase (Han & Mills, 2006). This means that in positioning a destination image, creating a favorable image on DMO websites is necessary because the destination image directly

or indirectly influences website visitor's intention to actually visit the destination.

For example, Tourism New Zealand (TNZ) has had a global brand campaign, entitled "100% Pure New Zealand" since 1999 through online and offline promotion, which has been recognized as a successful brand campaign (Morgan & Pritchard, 2005). TNZ's website, which has attractive images promoting the brand, interactive appeals, and a user friendly system has made an important contribution to increasing website traffic and the number of actual visitors (Morgan & Pritchard, 2005). Chen and Tsai (2007) argued that destination image has the most important influence on behavioral intentions such as intention to revisit DMO websites or to visit and recommend destinations. Thus, to build an attractive destination image, which can influence and increase consumers' use intention toward the DMO website and their visiting intention to the destination, it is essential that the overall DMO website has favorable visual images of the destination including photographs and other visual design elements. For good image development of the destination, attractiveness, uniqueness, and inspiration can be the basic components for visual images on the DMO website (Kim & Fesenmaier, 2008, MacKay & Fesenmaier, 1997).

Destination Image and Website Users' Visiting Intention

In several studies associated with the behavioral aspects of tourism, the relation between stimuli factors and the final decision for the actual visit to the destination has been dealt with in connection with motivation in travel behavior. Yoon and Uysal (2005) assert that consumers' visiting intentions to a tourist destination are determined by travel motivations that include personal factors such as psychological components and stimuli factors such as external information sources, satisfaction from previous experiences, and perceived trip quality to the destination. Potential

travelers' motivations are basically related to the individual's needs, wants, and goals, and these individual motivations originate from the predicted benefits to be obtained in the use of products or expectations of achieving objectives of personal value (Mort & Rose, 2004). When travelers' feelings that are aroused by the destination image coincide with the benefit they are seeking, they tend to have a high intention of visiting the destination. Hence, travelers should have a positive image of the tourist destination before making a decision to travel.

Thus, a key determinant that directly influences travelers' visiting intention is destination image. An attractive destination image is represented through promotional materials, which are used for establishing, reinforcing, or changing the image of a destination (Iwashita 2003; MacKay & Fesenmaier, 2000). The intangible nature of travel products or services of a destination strengthens the role of the promotional materials, especially destination websites, due to their information value. Travelers' goals and wants are stimulated by the promotion of the tourism products or services through an effective communication tool; the destination website creates awareness, produces interest, stimulates desire, and eventually results in action through verbal and visual information (Court & Lupton, 1997; Selby & Morgan, 1996).

In particular, the visual aspects of a destination website can be considered to be more important than verbal information in creating the destination image, as the visual image contributes to the destination image formation by its representation of the actuality of the destination and its illustration of the destination's features. According to the research conducted by Chen and Tsai (2007), principal components of destination image that influence visiting intention include four groups of external elements that build the destination image: "destination brand", "entertainment", "nature and culture", and "sun and sand". Among these components, "destination

brand" is the most closely connected to development of a destination image identity because destination image eventually builds up the destination brand.

Hankinson (2004) maintained that destination branding must include the selection and strategic combination of "a consistent mix of brand elements to identify and distinguish a destination through positive image building" (p. 117). Accordingly, marketers should make efforts to create an impressive and memorable destination brand that represents the characteristics of the destination well so that the destination brand can make travelers feel the authenticity of the destination as a unique place. Thus, the tourist destination image influences the individual's subjective perception and consequent behavior such as revisiting a DMO website and ultimately destination choice (Beerli & Martin, 2004). Based on the preceding analysis, the following hypotheses are proposed.

H1a. Destination image has a positive effect on use intention

H1b. Destination image has a positive effect on visiting intention

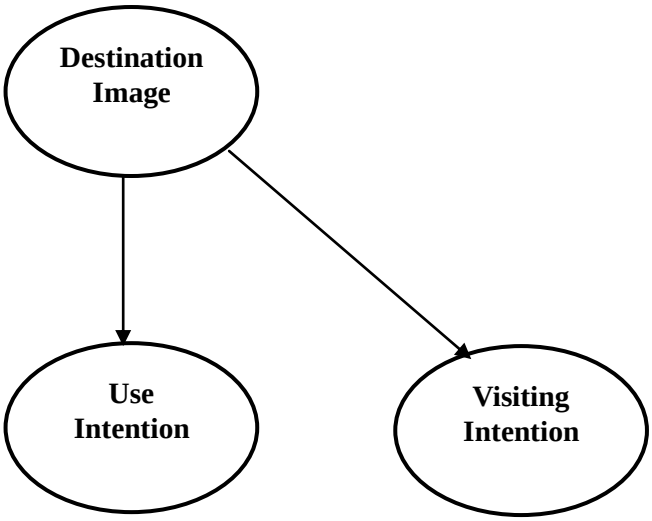

Figure 1. Influence of destination image.

Quality of Website Design

The second factor influencing usage of destination website and visiting intention is the quality of destination website design. The phrase, "quality of website design", used in this study is adopted from previous studies, including Wen's (2009), which dealt with E-commerce travel website quality. The idea that website design affects a user's perception of the website has its theoretical foundation in communication theory, which relates design to an effective website interface (Pan et al. 2004; Simon, 2001). According to communication theory, a communication system generally contains several variables (Shannon & Weaver, 1949). These variables include: (1) an information source; (2) semantic noise; (3) a transmitter; (4) a communication channel with its noise; (5) a receiver; (6) a semantic filter; and (7) a destination. Using these seven variables, a process of communication can be outlined thus: The basic process in communication involves the construction of a message by a source (e.g., DMOs) and the transmission of that message along some channel (e.g., via destination website) to a receiver (e.g., potential travelers). The final action of the process (e.g., website visitors' use intention) is affected by the operating environment (e.g., website design), by users' perception (e.g., satisfaction or not), and maybe other factor. The theory of communication has become the theoretical foundation of several studies related to measures of effectiveness of website marketing. The most notable study is DeLone and McLean's (1992), in which they suggest six categories of measures of effective web-based information system including information quality, system quality, use, user satisfaction, individual impact, and organization impact. The current study bases its view of the relationship between website design and user satisfaction or use intention on the communication theory.

Destination website design affects destination website use intention directly

and travelers' visiting intentions indirectly, and the strength of its effect depends on its quality. Cunliffe (2000) emphasized that poor quality website design caused negative experiences in consumers' website visit and resulted in a loss of 40 % of potential repeat visits to the website. However, consumers' favorable perception of a website could influence the website visitors to visit the destination (Xiang & Fesenmaier, 2006).

Due to the large increase in Internet usage for travel information in the 2000s, a number of studies related to the quality of website design have been conducted recently, but evaluation methods for website quality have used subjective approaches based on individual preferences (Webb & Sayer, 1998). According to Breitenbach and Van Doren (1998), the indicators of website quality suggested by most researchers are site accessibility, ease of navigation, download speed, and visual attractiveness. On the other hand, Perdue's (2001) evaluation method was a "hit-counting" technique.

The major components of the quality of destination website design are information quality, system quality, and service quality (Liu, Arnett, & Litecky 2000; Wangpipatwong, Chutimaskul, & Papasratom, 2006; Wen, 2009). This study examines the quality of travel website design based on the effectiveness of these three dimensions to investigate website satisfaction from consumers' perspectives and to provide a set of useful guidelines for DMOs to both attract website visitors and to increase their intention to visit the destination.

Information Quality

The primary criteria for assessing information quality are accuracy, level of detail, customization, currency, variety, usefulness, and relevance (Jeong & Lambert, 2001; Park & Gretzel, 2007; Rieh, 2002; Wand & Wang, 1996). Information is the

primary motivation for Internet users to visit websites (Huang, 2005; Jang, 2004; Jeong & Lambert, 2001), and the top reason of consumers for searching for and collecting information on a DMO website is choosing their tourist destination and planning a trip to the destination (Vogt, Fesenmaier, & Mackay, 1993). In this sense, a DMO website is a perfect medium of information and communication for a DMO to promote its destination to consumers. Many travelers demand specialized and in-depth presentation of information to facilitate their choice of a destination to visit. In the decision making process, most travelers visit the website of the tourist destination that they are considering visiting in order to get useful information on the destination. If the DMO website is perceived to be useful and favorable for searching for information, website visitors tend to stay on the website in order to use it for their trip planning. Accordingly, the information quality of the DMO website should satisfy consumers in their information search process.

There are several measurements of the success of information quality (Amoako & White, 1993; Ives Olsen, & Baroudi, 1983; Raymond, 1985), but the most important measurement is consumers' satisfaction with the information. Jeong, Oh and Gregoire (2003) mentioned that information satisfaction is a powerful determinant of consumer behavioral intention on websites. In general, when consumers are aware of unmet needs, they will be motivated to gather information concerning ways to satisfy these needs. Information searches help consumers become aware of competing brands or products and their features. Beatty and Smith (1987) argued that with high involvement, a consumer is likely to conduct a more active information search. In a state of high involvement, a consumer may be more willing to seek out detailed information from private or public sources through the Internet such as a DMO website. To satisfy travelers' information needs, the quality of

information on a DMO website should be at a high level with detailed, accurate, clear, relevant, customized, updated, and interesting contents (Jeong & Lambert, 2001; Miller, 1996; Smith, 1996).

Travelers can easily feel overwhelmed by a large volume and variety of information if they encounter it before finding the intended information, and irrelevant or untargeted information can make consumers leave the site (Choi, Lehto, & O'Leary, 2007). This emphasizes the significance of quality in the information provided by DMOs (Kaplanidou & Vogt, 2004). If the DMO website does not provide the necessary information, the website visitors will be dissatisfied and will not return to the website again when considering their travel destinations. Therefore, information quality means the travelers' desired characteristics of information produced by the information system. As information on tourism destinations is diversified, and consumers' discernment increases, DMOs should consider these characteristics to provide quality information, which could become a differentiating factor for destinations (Sheldon, 1994). Specialized and detailed information on a DMO website would increase repeat visitors and facilitate travelers' decision making in favor of the destination. In this study, accuracy, level of detail, and customization (or relevant information that meets travelers' needs) were used to measure dimension of information quality in the design of destination website.

System Quality

In evaluating the quality of website design, some researchers have focused on the processing itself. For example, Kriebel and Raviv (1980) created and tested a productivity model for computer systems to measure performance in areas such as resource utilization and investment utilization (Kriebel, 1979). Alloway (1980)

developed twenty-six criteria for measuring the success of data processing operations, one of which is efficacy of hardware utilization. On the other hand, several researchers have developed multiple measures of system quality. Swanson (1974) suggested the reliability of the computer system, online response time, and the ease of terminal use as measurements of system quality. Kao, Louvieris, Powell-Perry, and Buhalis (2005) argued that effective system quality of a destination website requires quick loading, clear design, and easy use and navigation. Leaderer, Maupin, Sena, and Zhuang (2000) also emphasized the importance of ease of understanding and ease of finding quality information on websites. In fact, among various instruments for measuring system quality, ease of use (or usability) as well as functionality and navigation have been the most frequently considered factors in previous studies (Yang, Cai, Zhou, & Zhou, 2005). In this study, to measure the system quality of DMO websites, three attributes were examined: functionality, navigation, and usability (usefulness and ease of use).

First, functionality is considered as one of the major website design components and also used as a key determinant to increase users' intention to use a website in several studies (Baloglu & Pekcan, 2006; Buhalis & Law, 2008). Functionality is generally evaluated from a user perspective to investigate the extent, scope, and comprehensiveness of website offerings (Lu, Lu, & Zhang, 2002). In particular, travel information functionality is significantly related to website usefulness, which is an important predictor of website satisfaction and intention to travel (Kaplanidou & Vogt, 2006). However, providing only extensive functionality is not enough, and users must be able to understand what the functions of the website do and how to use them (Goodwin, 1987). In fact, functionality that contributes to effective site operation has a positive relationship between perceived functional

benefits and usefulness level (Baloglu & Pekcan, 2006). In this sense, the effective functionality of a website system depends on its usability.

Second, usability is defined as "the extent to which a system can be used by specified users to achieve a specified goal with effectiveness, efficiency and satisfaction in a specified context of use" (Petre, Minocha, & Roberts, 2006, p. 190). Nielsen (1993) also defined usability as the qualitative attribute that evaluates how easy a user interface is to use and argued that usability has multiple components that are related to five usability attributes, which are: ease to learn, ease to use, memorability, low error rates, and customer satisfaction. Flavian, Guinaliu, and Gurrea (2006) assessed simplicity of use of a website as an initial stage of usability and Goodwin (1987) argued that the core concept of usability is ease of use. The ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, p. 42). The factors for ease of use include easy-to-remember URL links, limited vertical and horizontal scrolling, internal search engine facility, and easy to obtain contact information for the website's organization (Qi, Law, & Buhalis, 2008). The perceived ease of use influences the overall satisfaction of website visitors with the website system, which is directly connected to their behavioral intention in destination selection (Kim & Fesenmaier, 2008).

Last, ease of navigation, which is one of the core concepts of usability, is essential for a good quality of website design. According to Zhang et al. (2001), consumers rated navigation as the first of the three significant elements that websites must have. Website users consider effective navigation as the successful movement through pages of a website and the ability to reach any of the major sections easily within the website (Evans & King 1999; Kuegler, 2000). It is also perceived that a

good navigation system entails that the website enables customers to easily find the information they are looking for without, or with a minimum of, mental effort (Zhang & von Dran, 2001). This requires well-organized pages with the presence of a navigation bar on every page and the ability to access the home page from every sub-page (Kaplanidou & Vogt, 2006).

Good navigation provides user-friendly interfaces and high performance search engines so that customers can access information more easily and faster than through other websites, which can decrease search time and lead to higher levels of website satisfaction (Jeong & Lambert, 2001). For destination websites, high quality navigation allow customers to easily perform complex searches combining topics such as type of transportation, accommodation, holiday, date, and price (Allard, Riel, Semeijn, & Pauwels, 2004). Thus, a website design and presentation that involve a navigation mechanism influences the relevance and efficacy of search results (Perdue, 2001), and a destination website that uses a clear, concise, and graphical navigational system, makes customers feel comfortable using the website and willing to revisit it (Kuegler 2000).

Service Quality

Recent studies suggest that service quality is increasingly recognized as a significant aspect of E-commerce (Fassnacht & Koese, 2006; Santos, 2003). This is because the instant price comparisons on websites, which are provided by powerful search engines, results in non-price competitive advantages such as service quality having a significant positive impact on customers' behavioral intention (Cronin, Brady, & Hult, 2000; Yang & Jun, 2002). Service quality is a primary determinant for successful E-commerce because it has active dimensions for increasing website traffic,

stickiness, and customer retention (Santos, 2003). High service quality enables an online company to have better financial outcomes by retaining and attracting customers than is possible through traditional channels such as stores, magazines, or television (Cronin et al., 2000). Accordingly, service quality becomes one of the key determinants of good quality of destination website design. There is an increasing number of DMO websites offering commercial online service because it is beneficial for both the DMOs and travelers; DMOs can increase not only their service to travelers (e.g., booking and purchasing accommodations and travel products) but also their profits. Travelers can buy a wide range of travel products such as train or theater tickets and find good deals on top attractions through the website of a reliable organization (Lu, Lu, & Zhang, 2002; Park & Gretzel, 2007).

Langer (1975) argues that the theoretical construct of service quality, similar to service, is a dynamic, multidimensional, and unique form of judgment by individuals that can change at any time. Service quality is the most researched area of service marketing (Fisk, Brown, & Bitner, 1993). Parasuraman, Zeithaml, and Berry (1985) conducted an extensive series of focus group interviews on service quality and found a discrepancy between what the customers feel should be offered and what is provided (Parasuraman et al., 1985). Following the framework of Churchill (1979), Parasuraman et al. (1988) developed measures of marketing constructs and created the SERVQUAL instrument to evaluate customer expectations and perceptions of service quality in service and retailing organizations. The instrument includes five dimensions, which are tangibles, reliability, assurance, empathy, and responsiveness. According to Parasuraman et al. (1988), customers use the five dimensions of SERVQUAL to assess service quality in all types of services. Based on the SERVQUAL model, ways of evaluating web-based service quality have been developed by several researchers

(Bauer, Falk, & Hammerschmidt, 2006; Cox & Dale, 2001; Kaynama & Black, 2000). Depending on the industry and researchers, the number of dimensions of the SERVQUAL model can be different and the dimensions and their wording also vary. In this study, empathy, responsiveness, and assurance, which are frequently used in service quality research were examined (Cheyne, Downes, & Legg, 2006; Sigala & Sakellaridis, 2004).

Based on the analysis of the quality of website design covered in this section, the following hypotheses are proposed.

H2a. Quality of website design has a positive effect on use intention

H2b. Quality of website design has a positive effect on user satisfaction

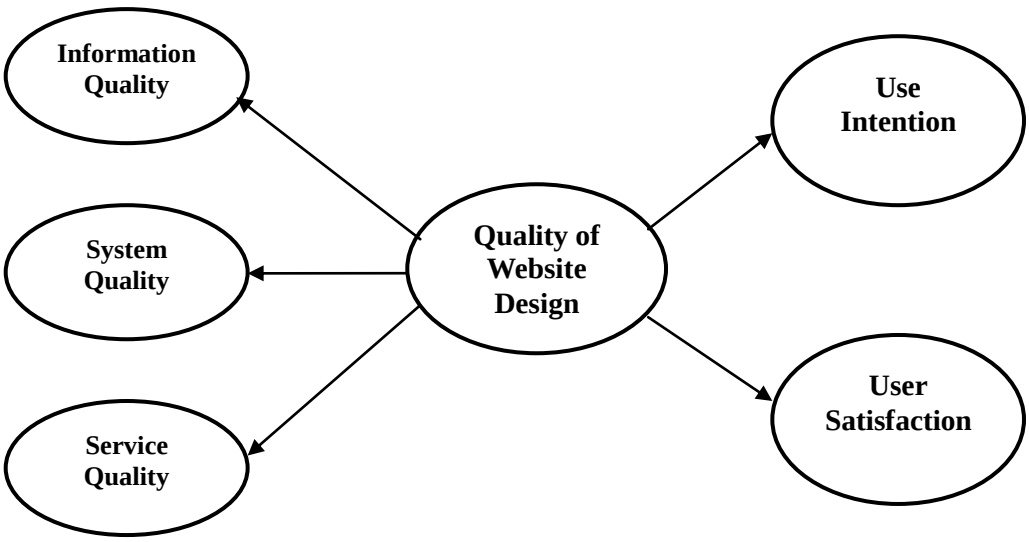

Figure 2. Influence of quality of website design.

Website Satisfaction

The third key factor analyzed in this study is website satisfaction. Several

studies have been conducted to examine customer satisfaction. Oliver (1980) defines customer satisfaction as a consumer's response to the evaluation of a product or service in relationship to their needs and expectations. Rust and Oliver (1994) defines satisfaction more specifically than do other researchers as the "customer's fulfillment response", which is not only an emotion-based response to a service but also an evaluation, indicative of the customer's belief in a possible service leading to a positive feeling. In this sense, website satisfaction can be defined as users' positive and favorable attitude toward a website in the context of its environment. DeLone and McLean (2003) argued that a key measure of the success of website design is users' website satisfaction. Website satisfaction has been examined by several researchers (Liu, Arnett, & Litecky, 2000; McKinney, Yoon, & Zaheki, 2002; Mills & Morrison, 2003; Shchiglik & Barnes, 2004; Szymanski & Hise, 2000). Spiller and Loshe (1998) indicated that the quality of the website design has an influence on the degree of website consumer satisfaction.

Website satisfaction has been recognized as a significant factor in the literature, and research has been conducted to identify its drivers (Han & Mills, 2006; Park & Gretzel, 2007). In the context of online environments, e-satisfaction (or website satisfaction) is defined as "contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm" (Anderson & Srinivasan, 2003, p. 125). The concept of website satisfaction is based on the expectancy-disconfirmation model, which has been a popular approach for measuring customer satisfaction in marketing.

Millan and Esteban (2004) define the expectancy-disconfirmation model, with its three components web customer expectation, perceived performance, and disconfirmation, as "the difference between the initial expectations of the individual

and the actual result derived" (p.535). In terms of the process in using a destination website, travelers form their expectation prior to using the website, and they compare their perceptions of the website's performance to their pre-established levels of expectation while they are using the website. If travelers' evaluations of website performance are different from their expectations about the website, disconfirmation occurs. Researchers have developed different models to measure travelers' website satisfaction in different sectors of the tourism and hospitality industry, such as DMO websites, travel agencies or hotels (Kao, et al, 2005). Different constructs were used to measure website satisfaction depending on the sector analyzed.

As e-satisfaction is a direct result of a customer's overall experience at a destination website, e-satisfaction is measured by multi-dimensional latent constructs: website interface (e.g., navigation, loading), perceived quality of the products and services provided by the website (e.g., information reliability, visible/auditory information), and the perceived value of the website to the consumer (e.g., involvement, price) (Mills & Morrison, 2003). Travelers' experience at the destination website has a direct impact on their satisfaction with the website, so it is critical that the destination website offers travelers positive experiences by focusing on creating value in their minds and high quality of website interface and design (Mills & Morrison, 2003; Novak, Hoffman, & Yung, 2000). Among the satisfaction constructs, in particular, components influencing quality of website design have been used to assess website satisfaction in several studies (Choi, Lehto, & O'Leary, 2007; Ho & Lee, 2007; Li, Tan, & Xie, 2002; Ryan & Rao, 2008).

Thus, the quality of destination website design plays a significant role in increasing user satisfaction with a website. Consumers who are satisfied with a website's design may spend a longer time searching for information on the website,

may revisit the website, and may recommend the website to others (Zhang, & von Dran, 2000). For this reason, a website should provide users with a satisfactory online experience so that consumers have a reason to return to the website and strengthen their motivation to visit the destination. The higher website satisfaction online visitors have, the higher the possibility that they will revisit the website and even make a decision to visit the destination. Park and Gretzel (2007) point out that it is critical to maintain a high quality of website design because it increases customers' e-satisfaction and the possibility of their return to the website. Kasavana, Knuston, and Polonowski (1997) also argued that a website must provide users with a satisfactory online experience so that they will visit and return to the website, demonstrating that a high quality website design and marketing features contribute to website success. However, Kao et al. (2005) argued that "The intention to actually visit the destination is un-correlated to the website satisfaction due to the complexity of travel decision-making process" (p. 9). Most studies suggest customer satisfaction has a positive effect on website visitors' use intention. The relationship between website satisfaction and customers' intention to visit the VisitBritain Korea website was investigated. Based on the analysis above, the following hypothesis was developed.

H3. User satisfaction has a positive effect on use intention

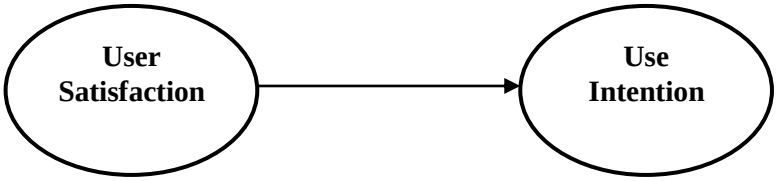

Figure 3. Influence of user satisfaction.

Behavioral Intention to Use a DMO Website

To understand potential travelers' use intentions regarding a DMO website, it is worthwhile to explore intention models or theories of behavioral decisions that have been traditionally applied in social psychology. Behavioral intention has been defined in several studies. According to Fishbein and Ajzen (1975), behavioral intention is "a measure of the strength of one's intention to perform a specific behavior" (p. 288), and Swan (1981) defines the term as an individual's anticipated or planned future behavior. Among these theories or models, the technology acceptance model (TAM), which has been widely used to predict the factors that affect customers' perceptions about the acceptance of a DMO website seems particularly relevant (Davis, Bagozzi & Warshaw, 1989). According to the TAM, customers' perception of a website is defined by beliefs (subjective likelihood of the consequence if the website is used), attitude (positive and negative feelings about the website), and online behavioral intention (willingness to use the website) (Lin & Lu, 2000). Beliefs influence user's preferences. Beliefs and attitude both determine customers' online behavioral intention and their final behavior (Lin & Lu, 2000; Luarn & Lin, 2005).

TAM demonstrates how "two particular beliefs, perceived usefulness and perceived ease of use, are of primary relevance for computer acceptance behavior" (Davis, Bagozzi, & Warshaw, 1989, p. 985). In TAM, the major determinant of people's intentions to use a website is perceived usefulness, and a crucial secondary determinant of people's intention to use a website is ease of use (Davis, Bagozzi, & Warshaw, 1989). Perceived destination website usefulness depends on whether website visitors believe they can easily find the information they want and can understand how to interact with the website (Head, 1999). The perceived ease of use is a core concept of usability in measuring quality of a destination website design. The

perceived ease of use includes two key elements (ease of navigation and ease of understanding) that are necessary for good website design (Kuegler, 2000; Zhang et al., 2001). Thus, two important factors of the TAM model also are the main components of the quality of website design. The TAM model can help tourism marketers predict a consumer's use intention to visit or revisit a destination website. When the use intention is assessed accurately through the two key factors (perceived destination website usefulness and ease of use), it will provide the best predictor of an individual's behavior (Fishbein & Ajzen, 1975). The application of TAM to a destination website shows how the website performs in providing information for trip planning to website visitors, and how this usefulness affects intentions to travel to the destination (Kaplanidou & Vogt, 2006).

Along with the two factors of the TAM model, there are two demographic variables that influence customers' online behavioral intention, individuals' incomes and education (Andereck & Caldwell, 1993; Gitelson & Crompton, 1983; Runyon & Stewart, 1987). Individuals with high levels of education and high incomes are mostly online information seekers, and once they have made a decision to travel, they have a tendency to search for information on destination websites because they consider the website with destination-specific literature to be useful (Fall, 2000; Gitelson & Crompton, 1983; Jeong & Lambert, 2001; Runyon & Stewart, 1987). Such website users are more likely to revisit the destination website when they find the website attractive and useful in their information search process, and they are also more willing to take a future trip to the destination (So & Morrison, 2003).

Accordingly, travelers' destination website use intention is influenced by external stimuli such as quality of website design and demographic factors. Travelers' website use intention will affect their visiting intention to the destination positively if

they are convinced and satisfied by good quality website design and contented in the process of their information search (Baloglu, 1999; Kaplanidou & Vogt, 2006; So & Morrison, 2003). Yoon and Uysal (2005) also suggest that travelers' visiting intentions to a tourist destination are determined by travel motivations such as external information sources, satisfaction from previous experiences, and perceived trip quality to the destination acquired in the information searching process. Travel motivation is related to the final decision on a destination choice through several phases including collecting information, establishing alternatives, information gathering, and assessing destination alternatives (Mathieson & Wall, 1982), and all of these phases are associated with website use behavior. Thus, website use behavior influences an individual's subjective perception and consequent behavior, that is, destination choice. Based on the above analysis, the following hypothesis is offered.

H4. Use intention has a positive effect on visiting intention

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Figure 4. Influence of use intention.

Combining all of the factors, the full conceptual model is given in Figure 5 on the next page.

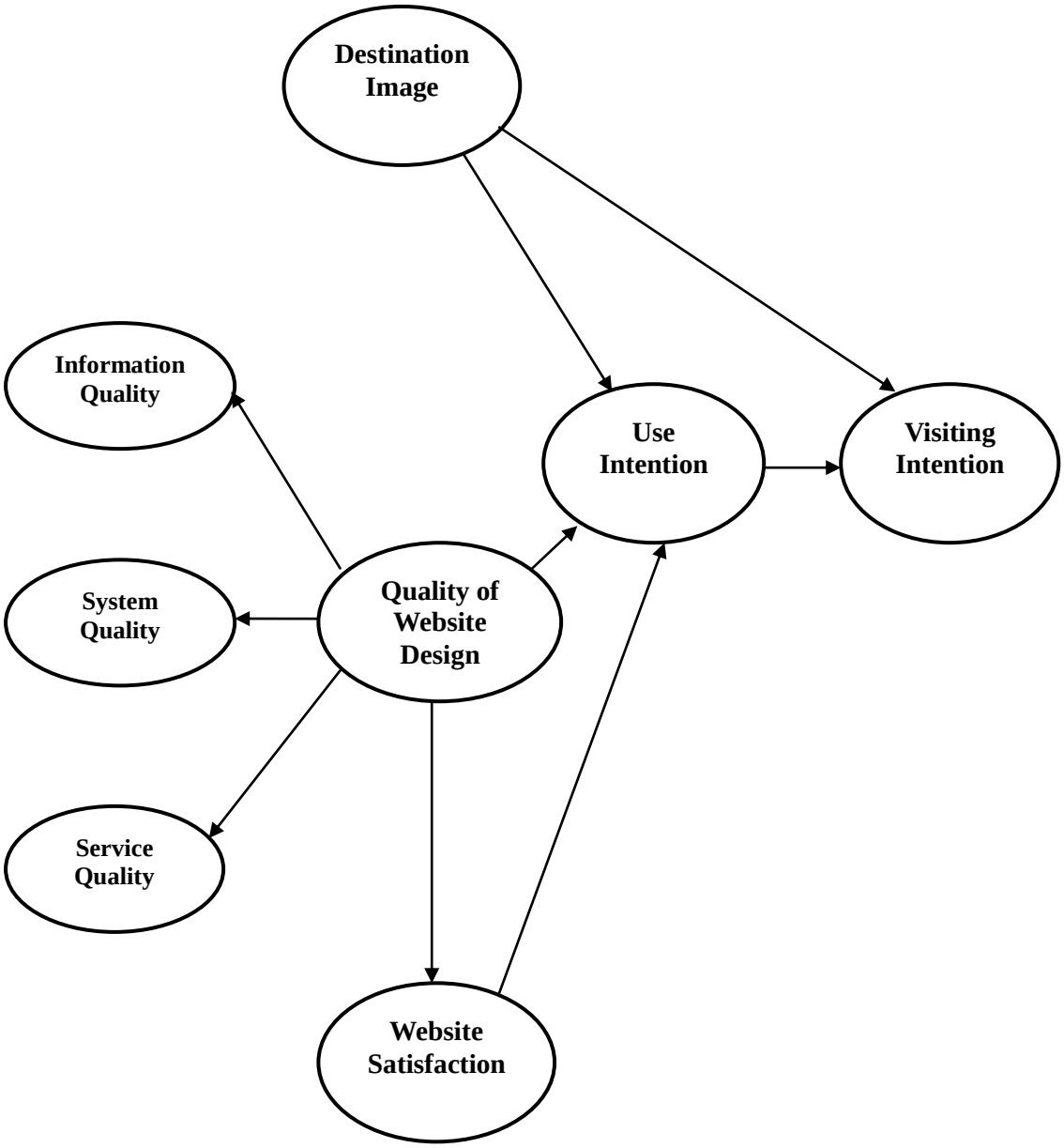

Figure 5. Conceptual framework of factors influencing usage of destination website and visiting intention.

CHAPTER III

METHODOLOGY

The original research question that led to the development of the framework in Chapter 2 is presented here again for the purpose of review. The research question is "How can DMOs increase usage of destination website by raising customers' use intention and in turn, their visiting intention?" In order to answer this question, the related literature and underlying models or theories of behavioral decisions were reviewed, providing the foundation for the research design. The research design is a structural equation modeling utilizing data from an online survey. The purpose of this design is to establish linkages between the different factors (destination image, quality of website design, and user satisfaction) and use intention and visiting intention as well as to measure the direct and indirect impacts of the factors on travelers' intention to use a website and their visiting intention.

Data Collection

The data for this study was collected by a self-participated online survey on the blog of VisitBritain Korea (http://blog.naver.com/visitbritain), which is directly linked to the VisitBritain Korea website (www.visitbritain.com/ko/KR/). The survey was conducted from November 23rd to December 31st, 2010, and all VB Korea blog visitors were able to participate in the survey about the VisitBritain Korea website. The online survey is a cost-effective and convenient method. However, self-participated online surveys have several limitations (Kao et al., 2005). For online surveys, no one is available to encourage website visitors to complete and submit the survey, so participation usually is not high (Veal, 1997). In addition, people who take part in online surveys tend to have strong opinions (Kao et al., 2005). To increase the

response rate, the VisitBritain Korea office provided giveaways for participants who completed the survey.

Survey Instrument and Participants

The questionnaire was created in English first and then translated into Korean. The online survey comprised 21 questions with a 7- point Likert-type scale. The survey also contained a short description about the study and survey, background questions, and questions about demographic information in addition to the 21 questions on destination image, quality of website design, customer satisfaction, use intention, and visiting intention. Table 1 presents the 21 questions.

The survey took approximately 15 minutes to complete. The survey targeted South Korean website visitors to VisitBritain.com, the website of Britain's national tourism agency. South Korean consumers were selected as participants because they are one of the world's most Internet savvy populations. Britain was chosen because it is one of the top tourist destinations for Korean overseas travelers, and online marketing is a priority in Britain's consumer marketing strategy. According to the VisitBritain Korea office, the number of website visitors per month is more than 15,000. The number of participants for this online survey on the VB Korea blog was 1,522. A standard coding scheme was created before the survey was started. The coded data were downloaded from zoomerang.com, and transformed into Statistical Package for Social Science (SPSS) format. After the compiling process was finished, the coded data was transformed into the EQuationS (EQS) format again.

Table 1.

Online Survey Questions

Latent variable - Destination image (DIA)	Observed items
DIA1	Britain has many places of interest to visit
DIA2	Britain has natural scenic beauty
DIA3	Britain has exotic atmosphere
Latent variable - Quality of destination website design	Observed items
Information Q	
InforQ1	The destination website presents more customized information than other websites
InforQ2	There are more in-depth product/service descriptions available with the destination website than other websites
InforQ3	The destination website provides more accurate information on travel products than other websites
System Q	
SystemQ1	The destination website is easy navigate without having technical problems when surfing the website
SystemQ2	Search function in the destination website is very helpful for me to better access to tourism related information in the destination website
SystemQ3	The site is easy to use and search information about the destination
Service Q	
ServiceQ1	The destination website shows more empathy can cares about my problem than other websites
ServiceQ2	The destination website replies more promptly to my inquiries by email than other websites

Table 1. (Continued)

Online Survey Questions

ServiceQ3	The destination website provides high quality of service (assurance)
Website satisfaction (WS)	
WS1	When using such destination website, I have more freedom to search for information about Britain by using a variety of search methods
WS2	In my perspective, such destination website makes it easier to search for information about the destination
WS3	Good experience of using destination website strengthens my motivation to visit this destination
Latent variable - Use intention (UI)	Observed items
UI1	My wiliness to use destination website to search for information about the destination is higher than other types of information sources'
UI2	I am likely to provide destination website with detailed demographic information it needs to better serve my need
UI3	Whenever I have information need about the destination, I will go to destination website to search for information about the destination
Latent variable - Visiting intention (VI)	Observed items
VI1	I am eager to visit Britain.
VI2	Once I have made a decision to travel overseas, Britain will be my top choice
VI3	I will choose Britain as my next vacation destination

Data Analysis

SPSS 18.0 and EQS 6.1 were used to analyze the data. The analysis included: (1) descriptive statistics, (2) factor analysis, and (3) structural equation modeling.

Descriptive Statistics

Descriptive statistics have been defined as those methods involving the collection, presentation, and characterization of a set of data in order to describe the various features of that set of data properly (Levine, Berenson, & Stephan, 1999). In addition, a histogram of interval data can be used to check the assumption of normal distribution. Descriptive statistics is used in this study to analyze, summarize, and present the descriptive information in the data set.

Factor Analysis

Factor analysis is a statistical method that allows the reduction of a large number of correlated variables to a smaller number of latent dimensions (Tinsley & Tinsley, 1987). There are two types of factor analysis, which are exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). EFA is a theory-generating method and CFA is a theory-testing model (Stevens, 1996). In this study, CFA is used to test whether a predefined model fits an observed set of data.

Structural Equation Modeling

Multiple regression, factor analysis, analysis of variance, and discriminant analysis provide powerful tools for addressing a wide range of managerial and theoretical questions (Kline, 2005). However, these tools all share one common limitation: Each technique can examine only a single relationship at a time. In this

study, we are faced with a set of interrelated questions: for instance, (1) Does destination image influence consumers' website use intention and visiting intention to a destination? (2) Does the quality of website design combined with other variables affect consumers' use intention toward the website and their website satisfaction? (3) Does customer satisfaction have a positive impact on consumers' website use intention and indirectly their visiting intention to the destination? None of the analytical tools mentioned above allow us to address all of these questions with a single comprehensive model. Structural equation modeling (SEM) allows us to examine all of the relationships with a single comprehensive model. Structural equation modeling has been used in almost every field of study, including education, marketing, psychology, sociology, management, testing and measurement, health, demography, organizational behavior, biology, and even genetics. According to Hair, Anderson, Tatham, and Black (1998), the reasons for its attractiveness to such diverse areas are twofold: "(1) it provides a straightforward method of dealing with multiple relationships simultaneously while providing statistical efficiency, and (2) its ability to assess the relationships comprehensively and provide a transition from exploratory to confirmatory analysis" (p. 578).

The estimation of multiple interrelated dependence relationships is not the only unique element of structural equation modeling. SEM also has the ability to incorporate latent variables into the analysis. A latent variable is a hypothesized and unobserved concept that can only be approximated by observable variables. In this study, latent variables are destination image, information quality, system quality, service quality, website satisfaction, use intention, and visiting intention. The observed variables which are gathered from participants through various data collection methods such as an online survey are known as manifest variables.

SEM provides a measurement model, which specifies the rules of correspondence between manifest and latent variables. The measurement model allows a researcher to use one or more variables for a single independent or dependent concept and then estimate the reliability. Therefore, SEM is an appropriate statistical tool to use in this study.

This part of the analysis employs two phases: (1) confirmatory factor analysis and (2) full structural equation model analysis. Two types of validity, i.e., convergent and discriminant are also analyzed. These two types of validity constitute construct validity which refers to the extent to which an operationalization measures the concept it is supposed to measure (Bagozzi, Yi, & Phillips, 1991). Convergent validity has been defined as the extent to which the measures of a variable act as if they were measuring the underlying theoretical construct because they share a variance. Discriminant validity refers to the degree to which measure of two constructs are empirically distinct (Bagozzi et al., 1991; Davis, 1989). In order to ensure the quality of the research design, it is necessary to assess these validities. Test results presented in Chapter 4.

CHAPTER IV

FINDINGS OF THE STUDY

This chapter begins with a demographic profile of the survey respondents and a descriptive summary section. In the descriptive summary, the assumptions of the SEM are discussed and tested. Following the descriptive statistics, several research design issues will be discussed, including validity, and reliability. In the final section of this chapter, the results of the SEM analysis for each hypothesis are presented.

Demographic Profile of Survey Respondents

The majority, 53.4%, of survey respondents was male (Table 2). The majority of survey respondents were single (Table 2). Among the 1,522 respondents to the survey, the average annual household income is between $30,000 and $50,000 (Table 3). Three in ten of the respondents had a bachelor's degree (Table 3).

Table 2.

Profile of Survey Respondents by Gender and Marital Status

Gender	N	%	Marital Status	N	%
Male	813	53.4	Single	877	57.6
Female	709	46.6	Married	642	42.2
			Missing	3	0.2

Table 3.

Profile of Survey Respondents by Income and Education levels

Income level	N	%	Education level	N	%
Less than $10,000	163	10.7	High school	52	9.6
$10,000 to $29,999	505	33.2	Technical degree	31	5.7
$30,000 to $49,999	528	34.7	1 to 3 years of	127	23.5
$50,000 to $69,999	206	13.5	college study		
$70,000 to $89,999	53	3.5	Bachelor's degree	187	34.6
$90,000 or greater	37	2.4	Graduate degree	140	25.9
Missing	30	2.0	Missing	3	0.6

Traveling Profile of Survey Respondents

Most of the survey respondents, 81.4%, had traveled overseas at least once, and the largest segment, 50.7%, traveled overseas between one and three times (Table 4). However, most of the survey respondents, 88.4%, had never been to Britain with 9% reporting one previous visit to Britain (Table 5).

Table 4.

Frequency of Travelling Overseas

	N	%
Never	299	19.6
1 to 3 times	772	50.7
4 to 6 times	252	16.6
7 to 9 times	88	5.8
10 to 12 times	52	3.4
13 to 15 times	15	1.0
More than 16 times	36	2.4
Missing	8	0.5

Table 5.

Frequency of Travelling to Britain

	N	%
Never	1346	88.4
1 time	137	9.0
2 times	21	1.4
3 times	6	0.4
4 times	2	0.1
5 times	3	0.2
6 times	2	0.1
10 times	2	0.1
Missing	3	0.2

Descriptive Statistics and Assumptions

For this study, there were 1,522 participants and 21 observed variables. The descriptive statistics for the 21 continuous variables are presented in Table 6 including the mean, standard deviation, and skewness indices for accessing the normality of each variable. In addition, the data are evaluated for satisfying the assumptions of the SEM: normality, linearity, multicollinearity and singularity, and adequacy of covariances.

Table 6.

Mean, Standard Deviation, Skewness, and Kurtosis of Items

Item	N	Mean	Standard Deviation	Skewness	Kurtosis
Destination Image1	1522	5.7589	1.1520	-1.1131	1.4266
Destination Image2	1522	5.6518	1.2003	-0.8672	0.5999
Destination Image3	1522	5.8850	1.1618	-1.3433	2.2327
InforQ1	1522	5.2181	1.0974	-0.475	0.4202
InforQ2	1522	5.2806	1.1607	-0.5397	0.2678
InforQ3	1522	5.2753	1.1910	-0.5686	0.3189
SystemQ1	1522	4.9711	1.1481	-0.3086	0.0697
SystemQ2	1522	5.1971	1.1663	-0.5095	0.2204
SystemQ3	1522	5.1846	1.1948	-0.5951	0.5223
ServiceQ1	1522	5.0256	1.1404	-0.3748	0.0132
ServiceQ2	1522	4.9580	1.1630	-0.3597	0.1060
ServiceQ3	1522	5.1597	1.1773	-0.4929	0.3452
Website Satisfaction1	1522	5.2700	1.1415	-0.5600	0.2754
Website Satisfaction2	1522	5.0637	1.2278	-0.4114	-0.0277
Website Satisfaction3	1522	5.4599	1.2005	-0.6822	0.4745
Use Intention1	1522	5.4442	1.0956	-0.8252	1.1775
Use Intention2	1522	5.1091	1.2639	-0.5905	0.1998
Use Intention3	1522	5.4507	1.1808	-0.7426	0.5821
Visiting Intention1	1522	5.2700	1.1851	-0.5143	0.2258
Visiting Intention2	1522	5.1078	1.3319	-0.4599	-0.2081
Visiting Intention3	1522	5.6038	1.2872	-0.7762	0.170

The ratio of cases to observed variables was 72.5:1. The ratio of cases to estimated parameters was 28:7. This ratio is adequate given that the reliability of the subtests of the SEM model is high. There are no missing values in the data set.

Normality of the observed variables was assessed through examination of histograms using SPSS DESCRIPTIVES and EQS and summary descriptive statistics in EQS. The majority of the 25 observed variables were significantly skewed (Table 7). EQS also provided information on multivariate normality. In the section labeled "Mutivariate Kurtosis", Mardia's coefficient and a normalized estimate of the coefficient were given. The normalized estimate can be interpreted as a z score. In this study, the normalized estimate was equal to 108.2374, suggesting that the measured variables were not distributed normally.

When the assumptions underlying normal, elliptical, or heterogeneous kurtosis theory are false, the test statistics, *T*, based on these assumptions, can be corrected using a scaling factor developed by Satorra and Bentler (Satorra & Bentler, 1988a, 1988b, 1994). The Satorra-Bentler corrected test statistics, called SCALED statistics, was computed on the basis of the model, estimation method, and sample fourth-order moments, and it held regardless of the distribution of variables. The results of the normality test suggested that Satorra-Bentler Scaled Chi-Square should be used in the data analysis (Tabachnick & Fidell, 2001).

Table 7.

Significant Skewed Observed Variables

Item	Z score of Skewness	Item	Z score of Skewness
Destination Image1	-17.7	Service quality3	-7.83
Destination Image2	-13.8	User Satisfaction1	-8.90
Destination Image3	-12.9	User Satisfaction2	-6.54
Information quality1	-7.54	User Satisfaction3	-10.80
Information quality2	-7.94	Use Intention1	-13.10
Information quality3	-9.03	Use Intention2	-9.38
System quality1	-4.90	Use Intention3	-11.80
System quality2	-8.10	Visiting Intention1	-8.17
System quality3	-9.46	Visiting Intention2	-7.30
Service quality1	-5.95	Visiting Intention3	-12.30
Service quality2	-5.71		

In relation to the assumption of linearity, it was not feasible to examine all pair-wise scatterplots to assess linearity; therefore, randomly selected pairs of scatterplots were examined using SPSS GRAPHS. All observed pairs appeared to be linearly related. There appeared to be no violation of the assumption of linearity. Through the examination of SPSS frequencies, eleven univariate outliers were detected and deleted. Using Mahalanobis distance (through SPSS Regression) and cases with the largest contributions to Mardia's coefficient (through EQS) at $p < 0.001$, eight multivariate outliers were detected and deleted. SEM analysis is performed on 1,522 participants. Given in EQS output, the determinant of the matrix was 0.3581D-

04. This was larger than 0, so there was no singularity.

Preliminary Data Analysis

The CFA model specified one second-order factor—quality of website design—and four factors— destination image, website satisfaction, use intention, and visiting intention. Regarding the second-order factor, the factor of quality of website design loaded on three first-order factors, i.e., system quality information quality, and service quality. The correlations between the three first-order factors were ranged from 0.878 to 0.921. Variance (R^2) in the first-order factors accounted for by their corresponding second-order factor was all significantly large, ranging from 0.843 to 0.928 (Table 8).

Table 8.

Standardized Solutions by Confirmatory Factor Analysis of Second-order Factor of Quality of Website Design Model

	Quality of Website designs		
Item	System Quality	Information Quality	Service Quality
SystemQ1	0.831		
SystemQ2	0.875		
SystemQ3	0.878		
InformationQ1		0.861	
InformationQ2		0.889	
InformationQ3		0.875	
ServiceQ1			0.879
ServiceQ2			0.839
ServiceQ3			0.875

Reliability, Convergent Validity, and Discriminant Validity

By definition, scale reliability is the proportion of variance attributable to the true score of the latent variable (DeVellis, 2003). Cronbach's alpha was used to assess the reliabilities of multi-item constructs. The alphas of each construct ranged from 0.791 and 0.907 (Table 9). The reliability level for each construct exceeded the critical value of 0.7 suggested by Nunnally (1978) Nunnally and Bernstein (1994). Measurement theory suggests that the relationships among items were logically connected to the relationship of items to the latent variable. Therefore, the strong correlations among items implied strong links between items and the latent variable.

The convergent and discriminant validity of these seven constructs were

examined by the results of a confirmatory factor analysis (CFA) (Table 9). The results of the CFA included estimates of covariances between the factors, loadings of the indicators on their respective factors, and the amount of measurement error for each indicator. Convergent validity means that indicators specified to measure a common underlying factor all have relatively high standardized loadings on that factor. For each set of indicators, the standardized factor loadings were all relatively high, which suggested convergent validity.

The Discriminant validity meant that estimated correlations between the factors were not excessively high e.g., > 0.85 (Kline, 2005). In relation to discriminant validity, the correlations between system quality, service quality, and information quality were excessively high. The correlations range from 0.878 to 0.921, which proved the existence of a higher-order factor for system quality, service quality, and information quality. Therefore, the higher order factor (quality of website design) was created to load on those factors. The estimated factor correlations were low enough to suggest that the five factors, i.e., destination image, quality of website design, website user satisfaction, use intention, and visiting intention, were clearly distinct.

Table 9.

Reliability, Discriminant Validity, and Convergent Validity

Constructs	Cronbach's Alpha	Discriminant Validity	Convergent validity
System quality	0.895	0.622 to 0.963	0.831 to 0.878
Service quality	0.900	0.617 to 0.956	0.839 to 0.879
Information quality	0.907	0.593 to 0.918	0.861 to 0.889
Destination image	0.845	0.593 to 0.705	0.760 to 0.842
Website satisfaction	0.882	0.703 to 0.953	0.820 to 0.875
Use intention	0.791	0.772 to 0.872	0.676 to 0.809
Visiting intention	0.866	0.638 to 0.772	0.797 to 0.849
Overall	0.962		

SEM Analysis

Structural equation modeling (SEM) was used to examine the hypothesized relationships among the constructs in the study. The hypothesized models were tested with the EQS program (Bentler, 2002) by imposing the structure of direct and indirect effects on the current data. First, the fit of a measurement model was tested to determine whether the observed variables were generated by the corresponding latent constructs. The overall fit and the regression paths were analyzed. Second, the full SEM model as shown in Figure 6 on the next page was tested. The indices of the goodness of fit for the hypothesized model and data were examined to determine whether the model described the data well. Third, a modification process was applied to the hypothesized model from the previous analysis, so that the model could be improved further not only to represent a good fit to the data but to describe

adequately the meaningful relationships among the constructs.

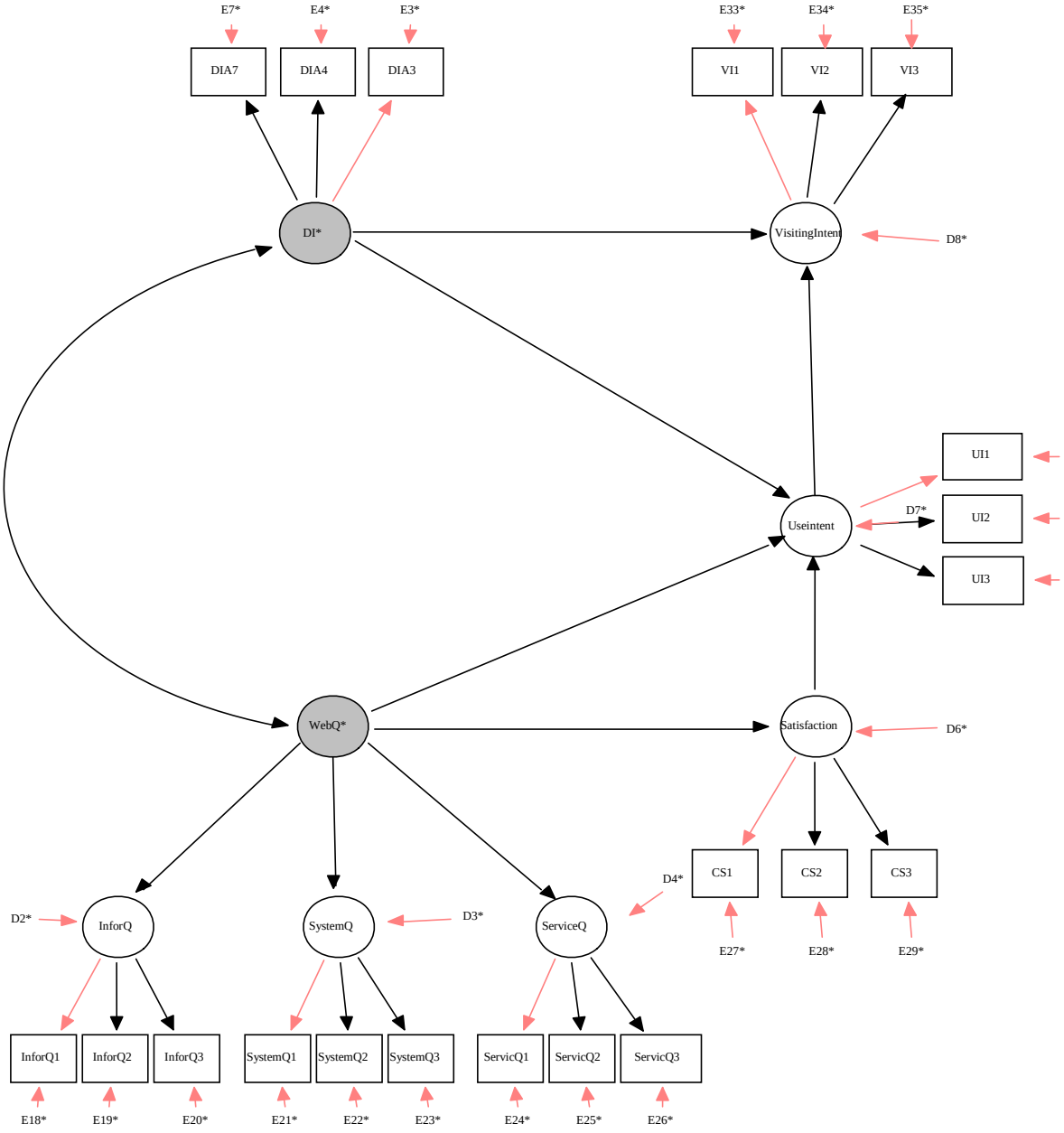

Figure 6. The hypothesized full SEM model.

Note. QW: Quality of travel website design; SystemQ: System quality; InforQ: Information quality; ServiceQ: Service quality; Satisfaction: Website satisfaction; DI: Destination image; UseIntent: Use intention; Satisfaction: Website satisfaction; and VisitingIntent: Visiting intention.

The evaluation of model adequacy was based on the chi-square statistic, comparative fit index (CFI), Bollen fit index (IFI), standard RMR, RMSEA, and inspection of the values of standardized residuals. In addition, the results of the Lagrange Multiplier (LM) test and Wald test were used to determine malfitting parameters in the model modification process. Examination of skewness and kurtosis (univariate and multivariate) indicated that maximum likelihood estimation was appropriate for this study. The correlations among the indicators of the nine constructs were all statistically significant with $p < 0.05$.

Measurement Model Results

The measurement model specified one higher-order factor—quality of website design and four factors—destination image, website satisfaction, use intention, and visiting intention.

The factor of quality of website design loaded on three factors i.e. system quality, information quality, and service quality. In this model, each indicator was constrained to load only on the factor it was designed to measure, the residual terms for all indicators were fixed to be uncorrelated, no equality constraints on the factor loadings were imposed, and the factor covariances were free to be estimated. This model represented a good fit to the data, Satorra-Bentler Scaled $\chi^2(175, N = 1{,}522) = 435.866$, $p < 0.001$, NFI = 0.971, NNFI = 0.979, CFI = 0.982, IFI = 0.982, RMSEA = 0.031 (Confidence interval = 0.028 ~ 0.035). Variance (R^2) in the indicators accounted for by their corresponding constructs was all significantly large, ranging from 0.457 to 0.790.

Factor correlations among the five factors are presented in Table 10. The strongest factor correlation, $r = 953$, was between quality of website design and

website satisfaction and the next strongest, $r = 0.886$, between use intention and website satisfaction.

Table 10.

Factor Correlations among Five Factors

Factors	1	2	3	4	5
1. Quality of website design	1.00				
2. Destination image	0.646	1.00			
3. Use intention	0.872	0.705	1.00		
4. Website satisfaction	0.953	0.634	0.886	1.00	
5. Visiting intention	0.695	0.660	0.772	0.703	1.00

Structural Model Results

To examine the goodness of fit of the hypothesized model, the measurement model was re-specified by imposing the structure of each model (Figure 6). The results of the proposed structural parameters (Figure 7) are summarized in Table 11, and the detailed results of the measurement part appear in the appendix. Final SEM model output is given in Figure 7 on the next page.

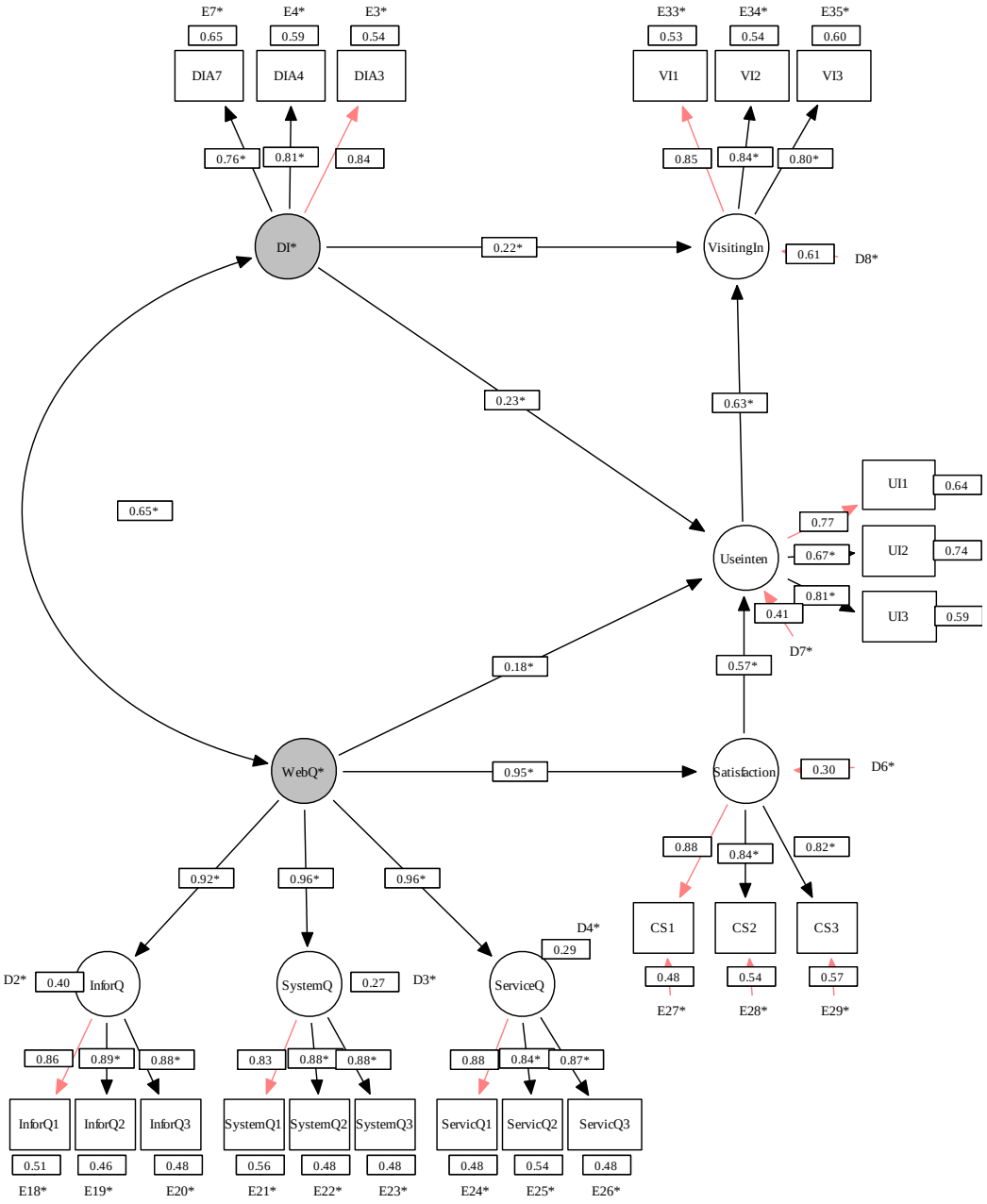

Figure 7. Final SEM model output.

Note. Satorra-Bentler Scaled $\chi^2(237, N = 540) = 791.638$, $p < 0.001$, CFI = 0.906, IFI =0.906, RMSEA = 0.066 [(Confidence interval = 0.061~0.71)].

Compared with the model previously examined in the mediation analysis stages, this model featured an increased number of constrained path coefficients as well as an ordered independent-mediating-dependent construct structure. The fit indices of the hypothesized model indicated that the model represented a good fit to the data [Satorra-Bentler Scaled $\chi^2(178, N = 1{,}522) = 585.1295$, $p < 0.001$, NFI = 0.961, NNFI = 0.968, CFI = 0.973, IFI = 0.973, RMSEA = 0.039 (Confidence interval = 0.035 ~ 0.042)].

To summarize, with the fit index of 0.961 and 0.973 for both NFI and CFI, the significant parameter estimates, and the parsimony and meaningfulness of the paths included in the model, the hypothesized model is considered a fairly good fit to the current data (Figure 7). The Wald test indicated that all free parameters were reasonable and statistically significant. Additional careful examinations of individual parameters of the model in the appendix ensured that the model fit the data well: No evidence of improper solutions was found, all measurement parameters were statistically significant, the confirmatory factor loadings were of relatively large size, and the measurement errors were relatively small.

Based on the results of the analysis, the following three equations were generated by decomposition of the model variables. All three proposed structural equations were supported by the results of the analysis.

Y *website satisfaction* = 0.954 (quality of website design) + *D6*

Y *use intention* = 0.182 (quality of website design) + 0.573 (website satisfaction) + 0.229 (destination image) + *D7*

Y *visiting intention* = 0.626 (use intention) + 0.218 (destination image) + *D8*

Table 11.

Results of the Direct Effect of Each Construct

Path (→)	Unstandardized Estimate	Standard Error	Standardized Estimate	*t* – Value
Destination image → Use Intention	0.199	0.031	0.229	6.515*
Destination image → Visiting Intention	0.226	0.049	0.218	4.609*
Quality of website design → Use intention	0.166	0.098	0.182	1.691**
Quality of website design → Website satisfaction	1.033	0.044	0.954	23.361*
Use intention → Visiting Intention	0.747	0.063	0.626	11.912*

Note. * $p < 0.05$; ** $p < 0.1$

Table 12 provides the results lending support for the six hypotheses. Destination image showed a positive impact on travelers' use intention toward destination website (Hypothesis 1a). The better the destination image potential travelers hold of a destination, the higher intention they will have to use the destination website to search for information regarding the destination. In addition, an attractive and favorable destination image also exercises positive influence on potential travelers' visiting intention to the destination (Hypothesis 1b).

A positive and favorable affective image of the tourist destination can strengthen potential travelers' visiting intention to the destination. In particular, when

consumers' travel motivations, in particular the benefit sought, match the destination image, their visiting intention to the destination becomes high. The quality of website design had a significantly positive impact on use intention toward the destination website (Hypothesis 2a). The quality of website design also appeared to exert a significant positive effect on website satisfaction, which supports Hypothesis 2b.

High quality of website design in terms of information, system, and service quality is expected to positively influence potential travelers' experience with the destination website, and useful and effective website design would increase their satisfaction. Customers' website satisfaction showed considerable positive impact on use intention toward the destination website, which supports Hypothesis 3. Finally, use intention showed a significant influence on potential travelers' visiting intention to destination (Hypothesis 4). This suggests that as the use intention of visitors to a destination website increases, their visiting intention will increase.

Table 12.

Results of Hypotheses Testing

	Hypothesis	Results
H1a	Destination image has a positive effect on use intention	Significant
H1b	Destination image has a positive effect on visiting intention	Significant
H2a	Quality of website design has a positive effect on use intention	Significant
H2b	Quality of website design has a positive effect on website satisfaction	Significant
H3	Customer satisfaction has a positive effect on use intention	Significant
H4	Use intention has a positive effect on visiting intention	Significant

The EQS also examined indirect effects whose constructs mediated other constructs. In general, most of the indirect effects appeared to be statistically significant ($p < 0.05$). The results indicated that the proposed path structure was meaningful. In particular, the indirect effects of the quality of website design, destination image, and website satisfaction via use intention were significant. This model explained approximately 91.9% of the variance in website user satisfaction, 83% of the variance in use intention, and 63.2 % in visiting intention. The direct effect, indirect effect, total effect, and R^2 are summarized in Table 13.

Table 13.

Direct, Indirect, and Total Effects, R^2 of Each Construct

Effect	Direct Effect	Indirect Effect[a]	Total Effect	R^2
On satisfaction				0.911
of quality of website design	0.954***	N/A	0.954***	
On use intention				0.830
of destination image	0.229***	N/A	0.229***	
of quality of website design	0.182*	0.547***	0.729***	
of website satisfaction	0.573***	N/A	0.573***	
On visiting intention				0.632
of destination image	0.218***	0.143**	0.361***	
of use intention	0.626***	N/A	0.626***	
of website satisfaction	N/A	0.359***	0.359***	
of quality of website design	N/A	0.456***	0.456***	

Note. [a]N/A mean there is no indirect effect associated with that construct.

*: $p < 0.1$;**: $p < 0.05$; *** $p < 0.001$.

Results of Testing Factor Mean Differences

This test examines the equivalency of latent mean structures related to the seven dimensions being studied in this study: information quality, system quality, service quality, website satisfaction, use intention, visiting intention, and destination image across respondents who have never visited Britain and those who have been to Britain at least once. There is only one missing value in the data of the group who have never visited Britain (N = 1346) and no missing value found in the data from the group who have been to Britain (N = 176). Given multivariate kurtosis, as indicated by Mardia's normalized estimate of 101.4828 for travelers who have never been to Britain and by Mardia's normalized estimate of 23.1345 for travelers who have been to Britain, all analyses are using robust statistics to address the issue of non-normal distribution data.

Interest focuses on the construct equations to determine whether the factors' means of the three dimensions for the two groups of respondents are significantly different. Given that the group of respondents who have never been to Britain represents the reference group, with a factor means fixed to zero, concentration focused solely on estimates related to the group of respondents who have been to Britain. Table 14 shows these equations. Because the foundations of the analyses are from robust statistics, interpretation of these estimates is done in terms of robust standard errors and resulting z-statistics. These results indicate that the means of Factor 1 (Information quality), Factor 2 (System quality), Factor 3 (Service quality), Factor 4 (Website satisfaction), Factor 5 (Use intention), Factor 6 (Visiting intention),

and Factor 7 (Destination image) for the group of respondents who have never been to Britain are significantly different from those for respondents who have been to Britain. In light of the positive signs associated with these statistically significant values, the findings suggest that information quality, system quality, service quality, website satisfaction, use intention, visiting intention, and destination image for the group of respondents who have never been to Britain are more positive on average than for the group of respondents who have been to Britain.

Table 14.

Traveler Perceptions Latent Mean Estimates

Construct equations with standard errors and test statistics*		
Perception of information quality	F1 =	4.631*V999 + 1.0 D1
		419799.527
		0.0000
		(0.000)
		(1.0E+38)@
Perception of system quality	F2 =	2.380*V999 + 1.0 D2
		0.256
		9.289@
		(0.323)
		(7.371)@
Perception of service quality	F3 =	4.370*V999 + 1.0 D3
		0.031
		143.041@
		(0.040)
		(110.578)@

Table 14. (Continued)

Traveler Perceptions Latent Mean Estimates

Website satisfaction	F4 =	4.668*V999 + 1.0 D1
		0.000
		3.6E+09@
		(0.050)
		(93.873)@
Use intention	F5 =	4.846*V999 + 1.0 D2
		0.000
		1.0E+38@
		(0.050)
		(96.802)@
Visiting intention	F6 =	4.734*V999 + 1.0 D3
		0.000
		1.0E+38@
		(0.030)
		(155.434)@
Destination image	F7 =	5.416*V999 + 1.0 D1
		0.031
		175.161@
		(0.029)
		(189.799)@

*: Statistics significant at the 5% level are marked with @; robust statistics in parentheses.

Table 15.

Results of Confirmatory Factor Analysis

Factors	Mean	SD	Factor loadings	*t* Value
Factor1: Destination image (DIA)				
DIA1: Britain has many places of interest to visit	5.75	1.15	0.84	1.000
DIA2: Britain has natural scenic beauty	5.65	1.20	0.81	34.678
DIA3: Britain has exotic atmosphere	5.88	1.16	0.76	28.880
Factor2: Information quality (InforQ)				
InforQ1: The destination website presents more customized than other website	5.21	1.09	0.86	1.000
InforQ2: There are more in-depth product/ service descriptions available with the destination website than other websites	5.28	1.16	0.89	44.033
InforQ3: The destination website provides more accurate information on travel products than other websites	5.27	1.19	0.88	42.183
Factor3: System quality (SystemQ)				
SystemQ1: The destination website is easy to navigate without having technical problems when surfing the website	4.97	1.14	0.83	1.000
SystemQ2: Search function in the destination website is very helpful for me to better access to tourism related information in the destination website	5.19	1.16	0.87	42.681
SystemQ3: The site is easy to use and search information about the destination	5.18	1.16	0.87	38.293
Factor4: Service quality (ServiceQ)				
ServiceQ1: The destination website shows more empathy can cares about my problem than other websites	5.02	1.14	0.88	1.000

Table 15. (Continued)

Results of Confirmatory Factor Analysis

ServiceQ2: The destination website replies more promptly to my inquiries by email than other websites	4.95	1.16	0.84	42.727
ServiceQ3: The destination website provides high quality of service (assurance)	5.15	1.17	0.87	43.889
Factor5: Website satisfaction (WS)				
WS1: When using such destination website, I have more freedom to search for information about Britain by using a variety of search methods	5.27	1.14	0.87	1.000
WS2: In my perspective, such destination website makes it easier to search for information about the destination	5.06	1.22	0.84	47.190
WS3: Good experience of using destination website strengthens my motivation to visit this destination	5.45	1.20	0.82	41.780
Factor6: Use intention (UI)				
UI1: My wiliness to use destination website to search for information about the destination is higher than other types of information sources	5.44	1.09	0.77	1.000
UI2: I am likely to provide destination website with detailed demographic information it needs to better serve my need	5.10	1.26	0.68	26.239
UI3: Whenever I have information need about the destination, I will go to destination website to search for information about the destination	5.45	1.18	0.81	32.259
Factor7: Visiting intention (VI)				
VI1: I am eager to visit Britain	5.60	1.28	0.80	30.932
VI2: Once I have made a decision to travel overseas, Britain will be my top choice	5.10	1.33	0.84	36.687
VI3: I will choose Britain as my next vacation destination	5.27	1.18	0.85	1.000

CHAPTER V

CONCLUSIONS

This study proposed a comprehensive model which was useful and applicable to explore the factors influencing usage of destination website and visiting intention. It focused on the elements that affect destination image formation on DMO websites, quality of a DMO website design, and website satisfaction in connection with DMO websites' visitors' use intention and visiting intention.

All six proposed hypotheses were supported by the results of the data analysis. The three key factors, destination image, quality of website design, and website satisfaction were shown to have a significant effect upon use intention and visiting intention. Of the three, the quality of website design appears to have the highest total effect on website satisfaction. Its effect on visiting intention also is high given its independent total effect of 0.456 and its indirect effects on use intention and website satisfaction. With limited budgets, this suggests that DMOs should focus on the quality of website design to increase the use intention and in turn visiting intention of website visitors.

This research revealed, first, that regarding the effect of destination image, VisitBritain (VB) Korea website users have a favorable and positive destination image about Britain (e.g., that Britain has many places of interest to visit, natural scenic beauty, and exotic atmosphere), and such an image of Britain as a tourist destination on the VB Korea website has a positively significant impact on website visitors' use intention on the website and can turn their possible visit to Britain to a certain visit. As Beerli and Martin (2004) maintains that the tourist destination image on the website influences the individual's subjective perception and consequent behavior such as revisiting a DMO website and ultimately destination choice, the DMO

website with better destination image would increase their intention to use that destination website to search for information regarding the destination, and a favorable destination image also exercises a positive influence on potential travelers' visiting intention to the destination.

Second, one of the main focuses of this study was to determine whether quality of destination website design would be a major factor to indicate the probability of customer satisfaction and their use intention. As the test results demonstrated, the three components of quality of destination website design (information quality, system quality, and service quality) contributed substantial influence on customer satisfaction and more significant effect on use intention than destination image; the DMO website with better technical design would positively influence consumers' satisfaction and use intention, as a well designed DMO website would bring consumers a positive information search experience. Most important, a DMO website with good design would indirectly have a significantly positive impact on consumers' visiting intention to the destination. Consumers who have visited the VB Korea website agreed that the website's design is better than that of other DMO websites in terms of information quality, system quality, and service quality. Those three dimensions (information quality, system quality, and service quality) were used to measure the quality of the DMO website design. The response of VB Korea website visitors proved that the high quality of a DMO website design significantly positively affects both use intention and website users' satisfaction, and their highly satisfactory website experience positively influences the use intention of both experienced and inexperienced website users, and even indirectly strengthens their motivation to visit the destination. The results correspond with the assertions of Cunliffe (2000), who emphasizes that good quality website design increases the

number of repeat visitors to the website, and Xiang and Fesenmaier (2006), who suggest that consumers' favorable perception of a website influences the website visitors' intention to actually visit the destination.

Finally, consumers' satisfaction with the VB Korea website design is positively correlated to consumers' use of the website. Because when website visitors are satisfied with a destination website, they would spend a longer time in searching for information they need at the website and would revisit the website. The results also show that user satisfaction has an indirect effect on consumers' visiting intention to the destination: this counters the argument of Kao et al. (2005) that website satisfaction is not correlated to website users' visiting intention to the destination. Additionally, as the results of this study show, the factor with the most significant effect on visiting intention to Britain is website visitors' use intention. That is, the higher the use intention consumers have toward the VB Korea website, the greater the possibility that they would actually visit Britain.

However, one of the significant results of the tests on the VB Korea website is that consumers who have never been to Britain presented, on average, more positive responses on all the five factors—destination image, quality of website design, website satisfaction, use intention, and visiting intention— than the group of respondents who have been to Britain. This result also corresponds to the findings in the previous literature on destination image (Fakeye & Crompton, 1991) that the power of destination image is notable to first-time visitors to the website. This means that DMO websites have a high possibility of leading first-time visitors to the website to become repeat visitors and also to motivate the repeat visitors of destination website into actual visitors to the destinations, depending on the maximum use of the websites, which entails both quality and quantity. That is, depending on how DMOs

use their websites as a marketing tool, they can attract as many first-time visitors to the website as possible and motivate them to actually visit the destination.

Thus, this study established a new comprehensive model for effective destination website marketing, emphasizing the importance of good quality of website design. The results of this study provide a foundation on which destination marketers can base their efforts to develop and implement effective website marketing strategies that increase both repeat visitors to a website and the number of travelers to their destinations.

Recommendations

As the key findings of this research on the VB Korea website show, the quality of website design is the most important factor influencing user satisfaction and use intention, generating a strong effect on visiting intention. Accordingly, destination marketers should build and maintain their websites' design at a high level of quality, focusing on the major components of successful website design tested in this study: information quality, system quality, and service quality. In terms of information quality, destination marketers should strive to develop accurate, detailed, and customized information sources. With regard to system quality, a destination website should be easy to use and navigate, and the search function should enable website users to search for information about tourism products or services on the website without any difficulty. For service quality, destination marketers should pay attention to improving the quality of the website's responsiveness and assurance, demonstrating greater empathy with consumers. For a destination website to be successful, it should not only provide a high quality data repository of destination information but also serve as a high quality platform for travelers to be able to easily use it for a variety of

useful functions, such as transactions. Such good quality of website design will have a significant positive impact on user satisfaction and increase repeat visitors to the website and ultimately motivate them to become actual visitors to a destination.

The finding that respondents who had never been to Britain presented more positive responses on all five factors than respondents who had been to Britain suggests that DMOs might consider a different approach for effective website marketing. Destination marketers can consider promoting their website proactively through other online information portals such as search engines like Google and Yahoo, blogs, and communities in order to drive more first-time visitor traffic to the website and ultimately to the destination. A high quality website design is more likely to gain repeat visitors to a destination website than to attract new visitors to the website. Therefore, promoting a destination website with appropriate commercial partners and affiliations such as Google, Yahoo, Flickr, and facebook through effective search engine optimization or search engine marketing across all regional locations would be necessary to effectively attract first-time visitors to a destination website and an actual destination.

Limitations and Future Research

This study has several limitations. First, the study has a geographical limitation as it is restricted to South Koreans who use the VB Korea website. Future research should include participants from various geographic and cultural contexts to obtain data from a more general population in order to generalize the results. Second, the research found that the participants who were satisfied with the website indicated that they may visit Britain, but it was not known whether they actually purchase a trip to Britain. To overcome this limitation, future research needs to include a follow-up

survey to ascertain whether or not website visitors actually visited the destination under consideration. There are also a wide range of qualitative variables that were not analyzed in this study that future researchers could include in their analysis by expanding the model developed in this study or developing an entirely new approach.

APPENDIX: Survey Instrument

Seven-Point Likert Scale

Background questions:

1. Have you traveled to other countries before?

   Never
   1 to 3 times
   4 to 6 times
   7 to 9 times
   10 to 12 times
   13 to 15 times
   More than 16 times

2. In the past 3 years, how many trips have you taken outside Korea?

   Never; 1 to 3 times; 4 to 6 times; 7 to 9 times; more than 10 times

3. In the past five years, have you visited Britain (Italy) previously?

   Yes

   How many times?

   No

Survey Statement

Factors	
Destination Image (DI)	Regarding the tourism image of Britain on the website, to what extent do you disagree or agree with following statement: 1: Strongly disagree; 2: Mostly disagree; 3: Somewhat disagree; 4: Neutral; 5: Somewhat agree; 6: Mostly agree; 7: Strongly agree
DIA1	Britain has many places of interest to visit
DIA2	Britain has natural scenic beauty
DIA3	Britain has exotic atmosphere
Factors	
Quality of destination website design	When using website of tourism destination, to what extent do you disagree or agree with following statement: 1: Strongly disagree; 2: Mostly disagree; 3: Somewhat disagree; 4: Neutral; 5: Somewhat agree; 6: Mostly agree; 7: Strongly agree
Information Q	
InforQ1	The destination website presents more customized information than other websites
InforQ2	There are more in-depth product/service descriptions available with the destination website than other websites
InforQ3	The destination website provides more accurate information of travel products than other websites
System Q	
SystemQ1	The destination website is easy to navigate without having technical problems when surfing the website
SystemQ2	Search function in the destination website is very helpful for me to better access to tourism related information in the destination website
SystemQ3	The site is easy to use and search information about the destination
Service Q	
ServiceQ1	The destination website shows more empathy can cares about my problem than other websites
ServiceQ2	The destination website replies more promptly to my inquiries by email than other websites

Survey Statement (Continued)

ServiceQ3	The destination website provides high quality of service (assurance)
Factors	
Website satisfaction (WS)	
	When using website of tourism destination, to what extent do you disagree or agree with following statement: 1: Strongly disagree; 2: Mostly disagree; 3: Somewhat disagree; 4: Neutral; 5: Somewhat agree; 6: Mostly agree; 7: Strongly agree
WS1	When using such destination website, I have more freedom to search for information about Britain by using a variety of search methods
WS2	In my perspective, such destination website makes it easier to search for information about the destination.
WS3	Good experience of using destination website strengthens my motivation to visit this destination.
Factors	
Use intention (UI)	Regarding your intention to use destination website, to what extent do you disagree or agree with the following statements: 1: Strongly disagree; 2: Mostly disagree; 3: Somewhat disagree; 4: Neutral; 5: Somewhat agree; 6: Mostly agree; 7: Strongly agree
UI1	My wiliness to use destination website to search for information about the destination is higher than other types of information sources
UI2	I am likely to provide destination website with detailed demographic information it needs to better serve my need.
UI3	Whenever I have information need about the destination, I will go to destination website to search for information about the destination.
Factors	
Visiting intention (VI)	1: Strongly disagree; 2: Mostly disagree; 3: Somewhat disagree; 4: Neutral; 5: Somewhat agree; 6: Mostly agree; 7: Strongly agree
VI1	I am eager to visit Britain
VI2	Once I have made a decision to travel overseas, Britain will be my top choice
VI3	I will choose Britain as my next vacation destination

Questions about demographic information

- Gender
- Marital status
- Highest level of education
- Total annual household income

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