

세션 3 (관광일반)**장소 : 경희대학교 본603호**

16:00 ~ 16:20	· KTX 가	()	() ()	
16:20 ~ 16:40	· 가 , - Lynch -	() ()	() ()	()
16:40 ~ 16:50	· Break time			
16:50 ~ 17:10	· Influences of social capital and festival participation on subjective well - being	()	() Daniel Kessler()	
17:10 ~ 17:30	· Wellness Tourism Branding - An analysis of destination marketing through Instagram -	Daniel Kessler() Jun - Hyuk() Lee, Yujin Shin ()	() Michalis Toanoglou()	()

강릉선 KTX 개통에 따른 철도이용객의 방문유형에 대한 만족도 평가 및 관광실태분석

An Analysis on the Satisfaction Evaluation and Tourism Status of the Visitor's
Visibility by KTX Opening on the Gangneung Line

*

Lee, Je - yong

ABSTRACT

With the 2018 Pyeongchang Winter Olympic, the KTX on the Gangneung Line was opened on Dec. 22, 2017 and became an Olympic legacy, giving users a chance to recognize the concept of street speed in Gangneung. This study aims to establish a tourism strategy for visitors to and from Seoul and Gangneung through field-based survey analysis of inconveniences and improvements in tourism behavior in Gangneung City among visiting types of areas. According to the analysis, there is an urgent need for a storytelling-type tourism course, souvenirs, winter tourism products, and expansion of facilities to see. In the transportation sector, the proximity of city buses to tourist destinations was inconvenient, and parking in the central market each appeared. At the convenience facilities, the majority of the respondents said that there was a shortage of souvenirs, specialties, cafes and restaurants in Gangneung Station and that areas near Gangneung Station were poor. In the area of kindness and service, the merchant's service mind is insufficient, service improvement of Gyeongpo restaurant is needed, and exclusivity of local people is raised. There was a consensus that rest facilities at Gangneung Station should be supplemented with other areas, and that the wastebasket in the city should be prepared..

key words : Gangneung Line KTX, Tourism, Public Transport, Service Sector

* 가 , tree@cku.ackr : , ()

2004 4 1
 KTX
 (, 2019).

2017 12 22
 2018 4 16
 (, 2019).
 KTX 가

가 KTX
 2019 1 11 ~1 27 17
 1,050 ,
 1,000
 1,000
 , , , , , 1 , , ,
 , , , , , ,
 , KTX
 .

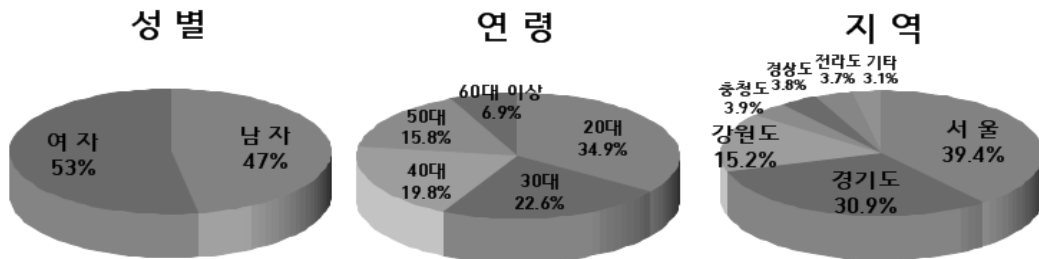
1.
 1,000
 473 (47.3%), 527 (52.7%) , 20 가
 349

(34.9%), 30 가 226 (22.6%), 40 가 198 (19.8%), 50 가 158 (15.8%), 60 69 (6.9%), 394 (39.4%), 309 (30.9%), 152 (15.2%), 39 (3.9%), 38 (3.8%), 37 (3.7%), 31 (3.1%) 가 .

[1]

(N=1.000)

		()	(%)
		473	47.3
		527	53.3
20	20	349	34.9
	30	226	22.6
	40	198	19.8
	50	158	15.8
	60	69	6.9
		394	39.4
30		309	30.9
		152	15.2
		39	3.9
		38	3.8
		37	3.7
		31	3.1



[1]

697 (69.7%) 가 .
 1 2 353 (35.3%) 가
 332(33.2%), 323 (32.3%) 가
 444 (44.4%) 가 .

[2]

(N=1.000)

		()	(%)
		697	69.7
		115	11.5
	,	130	13.0
	/	27	2.7
		31	3.1
		143	14.3
	1	338	33.8
	2	353	35.3
	3	88	8.8
	4	55	5.5
		23	2.3
		121	12.1
	가	332	33.2
		323	32.3
		92	9.2
		128	12.8
		4	0.4
		444	44.4
		169	16.9
		190	19.0
		103	10.3
		22	2.2
		72	7.2
		228	22.8
		492	49.2
		140	14.0
	가	110	11.0
		21	2.1
		9	0.9
		301	30.1
		595	59.5
		104	10.4
	2	175	29.0
	3	166	28.0
	4	93	16.0
	5	161	27.0
		256	25.6
		128	12.8
		162	16.2
		124	12.4
()		187	18.7
		87	8.7
		56	5.6

가 492 (49.2%) 가

가

가

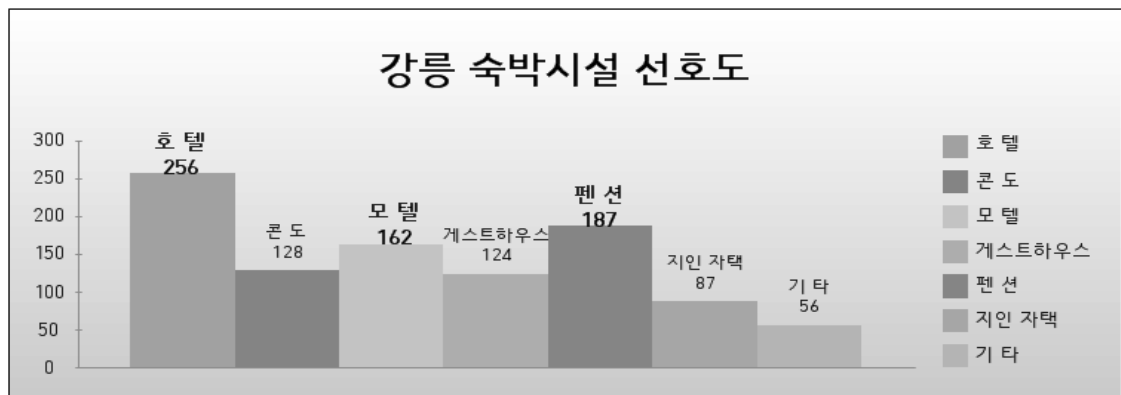
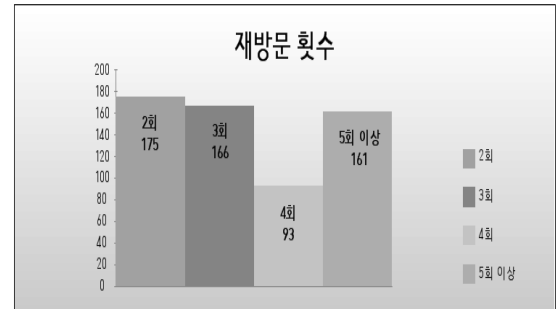
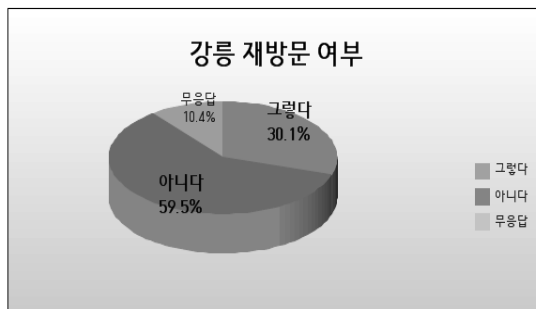
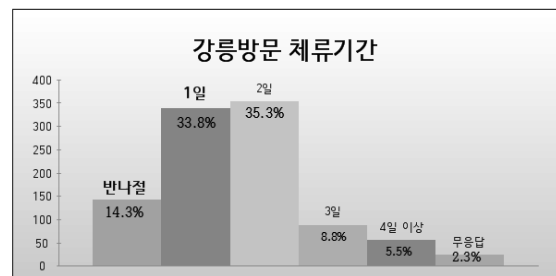
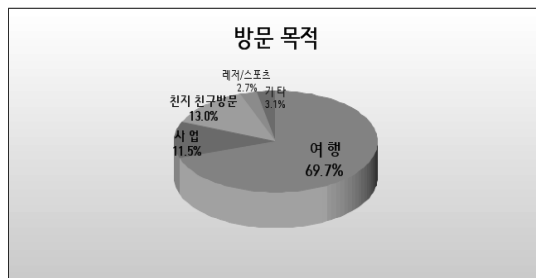
595 (59.5%)

52.3%가

48.5%

53.6%

가



[2]

KTX

가

2.

295
 (29.5%) 349 (34.9%) 333
 (33.3%) 383 (38.3%)

[3] (N=1.000)

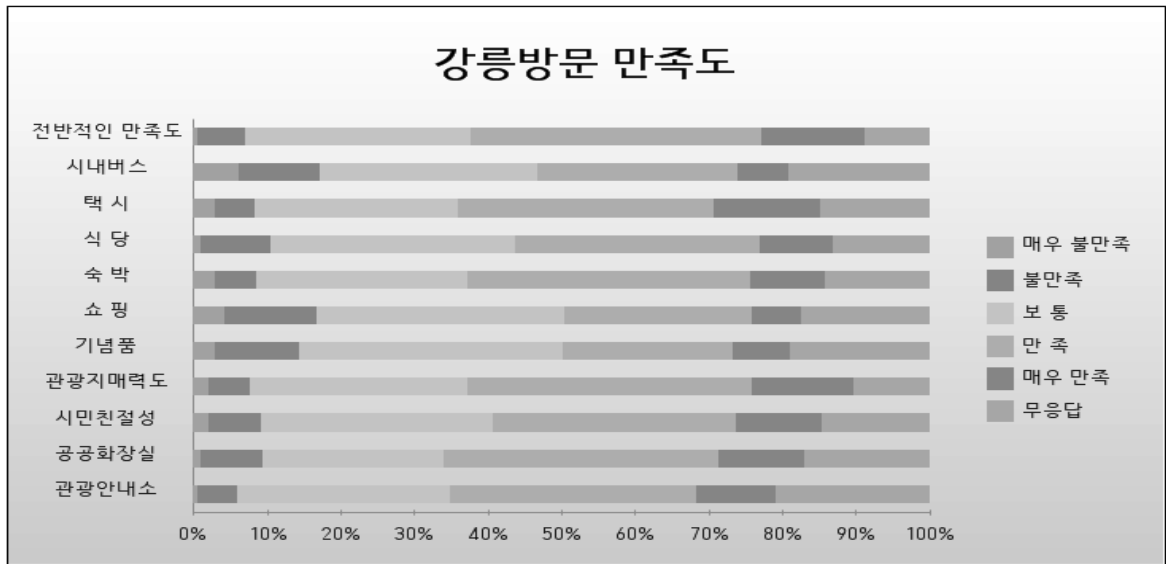
	68	273	295	110	62	192
	6.8%	27.3%	29.5%	11%	6.2%	19.2%
	144	349	276	54	29	148
	14.4%	34.9%	27.6%	5.4%	2.9%	14.8%
	98	332	333	96	9	132
	9.8%	33.2%	33.3%	9.6%	0.9%	13.2%
	102	383	288	56	29	142
	10.2%	38.3%	28.8%	5.6%	2.9%	14.2%
	67	254	336	126	42	175
	6.7%	25.4%	33.6%	12.6%	4.2%	17.5%
	78	232	358	113	30	189
	7.8%	23.2%	35.8%	11.3%	3%	18.9%
	137	386	297	56	20	104
	13.7%	38.6%	29.7%	5.6%	2%	10.4%
	117	331	314	72	20	146
	11.7%	33.1%	31.4%	7.2%	2%	14.6%
	116	374	245	84	11	170
	11.6%	37.4%	24.5%	8.4%	1.1%	17%
	108	335	289	5	3	209
	10.8%	33.5%	28.9%	5.3%	0.6%	20.9%

336 (33.6%), 358 (35.8%)

386 (38.6%)

331 (33.1%)
 (33.5%)

374 (37.4%), 335



[3]

468 (46.8%)가

571 (57.1%)

[4]

(N=1,000)

	3(0.3%)	43(4.3%)	468(46.8%)	345(34.5%)	84(8.4%)	57(5.7%)
	2(0.2%)	28(2.8%)	186(18.6%)	571(57.1%)	155(15.5%)	58(5.8%)

3.

1,000

가

가 .

가

1)

가

가

가

KTX

가

가 (, ,) (, ,)

[5] 가 (N=4,911)

	783	15.0
	576	12.0
	430	9.0
	306	6.0
	557	11.0
	301	6.0
	221	5.0
	476	10.0
	183	4.0
/	300	6.0
	111	2.0
/	141	3.0
	35	1.0
	225	5.0
	27	0.6
	158	3.0
	62	1.0
	19	0.4

2) 1

1 5-10 1-5 가

[6] 1 (N=)

	(:)				
	1 - 5	5 - 10	10 - 15	15 - 20	20
	249	257	157	55	49
	266	234	185	97	58
	476	164	100	28	6
	332	180	91	30	29
	237	128	59	5	10

3)

가 20% 가 , , ..

[7]

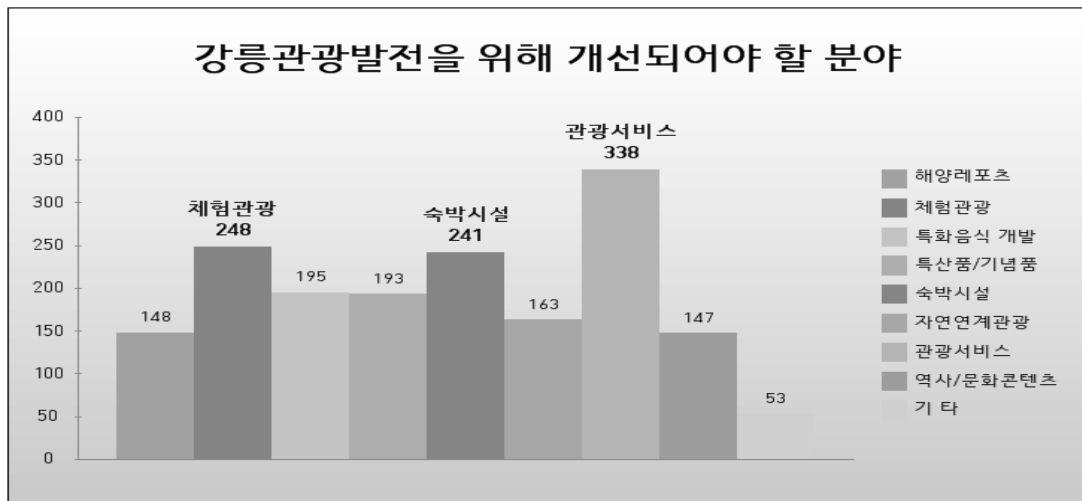
(N=1,726)

	148	8.5
	248	14.3
	195	11.2
/	193	11.1
	241	13.9
	163	9.5
	338	19.6
/	147	8.6
	53	3.3

가

가 < >

< > < > < / > 14%, 10%, 9%



[4]

KTX

가

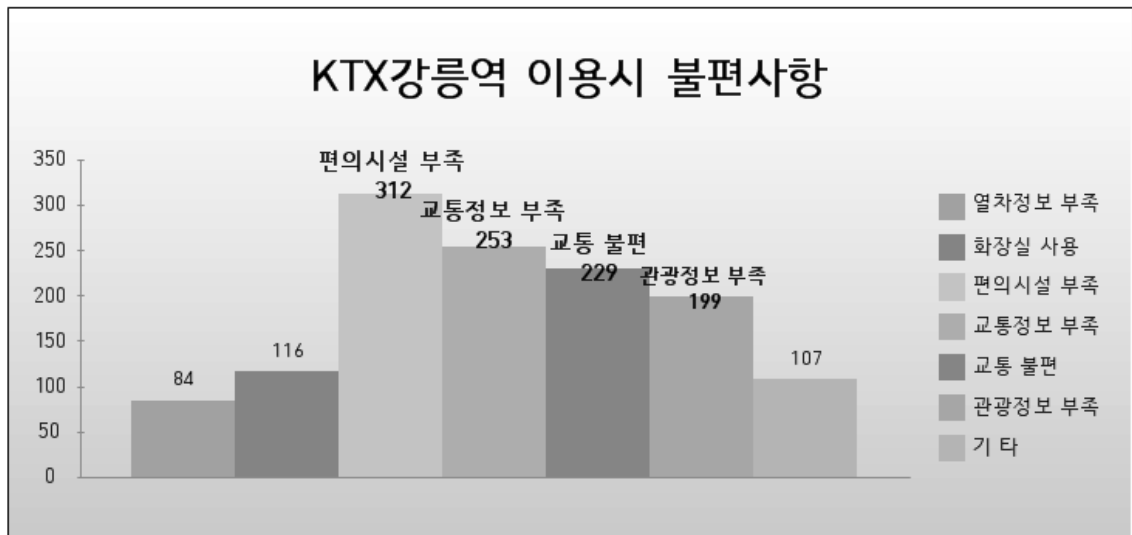
4) KTX

KTX

KTX

[8] KTX (N=1,302)

	84	6.5
	116	8.9
	312	24.0
	253	19.5
	229	17.6
	199	15.3
	107	8.2



[5] KTX

-
- KTIX
- ,
- ,
- 가
- .
- 1) 가
- ()
- 2) 가 가 가
- 가
- (48%)
- 23 (35%)
- 3 (9%)
- 4 (6%)
- 3) ()
- (30.5%)
- (30.5%)
- (14.0%)
- (8.8%)
- (7.1%)

4)

(20.5%)

(14%)

(11.0%)

5) KTX

가

(24%)

(19.5%)

(17.6%)

참고문헌

(2019).

:

(2019).

KTX

1

, 22(1), 20 - 28.

- Lynch의 도시이미지 이론을 중심으로 -

LI, Wen - ya · Lee, Gye - hee

가 가

(Lynch, 1960). Lynch(1960) , 가 , , ,

(, 2009). 20

(Lynch, 1960). ,

(Lynch, 1960). , 가

(, 2017; Lynch, 1960).

,

(Lynch, 1960). ,

(Lynch, 1960).

(Lynch, 1960).

2004 60% (, 2011)

가

(, 2000). Lynch

가

·

Lynch(1960) 가 가

· , 가

(, 2017). , 가 ,

· , (, 2017). 가 가

1990 (Bristol Legible City, 2003). ,

가 , (Lynch, 1960).

(, 2015).

· , (, 2017). (2004)

· , 가

(Lynch, 1960).

(Lynch, 1960). 가

(Lynch, 1960). 가

(Lynch, 1960). 가

(Lynch, 1960).

가

(Hyun & Kang, 2014). ,

(Manzo, 2005).

(, 2016).

(, 2009). Tung & Ritchie(2011)

·

Kim(2014) . 가 (Park & Santos, 2017). Larsen(2007) . (, 2017).

(가 , 2017).

[1] . (2010) (+) (, 2004). (2018) 가 (2017) 가 , (Kim, 2014; Sthapit, Bjork, & Coudounaris, 2017). (2017); (2002); (2017); (2010); (2017); Van der Ham, Kant, Postma, & Visser - Meily(2013) (2005); (2017ab) Brown & Raymond(2007) Kim(2009) 20 2019 10 14 20 500 , 454 Google Survey SPSS 25.0 , AMOS 22.0 1 2 (, 2012). , C.R. ±2 1

가 ,

(, 2012), ± 2

1

AVE

(, 2012). AVE

(, 2012). ,

, C.R.

± 2

1 (,

2012). 가 (+)

가 H1

H2a (+)

H2b (+)

가 H3a (+)

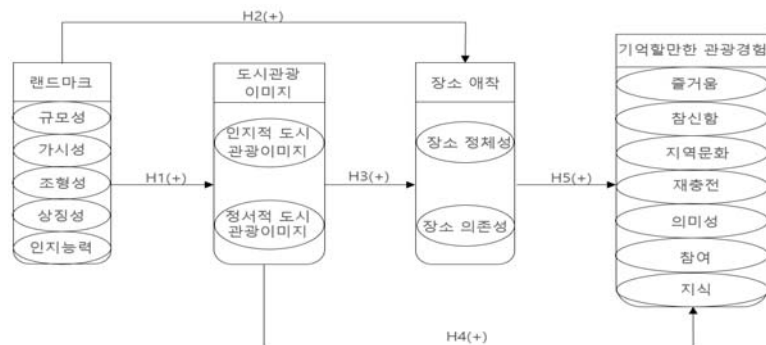
가 H3b MTE (+) 가 H4

MTE (+) 가 H5a ,

MTE (+) 가 H5b

(Lynch, 1960).

(, 2009; , 2016).



$$[1]$$

			%				%
		177	38.99		20 - 29	186	40.97
		277	61.01		30 - 39	129	28.41
가		75	16.52		40 - 49	79	17.40
		169	37.22		50	60	13.22
		24	5.29			339	74.67
		46	10.13			58	12.78
		106	23.35			12	2.64
		12	2.64			28	6.17
		13	2.86			13	2.86
		9	1.98			4	0.88

[2] MTE

	.734						
	.401(.161)	.701					
	.288(.083)	.386(.149)	.744				
	.372(.138)	.468(.219)	.384(.147)	.712			
	.314(.099)	.418(.175)	.339(.115)	.451(.203)	.739		
	.319(.102)	.369(.136)	.313(.098)	.405(.164)	.377(.142)	.745	.733
	.343(.118)	.418(.175)	.333(.111)	.380(.144)	.388(.151)	.372(.138)	1

[3] ,

[illegible]

가 ,

가				S.E.	C.R.	p	
H1		.768	1.187	.113	10.483	.000	<p>CMIN=676.462, DF=319, CMIN/DF=2.121 , p=.000, GFI=.901, CFI=.962, NFI=.931, IFI=.962, RMSEA=.050, RMR=.033</p>
H2a		.030	0.085	.211	0.403	.687	
H2b		.223	0.535	.187	2.865	.004	
H3a		.674	1.237	.147	8.440	.000	
H3b		.474	0.735	.122	6.038	.000	
H4	MTE	.583	0.601	.060	10.026	.000	
H5a	MTE	.022	0.013	.042	0.297	.766	
H5b	MTE	.285	0.189	.047	4.040	.000	

[5] MTE

		1 CFA			2 CFA					SRW	t	C.R. AVE
		SRW	t	C.R. AVE	SRW	t	C.R. AVE					
	1	.808	N/A	.920 (.743)	.812	N/A	.920 (.734)	가	.556	N/A	.895 (.635)	
	2	.817	19.368		.815	19.376			.611	11.208		
	3	.740	17.062		.738	17.057			.753	11.238		
	4	.793	18.627		.794	18.707			.838	11.805		
	1	.773	N/A	.904 (.701)	.774	N/A	.904 (.702)			.766	10.699	.944 (.772)
	2	.824	18.743		.826	18.774			.720	16.337		
	3	.832	18.954		.831	18.922			.656	15.034		
	4	.760	16.99		.758	16.929			.825	N/A		
	1	.829	N/A	.897 (.744)	.827	N/A	.897 (.745)			.705	16.461	
	2	.749	15.365		.753	15.364			.794	18.72		
	3	.861	18.261		.860	18.073						
	1	.842	N/A	.908 (.712)	.841	N/A	.908 (.712)		- 1	.827	N/A	.914 (.641)
	2	.782	19.29		.785	19.372			- 2	.724	17.237	
	3	.762	18.482		.760	18.363			- 3	.792	19.752	
	4	.805	20.047		.803	19.928			- 4	.857	22.329	
									- 5	.830	21.169	
	1	.872	N/A	.894 (.739)	.870	N/A	.894 (.738)	- 6	.823	20.987		
	2	.820	21.426		.818	21.277		- 1	.785	N/A		
	3	.786	20.057		.788	20.08		- 2	.826	19.253		
	1	.804	N/A	.897 (.745)	.804	N/A	.897 (.745)	- 3	.833	19.273	.902 (.648)	
	2	.793	18.292		.792	18.263		- 4	.875	20.551		
	3	.816	18.967		.817	18.972		- 5	.847	17.236		
	1	.809	N/A	.892 (.733)	.811	N/A	.892 (.734)		.799	N/A	.964 (.794)	
	2	.778	17.825		.778	17.859			.849	23.955		
	3	.825	19.155		.823	19.156			.739	17.497		
2				.879	N/A	0.979 (.871)	MTE		.850	20.807		
				.930	15.365				.818	18.487		
				.757	13.197				.823	20.081		
				.910	16.31				.812	19.515		
				.873	15.341			CMIN=669.676, DF=318, CMIN/DF=2.106, p=.000, GFI=.902, CFI=.963, NFI=.932, IFI=.963, RMSEA=.049, RMR=.033				
				.906	15.485							
				.879	15.228							
												CMIN=434.449, DF=237, CMIN/DF=1.833, p=.000, GFI=.926, CFI=.974, NFI=.944, IFI=.974, RMSEA=.043, RMR=.024
			CMIN=413.209, DF=226, CMIN/DF=1.828, p=.000, GFI=.930, CFI=.975, NFI=.947, IFI=.975, RMSEA=.043, RMR=.023									

참고문헌

- (2004). , : .
- . (2017). , , 29(11), 145 - 161.
- . (2002). , 30(4), 9 - 18.
- . (2017). , 31(3),

- 21 - 33.
- (2009). , 18(3), 233 - 248.
- (2015). , 21(0), 97 - 211.
- (2011). 가 , 31(0), 269 - 288.
- 가 (2017). (MTE) :
- (2017a). - , 45(4), 104 - 117.
- . (2017b). - SNS , 19 - 21.
- (2012). : .
- (2010). , 20(4), 65 - 76.
- (2016). 가 , 27(1), 121 - 136.
- (2017). (MTE) , 31(1), 19 - 34.
- (2017). , 31(1), 95 - 106.
- (2004). , 17(1), 373 - 382.
- (2010). - , 43(0), 133 - 158.
- (2018). , 519 - 521.
- (2009). , 18(2), 201 - 219.
- (2000). , 4(1), 79 - 94.
- (2005). , 6(1), 93 - 106.
- Brown, G., & Raymond, C. (2007). The relationship between place attachment and landscape values: toward mapping place attachment. *Applied Geography*, 27(2), 89 - 111.
- Hyun, S., & Kang, J. (2014). A better investment in luxury restaurants: Environmental or non - environmental cues?. *International Journal of Hospitality Management*, 39, 57 - 70.
- Kim, J. (2009). Development of a scale to measure memorable tourism experiences. Unpublished doctoral thesis, Indiana University, Bloomington.
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism*

- Management, 44, 34 - 45.
- Larsen, S. (2007). Aspects of a psychology of the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 7 - 18.
- Lynch, K. (1960). *The Image of the City*. USA, Harvard University Press.
- Park, S., & Santos, C. A. (2017). Exploring the Tourist Experience: A Sequential Approach. *Journal of Travel Research*, 56(1), 16 - 27.
- Sthapit, E., Bjork, P., & Coudounaris, D. N. (2017). Emotions elicited by local food consumption, memories, place attachment and behavioural intentions. *Anatolia*, 28(3), 363 - 380.
- Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367 - 1386.
- Van der Ham, I. J. M., Kant, N., Postma, A., & Visser - Meily, J. M. A. (2013). Is navigation ability a problem in mild stroke patients? Insights from self - reported navigation measures. *Journal of Rehabilitation Medicine*, 45(5), 429 - 433.
- Bristol Legible City (2003). The concept of a Legible City, <https://is.gd/i1IEKu>

Influences of social capital and festival participation on subjective well-being

*

Ahn, Young -joo

. Introduction

People as a social animal make efforts to build social networks and trust with family members and other people. These social relationships could be trust based social assets for development of social bonds or co - production. Therefore, social capital has been developed and conceptualized with multiple dimensions (Putnam, 1993, 1995). Human well -being can be enhanced through social capital that deepen strong social relationships (Helliwell & Wang, 2011). Well -being is also enhanced through community engagement such as church -going, sport and leisure participation, and community campaign participation as well as individual social relationships. Previous research has demonstrated that activity participation in community such as festival is essential for building social inclusion (Laing and Mair, 2015). Shared values through community activities and festival participation increase opportunities to facilitate local culture and place attachment (Arcodia & Whitford, 2006).

Therefore, the purpose of this study is to examine the influence of social capital and festival participation on subjective wellbeing. Moreover, this study examines whether the influence of social capital on subjective well -being could be mediated by festival participation.

. Literature review

Social capital has been applied in various ways. Social capital refers to “ features of social organization, such as networks, norms, and trust that facilitate co - ordination and cooperation for mutual benefit (Putnam, 1993, p. 35). ” Conceptual literature divides social capital into three

* , yjahn@sejong.ac.kr : ,

groups: structural, cognitive, and relational social capital (Coleman, 1988).

Structural social capital is related to the connected social network of people who individuals knows. Essential aspects of structural social capital are bridging of social capital and bonding of social capital. Bridging of social capital refers to how many people individuals knows or how many social ties individuals have. Bonding of social capital refers to how strong the tie is.

Cognitive social capital is associated with intangible aspects such as shared value, goals, and culture. Finally, relational social capital is the affective part as it describes relationships in terms of interpersonal trust, shared norms, and social identity (Coleman, 1988). Previous studies have demonstrated social capital from supportive social ties increase individuals' mental health and reduce negative health symptoms than those who has smaller social interaction and has a social in the absence or the lack of trust.

There has been increasing use of life evaluation to measure subjective well-being such as happiness, life satisfaction, and scope of wealth (Helliwell, 2003). Previous research has demonstrated that social capital can be positively associated with happiness and subjective well-being (Helliwell & Wang, 2011; Helliwell, 2003; Putnam, 2005). On the other hand, individuals who has small interactions with family and neighbors and fewer trust-based relationships which provide a sense of belonging has been linked to negative physical and mental health conditions (Kawachi & Berkman, 2001). Individual with higher social capital is more likely to show increased self-care motivation such as regular exercise and community involvement such as sports, leisure, festival activity participation, church-going, community activities (Kawachi & Berkman, 2001).

Festival can bring several benefits such as host communities' economic boost, infrastructure improvement, and cultural resource development around festival venue (Derrett, 2003; Laing and Mair, 2015). Moreover, festival facilitates local community members and visitors to participate in various activities and increase the creation of shared value and a understanding of culture. This study can contribute to enrichment by providing empirical research which examines the relationships between social capital, festival participation, and subjective well-being.

. Method

1. Proposed model and hypotheses

1) Data collection and proposed model

The data were obtained from the data for ‘ Social Well -being Survey in Asia (SoWSA). ’ This study utilized the data, “ International Comparative Survey on Lifestyle and Values (ICSLV) SWB South Korea Survey 2015 ” which was conducted by Korea National University. The nationwide surveys had been collected through website, partly telephone survey from July 14 to 22, 2015. Proportionate quota sampling by sex, age, and region was employed for data collection. A total of respondents were 2,000 people. However, unusable observations with missing values or not available in this area were deleted, leaving 1,694 available for analysis.

2) Hypotheses

Social capital and subjective well -being

H1: Social network has a positive effect on subjective well -being.

H1 - 1 Social network (interaction with family and relatives) has a positive effect on subjective well -being.

H1 - 2 Social network (interaction with neighbors) has a positive effect on subjective well -being.

H1 - 3 Social network (ratio of neighbor interaction) has a positive effect on subjective well -being.

H1 - 4 Social trust (trust of family and relatives) has a positive effect on subjective well -being.

H1 - 5 Social trust (trust of neighbors) has a positive effect on subjective well -being.

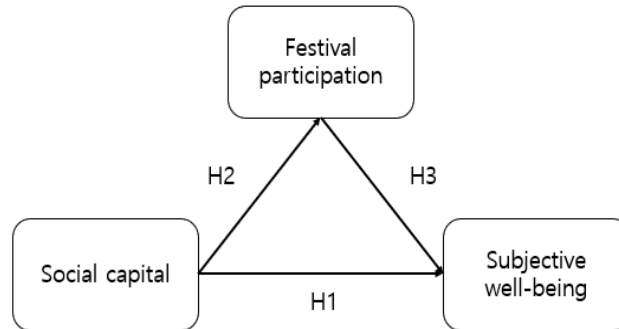
Social capital and festival participation

H2: Social capital has a positive effect on subjective well -being.

Festival participation and subjective well-being

H3: Festival participation has a positive effect on subjective well-being.

[Figure 1] present the proposed model in this study.



[Figure 1] Proposed model

2. Measure

1) Subjective well-being

The dependent variable is self-rated subjective well-being. The respondents answer a question, “How happy are currently?” on a 10-point Likert scale from (0) being “very unhappy” and (10) being “very happy”.

2) Social capital

Social capital includes two sub categories: social network (interaction) and social trust. Social trust includes two questions: trust of family/relatives and trust of neighbors. The respondents answer questions, “To what degree do you feel you can trust or not trust the following people? (family and relative, neighborhood)” on a 5-point likert scale from (1) cannot trust at all to (5) I can trust a lot.

Social network includes three questions: interaction of family/relatives and interaction of neighbors. The respondents answer questions, “How often do you interact with the following people?? (family and relative, neighborhood)” on a 5-point Likert scale from (1) not at all, (2) rarely (once a year or every few years), (3) sometimes (once a month, or several times a year),

(4) somewhat frequently (once a week, or several times a month), (5) nearly on a daily basis (multiple times per week). The question of interaction of neighbors was. (1) I do not interact with neighbors at all, (2) I have minimal interaction with neighbors, only greeting each other (3) I have daily interactions and conversations with neighbors, (4) I consult with and share everyday items with some, (5) I feel the same as family with many.

Finally, social network includes ratio of neighbors interacted with. The item includes a 5 - point Likert scale from (1) I do not know the names of my neighbors, (2) I only know and interact with my immediate neighbors, (3) I know and interact with about half of my neighbors, (4) I know and interact with many of my neighbors, and (5) I know and interact with most all my neighbors.

3) Festival participation

In terms of festival participation, the respondents answer a question, “ How involved are you in traditional festivals in you area in which many other members of your community participate? ” on a 5 - point Likert scale from (1) never attend, (2) I don ’ t usually attend, (3) I sometimes participate, (4) I try to participate every time, (5) I usually participate.

4) Demographic characteristics

The individual characteristics are variables that indicate age, gender, marital status, household income, occupation, religion, residential area.

3. Analysis

Multiple regression models and KHB method (Karlson/Holm/Breen method) were employed to examine and decompose influences of social capital and festival participation on subjective well - being. Stata 16 was used to analyze the data of this study.

. Results

1. Demographic characteristics

Table 1 present the respondents' demographic characteristics in this study. As shown in Table 1, the demographic information were presented. Approximately 47.52% of the respondents were

male. The respondents were almost evenly distributed among the five age groups. Approximately 34.83% of the respondents were married. The highest number reported an income of 4,000,000 - 6,999,999 Korean won (KRW) (41.26%). Approximately 49.35% of the respondents were regular employee/civil servant. Approximately 47.93% of the respondents reported they has religion.

[Table 1] Demographic information

Variable Item	(n)	(%)	Variable Item	(n)	(%)
Age			(Monthly) household income		
20 - 29 years old	291	17.18	Less, than 2,000,000 KRW	148	8.74
30 - 39 years old	366	21.16	2,000,000 - 3,999,999	511	30.17
40 - 49 years old	436	25.74	4,000,000 - 6,999,999	699	41.26
50 - 59 years old	385	22.73	7,000,000 and over	336	19.83
60 and over	216	12.75			
Gender			Occupation		
Male	805	47.52	Chief executive, senior official, legislator	15	0.89
Female	889	52.48	Regular employee/civil servant	836	49.35
Marital Status			Temporary/part - time worker	109	6.43
Married	590	34.83	Dispatched/contracted employee	80	4.72
Others (single, divorced, widowed)	1104	65.17	Self - employed, freelance, side work	266	15.70
Education			Family worker	27	1.59
Primary school	3	0.18	Unemployed	361	21.31
Middle/high school	549	32.41	Religion		
Undergraduate school	947	55.90	No	812	47.93
Post graduate school	195	11.51	Yes	882	52.07

2. Influences of social capital and festival participation on subjective well - being

Previous research indicated that age, gender, marital status, religion, and income were used as covariates that may be related with social relationships and social participation (Kawach, & Berkman, 2011).

To test the hypotheses, Each model from Model 1 to Model 4 were conducted. In Model 1, control variables and structural social capital were included. In Model 2, cognitive social capital were included. In Model 3, structural and cognitive social capital were added. Finally, in Model 4, structural and cognitive social capital and festival participation was added to estimate associated with subjective well - being.

The multiple regression results were shown in [Table 2]. Adjusted R - square were 0.177 to 0.216. Five covariates such as age, gender, marital status, religion, income were significantly

associated with subjective well-being, indicating that people who are youngest and oldest people, female, married, and having more income showed higher level of subjective well-being. Structural social capital was also significantly and positively associated with subjective well-being (Model 2). Cognitive social capital was also significantly and positively associated with subjective well-being (Model 3). In Model 4, festival participation were significantly and positively associated with subjective well-being. KHB tests were also all significant.

[Table 2] Influences of social capital and festival participation on subjective well-being

	Model 1	Model 2	Model 3	Model 4
Age	- 0.1115*** (0.0292)	- 0.1076*** (0.0286)	- 0.1011*** (0.0283)	- 0.0943*** (0.0280)
Age2	0.0011*** (0.0003)	0.0011*** (0.0003)	0.0010** (0.0003)	0.0009** (0.0003)
Gender	- 0.2388** (0.0922)	- 0.3798*** (0.0909)	- 0.3928*** (0.0904)	- 0.3962*** (0.0897)
Married	0.5000*** (0.1220)	0.5484*** (0.1186)	0.4699*** (0.1179)	0.4148*** (0.1171)
Religion	0.3894*** (0.0942)	0.3925*** (0.0919)	0.3413*** (0.0912)	0.3189*** (0.0903)
Income	0.4240*** (0.0540)	0.4046*** (0.0530)	0.3779*** (0.0525)	0.3656*** (0.0520)
Social network Interaction (relatives)	0.3600*** (0.0627)		0.1789** (0.0628)	0.1602* (0.0624)
Social network Interaction (neighbors)	0.1617** (0.0565)		0.0915 (0.0555)	0.0506 (0.0553)
Social network Ratios of neighbor interaction	0.1874*** (0.0560)		0.1710** (0.0543)	0.1121* (0.0548)
Trust (family)		0.4593*** (0.0610)	0.4470*** (0.0612)	0.4306*** (0.0608)
Trust (neighbors)		0.5237*** (0.0692)	0.3559*** (0.0729)	0.3491*** (0.0726)
Festival participation 1				0.0000 (.)
Festival participation 2				0.3788** (0.1449)
Festival participation 3				0.7245*** (0.1429)
Festival participation 4				0.9611*** (0.1786)
Festival participation 5				1.0626** (0.3354)
Constant	3.8724*** (0.6458)	5.1909*** (0.6440)	3.3136*** (0.6476)	3.0460*** (0.6484)
Sample	1694	1694	1694	1694
R - square	0.151	0.186	0.208	0.227
Adjusted R - square	0.146	0.183	0.203	0.220

*p<0.05, **p<0.01, *** p<0.001

. Discussion and conclusion

The results of this present study found that social capital and festival participation are positively associated with subjective well-being. Trustful relationships with family, relatives and neighbors were more strongly related to subjective well-being than structural social capital (i.e., interaction with family, relatives, and neighbors). Trust of social ties shows more potential to enhance individuals' subjective well-being. The findings of this study also utilized six covariates (e.g., age, gender, marital status, income, religion) and demonstrated the characteristics of individuals who express higher subjective well-being.

Furthermore, the results of this study shows that individuals who usually participate in a festival in their community show higher subjective well-being than those who never attend any festival in their community. The findings of this study can contribute to studies on social capital, community involvement, and well-being. The findings could support to establish the creation of positive social ties and facilitate to establish policy development for the improvement of social capital and public health.

There are several limitations of this study. Even though this study utilized a nationwide survey, the findings of this study cannot be generalized. Moreover, this study was collected from three countries. Further research could obtain a deeper understanding by conducting a cross-cultural comparisons among Japan, Korea, and Taiwan.

Reference

- Arcodia, C., & Whitford, M. (2006). Festival attendance and the development of social capital. *Journal of Convention & Event Tourism*, 8(2), 1 - 18.
- Coleman, J.S. 1988. Social capital and the creation of human capital, *American Journal of Sociology*, 94: S94 - S120
- Derrett, R. (2003). Making sense of how festivals demonstrate a community 's sense of place. *Event Management*, 8, 49 - 58.
- Helliwell, J. F., & Wang, S. (2011). Trust and well-being. *International Journal of Well-being*. 1(1), 42 - 78.
- Helliwell, J. F. (2003). How's life? Combining individual and national variables to explain subjective

well-being, *Economic Modelling*, 20, 331 - 360.

Kawachi, I., & Berkman, L. F. (2001). Social ties and mental health. *Journal of Urban Health: Bulletin of the New York Academy of Medicine*, 78(3), 458 - 467.

Laing, J., & Mair, J. (2015). Music festivals and social inclusion: The festival organizers' perspective. *Leisure Sciences*, 37(3), 252 - 268.

Lau, C. Y. L., & Li, Y. (2014). Producing a sense of meaningful place: evidence from a cultural festival in Hong Kong. *Journal of Tourism and Cultural Change*, 13(1), 56 - 77.

Putnam, R. D. (1993). The prosperous community; Social capital and public life. *The American Prospect*, 13, 35 - 42.

Putnam, R. D. (1995). Bowling alone: America ' s declining social capital. *Journal of Democracy*, 6(1), 65 - 78.

Wellness Tourism Branding

- An analysis of destination marketing through Instagram -

Daniel Kessler, Prof. Jun - hyuk Lee, Yujin Shin*

ABSTRACT

Wellness tourism is a \$639 billion dollar global industry (GWI, 2017). The Global Wellness Institute predicts that by 2022, global wellness tourism will be worth 919 billion dollars (GWI). Wellness tourism is high yield tourism, which means that wellness tourists spend a lot of money. According to the research, “international wellness travelers spent 58% more than the average international tourist.” (GWI) Destination success in wellness tourism is based on the ability for tourist destinations to communicate a brand image that attracts the growing demands of wellness tourists. The present study investigates how these destinations brand themselves through the social media website, Instagram. Through wellness tourism Online Travel Agencies (OTA) 129 properties with instagram accounts were identified. Of those 129 properties, 20 properties were chosen based on instagram following and regional representation. From each property, 10 of the most liked photos were selected for analysis for a total analysis of 200 photos. Currently a pilot study has been completed in which 5 destinations and 50 photographs were analyzed.

* Graduate School of Hotel and Tourism, Youngsan University, Busan South Korea 142 Bansongsunhwan -ro, Haeundae -gu, Busan

. Introduction

Wellness Tourism is “ A specific division of the global tourism industry that is defined by the common goal of marketing natural assets and activities primarily focused on serving the well - ness - minded consumer and those who want to be. ” (WTA, 2019) The history of Health and Wellness tourism dates back to ancient times. “ ancient civilizations of Asia and the Middle East and indigenous peoples all over the world have been aware of the benefits of massage, yoga, meditation, herbal medicines, and other forms of healing ” (Smith 2008 p. 23) “ Greek and Roman discovery of the healing qualities of water, people started traveling to mineral springs and seaside resorts to recuperate, relax and/or escape from the imperial metropolis. ” (Filep 2013 p. 73) In modern times, these natural wellness trends continue to shape the modern landscape. Wellness Travel is defined as “ Travel that allows the traveler to maintain, enhance or kick - start a healthy lifestyle, and support or increase one ’ s sense of wellbeing. (WTA, 2019)

Wellness tourism is a \$639 billion dollar global industry (GWI, 2017). The Global Wellness Institute predicts that by 2022, global wellness tourism will be worth 919 billion dollars (GWI). Wellness tourism is high yield tourism, which means that wellness tourists spend a lot of money in this special interest form of tourism. According to the research, “ international wellness travelers spent 58% more than the average international tourist. ” (GWI, 2017) Destination success in wellness tourism is based on the ability for tourist destinations to communicate a brand image that attracts the growing demands of wellness tourists. With this growing market, wellness tourism destinations have to find ways of attracting new customers.

With a healthy lifestyle as a fast growing trend all over the world, destinations use Instagram to define themselves from the competition. ‘ Instagrammable ’ is defined as "A Photo or a Picture that is worth posting on Instagram." (Urbandictionary.com) “What makes a photo Instagrammable?” is the question many destination marketing professionals are asking themselves. What makes people inspired to visit a place? These days, the digital world is where travellers find out their next destination.

However little research has been done to find out what types of images are Instagrammable, what #hashtags are best to use, and what to say in an Instagram post. The purpose of this study is to find out the best Instagram marketing practices for this special interest tourism niche.

. Literature Review

2.1 Wellness Tourism

The Wellness Tourism Association (WTA, 2019) defines Wellness Tourism as “A specific division of the global tourism industry that is defined by the common goal of marketing natural assets and activities primarily focused on serving the Wellness Traveler and those who want to be.” (WTA, 2019) Wellness tourism can be thought of as; therapy and healing, holistic tourism as well as yoga & meditation retreats. Wellness tourism targets healthy people with a proactive interest in maintaining or enhancing their health. Wellness consumers seek to look and feel better, lose weight, slow the effects of aging, improve pain or discomfort, manage stress and improve health (Stănciulescu et al., 2015). According to the research, “international wellness travelers spent 58% more than the average international tourist and domestic wellness travelers spend 178% more than regular travelers. Wellness tourism destinations are competing with each other for these prized high yield customers. One way they are branding their destination image and differentiating themselves from the competition is through the social media platform Instagram.

2.2 Instagram

An old saying goes, “A picture is worth a thousand words” Instagram is a social media application that enables users to share photos and videos with over 1 billion users (Statistica 2019). It was created in October 2010 by Kevin Systrom and Mike Krieger who graduated from Stanford University and wanted to share their daily life pictures to the world. (Instazood.com, 2018) Instagram allows users to tag photographs and videos with a hashtag (#) that makes them discoverable by like-minded users. Originally it was created to serve as a platform for photo sharing among friends and it has become one of the most popular marketing tools in the world (Instagram, 2018). Instagram is the second biggest media site in the world and it is one of the most popular image sharing platforms for digital tourism because it allows users to quickly interchange images and comment on each others pictures. (Bakanauskas, 2018). See the image below for a chart of the growth of Instagram.

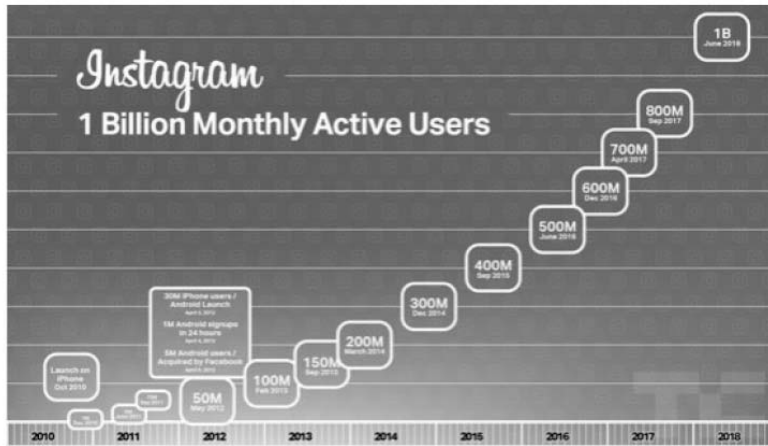


Figure 3: Evolution of the number of monthly active users on Instagram (Instazood, 2018)

The reason for Instagram's popularity is because visual information is absorbed in the brain much faster rate than written information (Bakanauskas, 2018). The visual image has increasingly become an integral aspect of human communication, especially with the millennial generation, who post personal photographs on image-sharing websites such as Instagram, (Ibrahim, 2015) “visual communication is undeniably a primordial form of human communication” (Ibrahim, 2015 p. 47). By taking advantage of the visual effects, Instagram has become one of the world’s largest social media channels,

Naturally, tourism properties are using Instagram for marketing purposes. Brand reputation is more immediate and apparent compared to the past, when customers had a more difficult search to find relevant information. (Petrov et al. 2015) Engagement and participation takes the form of “likes and comments, but also pauses on particular images, tapping on hashtags, or visiting individual accounts” (Carah et al. 2016 p. 71) Hashtags make it easy to make photos discoverable and allows for tourism brands to gain new visibility and followers. A company posting can include several (#)hashtags, which are a word or phrase preceded by a hash sign (#) For example if a company uses the hashtag #wellness, when someone on Instagram searches the term wellness, the image tagged with the wellness hashtag may appear in the search results. According to research, having at least 1 #hashtag increases the engagement of viewers by 12.6% (M. Osman, 2018). A post can have up to 30 hashtags but 9 hashtags is optimal for boosting photo engagement. (Pereira, 2019) This gives tourism suppliers opportunities to promote destination images, associ-

ating them with certain search terms.

Other ways in which tourism brands use instagram is through geotagging and analyzing engagement rate. Geotags works similar to hashtags in which anyone who clicks on a location can find every post which has been geotagged. For example, if some picture was taken in Phuket, Thailand the destination could put the geotag #Phuket and this would generate more picture views. A post with a #geotag gets 79% more engagement than those without. (Social, 2018) Instagram engagement rate is calculated by adding the number of likes and comments and dividing it by the number of followers. This # shows how engaging followers are. The average engagement rate for an instagram post is about 4% and more than 6% is considered an effective post. (O'Reilly, 2014)

With these various factors to consider, Carah and Shaul (2016) write brands "make judgments about how to capture, edit, and circulate images of their lived experience" (p. 71). She contends that images in digital space have become a form of online currency. Branding on Instagram directly relies on participation from users, "each interaction with an image generates data that makes the image available in wider flows of content on the platform" (Carah & Shaul, 2016, p. 75). Brands get immediate feedback from participants and positive feedback generates larger audiences. According to Instagram Business Team 2017, more than 80% of Instagram users follow their favorite brands. (Humphrey et al. 2016) According to a recent survey conducted on Instagram, 48% of users who want to choose destinations for their next getaway use Instagram as an influence and 35% of them use the platform to get inspired and discover new places. (Lee, 2018)

However, despite the majority of tourism brands moving to social media, there is no academic literature to be found about how wellness tourism destinations are using Instagram for branding and marketing. Research on this topic is in its early stages, which is surprising because the tourism industry is clearly benefiting from marketing on social media. Instagram is one of the mainstream ways that tourism companies communicate their brand destination image and engage with customers. In this research paper, we look at the special interest tourism market of wellness tourism and explore how this niche uses instagram to promote its tourism destinations around the world.

The main research question is; What are the most popular Wellness Tourism destination instagram accounts?

The secondary research questions are;

What types of photos in this niche market are most "Instagramable"?

What types of #hashtags and geotags are being used?

3. Methodology

3-1 Online Travel Agencies

In 1994 a website called Travelweb.com was the first comprehensive list of hotels around the world. Soon to follow in 1996 Microsoft launched Online travel agency Expedia.com and the online travel agency business model was born.(Vroom) Online travel agencies (OTA) work by connecting the traveler with the global distribution system of flights or hotels available at a given time. This allows travelers to compare prices, easily search for travel options and book directly through OTA websites.

With the growing popularity of Wellness tourism, Wellness Online Travel Agencies (WOTA) have come into the forefront, helping potential consumers of wellness destinations search for fitting destinations to serve their health and wellness needs. These WOTA 's feature the most renowned wellness destinations in the world. Many WOTA 's feature clusters of wellness tourism properties that make it easy for tourism scholars to do research.

3-2 Phase 1

The first part of the research involves finding the top 20 Instagram properties throughout the WOTA 's, searching the various properties instagram accounts for high number of followers.

3-3 Phase 2: The second part of the research involves searching the top 20 Instagram properties for the top 10 photos based on Engagement (likes+comments)

4. Results

4-1 Phase 1 Results

Top 20 Wellness Tourism Instagram Accounts: The following WOTA 's were searched for wellness destinations with an Instagram social media presence. The following WOTA 's were searched; healinghotelsoftheworld.com, retreatguru.com, healthandfitnesstravel.com, yovada.com,

queenofretreats.com, triptribe.com, thehealthyholidaycompany.co.uk, welltraveledco.com, and inthislifewellnesstravel.com

Properties were eliminated whose website and Instagram account were not in English. 129 properties were identified. Of these 129 properties, Instagram handles (screen names) were searched to find the Instagram accounts with the most following. The following resorts were identified. Sha Wellness Clinic in Spain with 67,000 Instagram followers with 1,800 posts. The Farm at San Benito in Philippines with 53,400 followers and 1,200 posts. Aman Zoe in Greece with 43,000 followers and 303 posts. Marbella Club, 36,400 followers and 1393 posts. The Body Camp in Ibiza, Spain with 36,200 followers and 2,435 posts. The Art of Living Retreat Center with 35,500 followers and 989 posts. Lefay Resort & SPA Lago di Garda, 34,000 followers with 1,400 posts. Komune Resort & Beach Club with 33,600 followers and 1,400 posts, Chable Resort in Mexico with 33,500 followers and 631 posts. Lanserhof Germany 23,600 followers and 505 posts. Aro Ha in New Zealand with 26.1 and 500 posts. Aman Puri in Thailand with 24,500 followers and 287 posts. Ananda in the Himalayas India with 23,400 followers and 822 posts. Ocean Soul Retreat in Indonesia with 22,300 and 2,000 posts. Golden Door in USA with 21,800 followers and 1,001 posts. Atmantan Wellness Resort in India with 20,900 followers and 670 posts. Ste Anne Spa in Canada with 17,700 and 1,060 posts. Six Senses Kaplankay in Turkey with 17,100 followers and 318 posts. Canyon Ranch in USA with 16,900 followers and 1190 posts. VIVAMAYR MARIA WIRTH in Austria with 16,800 followers and 373 posts. Aqua Wellness Resort in Nicaragua with 15,500 followers and 811 posts.

4.2 Phase 2 : Preliminary Results

4.1 A team of trained researchers conducted an exploratory pilot study of 3 Instagram accounts to determine the categories for the entire study. Two categories were determined from the pilot study. The following properties on Instagram were explored; Aman Zoe with 303 posts, Aro Ha with 500 posts and , Aman Puri with 287 posts.

In our sample study, 1,090 photos were initially analyzed and a total of 30 photos were selected based on the number of likes in each of the two determined categories. The following photos below are a sample of the full study currently being conducted.

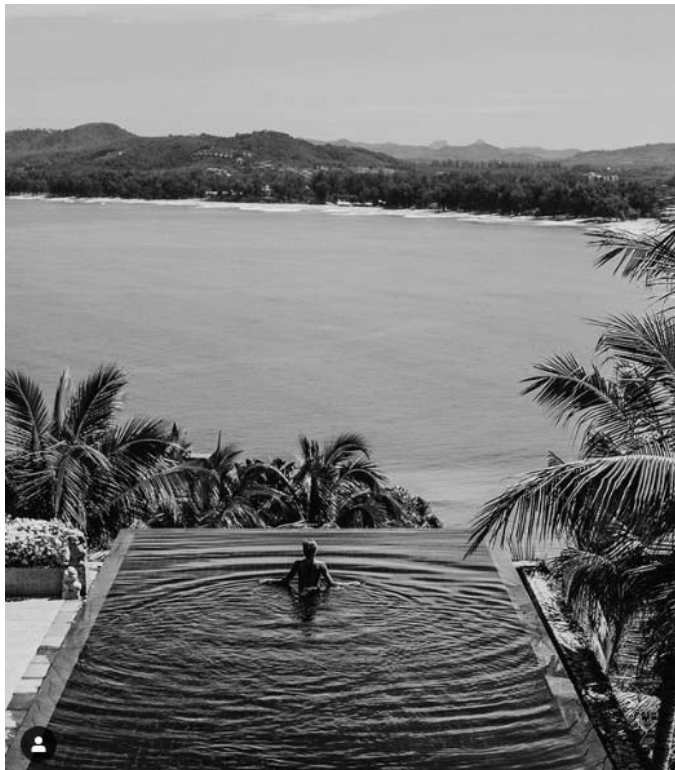
Aman Puri - Most liked Photo

Likes: 989

#Hashtags: #Amanpuri, #AmanResorts,

#Geotags: #Phuket, #Thailand, #AmananSea

Engagement:



amanpuri • Follow
Amanpuri

...



amanpuri On the hidden #Phuket peninsula, the private Villas of #Amanpuri, overlooking the Andaman Sea, are the perfect places to open up to the sublime.
#AmanResorts #Thailand #AndamanSea

33w



aandjtravels This is simply amazing! 🤩 Wow what a fantastic picture 👍



33w

Reply



rushdiei.co Great picture 📸



989 likes

MARCH 3

Add a comment...

Post

Aro Ha Most liked Photo

Likes: 2,090

#hashtags #stunningviews, #vegancuisine #enjoyeatinghealthy,

#Geotags:

Engagement:



Aman Zoe - Most liked Phot,

Likes: 3,056

#hashtags #ThespiritofAman, #seaview, #Amanzoe

Geotags: #Greece

Engagement:



amanzoe • Follow
Amanzoe

amanzoe High on a hilltop in the Peloponnese, the resort of #Amanzoe presides over a rugged landscape of olive groves and cypress trees, with the deep blue seduction of the Aegean awaiting beyond.
#TheSpiritofAman #Greece #seaview
20w

adriansvigne ♥
20w Reply

8625a4v86 ♥♥♥♥♥♥♥♥

3,056 likes
JUNE 21

Add a comment... Post

참고문헌

- Bakanauskas, P., & Kisieliauskas, J. (2018). Building a travel influencer brand using Instagram tools. *Organizacijų vadyba: sisteminiai tyrimai*, 2018, nr. 80, p. 7 - 18.
- Carah, N., & Shaul, M. (2016). Brands and Instagram: Point, tap, swipe, glance. *Mobile Media & Communication*, 4(1), 69 - 84.
- Cossey, C., Cossey, C., & Cossey, C. (2019, March 26). History of Online Travel Industry. Retrieved 5, 2019, from <https://blog.vroomvroomvroom.com/2017/05/online-travel-history.html>.
- Dimon, A. (2019, January 1). Glossary of Wellness Tourism Industry Terms. Retrieved February 5, 2019, from <https://www.wellnesstourismassociation.org/glossary-wellness-tourism-industry-terms>
- Filep, S., & Pearce, P. (Eds.). (2013). *Tourist experience and fulfilment: Insights from positive psychology*. Routledge.
- Get followers on Instagram with our Instagram bot. (n.d.). Retrieved November 5, 2019, from <https://instazood.com/>.
- Global Wellness Summit. (2018). 2018 Global Wellness Trends Report. Retrieved from <https://www.globalwellnesssummit.com/2018-global-wellness-trends/>
- Global Wellness Summit. (2018). Global Wellness Tourism Economy November 2018. Retrieved from <https://globalwellnessinstitute.org/industry-research/global-wellness-tourism-economy/>
- Humphrey, Bev. "Instagram." *School Librarian*, Winter 2016, p. 211. Gale Academic Onefile, Accessed 13 Nov. 2019.
- Ibrahim, Y. (2015). Instagramming life: banal imaging and the poetics of the everyday. *Journal of Media Practice*, 16(1), 42 - 54.
- Ko, Y. (2016). Sebastian Kneipp and the Natural Cure Movement of Germany: Between Naturalism and Modern Medicine. *Korean Journal of Medical History*, 25(3), 557 - 590.
- Le, D. (2018). The effects of Instagram on young foreigners vacation choices in Asian countries.
- Osman, M. (18). Instagram Stats Every Marketer Should Know for 2018. *Şubat*, 13, 2018.
- O' Reilly, L. (2014). Now Instagram is dominating Twitter in another hugely important way. *Business Insider*, 17.
- Pereira, C. D. N. M. (2019). Comparing the effectiveness of different organic growth strategies for Instagram (Doctoral dissertation).
- Petrov, S., Zubac, V., & Milojević, M. (2015). Social networks as marketing channels. *Ekonomika*, 61(2), 153 - 167.
- Social, S. (2018). Social media demographics for marketer.
- Wright, K. B. (2005). Researching Internet - based populations: Advantages and disadvantages of online survey research, online questionnaire authoring software packages, and web survey services. *Journal of computer-mediated communication*, 10(3), JCMC1034.