

세션 4 (관광행태)**장소: 경희대학교 본 402호**

16:00 ~ 16:20	· Word2Vec - - - 3	() ()	() ()	()
16:20 ~ 16:40	· Break time	() ()	() ()	
16:40 ~ 16:50				
16:50 ~ 17:10	· 가 K - Food	() ()	() ()	()
17:10 ~ 17:30	- K - Food	Daniel Kessler ()	(() ()	()

스토리텔링 연계관광화 고용 · 소득 창출 상품 사업성 탐색

- 남한산성 - 김종정 서원 - 광산김씨 종택 3곳의 스토리텔링 연계 관광화를 중심으로 -

Exploring the business feasibility of employment and income-generating products by storytelling for linked tour

- Focused on the storytelling-linked tour of three places Kim Jung-jung lecture hall with Namhansanseong, Historic house Gwangsan Kim Jong-taek in Registered Cultural Properties -

*

Kim, Hyuk - soo

ABSTRACT

In this study, it would be meaningful to select a case area where tourists are looking for in some degree because of its good basic landscape, and to present a plan to tell stories about the area and to talk about tourism storytelling, which will be part of the purpose and contribution of the study. In addition, we will see the business effects in terms of tourism profitability in the Sizo area by becoming a product of so-called package tours that link storytelling and each. In terms of business, research is carried out in parallel with the idea of job creation and income creation. It was developed by linking three locations adjacent to the story material. After adding the attractiveness of tourism storytelling, it was estimated that job creation and income generation were related to business. The total number of jobs calculated from the employment aspect of this project is 50 per case site, and 25,000 jobs can be created based on the same calculation by the same national unit. In terms of relieving the burden of such development projects, it is expected that the sales revenue will be good even if the recovery period is less than two years(Payback period, PP) and other Internal Rate of Return(IRR) and Net Present Value (NPV) figures are not necessarily calculated properly.

key words : Storytelling, Linked tour, Job creation, Income generation

I.

,
 (, 2014; , 2008; , 2011; . , 2009;
 , 2006; , 2005).
 가
 (, 2011).
 ,
 가 (, 2008).
 ,
 가 가 ,
 가 가 (, 2008) ,
 가 가 (, 2007), , ,
 가 가 (, 2008).
 가 (, 2010)
 가 가
 (, 2013; 2003).

.
 .
 .

,
 가
 ,
 가
 1
 2 (. 2011) 가

가

(金重鼎,)

(金興光,)

(,)

가

(,)

가

가

가

(Quantitative approach method)

(Qualitative approach method)

(, 2007, 2018; 2017; 2013)

11.

1.

가

가

(, 2009)

(, 2008).

가

2

, 가 가

3

3

, 1 (), , 2 , 3 ,

2.

- 『 』

(2000); (2018) ; (臥龍庵)

(2018) -

가. -

가 가 2014 6

(後金)

(李适) 2 (1624)

(李曙, 1580~1637) , 2 6,297 , (女牆) 1,897 ,

(甕城) 3 , (城廊) 115 , 4 , (暗門) 16 , 80 , 45

(治所) (覺性) (都總攝) 8

(長慶寺) 7

『 (南漢志) 』

6,290 17 ,

7,295 20 95 , 가 1940 , 5 16 , 125 , 4 가

가 가

가 7.545km 212 6637m² ,

12.356km . 가 ,
 , 1m 가 .
 가 ,
 .
 . 50cm, 30cm , 30cm,
 20cm ,
 4 , 가 가 ,
 . ,
 . ,
 가 가 . ([南漢山城] ,
 , (2019))
 1636 47 ‘ ’
 2007 4 10 100 . “
 . ” ‘ ’
 100 “ 10 ”
 16 14 (1636)
 47 . 59 60 .
 ‘ ’ 가 . (,
 ,(2019))
 OCN ‘ ’ 2017
 가 ,
 . 1636 14
 .
 . ,
 . 가
 .
 가 .
 60 . 380
 (press@sports-g.com(2019)).

가

1,700

(, 2018)

100

가

가

()

()

『 ()

2000), ([臥龍庵] (, 2018))

가

가

(光山). (子

三), (肯構堂). (恭安公) (金謙光) 27

(梅谷) (金忠立) , (金重鼎) [1602~1700]

(皇華坊) . 1636 (14) (僉知中樞府事)

가

가 1637

(雙高道德大明日月) ,

. 1654 (5) (臥龍庵)

가

『 (肯構堂遺稿)』가 『 (金尙鉉) 9 (金泰鉉)

1 1899

가 , 1924

18

1654 (

5) . 250

가 (10-8[135-2) (沼) (肯構堂) (金重鼎)[1602~1700] 1654 (5) 250 (流失) 가 가 가 1827 (27) (金相元) 3 , 3 , 4 (朱川書院) 1 가 「 (起亭)」 · 「 (臥龍菴)」 · 「 (肯構堂)」 · 「 (肯構堂序)」 · 「 (臥龍菴記)」 · 「 (臥龍菴興學稊序)」 · 「 (臥龍菴重修記)」 · 「 (朱川祠重修記)」 · 「 (朱川書院記)」 (詩額) (起亭)」 「 (臥龍菴)」 (陶菴) (李緯) (金箕烈) 1984 4 1 18 (光山金氏) 가 (金重鼎) , ' / , 1880 (17) 9 (金泰鉉) 1899 9 (金大鉉) 1880 (金尙鉉) , 2 . 1999 12 , 1 1 . (序) 2 , 1 , 114 , 가 , 「 (肯構堂序)」 가 「 (黔湖船遊序)」 2, 3 가 「 (臥龍巖書齋上樑文)」 (朱子川) (花山) , 「 (警兒詩)」 (行誼) , 「 (梅谷弊居)」 「 (梅谷閒趣)」 · 「 (草居閒趣)」 · 「 (幽居閒趣)」 · 「 (閒中)」 · 「 (閒居)」 · 「 (寫懷)」 가 「 (朱川秋詠

)」·「 (龍湖春景)」·「 (朱川別墅)」
 (夜夢有懷)」·「 (有懷)」
 (歎貧)」·「 (歎時世)」
 가 (, (1999),
 (2018) [肯構堂遺稿] (, (2018)).
 ()
 (槐亭古宅) (2018), (2018)
 (2018) . ‘ ’ , / , / ‘ ’
 , / . ‘ ’ , 31-6(
 484-1) . ‘ ’ , / , ‘ ’ ,
 가 . ‘ ’ , 1903
 6·25
 가 ‘口’
 가 55 500m 가 가
 가
 ‘ ’ , 가 6·25 가
 가
 ‘ ’ , 5 , 3 ‘—’ 4
 , 5~6
 2
 가 가 3 , 2

가 . 4 , 1 . 4
가 .
가 .
4 , 2 . 가 .
5~6 . ' , ,
.
.
.
가

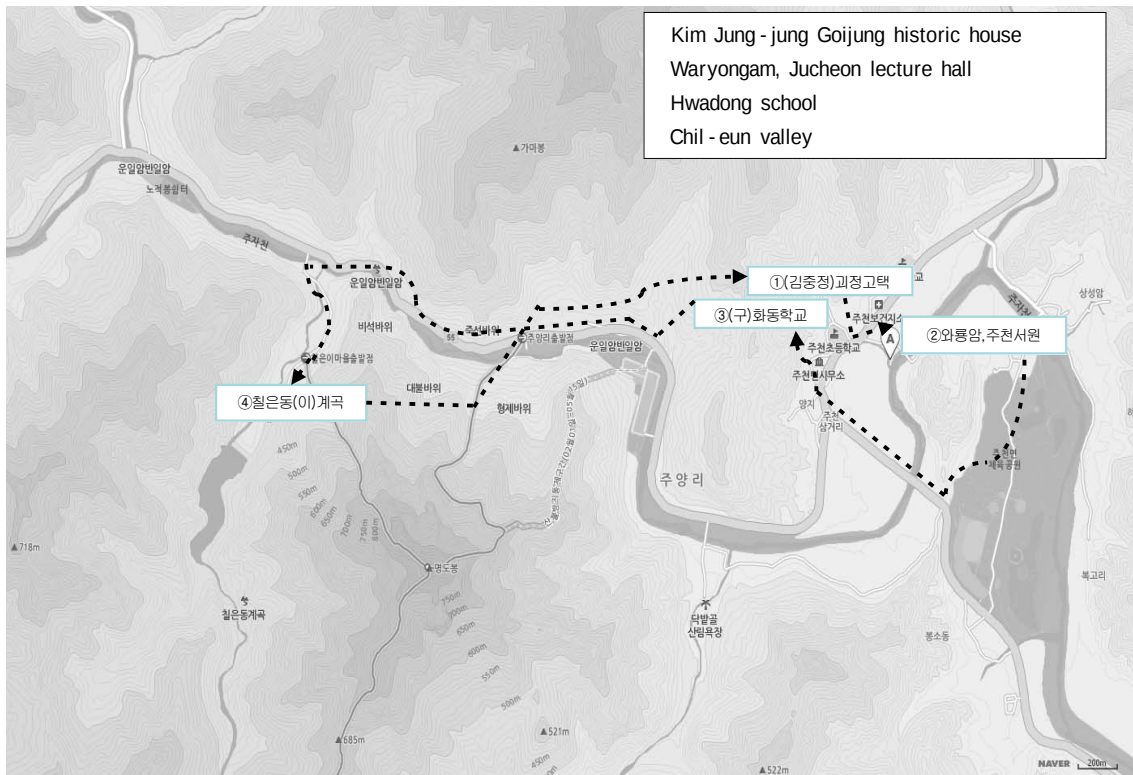
III.

1.

, (), 5
.
,
.
.
.
.
.
6
3가
(. 2011; . 2010).

2.

3 . 1 , (,
, 2 , ,
, 3 , ,



[Figure 1] Circulation of Tourism Space Composition in Storytelling

가 3

5 - 10

가 =>

가 =>

가 =>

10

()

1

IV.

()

1.

2 (2 1), 3 , (2 4)
 10 (2 + 3 + 4 = 9 1 가
 , 9 + 1 = 10) . 10 , 40 (20 x 2 = 40 가) (50 가
 500 x 50(10 + 40) = 25,000

2. 소득 창출

(, 가) 가
 ,
 ,
 () 가

2

150

2

가

V.

4

가

1

2 (2

1),

3 ,

(

2

4

)

10

(2 + 3 + 4 = 9

1

가

, 9 + 1 = 10)

20

. 10

20 x 2 = 40

가)

40 (

(

)

50

가

$$500 \times 50(10 + 40) = 25,000$$

가

가 ()

가

2

(PP) 2 가

(IRR), 가 (NPV)

4

참고문헌

- (2008), : , 17(1), 199 - 216.
- (2014), : KCI (2003 - 2012), 23(3), 1 - 18.
- (2007), , 31(1), 13 - 32.
- (2011), , 15(4), 41 - 42.
- (2010), , 17, 327 - 343.
- (2008), , 24, 167 - 192.
- (1999), (肯構堂遺稿),
- (2010), 가 , 가
- (2013), : 1 , 22(1), 79 - 94.
- (2017), , 26(1), 147 - 155.
- (2017), : , 26(2), 67 - 78.
- (2018), , 27(1), 211 - 221.
- (2018), : 4 , 27(2), 131 - 144.
- (2009), 가 ,

- , 304 - 314.
- (2005), , 14(3), 257 - 272.
- (2018), .
- . (2011), , 26, 267 - 286.
- (2010), , .
- (2003), , .
- (2013), 가 , , .
- . (2009), , 4(2), 51 - 61.
- (2011), , ' , Journal of Korean Culture 17, 185 - 221.
- . (2009), , 18(3), 317 - 337.
- (2006), (Medical Tourism) , 15(4), 189 - 203.
- . (2008), , 32(4), 411 - 429.
- (2011), (intra bound) (wellbeing tourism) , 20(6), 243 - 256.
- (2018), [槐亭古宅] (,).
- (2018), [肯構堂遺稿] (,).
- (2018), [臥龍庵] (,).
- (2018), [華東學校] (,).
- (1976).
- (2000), .
- (1992), .
- (2000), 9.
- (1980).
- (2018), <http://www.aks.ac.kr> .
- (2018), <http://www.grandculture.net/> .

Word2Vec을 이용한 서울 미쉐린 스타급 레스토랑 브랜드 개성에 대한 연구

—음식관광 빅데이터를 중심으로—

Study on Michelin Starred Restaurant Brand Personality in Seoul Using Word2Vec

Focusing on Food Tourism Big Data

* . **

Nian, Chen · Ryu, Kisang

ABSTRACT

This study aims to identify Michelin restaurant brand personality in Seoul through Chinese tourists' food tourism bigdata using deep learning tool via Word2Vec- a new big data analysis method. Food tourism big data used in this study is crawled through a dedicated web crawler. The target food tourism big data source was retrieved from Dianping, Ctrip, Xiaohongshu. The temporal boundaries of the data set is from January 2017 to October 2019, and totally 2,563 online reviews (227,347 words) of Michelin starred restaurants in Seoul were covered in the database. As a result, comparing the brand personality keywords by Aaker (1997) showed that they were hardly correct. The only words that appear in common with the word Aaker's brand personality are "Original," "Wholesome". By using the structured questionnaire methods that are frequently employed by the hospitality, restaurant and tourism industry, this study has made an effort to collect information and apply the big data analysis technique- deep learning to these fields. Being armed with this technique of engineering, the current attempt of using big data analysis has achieved an interdisciplinary approach, which hopefully will also facilitate more research in the near future.

key words : Word2Vec,, Restaurant Brand Personality, Michelin Guide, Food Tourism, Online review

*

Chen Nian, Department of Foodservice Management, Sejong University. e-mail: peternian@gmail.com

**†

()

Professor. Corresponding author. Kisang Ryu, Department of Foodservice Management,, Sejong University, e-mail: kryu11@sejong.ac.kr

·

,

·

(Airbnb)가 , , 가 , , , ,

, 7,269 6,979

, 10 8 (Airbnb, 2017).

(Food tourism) 가

· 가

· 가 가

· 50 (The World ' s 50 Best Restaurants) ' , ' 1000

(LA LISTE World ' s Top 1000 Restaurants) ' , ' 가 (Michelin Guide) '

가

가 (Johnson et al., 2005). 가 가

가 가 (Beuscart et al., 2016).

(Brand personality) 가

가

(Aaker, 1997). Aaker(1997) (Sincerity),

(Excitement), (Competence), (Sophistication), (Ruggedness) 5가

Aaker(1997)가 "Big Five" 5가

·

(Austin, Siguaw, & Mattila, 2003;

Azoulay, & Kapferer, 2003). , (Hospitality) 가 (Big data)

가 (Xiang et al., 2015).

·

(Ye, Choi, Lehto & Morrison, 2007).

TripAdvisor 2005 2013

가 (Wong & Qi, 2017).

가 . , 가
(, 2014). , ,
(, 2015). , , ,
, , 가
가
가 (Machine Learning), (Deep Learning)
, 가
(Chakraborty, Bhattacharyya, Bag & Hassanien, 2018; Shao, Chen & Chen, 2018).

가

Word2Vec

1. 가 (Michelin Guide)

1889 - (Clermont - Ferrand)
가 3,000 ,
가 , ,
가 , , 20
가 , 가
가 “ 가 ” 1920

Word2Vec

가 , 7 가
 , 가
 . 가 ,
 , 가
 1926 , 가
 . 1936 가 . One star 가
 , Two stars 가 , Three stars 가
 가 가 (MICHEIN Guide, 2017).
 20
 3 , 30 3 가 , 3
 가 1900
 가 ' 2017 28 (,
 &), (& ,), 가 4 (MICHEIN Guide, 2019).

2. Word2Vec

(Big data analysis)

가 , , ,
 가 ,
 (, 2011). 가 가
 TF - IDF(Term - frequency - inverse document frequency) TF
 , IDF TF - IDF 가 (Google)
 Mikolov, Chen, Corrado and Dean(2013)
 NNLM(Neural network language model)
 Word2Vec (Vector
 space model) 가
 (Word embedding)
 (Collobert et al., 2011; Turian, Ratinov & Bengio, 2010). Word2Vec
 가 가 ' 가 (Distributional hypothesis) '
 (Harris, 1954)
 Word2Vec 가가

(Mikolove et al., 2013).

Word2Vec Continuous - Bag - Of - Words(CBOW) Skip - gram 가
 , CBOW , Skip - gram
 (, 2018).
 Word2Vec Neural Language Network , , Word2vec
 ,
 , CBOW(Continuous Bag of Words) Continuous Skip
 gram . CBOW
 , Continuous Skip gram
 ,
 log
 cosine
 Cosine 가 , (Mikolove et al., 2012).

3. (Brand Personality)

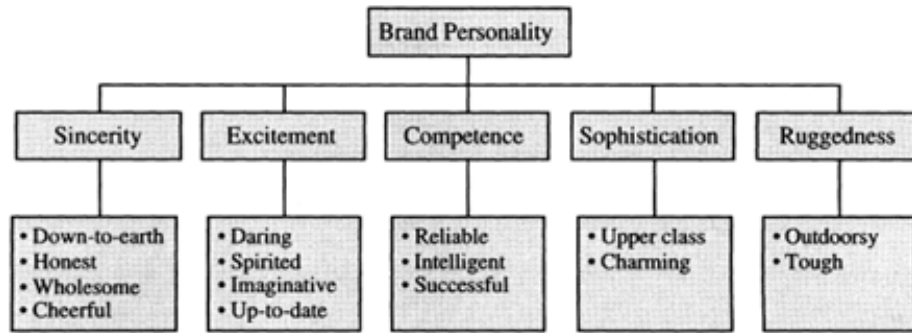
(Belk, 1988). ,
 가 가
 Landon(1974)
 .
 Plummer(1985) ,
 . Shavitt(1990)
 . Aaker(1991)
 가 , Aaker(1997)
 (The set
 of human characteristics or traits that consumers attribute to a brand)
 (Keller 1993).
 (Aaker, 1997; Fournier, 1998).
 가 (Aaker, 1996; Aaker, 2012).

가 (Plummer 1985).

(Assael, 1995; Berthon et al., 1999; Erdem, 1998; Lim, & O'Cass, 2001).

(Keller 1993).

(Valette - Florence, Guizani, & Merunka, 2011; Usakli, & Baloglu, 2011; Lin, 2010). Aaker “Set of human personality characteristics associated with a brand ” (Aaker, 1997)



[1] (Aaker, 1997)

가 Aaker(1997)

Malhotra(1981)가 가 309

가 114

37 114 5 15

, 42 Aaker(1997)

가

(Usakli, & Baloglu, 2011).

Aaker(1997) 가

(Aguirre - Rodriguez, Bosnjak, & Sirgy, 2012; Freling, & Forbes, 2005).

(Usakli, & Baloglu, 2011).

Word2Vec

가 , (Ekinci & Hosany, 2006; Usakli, & Baloglu, 2011).

(, 2006; Azoulay & Kapferer, 2003).
(Text Mining)
가 (yelp.com)
Aaker(1997) 42 197
(, 2014), (google
translate) (, 2014).

Word2Vec

: Word2Vec Aaker(1997)
5가 Sincerity, Excitement, Competence, Sophistication, Ruggedness

1.

가
가
(Text mining) Jieba(Peng, Cambria, & Hussain, 2017; Wang, & Cao, 2017; Xiao, Zhang,

& Wu, 2016) (Word segmentation), (Part - of - speech tagging)
(Tokenization)
Gensim Word2vec Skip - gram (Altszyler et al., 2016; Ma, & Zhang, 2015)
5가

2.

1)

SNS 가 가
大众点评(), TripAdvisor(), 携程(), 马蜂窝(), 小红书()
携程() 1999 2 , 1 2003 12 9
(NASDAQ) 30,000 (Shanghai, China)
300,000,000 , 80% . 2016
6,200,000 2,200,000 . 2017
가 ‘ 携程美食林(/Ctrip Gourment) ’
100 15,000
1500 가 (Ctrip, 2019).
TripAdvisor() 2000 가
570,000,000 700,300,000 ,
49
455,000,000 가
108,720 (TripAdvisor, 2019).
大众点评() 2003 4 , 2015 3 2
(Monthly active users)가 , 100,000,000 가
2000 가 2500 200 가
860 15,195
(Dianping, 2019).
马蜂窝() 2006 100,000,000
旅游攻略() 가
(UGC: User Generated Content)가 382,000,000

3650 (Mafengwo, 2019).

小红书() 2013 SNS .

2019 7 3 70% 1990

(Xiaohongshu, 2019).

携程(),

大众点评() 小红书()

2)

가 2019

26

[1] 2019

Rst.	Cuisine	Address	Distinction	Price
Gaon	Korean	M Floor Horim Art Center, 317 Dosan - daero, Gangnam - gu, Seoul, South Korea	3Stars	220,000 - 290,000 KRW
La Yeon	Korean	23F Shilla Hotel, 249 Dongho - ro, Jung - gu, Seoul, South Korea	3Stars	103,000 - 270,000 KRW
Kojima	Sushi	6F Boon the shop, 21 Apgujeong - ro 60 - gil, Gangnam - gu, Seoul, South Korea	2Stars	200,000 - 380,000 KRW
Jungsik	Korean con - temporary	11 Seolleung - ro 158 - gil, Gangnam - gu, Seoul, South Korea	2Stars	66,000 - 200,000 KRW
Kwonsooksoo	Korean	4F, 37 Apgujeong - ro 80 - gil, Gangnam - gu, Seoul, South Korea	2Stars	66,000 - 185,000 KRW
Mingles	Korean con - temporary	19, Dosan - daero 67 - gil, Gangnam - gu, Seoul, South Korea	2Stars	75,000 - 150,000KRW
Alla Prima	Innovative	13 Hakdong - ro 17 - gil, Gangnam - gu, Seoul, South Korea	2Stars	60,000 - 138,000 KRW
Dosa	Innovative	B1F, 7 Dosan - Daero 67 - gil, Gangnam - gu, Seoul, South Korea	1Star	50,000 - 130,000 KRW
Exquisine	Innovative	6 Samseong - ro 140 - gil, Gangnam - gu, Seoul, South Korea	1Star	50,000 - 100,000 KRW
Joo Ok	Korean con - temporary	119, Sogong - ro, Jung - gu, Seoul, South Korea	1Star	55,000 - 110,000KRW
Muoki	Innovative	2F, 12 - 12 Hakdong - ro 55 - gil, Gangnam - gu, Seoul, South Korea	1Star	60,000 - 125,000 KRW
L'Amiti	French	2F, 30, Dosan - daero 67 - gil, Gangnam - gu, Seoul, South Korea	1Star	55,000 - 150,000KRW
Stay	French con - temporary	81F Lotte World Tower, 300 Olympic - ro, Songpa - gu, Seoul, South Korea	1Star	58,000 - 200,000 KRW
Bicena	Korean	81F Lotte World Tower, 300 Olympic - ro, Songpa - gu, Seoul,	1Star	70,000 - 190,000 KRW

South Korea					
Mosu	Innovative	45 Itaewon - ro 55ga - gil, Yongsan - gu, Seoul, South Korea	1Star	240,000 - 240,000 KRW	
Poom	Korean	3F, 49 Duteopbawi - ro 60 - gil, Yongsan - gu, Seoul, South Korea	1Star	80,850 - 231,000 KRW	
Hansikgonggan	Korean	4F Arario Space, 83 Yulgok - ro, Jongno - gu, Seoul, South Korea	1Star	60,000 - 120,000 KRW	
Dining in Space	French con - temporary	5F Arario Space, 83 Yulgok - ro, Jongno - gu, Seoul, South Korea	1Star	75,000 - 150,000 KRW	
Lee Jong Kuk 104	Korean	95 - 1 Seongbuk - ro, Seongbuk - gu, Seoul, South Korea	1Star	150,000 - 500,000 KRW	
Balwoo Gongyang	Temple cuisine	5F Templestay bldg, 56 Ujeongguk - ro, Jongno - gu, Seoul, South Korea	1Star	30,000 - 95,000 KRW	
Soign	Innovative	B1F, 46 Banpo - daero 39 - gil, Seocho - gu, Seoul, South Korea	1Star	65,000 - 145,000 KRW	
Yu Yuan	Chinese	11F Four Seasons Hotel, 97 Saemunan - ro, Jongno - gu, Seoul, South Korea	1Star	60,000 - 270,000 KRW	
Table for Four	European con - temporary	2F, 11 Sapyung - daero 14 - gil, Seocho - gu, Seoul, South Korea	1Star	50,000 - 100,000 KRW	
Zero Complex	Innovative	3F, 30 Toegye - ro 6ga - gil, Jung - gu, Seoul, South Korea	1Star	70,000 - 130,000 KRW	
Gotgan	Korean	50F, 24 Yeoui - daero, Yeongdeungpo - gu, Seoul, South Korea	1Star	150,000 - 300,000 KRW	
Jin Jin	Chinese	123 jandori - ro, Mapo - gu, Seoul, South Korea	1Star	18,500 - 75,000 KRW	

(, 2010).
(Focused crawler), (Topical crawler), (wrapper crawler)가
가
가
가 (Kang, Yoo, & Han, 2009).< 2> < 3> 大众点评() 携程()
, , , 가
.
(, , , 가)
(, , . . . ,) ,
(, 2014). 小红书() 가
.



[2] 大众点评()



[3] 携程()

2)

가

(Tokenization), (Cleaning) (Normalization)

가

가

가

(He, & Wang, 2008).

Jieba(Peng, Cambria, & Hussain,

2017; Wang, & Cao, 2017; Xiao, Zhang, & Wu, 2016)

3)

Aaker

가

(Ekinci & Hosany, 2006; Usakli, & Baloglu, 2011).

Aaker(1997) 가
 (, 2014).
 가
 Aaker 5가
 Gensim(Zhang et al., 2018) Word2vec Skip - gram
 (McCormick, 2016)
 5가

1.

(Boyd & Crawford, 2012).
 3 (大众点评(), 携程(), 小红书())
 2017 1 1 2019 10 10
 가 2,563 , 227,347 .

[2]

()									
大众点评(), 携程(), 小红书()									
2019 10 3 - 2019 10 10									
2017 1 1 - 2019 10 10									
(Python)									
26()									
2,563									
227,347									

26 , . 2017
 472 (39,889), 2018 702 (59,670), 2019 1,389 (127,788) .

[2]

2017	472	18.4%	39,889	17.5%
2018	702	27.4%	59,670	26.3%
2019	1,389	54.2%	127,788	56.2%
	2,563	100%	227,347	100%

2.

Jieba , ,
 227,347 가 , 24,271 Gensim Word2vec
 Skip - gram . Word2vec ,
 Embedding vector Window (Zhang, et al., 2013).
 Embedding vector 103, Window size 6, Min count 5 , Sg 1 , Iter5, Alpha0.025 .
 Aaker(1997) 5가 (Sincerity),
 (Excitement), (Competence), (Sophistication), (Ruggedness)
 10 .

[3]

Sincerity	cosine similarity	Excitement	cosine sim - ilarity	Competence	cosine similarity	Sophistication	cosine similarity	Ruggedness	cosine similarity
正宗 (Authentic)	0.7632	创新 (Innovative)	0.8546	高端 (High end)	0.6789	友好 (Friendly)	0.7709	靠谱 (Reliable)	0.5217
天然 (Natural)	0.6141	特别 (Especial)	0.8501	有名 (Famous)	0.6112	礼貌 (Genty)	0.7698	可信 (Reliable)	0.4971
自然 (Natural)	0.6027	流行 (Popular)	0.8435	代表 (Representative)	0.5731	亲切 (Friendly)	0.7654	专门 (Technical)	0.4836
卫生 (Hygienic)	0.5933	与众不同 (Distinctive)	0.7842	一流 (First rate)	0.5578	印象深刻 (Impressive)	0.6302	可靠 (Dependable)	0.4542
原始 (Original)	0.5828	特有 (Specific)	0.7691	稳定 (Stable)	0.5562	无懈可击 (Unassailable)	0.6138	粗犷 (Rough)	0.4309
野生 (Natural)	0.5792	技巧 (Technical)	0.7365	高品质 (High grade)	0.5301	体贴 (Considerate)	0.5874	专业 (Professional)	0.4264
健康(Wholesome)	0.5612	出色 (Outstanding)	0.6861	上等 (Upper class)	0.5097	愉快 (Cheerful)	0.5713	酷 (Cool)	0.4235
正统 (Orthodox)	0.5165	无与伦比 (Unique)	0.6357	奢华 (Extravagant)	0.4983	高兴 (Delighted)	0.5286	刺激 (Stimulating)	0.4193
名副其实 (Genuine)	0.4819	现代 (Contemporary)	0.5939	美丽 (Beautiful)	0.4431	开心 (Joyful)	0.4816	勇敢 (brave)	0.4168
起源 (Genetic)	0.4537	极好 (Unexceptionable)	0.5784	漂亮 (Pretty)	0.4397	满足 (Satisfied)	0.4504	炫酷 (Cool)	0.4063

[4] Aaker(1997)

(Sincerity)	(Excitement)	(Competence)	(Sophistication)	(Ruggedness)
Down - to - earth(实际)	Daring(大胆)	Reliable(可靠)	Upper class(高贵)	Outdoorsy(户外)
Family - ori - ented(家庭导向)	Trendy(新潮)	Hard working(刻苦)	Glamorous(魅力)	Masculine(男性)
Small - town(偏向小城镇)	Exciting(兴奋)	Secure(安全)	Good looking(美丽)	Western(西部)
Honest(诚实)	Spirited(英勇)	Intelligent(智能)	Charming(迷人)	Tough(强壮)
Sincere(诚恳)	Cool(酷)	Technical(技术)	Feminine(女性)	Rugged(粗糙)
Real(真实)	Young(年轻)	Corporate(团体)	Smooth(柔滑)	
Wholesome(健康)	Imaginative(想象丰富)	Successful(成功)		
Original(原生)	Unique(与众不同)	Leader(领导)		
Cheerful(快乐)	Up - to - date(时尚)	Confident(自信)		
Sentimental(感性)	Independent(独立)			
Friendly(友好)	Contemporary(当代)			

Aaker(1997)

(Sincerity) Wholesome(健康) Original(原生)
 (Excitement) Trendy(新潮), Unique(与众不同) Contemporary(当代)
 (Competence) Aaker(1997) (Sophistication)
 (Sophistication) Aaker(1997) (Sincerity)
 Cheerful(快乐) Friendly(友好) (Ruggedness)
 (Excitement)

가 가
 28 , (, &), (& ,), 가
 4 “ 가 2017(MICHLEIN Guide Seoul, 2017) ” ,
 (Fine dining) 가

가 (Johnson et al., 2005)

가 , 가

가 ,

(Text Mining) TF - IDF

가 , , ,

가

가

가

Word2Vec

Aaker(1997)

Original(原生), Wholesome(健康), Unique(与众不同)

(Sincerity) Wholesome(健康) Original(原生)

(Excitement) Trendy(新潮), Unique(与众不同) Contemporary(当代)

(Competence) Aaker(1997) (Sophistication)

(Sophistication) Aaker(1997) (Sincerity)

Cheerful(快乐) Friendly(友好) (Ruggedness)

(Excitement)

가

Aaker(1997)

가 (

, 2014). 가

Word2Vec

가

가

가

Word2Vec

가 ,
Word2Vec

가 .

가 가 가 , 가

가 .

참고문헌

- (2010).
『 』, 20(3), 318 - 325.
- (2006). :
『 』, 15(3), 143 - 155.
- (2014).
- (2014). : 가 yelp.com
『 』, 38(1), 249 - 271.
- (2015)
『 』, 18(6), 227 - 248.
- (2018). SNS
『韓國 情報學會論文誌』, 23(7), 19 - 26.
- (2014). SNS :
『 』, 28(3), 5 - 14.
- (2011). :
『 』, 35(2), 337 - 353.
- Aaker, D. A. (1991). *Managing Brand Equity*. New York: The Free Press.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102 - 120.
- Aaker, D. A. (2012). *Building Strong Brands*. New York: Simon and Schuster.
- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347 - 356.
- Aaker, J. L. (2000). Accessibility or diagnosticity? Disentangling the influence of

Word2Vec

- culture on persuasion processes and attitudes. *Journal of Consumer Research*, 26(4), 340 - 357.
- Aaker, J. L., Benet - Martinez, V., & Garolera, J. (2001). Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of Personality and Social Psychology*, 81(3), 492 - 508.
- Aguirre - Rodriguez, A., Bosnjak, M., & Sirgy, M. J. (2012). Moderators of the self - congruity effect on consumer decision - making: A meta - analysis. *Journal of Business Research*, 65(8), 1179 - 1188.
- Assael, H.(1995). *Consumer Behaviour and Marketing Action*. Boston: Kent Publishing Company.
- Austin, J. R., Siguaw, J. A., & Mattila, A. S. (2003). A re - examination of the generalizability of the Aaker brand personality measurement framework. *Journal of Strategic Marketing*, 11(2), 77 - 92.
- Azoulay, A., & Kapferer, J. N. (2003). Do brand personality scales really measure brand personality? *Journal of Brand Management*, 11(2), 143 - 155.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139 - 168.
- Berthon, P., Hulbert, J. M., & Pitt, L. F. (1999). To serve or create? Strategic orientations toward customers and innovation. *California Management Review*, 42(1), 37 - 58.
- Choi, S., Lehto, X. Y., & Morrison, A. M. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism Management*, 28(1), 118-129.
- Collobert, R., Weston, J., Bottou, L., Karlen, M., Kavukcuoglu, K., & Kuksa, P. (2011). Natural language processing (almost) from scratch. *Journal of Machine Learning Research*, 12, 2493 - 2537.
- Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research*, 45(2), 127 - 139.
- Erdem, T. (1998). An empirical analysis of umbrella branding. *Journal of Marketing Research*, 35(3), 339 - 351.
- Ferrandi, J. M., Valette - Florence, P., & Fine - Falcy, S. (2015). Aaker ' s brand personality scale in a French context: a replication and a preliminary test of its validity. In *Proceedings of the 2000 academy of marketing science (AMS) annual conference* (pp. 7 - 13). Springer, Cham.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343 - 353.
- Freling, T. H., & Forbes, L. P. (2005). An examination of brand personality through methodological triangulation. *Journal of Brand Management*, 13(2), 148 - 162.
- He, X., & WANG, W. W. (2008). Research and application of Chinese word segmentation technical based on natural language information retrieval. *Information Science*, 26(5), 777 - 791).
- Johnson, C., Surlemont, B., Nicod, P., & Revaz, F. (2005). Behind the stars: a concise typology of Michelin restaurants in Europe. *Cornell Hotel and Restaurant Administration Quarterly*, 46(2), 170 - 187.
- Kang, H., Yoo, S. J., & Han, D. (2009). Modeling Web Crawler Wrappers to Collect User Reviews on Shopping Mall with Various Hierarchical Tree Structure. *IEEE. In 2009 International Conference Web Information Systems and Mining*, 69 - 73.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer - based brand equity. *Journal of Marketing*, 57(1), 1 - 22.

- Lee, Y. K., Back, K. J., & Kim, J. Y. (2009). Family restaurant brand personality and its impact on customer's emotion, satisfaction, and brand loyalty. *Journal of Hospitality & Tourism Research*, 33(3), 305 - 328.
- Lim, K., & O' Cass, A. (2001). Consumer brand classifications: An assessment of culture - of - origin versus country - of - origin. *Journal of Product & Brand Management*, 10(2), 120 - 136.
- Lin, C. G., Cheng, W. Y., Song, H. K., & Gang, W. A. N. G. (2000). An improved fast algorithm for Chinese word segmentation. *Journal of Computer Research and Development*, 37(4), 418 - 424..
- Lin, L. Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: An empirical study of toys and video games buyers. *Journal of Product & Brand Management*, 19(1), 4 - 17.
- Ma, L., & Zhang, Y. (2015, October). Using Word2Vec to process big text data. In 2015 IEEE International Conference on Big Data (Big Data) (pp. 2895 - 2897). IEEE.
- Magne, S., & Kjell, G. (2003). Building foreign brand personalities in Russia: The moderating effect of consumer ethnocentrism. *International Journal of Advertising*, 22(2), 202 - 226.
- McCormick, C. (2016). Word2Vec Tutorial - The Skip-Gram Model. Retrieved from <http://mccormickml.com/2016/04/19/word2vec-tutorial-the-skip-gram-model/>
- Mikolov, T., Chen, K., Corrado, G., & Dean, J. (2013). Efficient estimation of word representations in vector space. arXiv preprint arXiv:1301.3781.
- Mikolov, T., Sutskever, I., Deoras, A., Le, H. S., Kombrink, S., & Cernocky, J. (2012). Subword language modeling with neural networks. preprint (<http://www.fit.vutbr.cz/imikolov/rnnlm/char.pdf>), 8.
- Musante, M. D., Bojanic, D. C., & Zhang, J. (2008). A modified brand personality scale for the restaurant industry. *Journal of Hospitality & Leisure Marketing*, 16(4), 303 - 323.
- Okazaki, S. (2006). Excitement or sophistication? A preliminary exploration of online brand personality. *International Marketing Review*, 23(3), 279 - 303.
- Peng, H., Cambria, E., & Hussain, A. (2017). A review of sentiment analysis research in Chinese language. *Cognitive Computation*, 9(4), 423 - 435.
- Plummer, J. T. (1985). How personality makes a difference. *Journal of Advertising Research*, 24(6), 27 - 31.
- Shao, T., Chen, H., & Chen, W. (2018, April). Query Auto - Completion Based on Word2vec Semantic Similarity. In *Journal of Physics: Conference Series* (Vol. 1004, No. 1, p. 012018). IOP Publishing.
- Shavitt, S. (1990). The role of attitude objects in attitude functions. *Journal of Experimental Social Psychology*, 26(2), 124 - 148.
- Siguaw, J. A., Mattila, A., & Austin, J. R. (1999). The brand - personality scale. *Cornell Hotel and Restaurant Administration Quarterly*, 40(3), 48 - 5.
- Turian, J., Ratinov, L., & Bengio, Y. (2010, July). Word representations: a simple and general method for semi - supervised learning. In *Proceedings of the 48th annual meeting of the association for computational linguistics* (pp. 384 - 394). Association for Computational Linguistics.
- Usakli, A., & Baloglu, S. (2011). Brand personality of tourist destinations an application of self - congruity theory. *Tourism Management*, 32(1), 114 - 127.
- Valette - Florence, P., Guizani, H., & Merunka, D. (2011). The impact of brand personality and sales promotions on brand equity. *Journal of Business Research*, 64(1), 24 - 28.

- Wang, J., & Cao, Z. (2017, October). Chinese text sentiment analysis using LSTM network based on L2 and Nadam. In 2017 IEEE 17th International Conference on Communication Technology (ICCT) (pp. 1891 - 1895). IEEE.
- Wong, C. U. I., & Qi, S. (2017). Tracking the evolution of a destination's image by text - mining online reviews: The case of Macau. *Tourism Management Perspectives*, 23, 19 - 29.
- Xiao, K., Zhang, Z., & Wu, J. (2016, August). Chinese text sentiment analysis based on improved Convolutional Neural Networks. In 2016 7th IEEE International Conference on Software Engineering and Service Science (ICSESS) (pp. 922 - 926). IEEE.
- Zhang, C., Wang, X., Yu, S., & Wang, Y. (2018, June). Research on Keyword Extraction of Word2vec Model in Chinese Corpus. In 2018 IEEE/ACIS 17th International Conference on Computer and Information Science (ICIS) (pp. 339 - 343). IEEE.
- Zhang, D., Xu, H., Su, Z., & Xu, Y. (2015). Chinese comments sentiment classification based on word2vec and SVMperf. *Expert Systems with Applications*, 42(4), 1857 - 1863.
- Airbnb. Restaurant Spending Report. [https://press.airbnb.com/app/uploads/2017/09/Restaurant - Spending - Report - 2017.pdf](https://press.airbnb.com/app/uploads/2017/09/Restaurant-Spending-Report-2017.pdf), 2019 09 1 .
- Ctrip. 关于携程. <http://pages.ctrip.com/public/ctripab/abctrip.htm>, 2019 3 12 .
- Dianping. About Dianping. <http://www.dianping.com/aboutus>, 2019 3 12 .
- Mafengwo. 关于蚂蜂窝. <http://www.mafengwo.cn/s/about.html>, 2019 3 12 .
- MICHLEIN Guide. 가 2017 , 가 . [https://guide.michelin.com/kr/ko/article/news - and - views/ - 가 - - 2017 - - - 2](https://guide.michelin.com/kr/ko/article/news-and-views/-가-2017-2), 2019 10 20 .
- MICHLEIN Guide. 가 . [https://guide.michelin.com/kr/ko/about - us](https://guide.michelin.com/kr/ko/about-us), 2019 10 20 .
- MICHLEIN Guide. 가 . <https://guide.michelin.com/kr/ko/article/features/771>, 2019 10 20 .
- Xiaohongshu. About us. <https://www.xiaohongshu.com/protocols/about>, 2019 11 19 .

방한 중국인 관광객의 관광지 선택속성과 관광지 위험속성이 관광 만족도 및 전환의도에 미치는 영향

The Effect of the Choice Attributes of Chinese Tourists in Korea and the Risk Attributes of Tourist Tourism on the Intention of Tourism Conversion

*

Yu, Hong - bin · Kim, Youn - kung

ABSTRACT

The purpose of this study. First, it is a verification of the impact of Chinese tourists' choice of tourist destination and the risk attribute of tourist destination on tourism satisfaction. Second, the Chinese tourists visiting the property risk of Sightseeing Regions Choice and tourist attractions intended impact on transition of verification. Third, Chinese tourists to the verification of the intended impact on tourism attractions of transition of the tourist attractions. Note To sum up, first, tourist satisfaction research results (+) of the influence of Sightseeing Regions Choice property is glamour, accessibility, and by facility level. Secondly, significant wealth (-) in the tourist satisfaction the influence of the property crime, disease, political risk of a tourist destination in danger. Third, the intention of switching to the influence of wealth (-) tourist attractions of Sightseeing Regions Choice showed property is glamour, accessibility, and facility levels. Fourth, significant (+) of the influence on the intention of switching a tourist spot tourist attractions that showed property crime, disease, political risk danger. Finally, tourist attractions is satisfaction with intent shown to have the effects of significant wealth (-) in the transition. These findings based on the implications of this study items are summarized as follows : First, it is believed that Korean tourism organizations should advertise and promote the attractions, accessibility, facility and service levels more in order to attract Chinese tourists. Second, it is believed that Korean tourism organizations will be able to attract Chinese tourists only when they appeal to the nation's security, safety against diseases and economic safety. Third, it is believed that Korean tourism-related organizations should further advertise and promote the attractiveness, accessibility, facility and service level excellence of tourist attractions in order to prevent Chinese tourists from switching to othercountries other than Korea.

key words : Choice Attributes of Tourism, Risk Attributes of Tourist Tourism, Tourism Satisfaction, Intention of Tourism Conversion

·

(WTTC) 2010 8

GNP 10% 9.5% , UNWTO

2020 13 6000 , 2030 18 1000 (, 2018).

가 , 가 · ,

·

가 가 13 1/5

가 2020 가 4

가 (, 2017). K - POP,

가 , 가

· ,

· ,

· , , , ,

· ,

(, 2005).

가 가 ,

· , ,

(,

2012). 2001 9. 11 ,

(, 2008).

2003 SARS 2004 , 2004 2011

, 2009 SI(Swine Influenza) , 2008 , 2009

, 가 , ,

가

(LI NA, 2015).

· ,

·

, 가

·

가 ,

,

.

가

가 .

.

1.

47% 가 . 1992 8
가 , 1998
가 ,
2009 , 2010
, 2016
(, 2018).
2016 , 2010
20 40 , ,
2016 70% 2015 60% 가 (,
2015).
2~30 가 , 가 SNS
(, 2016).
가
2016 . 2017
, 2016 800
, 2017 3 가
(, 2018). 2017
, 2017 417 48.3% ,
2018 가 , 2016 (,
, 2018).

2.

가 , , 가 가
가 , , 가 (,
1995).
가
, 가 가
(Attribute) (, 2010).
(1999)
, 가 , ,
, ,
, ,
, ,
, , (, 2005).
가
, 가
(, 2010).

3.

(risk) ‘ 가 가
, (Wildausky & Dake, 1990).
, (risk percep -
tion)
(Cox & Rish, 1964).
, Assael(1995)
, (, 2007). ,
가 .

,
가 (, 2007; , 2005; , 2008;
3 , 2007; , 2012; , 2011). 가
(, , 2010). 2000
가 ,
가 .
, , ,
(Cunningham, 1967; Jacoby & Kaplan, 1972).
,
가 ,
(, 2007).
가
(, 2011). ,
가 , 2000
가 ,
가 가 ,
(, 2002).
.
(, , 2017; , 2008; , 2011),
(Sonmez & Graefe, 1998; , 2005). 가
(, 2012) , (, , 2010).
.
4.
, 가 가
, (, 2006). ,
,
(, 2005). Haward & Sheth(1969)
(, 2015). . ,
.

가 (, 2015).

(, 2017).

Noe(1987) , 가 (, 1996).

5.

가

(, , , 2013),

(, , 2009).

(, 2007).

가

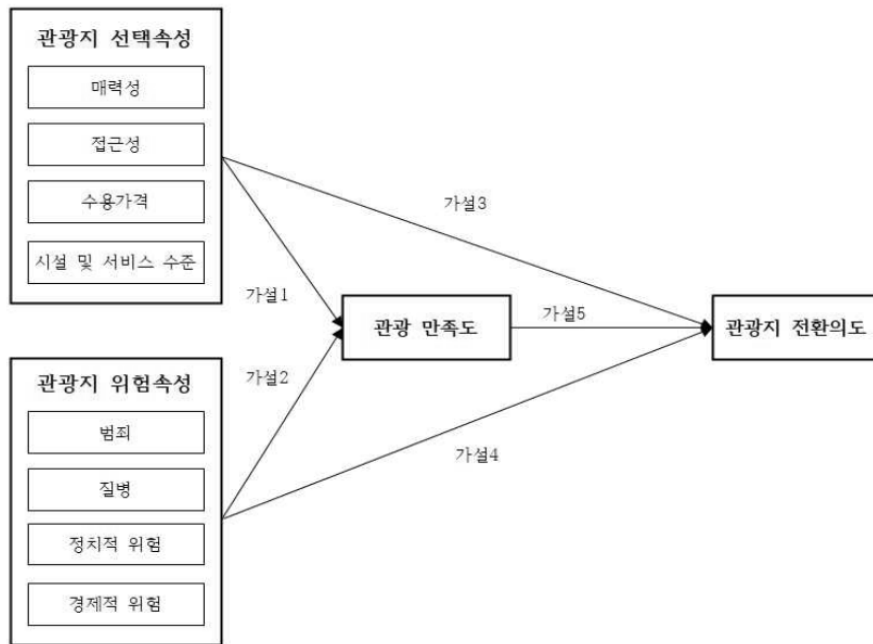
가

(, , 2015).

1. 가

1)

[1] .



[1]

2) 가

가 1: (+)

가 1-1: (+)

가 1-2: (+)

가 1-3: 가 (+)

가 1-4: (+)

가 2: (-)

가 2-1: (-)

가 2-2: (-)

가 2-3: (-)

가 2-4: (-)

가 3: (-)

가 3-1: (-)

가 3-2:	(-)	.
가 3-3: 가	(-)	.
가 3-4:	(-)	.
가 4-1:	(+)	.
가 4-2:	(+)	.
가 4-3:	(+)	.
가 4-4:	(+)	.
가 5:	(-)	.

2.

1)

, , 가 , 가
가 , , 가 ,

2)

, , ,

3)

가 , 가

4)

가 (, , , , 2013),

1.

272

[1]

[1]

구분	내용	빈도(N)	비율(%)
성별	남자	149	54.8
	여자	123	45.2
연령	20세 이하	90	33.1
	20세~ 29세	106	39.0
	30세~ 39세	53	19.5
	40~ 49세	14	5.1
	50세 이상	9	3.3
결혼유무	결혼	131	48.2
	미혼	141	51.8
학력	고등학교(이하)	63	23.2
	대학교 졸업	190	69.9
	대학원 이상	19	7.0
가족 월평균 소득	10000위엔 미만	84	30.9
	10000위엔~ 20000위엔	70	25.7
	20000위엔~ 30000위엔	51	18.8
	30000위엔~ 40000위엔	41	15.1
	40000위엔 이상	26	9.6
합계		272	100

2.

1)

[2]

39

가 4

35

10

. KMO

0.5

가

0.7

0.949

Bartlett

15190.733,

df=861, sig=.000

0

가

2.111~4.368 5.03%~10.40%
 76.11% 0.635~0.825
 Alpha 0.8 가 Cronbach's
 [2]

요인		항목	요인 적재량										Cronbach's α
			1	2	3	4	5	6	7	8	9	10	h's α
관광지 선택속 성	매 력 성	매력성1	.165	.725	.111	.132	-.149	-.085	.143	-.184	-.003	-.035	.897
		매력성2	.185	.747	.185	.146	-.183	-.178	.113	-.095	-.068	-.117	
		매력성3	.206	.677	.148	.035	-.158	-.124	.123	-.064	-.151	-.064	
		매력성4	.121	.733	.075	.167	-.140	-.199	.057	-.040	-.153	-.110	
	접 근 성	접근성1	.146	.164	.274	.078	-.123	-.073	.069	-.739	-.087	-.212	.827
		접근성2	.139	.096	.123	.078	-.105	-.246	.130	-.751	-.149	-.146	
		접근성3	.143	.125	.206	.218	-.175	-.090	.096	-.776	-.102	-.041	
	수 용 가 격	수용가격1	.775	.257	.130	.157	-.119	-.208	.065	-.150	-.125	-.083	.899
		수용가격2	.721	.154	.059	.179	-.140	-.132	.034	-.067	-.098	-.049	
		수용가격3	.750	.107	.152	.126	-.114	-.113	.042	-.191	-.160	-.094	
		수용가격4	.721	.192	.053	.160	-.064	-.210	.062	-.002	-.133	-.140	
	시 설 수 준	시설수준1	.242	.103	.225	.814	-.105	-.140	.020	-.098	-.076	-.120	.913
		시설수준2	.178	.194	.138	.770	-.163	-.119	.037	-.097	-.110	-.097	
		시설수준3	.151	.176	.159	.765	-.126	-.153	.079	-.115	-.119	-.172	
		시설수준4	.170	.198	.236	.797	-.120	-.135	.066	-.091	-.132	-.070	
관광지 위험속 성	범죄	범죄1	.289	.284	.186	.138	.175	-.187	-.094	.132	-.711	.082	.892
		범죄2	.223	.201	.153	.131	.113	-.116	-.097	.156	-.803	.106	
		범죄3	.278	.113	.214	.188	.159	-.096	-.038	.098	-.773	.073	
	질 병	질병1	.205	.155	.809	.160	.084	-.172	-.098	.157	-.116	.107	.934
		질병2	.148	.139	.761	.130	.115	-.175	-.202	.175	-.075	.100	
		질병3	.147	.225	.744	.248	.118	-.182	-.114	.162	-.101	.154	
	정 치 적 위 험	정치적 위험1	.207	.222	.159	.168	.264	-.736	-.062	.137	.188	.121	.906
		정치적 위험2	.199	.214	.211	.117	.102	-.745	-.053	.070	.096	.198	
		정치적 위험3	.135	.225	.152	.179	.298	-.738	-.102	.125	.065	.114	
		정치적 위험4	.225	.158	.198	.161	.182	-.752	-.028	.164	.081	.044	
	경 제 적 위 험	경제적 위험1	.165	.142	.222	.124	-.132	-.219	-.178	.127	.039	-.762	.891
		경제적 위험2	.230	.184	.220	.224	-.178	-.125	-.217	.158	.120	-.716	
		경제적 위험3	.196	.159	.220	.225	-.227	-.135	-.183	.233	.161	-.701	
	관광 만족도		관광만족도1	.036	.115	.126	-.040	-.170	-.021	.750	-.085	.017	-.056
관광만족도2			.021	.124	.116	.071	-.018	-.020	.766	-.055	.074	-.110	
관광만족도3			.030	.083	.099	.006	-.203	-.035	.825	-.030	.037	-.109	
관광만족도4			.069	.109	.103	.089	-.126	-.097	.802	-.074	.041	-.077	
관광지 전환의도		관광지 전환의도1	.145	.186	.172	.147	-.746	-.205	-.240	.166	.126	.131	.936
		관광지 전환의도2	.170	.242	.118	.111	-.754	-.234	-.212	.138	.136	.135	
		관광지 전환의도3	.180	.214	.136	.194	-.778	-.173	-.194	.092	.115	.103	
아이겐 값			4.368	4.264	4.120	3.332	3.129	3.057	3.022	2.290	2.270	2.111	-
설명분산(%)			10.40	10.15	9.81	7.93	7.45	7.28	7.20	5.45	5.41	5.03	
누적분산(%)			10.40	20.55	30.36	38.30	45.75	53.02	60.22	65.67	71.08	76.11	
KMO=.949 Bartlett' 구형성 검증=15190.733 df=861 sig=.000 총설명분산=76.11													

2)

[3]

X²

=1358.878, df=774, p=.000, χ^2 /df=1.756, GFI=.884, IFI=.961, TLI=.956, CFI=.961, RMSEA=.040

0.7 CR 0.5 AVE

[3]

요인		항목	주장치		SE	t-값	개념 신뢰도	AVE
			비표준화	표준화				
관광지 선택속성	매 력 성	매력성1	1.000	.725	-	-	.900	.602
		매력성2	1.124	.852	.062	18.023		
		매력성3	1.047	.717	.069	15.121		
		매력성4	1.182	.772	.072	16.310		
	접 근 성	접근성1	1.000	.786	-	-	.831	.621
		접근성2	.934	.764	.059	16.223		
		접근성3	.895	.813	.052	17.092		
	수 용 가 격	수용가격1	1.000	.904	-	-	.900	.602
		수용가격2	.767	.733	.039	19.539		
		수용가격3	.855	.786	.039	22.017		
		수용가격4	.837	.769	.040	21.170		
	시 설 수 준	시설수준1	1.000	.896	-	-	.914	.727
		시설수준2	.882	.801	.039	22.641		
		시설수준3	.895	.822	.038	23.739		
		시설수준4	.982	.888	.036	27.488		
관광지 위험속성	범 죄	범죄1	1.000	.891	-	-	.892	.733
		범죄2	.971	.844	.042	23.363		
		범죄3	.969	.832	.042	22.861		
	질 병	질병1	1.000	.904	-	-	.935	.743
		질병2	.873	.832	.034	25.342		
		질병3	.939	.877	.033	28.390		
	정 치 적 위 험	정치적 위험1	1.000	.901	-	-	.907	.710
		정치적 위험2	.770	.794	.034	22.321		
		정치적 위험3	.952	.858	.037	25.820		
		정치적 위험4	.928	.813	.040	23.317		
	경 제 적 위 험	경제적 위험1	1.000	.781	-	-	.892	.735
		경제적 위험2	1.073	.881	.051	20.909		
		경제적 위험3	1.136	.905	.053	21.456		
관광 만족도		관광만족도1	1.000	.719	-	-	.843	.575
		관광만족도2	1.002	.690	.073	13.714		
		관광만족도3	1.082	.835	.067	16.143		
		관광만족도4	1.009	.781	.066	15.369		
관광지 전환의도		관광지 전환의도1	1.000	.871	-	-	.936	.786
		관광지 전환의도2	1.069	.885	.040	26.813		
		관광지 전환의도3	1.064	.879	.040	26.430		

$\chi^2(p)=1358.878(.000)$, $df=774$, $\chi^2/df=1.756$, $GFI=.884$, $CFI=.961$, $TLI=.956$, $IFI=.961$, $RMSEA=.040$

2)

가

[4]

. Chin(1998)

(AVE)

AVE

AVE

AVE

[4]

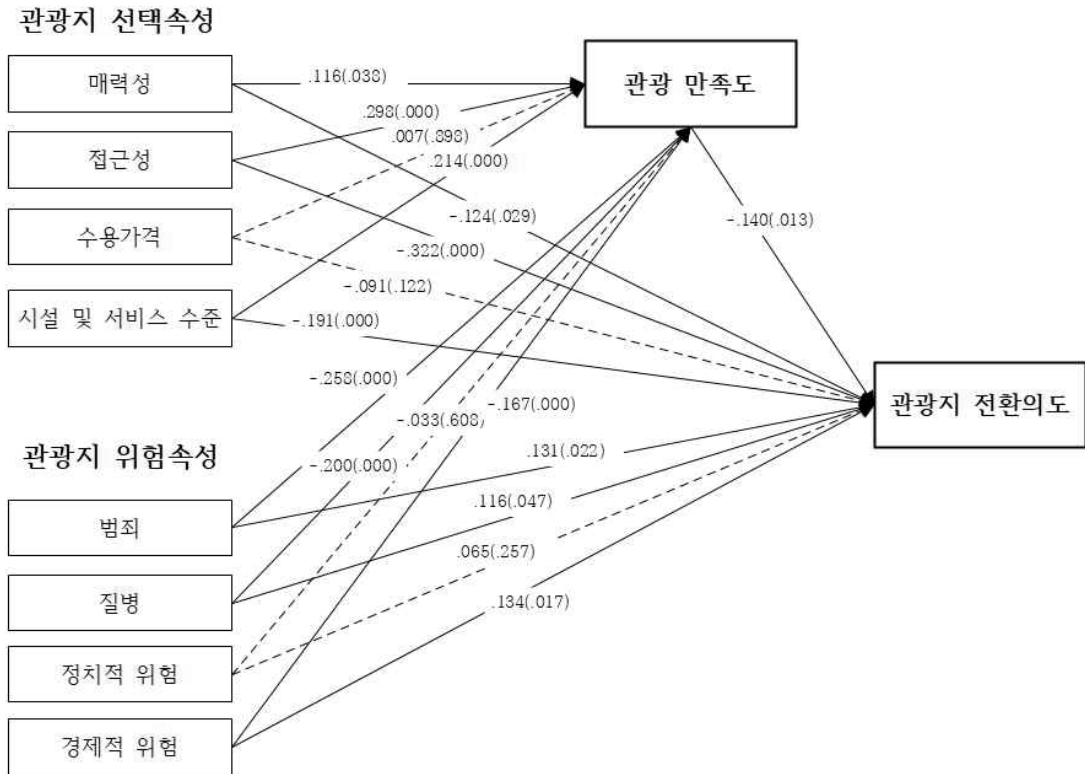
변수	AVE	CR	1	2	3	4	5	6	7	8	9	10
매력성	.602	.900	.776									
접근성	.621	.831	.418**	.788								
수용가격	.602	.900	.566**	.427**	.776							
시설수준	.727	.914	.485**	.423**	.499**	.853						
범죄	.733	.802	-.517**	-.466**	-.573**	-.474**	.856					
질병	.743	.935	-.485**	-.524**	-.467**	-.523**	-.497**	.862				
정치적 위험	.710	.907	.560**	.480**	.521**	.504**	.489**	.520**	.846			
경제적 위험	.735	.802	-.422**	-.533**	-.499**	-.518**	-.468**	-.561**	-.535**	.857		
관광 만족도	.575	.843	.342**	.294**	.203**	.199**	.254**	.358**	.253**	.422**	.758	
관광지 전환의도	.786	.936	-.572**	-.484**	-.468**	-.482**	-.503**	-.476**	.624**	-.564**	-.456**	.887

3. 가

1)

[2]

 $\chi^2 = 1650.841$,df=788, p=.000, $\chi^2/df=2.095$ p=.000, GFI=.866, IFI=.942, TLI=.936, CFI=.942, RMSEA=.048



$\chi^2=1650.841$, $df=788$, $p=0.000$, $\chi^2/df=2.095$, $p=0.000$, $GFI=.866$, $IFI=.942$, $TLI=.936$, $CFI=.942$, $RMSEA=.04$

*

[2]

2) 가

가 [5] .

가 1 :

(+) 가 1 , , 가 ,
가 1-1, 가 1-2, 가 1-3, 가 1-4

가 1 (=.116, $p<0.05$), (=.298, $p<0.001$), (=.214, $p<0.001$) (+)
가 1-1, 가 1-2, 가 1-4 , 가 (=.007, $p>0.05$)
가 1-3 .

가 2 : (-)

가 2 , , ,
가 2-1, 가 2-2, 가 2-3, 가 2-4

가 2 (= -.258, $p < 0.001$), (= -.200,
 $p < 0.001$), (= -.160, $p < 0.01$) (-)
가 가 2-1, 가 2-2, 가 2-4 , (= -.033,
 $p > 0.05$) 가 2-3 .

가 3 :

(-)

가 3 , , ,
가 3-1, 가 3-2, 가 3-3, 가 3-4

가 3 (= -.124, $p < 0.05$), (= -.322, $p < 0.001$), (= -.191, $p < 0.001$) (-)
가 3-1, 가 3-2, 가 3-4 , 가 (= -.091, $p > 0.05$) 가 1-3 .

가 4 :

(+)

가 4 , , ,
가 4-1, 가 4-2, 가 4-3, 가 4-4

가 4 (= .131, $p < 0.05$), (= .116,
 $p < 0.05$), (= .134, $p < 0.05$) (+)
가 4-1, 가 4-2, 가 4-4 , (= .065,
 $p > 0.05$) 가 4-3 .

가 5 :

(-)

가 5 .

가 5 (-)

가 5 (= .115, $p < 0.05$).

[5] 가

가설	경로	비 표준화 경로계수	표준화 경로계수	표준 오차	t-값	p값	채택여 부
H1-1	매력성 → 만족도(+)	.155	.116*	.075	2.076	.038	채택
H1-2	접근성 → 만족도(+)	.376	.298***	.069	5.484	.000	채택
H1-3	수용가격 → 만족도(+)	.012	.007	.094	.128	.898	기각
H1-4	시설 수준 → 만족도(+)	.226	.214***	.053	4.247	.000	채택
H2-1	범죄 → 만족도(-)	-.301	-.258***	.066	4.588	.000	채택
H2-2	질병 → 만족도(-)	-.222	-.200***	.059	3.770	.000	채택
H2-3	정치적 위험 → 만족도(-)	-.026	-.033	.052	.513	.608	기각
H2-4	경제적 위험 → 만족도(-)	-.155	-.167***	.047	3.316	.000	채택
H3-1	매력성 → 전환의도(-)	-.118	-.124*	.054	2.189	.029	채택
H3-2	접근성 → 전환의도(-)	-.292	-.322***	.051	5.771	.000	채택
H3-3	수용가격 → 전환의도(-)	-.105	-.091	.068	1.546	.122	기각
H3-4	시설 수준 → 전환의도(-)	-.145	-.191***	.039	3.746	.000	채택
H4-1	범죄 → 전환의도(+)	.158	.131*	.069	2.291	.022	채택
H4-2	질병 → 전환의도(+)	.123	.116*	.062	1.988	.047	채택
H4-3	정치적 위험 → 전환의도(+)	.057	.065	.050	1.134	.257	기각
H4-4	경제적 위험 → 전환의도(+)	.152	.134*	.064	2.382	.017	채택
H5	만족도 → 전환의도(-)	-.115	-.140*	.046	2.477	.013	채택

1.

가 ,

가 ,

, SPSS 22.0

, Amos 22.0

(1998).
(1996).
, 2018
(2006).
(2000).
7(1), 97 - 114.
(2005). 가 ,
(2004), “ 가 ,
” ,
(2009), 가 가 -
(2006).
(1991). 가. 『 , 80(1), 103 - 108.
, (1995). :
, 5(0), 75 - 99.

- (2012). 가 , 18(4): 433 - 444.
- (2014). 『 , 28(1), 219 - 232.
- (2012). : , 16(1): 7 - 22.
- (2016).
- (2015), “ 가 : ” , .
- (2017).
- (2011).
- (1997). : . 42(523).
- (2015), “ 가 , ” , .
- (2015), “ 가 , ” , .
- (1999). 『 pp.83~102
- (2017). 가 『MICE , 17(1).
- (2017), “ 가 ” , .
- (2010).
- (2012), .
- (2017), “ 가 , ” , .
- (2006). 가 : .
- (2015), .
- (2013).
- (2014).
- (2000). 『 , 11(4). 142 - 143.
- (2005). 가 , 가 .

- (2004). 가 : ‘
- (2002). 『 , 21(1), 68.
- (2005). , .
- (2005). 『
- 』 15(3):149 - 168.
- (2010). , .
- (2010). , .
- (2014), Kano ,
- 3(79), 225 - 244.
- (2018). :
- “ , 가 , ” ,
- , 2008.
- , 2018
- (2007). -
- , (2003). , 17(4),
- 1 - 21.
- (2018).
- (2004). 『 ()』 ,
- Anderson, Kristen Joan, Revelle, William(1994). Impulsivity and time of day: Is rate of change in arousal a function of impulsivity?. *Journal of Personality and Social Psychology*, Vol.67, 334 - 344.
- Barrick, M. & Mount, M. (1991). The big five personality dimensions and job performance: A meta-analysis. *Personnel Psychology*, 44: 1 - 26.
- Barrick, M. R. and M. K. Mount(1993). Autonomy as a moderator of the relationships between the big five personality dimensions and job performance. *Journal of Applied Psychology*, 78(1): 111 - 118.
- Boulding, W., Staelin, R., Kalra, A., & Zeithaml, V.(1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(1), 7 - 27.
- Costa, P. T., Jr., & McCrae, R. R. (1992). NEO PI - R professional manual: Revised NEO Personality Inventory (NEO - PI - R) and NEO Five - Factor Inventory(NEO - FFI). Odessa, FL: Psychological Assessment Resources.
- Cracolici M. F. & P. Nijkamp(2008), "The Attractiveness and Competitiveness of Tourist Destinations: A study of Southern Italian regions", *Tourism Management*, 30, pp.336 - 344.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (Vol. 6). Upper Saddle River, NJ: Pearson Prentice Hall.

- Haward, A. J., and J. N. Sheth. (1969). The Theory of Buyer Behavior, New York: John Wiley Sons, INC.
- Hogan, R.(1983). A socioanalytic theory of personality. In Page M.M(ed.), Personality - Current theory & Research: Nevrasca Symposium on Motivation, Licon, NE: University of Nebraska Press.
- Inskeep, E. (1991). Tourism Plannig. An Integrated and Sustainable Development Approach. New York: Van Nostrano Reinhold.
- Kayar, Ç. H., & Kozak, N.(2010). Measuring Destination Competitiveness: An Application of the Travel and Tourism Competitiveness Index (2007). Journal of Hospitality Marketing &Management, 19(3), 203 - 216.
- Mazursky, D.(1989). Past Experience and Future Tourism Decisions. Annals of Tourism Research, 16(3), 333 - 344.
- McAlister, L. & Pessemier, E. (1982). Variety seeking behavior: An interdisciplinary review. Journal of Consumer Research, 311 - 322.
- Mount, M. & Barrick, M. (1995). Manual for the personal characteristics inventory. Liberville, IL: Wonderlic Personnel Test, Inc.
- Neil Leiper. (1990). Tourist Attraction Systems. Annals of Tourism Research, (17), 367 - 384.
- Noe, F. P. (1987). Measurement Specification and Leisure Satisfaction. Leisure Science, 9(3), 155 - 166.
- Nunnally, J. C.(1967), Psychometric Theory, New York: McGraw - Hill.
- Salgado, J. F. (1997). The five factor model of personality and job performance in the European community. Journal of Applied Psychology, 82(1): 30 - 43.

한류드라마의 인지도와 친숙도가 K-Food 구매 의도에 미치는 영향

- K-Food태도의 매개효과를 중심으로 -

The effect of K-Drama Recognition and Familiarity on the Purchase Intention toward K-Food

- Focused on Mediating Effects of Attitude toward K-Food -

* . **

Shin, Yu - jin · Kessler, Daniel

ABSTRACT

Recently the Korea mass media is being spread over the borders of Asia to Europe, American and rest of the world in the name of "Hallyu". It's consist of K-POP, K-drama, K-Food and so on. Meanwhile, though the subject of K-Food globalization has emerged continuously, the study of K-Food consumption toward Korean wave is still comparatively unstudied. The empirical study considering a role of K-Drama recognition and familiarity on foreigner's K-Food attitudes and purchase intention is rare. In this research, to identify the effect of K-Drama Recognition and Familiarity on the Purchase Intention toward K-Food focused on Mediating Effects of Attitude toward K-Food, the research was done on the 300 foreigners who are visiting or living in Busan, Korea in 2019.

key words : K-Food, K-Wave, K-Drama, Globalization of Korean Food, Attitude, Purchase Intention

(2019)

1

*

perfume0103@hanmail.net,

: K -Food,

**

, dannykess@gmail.com,

: Wellness tourism, Marketing

1996 가 , 가
가
2000 가 가
,
(, 2019).
가
'2018 가
94 8000 9.1% 가 2014 69
2000 2015 71 1000 , 2016 76 9000 , 2017 82 1000
가 (, 2019.5.2.)
(2007)
TV , , 가
가
가
K - Pop
가 (, 2015).
, K - Pop,
(, 2007; , 2013; , 2014).
가 가 가

(, 2013).

(, 2014), 가 , ,

K - Food

가 .

, K - Food

, , .

, 가 .

, () , (Sushi) 가

K - Food , 가

가 .

, , , .

가 K - Food 가 K - Food

가 .

, K - Food

가 .

K - Food .

, , , ,

, ,

가 K - Food 가

. K - Food

, .

가

Keller(2008) “
 ”
 ,
 (2014), Yoo, Donthu & Lee(2000), (2009), (2008), (2008)
 ,
 13 5 .

3.

Zinkhan & Muderrisoglu(1985) ‘ 가
 , 가
 ,
 가 가 (, 2015). Baloglu(2001)
 ‘ , ‘ (experiential) ,
 , (,
 2014),
 ,
 , 가
 , 가
 , 가
 “ 가
 가” ,
 (Baloglu, 2001, Prentice, 2004; , 2007; , 2011; , 2014)
 , 12 5 .

4. K - Food

“
 ”
 ,
 (, 2009).
 , ,
 (, 2010). ,
 가 가

가 .

(2018) K - Food

가 , 1(2018) K - Food

, K - Food

가 K - Food , Korean() + Food() Hansik()

, 가 (

, 2018). K - Food 1990 (K - Drama) 가 (K - Pop),

(K - Culture)

(1, 2018).

‘ K - Food ’ , ‘ ’

가

, K - Food 가 /

, K - Food

가 , K - Food

가 K - Food가 , 가

/

K - Food가 , K - Food

K - Food가

5.

Allport(1935)

가 . Fishbein

& Ajzen(1975) , 가

, Miller(1994) 가

, 가 ,

(Thurstone, 1931).

K - Food K - Food 가

,
(Fishbein & Ajzen, 1975; , 2003; , 2006; , 2006;
, 2008; , , 2010; , 2010)
, 13 , 5 .

6.

(Boulding W., 1993),
가 , 가
가 (, 1990). Aaker(1997)
가 가 .
가 , 가
가 ,
K - Food K - Food
(Papadopolan & Heslop, 1993; Assael, 1995; , 1995; ,1996; , ,
2004; , 2010; , 2010; , 2010, , 2011; , 2012, , 2013)
8
5 .

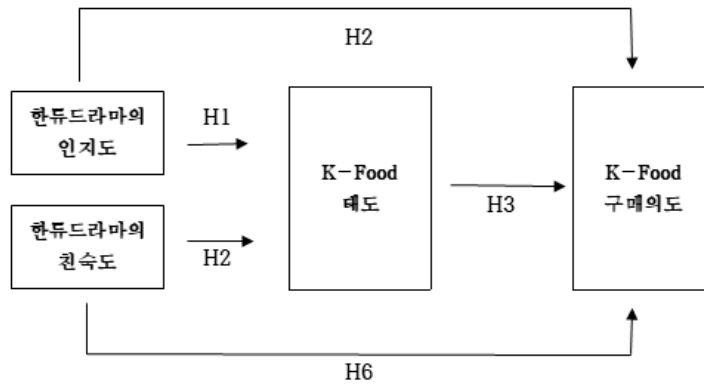
1. 가

1)

(Krishnan & Chakravarti, 1993; Keller, 1998;
Aaker, 2002; , 2015; , 2018),
(Russell H. Colley, 1961;
, 2001; , 2009; , 2015),
(Engel & Blackwell, 1982; ,
2005; , 2014),
(Homer & Kahle, 1988; , 2004;

, 2012; , 2017), (Prentice & Andersen, 2000; , 2013; , 2016; , 2017), (Fishbein & Ajzen, 1975; , 2016; , 2014; , 2011).

가 K - Food

$$\begin{bmatrix} 1 \\ 1 \end{bmatrix}$$

$$[\quad 1]$$

2) 가

Keller(1998), (2010) 가 (2015) 가 (2018) 가 가 가 (Aaker, 2006; , 2008). K - Food 가

가 1: *K-Food* (+) .

가 1-1:	<i>K - Food</i>	(+)	.
가 1-2:	<i>K - Food</i>	(+)	.
가 1-3:	<i>K - Food</i>	(+)	.
가 1-4:	<i>K - Food</i>	(+)	.

K - Food

Russell H. Colley(1961) , 가 ' - -
 - , . Nedungadi & Hutchinson(1985),
 Hoyer & Brown(1990), Keller & Aaker (1992) , 가
 . (2009)
 가 (+) . (2013)
 ,
 (2015) .
 , , 가
 가 , 가
 , 가
 , 가
 , 가
 . K - Food
 가 .

가 2:	<i>K - Food</i>	(+)	.
가 2-1:	<i>K - Food</i>	(+)	.
가 2-2:	<i>K - Food</i>	(+)	.
가 2-3:	<i>K - Food</i>	(+)	.
가 2-4:	<i>K - Food</i>	(+)	.

K - Food

K - Food

Engel & Blackwell(1982) , 가
 가 , 가 가 .
 Olsenetal(1993) ,
 . (2010)
 가 ,

가 4-2: *K - Food**K - Food*가 4-3: *K - Food**K - Food*가 4-4: *K - Food**K - Food*가 4-5: *K - Food**K - Food*가 4-6: *K - Food**K - Food*가 4-7: *K - Food**K - Food*가 4-8: *K - Food**K - Food**K - Food*

Lutz&MacJebzuem&Belch(1983)

가

가

가

가

가 . Johansson(1989)
, Prentice&Andersen(2000)

(+)

가

가 *K - Food*

가

가 5:

K - Food

(+)

가 5-1:

K - Food

(+)

가 5-2:

K - Food

(+)

가 5-3:

K - Food

(+)

가 5-4:

K - Food

(+)

K - Food

Fakeye&Crompton(1991)

가 *K - Food*

- 가 Magnus(2002)
- (2016)
- K - Food
- (2012) 가
- (2017)
- 가
- 가
- 가
- 가 K - Food 가
- 가 6: K - Food (+)
- 가 6-1: K - Food (+)
- 가 6-2: K - Food (+)
- 가 6-3: K - Food (+)
- 가 6-4: K - Food (+)
- K - Food K - Food
- Fishbein & Ajzen(1975)
- Milman & Pizam(1995) 가
- 가 가 (2010)
- (2017) 가
- (2011)
- (2012)
- (+)

가 (, 2014; Nedungadi, 1990)

가 7: *K - Food*

K - Food

가 7-1: *K - Food*

K - Food

가 7-2: *K - Food*

K - Food

가 7-3: *K - Food*

K - Food

가 7-4: *K - Food*

K - Food

가 7-5: *K - Food*

K - Food

가 7-6: *K - Food*

K - Food

가 7-7: *K - Food*

K - Food

가 7-8 *K - Food*

K - Food

참고문헌

- (2016).
 (2018). 가 K - Food
 (2005).
 (2013). K - Pop 가
 (2005).

- (2010). 가 , , .
 , 10(10), 378 - 388.
- (2012). 가 , 8(4),
 169 - 184.
- (2019.05.21). “ K · K · K ” .
- (2014). 가 .
- (2008). 가 ,
- (2016). ,
- (2014). ,
 , 28(5), 117 - 132.
- (2017).
- (2017). , , 가
- (2015). 가 . 가
- (2017), 가 .
- (2009). , ,
 , 12(4), 129 - 149.
- (2011).
- (2013). < > , .
- (2016). 가 .
- (1999). 가 ,
- (2011). (CEM)
 , 14(1), 181 - 200.
- (2012). 가 .
- (2009). , 가 ,
- (2016). 가 가 :
- (2015). 가 ,
 15(5) 515 - 522.

- (2009). 가 가 .
- (2005). 가 , , .
- (2013). 가 . ,
- (2014). 가 : , 16(1), 97 - 117.
- (2008). , :
- (2008). 가 , , , 17(3), 117 - 135.
- (2018). K - Food : , 30(2), 367 - 387.
- (2011). 가 가 " . , 14(5), 269 - 286.
- (2014). 가 . , .
- (2014). 가 , , .
- (2008). 가 , .
- (2010). 가 . ,
- (2017). 가 , 가 , , 57, 517 - 534.
- (2012). , 481 - 496.
- (2015). . .
- (2009). 가 ,
- (2002). 가 . ,
- (2016). 가 .

Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(Aug.), 324 - 357

Alba, J. W. and Hutchinson, J. W. (1987). Dimensions of Consumer expertise. *Journal of Consumer Research*, 13(4), 411 - 454.

Baloglu, S. (1999). A Path Analytic Model of Visitation Intention Involving Information Sources, Socio - Psychological Motivations and Destination Image. *Journal of Travel & Tourism Marketing*, 8, 81 - 90.

Baloglu, S. (2001). Image variation of Turkey by familiarity index: informational and experiential dimensions. *Tourism Management*, 22, 127 - 133.

- Baloglu, S. & Mangaloglu, M. (2001). Tourism destination image of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22, 1 - 9.
- Baloglu, S. & Brinberg, D. (1997). Affective Image of Tourism Destination. *Journal of Travel Research*, 35(4), 11 - 15.
- Baloglu, S & McCleary K. W. (1999a). A model of destination image formation. *Annals of Tourism Research*, 26, 868 - 697
- Baloglu, S. and K. W, McCleary (1999b). US. International Pleasure Traveler' Image of Four Mediterranean Destinations : A Comparison of Visitors and Nonvisitors. *Journal of Travel Research*, 38, 144 - 152.
- Coupey, E. J., Irwin, R., Payne, J. W. (1990). Product actegory familiarity and preference construction. *Journal of Consumer Research*, 24(4), 459 - 468.
- David Aaker (1996). Brand Recognition versus Brand Recall : The Graveyard Model p.15
- Engel, J. F., Blackwell, R. D., Miniard, P.W. (1995). *Consumer behavior*, New York : Dryder
- Fakeye, P. C. & Crompton, J. L. (1991). Image Difference between Perspective First - time and Repeat Visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, 29(fall), 10 - 16.
- Fishbein, M & Ajzen, I. (1975). *Belief Attitude, Intention and Behavior : An Introduction Theory and Research*. Addison - Wesley, Cambridge, MA: Addison - Wesley.
- Fridegen, J. D. (1987). Use of Cognitive Maps to Determine Perceived Tourism Region. *Leisure Science*, 9(4), 101 - 117.
- Gerald Zaltman and Melanie Wallendorf (1983). *Consumer Behavior, Basic Findings and Management Implications*(2nd). New York : JohnWiley & Sons p.5.
- Fridegen, J. D. (1987). Use of Cognitive Maps to Determine Perceived Tourism Region. *Leisure Science*, 9(4), 101 - 117.
- Boulding, W., Kalra A., Staelin, R., Zeithaml V.A. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30(1), 7 - 27
- Kotler, P. ,Brown, L., Adam, S.& Amstrong, G.(2005). *Marketing*(6th), Australia : Pearson Education Australia, p.266
- Zinkhan, G. M.. and Muderrisoglu (1985). Involvement, Familiarity, Cognitive Differentiation and Advertising Recall : Involvement, Familiarity, : a test of Convergent and Discriminant Validity ", *Advances in Consumer Research*, 12, 356 - 361.

Daum

<http://dic.daum.net/word/view.do?wordid=kkw000902502&supid=kku010987832>

, <http://www.hansik.or.kr/kr/html/htmlDetal.do?htmlId=17&menuId=47>