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Ph.D. Dissertation of Engineering

**The Impact of Cityscape & Street Elements
on City Tourism Satisfaction**

- Focusing on the Differences Between
Chinese and Western Tourists -

도시관광의 선택요인으로서 도시경관 가치인식
및 가로환경 인지 경향 연구

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Graduate School of Civil & Environmental Engineering
Seoul National University
Urban Design Major

Ryu, Che-Hyun

Abstract

Tourism industry is one of the fastest growing industries worldwide. According to the data published by the UNWTO, the number of international tourists is expected to increase up to 1.6 billion by 2020. Most tourists visit large cities as their destination, but the history of city tourism in the academic field is very short and little research has been done relative to its influence. Especially the effect of physical environment on city tourism is a critical agenda in contemporary tourism research since the importance of spacial uniqueness is increasing.

Therefore, this dissertation aims to analyze the effects of the cityscape on city tourism satisfaction and to identify streetscape elements that influence the cityscape satisfaction. In other words, the purpose of this study is to examine the impact of urban factors in city tourism and how it varies from cultural background of the tourists. Total 466 foreign tourists from China and Western countries were surveyed and 37 tourists were interviewed. The survey results were analyzed using ordered logistic regression. The result of the interviews were used to confirm and specify the analysis of the survey results and to select the questionnaires for the survey.

In chapter three urban factors(cityscape satisfaction and satisfaction on street vitality) were measured along with nine other tourism factors which can affect the overall tourism satisfaction. The questionnaires were asked in pairs: what the tourist expected

and what the tourist experienced. The satisfaction was measured as the difference between the two.

The results of the ordered logistic regression show that satisfaction on cityscape has the most effect on average tourist satisfaction for both group of tourists. The satisfaction on lively streets however has higher effect on the satisfaction of Western tourists than Chinese tourists. Consequently, the Western tourists are more sensitive to urban factors than Chinese tourists.

The satisfaction on beautiful cityscape and street vitality were not low, but considering the low expectation, the urban factors need to be enhanced to have a competitive edge in destination attractiveness.

Based on the findings in chapter three, a commercial block was selected to analyze what specific elements have impact on the tourists' satisfaction on streetscape and street vitality. The block that can best represent Seoul and most tourists were willing to visit was chosen as a result of a survey and site analysis. Street elements such as buildings, street signs, terraces, streets vendors etc. were selected for the surveys based on the site and previous researches.

Chi-Square test was used to determine the difference between the two tourist groups and as a result, all the street elements were statistically different. The survey results and interview results are analyzed together to support the findings and describe the phenomena better .

The street elements that are affective to streetscape satisfaction vary among the two tourist groups but the difference is rather

insignificant compared to the difference shown in the elements that affect the vitality of the streets. Similar to the results of the interview, non-physical elements such as number of people, satisfaction of food and merchandise, street events and performances had more impact on the Chinese tourists while physical factors such as shop signs, street vendors and terraces were more important to the Western tourists.

The implication of this research is to emphasize the significance of the built environment in city tourism through scholarly investigation. The priority in tourism policy should be on preserving our urban environment and reinforcing the identity of our city, not on building more duty free shops and hotels. Some would find this research as a way to enhance tourism by analyzing the elements that affect the satisfaction of tourists and building an environment that would satisfy them but this research is not about creating a new place for the tourists, but to enhance the identity of a place through urban planning and urban design tools.

Keywords : City tourism, urban tourism, cityscape, street vitality, city tourism satisfaction,, street element

Student Number : 2010-30241

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I. Introduction

1.1. Background

Tourism industry is one of the fastest grown industries worldwide. City tourism in modern concept emerged in the latter half of the 20th century and its history is short, but its influence has grown enough for the governments in most countries to search for policies and support plans to promote the tourism industry at the government level. The tourism industry (in 2008) is already taking 8% of the international trade volume and 35% of service exports, and emerged as one of the world's three largest industries along with oil and automobile industries (Korea Economic Research Institute).

According to the data published by the UNWTO (United Nations World Tourism Organization), the number of international tourists is expected to increase up to 1.6 billion by 2020, and assuming one tourist will spend 1.56 million KRW on average (average spending of foreigners in Seoul, The Seoul Institute, 2015), the economic ripple effect can be about 2,500 trillion KRW every year. In addition, according to World Travel and Tourism Council (WTTC), jobs in tourism industry were about 260 millions in 2013, which is about 8.8% of the total employments, and the number of jobs is expected to grow to 330 millions in 2023, which will be 9.9% of the total employment.

Transition to high value-added industries is desperately required due to increasing labor costs and technological competitiveness of latecomer countries, thus South Korea is paying a lot of attention

to tourism industry recently. The tourism industry is often called "an industry without a chimney" since it has high ripple effect on the economy such as job creation and foreign currency acquisition, moreover its added value and foreign currency acquisition are high even compared to industries such as semiconductor industry. The value added inducement coefficients of the tourism industry is 0.855, which is higher than the average of entire industry (0.787), and the foreign-exchange earning rate is 88%, which is much higher than automobile (71%), cellular phones (52%), and semiconductors (43%). It is known that if a passenger plane lands for sightseeing, it has the same effect as exporting 100 automobiles (Korea Economic Research Institute).

The economy of South Korea is on the verge of 'jobless growth' era in which the economy grows quantitatively but jobs are not increasing. In such a situation, the tourism industry that can absorb the labor force in a large scale is a new growth engine and an alternative to job creation. According to Samsung Economic Research Institute, the employment inducement coefficient (number of employees induced per one billion KRW sales) of the tourism industry is 52.1 people (in 2002), which is more than two times higher than the manufacturing industry. Considering it is about five times of the employment inducement coefficient of the IT industry, which is 9.9 people (in 2000), it can be seen that fostering tourism industry conclusively contributes to job creation. According to a report by the Korea Culture and Tourism Institute, job growth rate of tourism industry in South Korea for three years from 2009 to 2011 was 9.8%, which was much higher than 0.9% of the entire industry.

Actually, countries such as the United States, Spain, and France are making a huge revenue by tourism industry, and countries around the world including these strong tourism countries are making a lot of investments in the tourism industry. For example, Spain, the second largest tourism country in the world, invested 45 trillion KRW in the tourism industry in 2007, and China also invested 157 trillion KRW in 2007 alone to host the 2008 Beijing Olympics and 2010 Shanghai Expo. As such, countries around the world are focusing on both national policies and research to develop the tourism industry as a next-generation industry for economic revival and employment.

Recently, South Korea is also making various efforts to promote the tourism industry at the national level. Many local governments are holding cultural events including various local festivals to attract tourists, and there were 2,429 local festivals nationwide in 2012 of which 758 were supported by the central government. The support budget was the highest for Seoul with more than about 38.6 billion KRW followed by Gyeongnam with 34.5 billion KRW and Gyeonggi with 32.7 billion KRW, and about 260 billion KRW of budget is supported nationwide. Various studies are being conducted to create differentiated and fun festivals. As such, a large portion of the tourism policy and research of South Korea is centered on festivals, shopping, and events, and they are effective in the short-term but contribution to the sustained development of the tourism industry is minimal.

Great Britain and France, the so-called large tourism countries, are conducting research analyzing the tourism industry not only tourism contents but also the physical environment side of a city.

Cities such as London and Paris have a high unity throughout the city and have many old buildings compared to Seoul. Accordingly, morphological studies are being conducted to satisfy the demand of tourists while maintaining the unity of overall city, and recently studies on urban morphological elements are being conducted in promoting tourists through urban regeneration.

On the other hand, while Seoul is within the 10th largest tourist city in the world, research on the tourism industry is insufficient. Most studies are still biased toward city marketing, publicity, policy, or system, and there is almost no studies approaching from urban landscape or morphological aspects.

Even though the city of Seoul studied an improvements of physical environment of the city for tourism industry in studies such as "Establishment of the strategies to vitalize walking tour in Seoul" and "A study on the present condition and spatial characteristics of cultural facilities distribution in Seoul", it is still distant from city landscape or morphological approach. Since connecting city's physical elements with the tourism industry itself is not only unfamiliar but also the effects are not immediate, it is not easy for local governments, which want rapid visible effects, to conduct studies. The urban landscape, however, is an important element for forming the city image, which is an important criterion for choosing a tourist site, and very important for building the overall long-term city image.

Recently, the interest in urban image is increasing in domestic as well. Urban images are reflected to city marketing or policy, and accordingly, various studies measuring the city image are being conducted. The elements forming the city image are very

diverse, but the most important element is the city's own landscape that differentiates itself from other cities. Each city has its own unique history and culture, and they are all reflected to the landscape of the city. Seeing many people go up the observatory and enjoy looking down the city at a glance when they visit a city tells how important the city landscape is for sightseeing. Therefore, research on the influence of city's physical elements on sightseeing can be helpful for not only the tourism industry that will grow but also the establishment of various city policies.

1.2 Purpose of Research

The development of transportation has enabled easy and fast exchange as many people visit foreign countries freely. International travel increases annually, along with the size of the tourism industry¹⁾. The advent of the Internet, especially, has transformed global tourism trends by allowing easy access to information on tourist destinations. While, in the past, international travelers were mostly elderly group tourists, the number of younger people between their 20s and 40s traveling individually with specific purposes is now increasing (Seoul Metropolitan City, 2013). This has also changed the purpose of

1) The number of tourists has increased by approximately 3% annually since 2006, with the number standing at 1.01 billion as of 2012, and expected to reach 1.6 billion in 2020. The size of the tourism industry is expected to grow from US\$5.7 trillion in 2010 to US\$11.1 trillion in 2020 (Source: UNWTO, 2012).

travel for many people, from visiting tourist destinations including museums and heritage sites to experiencing and embracing the local culture. Among the various factors that influence tourist satisfaction, these shifts highlight the importance of the physical environment of the destination, including the destination's attractiveness, traveling costs, and weather.

While the influence of the physical environment on tourism is rising steadily, little research has been conducted in this area. Among similar studies on urban residents, some research has examined satisfaction with scenery and the impact of the physical environment on location (Ahn, 2011) or image (Lee, 1999), but these have not included foreign tourists. Compared to residents, foreign tourists are unfamiliar with their surroundings and have a different perspective; thus, research must highlight this. Since tourists experience a city's physical space based on various factors, including purpose of their visit, nationality, and duration, scholars must consider these elements.

As elements of the physical environment such as architecture, roads, streetscapes, open spaces, and landmarks are generally the basic factors that form a region's identity and image, they greatly influence the attractiveness of a destination for foreign tourists²⁾. In this dissertation, "urban factor" refers to the aspects of the physical environment that affect tourists. The "urban factor" is measured in terms of cityscapes and lively streets, because many people tend to see a cityscape two-dimensionally, like a picture.

2) In a 2009 study, Chung Kyu-yeop and Kim Han-sun identified beautiful skylines and cityscapes, transportation systems, various souvenirs and landmarks, abundant urban squares and parks, and convenient roads and road networks as factors of urban tourism that affect the satisfaction of foreign tourists.

Although viewer satisfaction with magnificent natural scenery like those on postcards will be very high, a fancy city might not be as appealing if it is too quiet. In short, the physical environment that one recognizes while visiting a city is different from that natural environments, and includes streetscapes and lively streets aside from simple visual images. Therefore, in this research, “urban factor” is used as a term that includes cityscapes and lively streets.

A city is made up of many physical elements, and numerous components affect how one perceives them. Yet it is very difficult to determine the extent to which a specific element has an influence. Thus, this research aims to analyze the importance of cityscapes and lively streets to Chinese and Western tourists and then define what streetscape elements have an effect on the urban factors.

In conclusion, the first purpose of this study is to identify how much impact cityscapes and the vitality of streets have on tourists’ overall satisfaction considering the cultural background of the tourists. The second purpose is to analyze the streetscape elements that affect the satisfaction on cityscape. A most adequate site is chosen to analyze which specific elements affect the satisfaction on streetscape and vitality of the streets and how it differs from Chinese tourists and Western tourists.

1.3 Research Design

1.3.1. Scope of Research

In this study, the scope of tourism is limited to urban tourism. Mindful of other forms of tourism that target natural landscapes or vacation destinations like resorts, in this dissertation, the scope is restricted to cities, as the aim of the study is the effects of cityscape on urban tourism. Among the various cities in South Korea, Seoul Metropolitan City was selected as the subject of study. The capital of Korea, Seoul, is the best known to foreigners with over 80% of foreign visitors to Korea visiting the city. Foreign tourists' satisfaction rates and their stated intention to revisit Seoul affects the general image of the country as well as that of other South Korean cities. Thus, the scope of research has been limited to Seoul's cityscape for foreign visitors.

While the scope of the study is all of Seoul City, in some parts of the study, research has been further restricted to central Seoul. Central Seoul is often visited numerous times by tourists and is a region with a cluster of tourist destinations including Myeongdong (62.4%), Dongdaemun (49.8%), the Ancient Palaces (35%), and Insa-dong (24.4%), which collectively have the biggest effect on foreigners' images of Seoul. In particular, the in-depth interviews detailed in Section 4 were only conducted in central Seoul.

The duration of this research spanned September and October of 2015, and June, July, September, and October of 2016. Four rounds of in-depth interviews were carried out during September

and October 2015, and April and September 2016. Questionnaires were distributed twice, with the first 60 copies going out in May 2016, and another 60 copies in June 2016; an additional 406 copies were collected between September and October 2016. The questionnaires and interviews were not conducted on rainy or exceptionally gloomy days in order to minimize the effects of weather on tourism.

While this research is focused on the cityscape and liveliness of Seoul Metropolitan City, the city itself is very diverse. Among its architecture, river, streams, mountains, and nightscape, many features comprise the cityscape and contribute to its liveliness, and these may change by time and location. Therefore, the impact of Seoul cityscape on tourism satisfaction is analyzed in chapter 3 and the cityscape is specified into a block size to analyze the impact of the streets' physical environments on streetscape satisfaction in chapter 4. While physical environments can be categorized into natural and artificial environment, this research is limited to artificial environment only.

1.3.2 Composition of Research

This dissertation aims to analyze the effects of the cityscape on tourists' overall satisfaction and to identify streetscape elements that influence the cityscape satisfaction. Survey was conducted to foreign tourists visiting Seoul, in which the results were analyzed using basic statistics and ordered logistic regression model. Interviews were conducted with foreign tourists and the results

were used to confirm and extend the analysis of the survey results and to select the variables for the survey. This research is comprised of five chapters, as described below.

Chapter two consists of two parts: theoretical study and analytical framework. In theoretical study, the concept of city tourism is defined and the paradigm shift of city tourism is studied. Also the meaning of physical environment and cultural differences in city tourism is studied which are the fundamental background for building the hypothesis of this research. Through theoretical study, the importance of cityscapes on urban tourism is confirmed which provides justification of this research subject. Based on the theoretical study, research questions and hypothesis of the research is presented in analytical framework.

In chapter three, the impact of satisfaction of cityscape and street vitality on tourist satisfaction was analyzed and according to the cultural group of the tourists. In prior to the analysis, the variables for the survey were selected and conceptualized. The methodology of interviews and survey is discussed and the result of the survey was analyzed through statistical models. The average difference between the two tourist groups were confirmed using the independent t-test. The average difference in expectation, experience and satisfaction of each tourism attributes were discussed in accordance to the interview results. Ordered Logistic Regression was used to analyze the effect of cityscape and street vitality satisfaction on average tourist satisfaction.

In Chapter four, the streetscape elements that affect the satisfaction on streetscape and street vitality is defined and the difference between Chinese and Western tourist group was

analyzed. In prior to the analysis, a site was chosen through another survey(location survey) to find a site that best represented Seoul and at the same time most tourists have intentions to visit. The result of the main survey was analyzed using the ordered logistic regression and the difference between the two tourist groups were confirmed using the chi-square test.

In Chapter six, the key findings are summarized along with political implications and limitations of this research.

Figure 1.1 Research Design

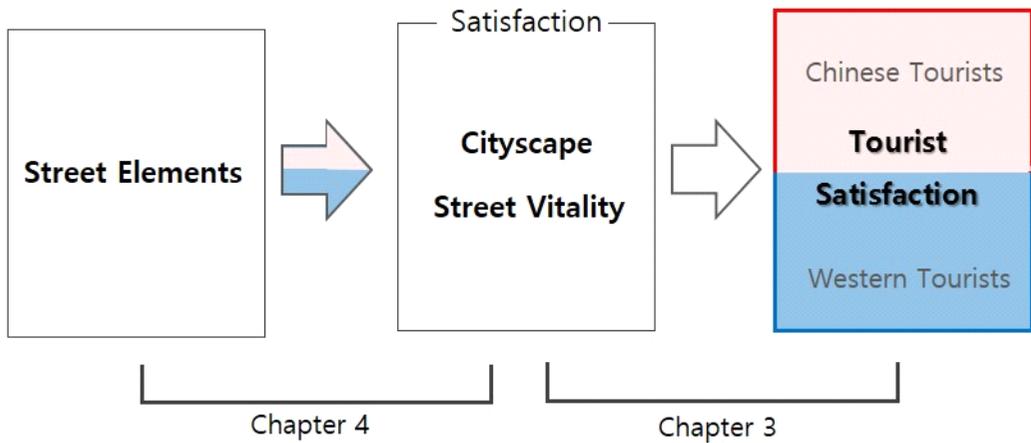
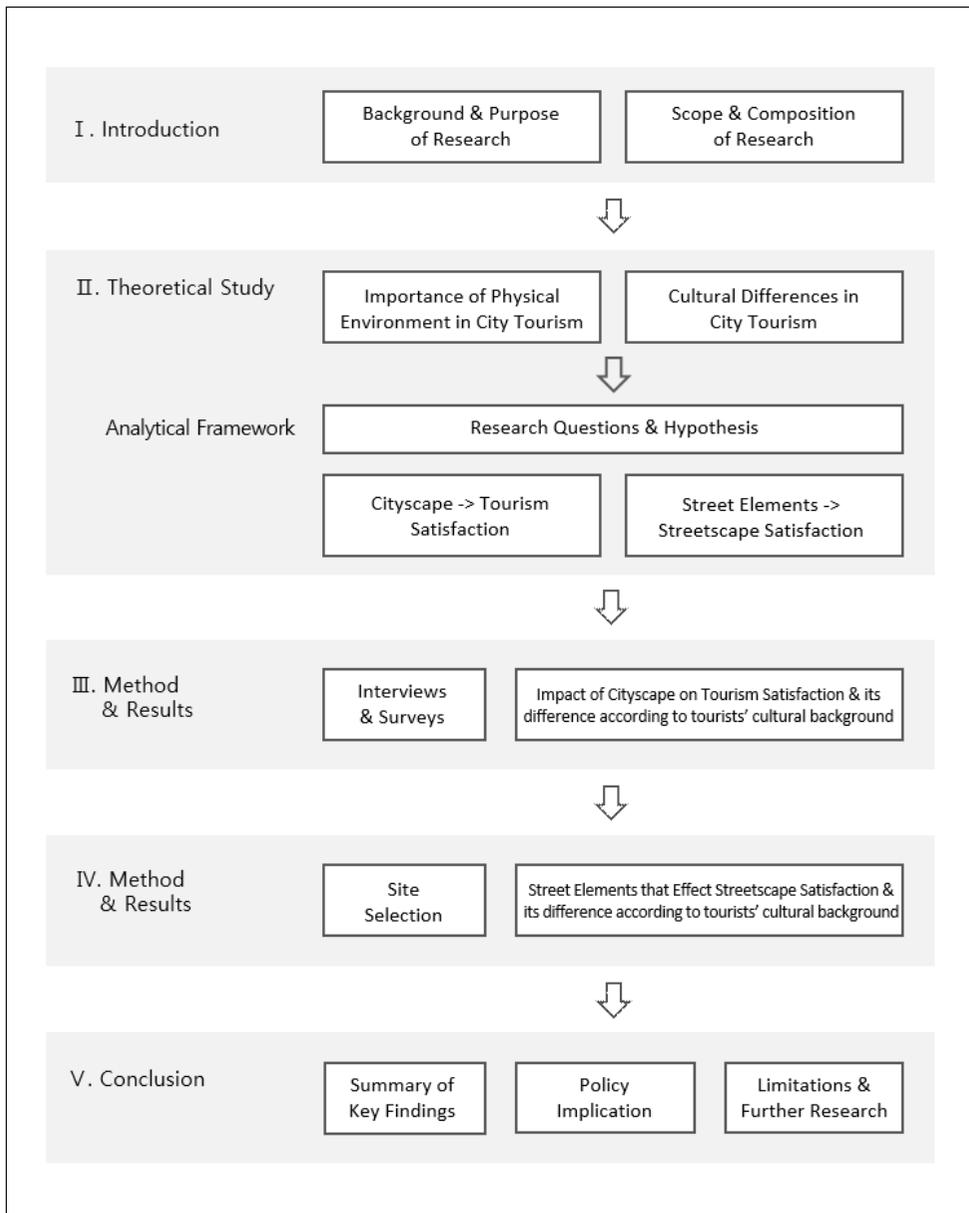


Figure 1.2 Research Flow



II. Theoretical Study & Analytical Framework

2.1. Theoretical Study

2.1.1. Paradigm Shift and Concept of City Tourism

□ Paradigm Shift of City Tourism

Urban tourism has, in one form or other, been with us since Mesopotamia and Sumeria were spawning the phenomenon of urbanization. People with the means and inclination to do so have been drawn to towns and cities just to visit and experience a multiplicity of things to see and do... These towns and cities were the melting pots of national culture, art, music, literature and magnificent architecture and urban design. It was the concentration, variety, and quality of these activities and attributes... that created their attraction and put certain towns and cities on the tourism map...

(Karski 1990, p.15; D. Edwards, etc.)

The capital city best represents the identity it's country. It is where the most current art and trend of the country is, thus large cities have been the center of tourism since the origin of cities(Blank, Petkovich, 1987). However, city tourism has not been accepted as a field in academia until 1980's(Hinch, 1996).

Until 1900's cities were considered as origin for tourist flows while non-urban places were regarded as tourist destinations (Stansfield, 1964). Until the mid 1980's most scholars agreed on Christaller(1963)'s opinion that the purpose of tourism was to travel from urban to non-urban areas for recreation and entertainment(Hinch, 2010). Thus the concept of tourism cities were limited to resort cities(mostly by the beaches or lakes) such as Aspen, Colorado and Acapulco, Mexico until the 1980's. The role of tourism was ignored even in the largest tourism cities such as Paris or Rome(Ashworth, 1992; Ashworth, 1992 & Tunbridge, 1990).

The reason tourism had been overlooked for such a long time was due to its complicity. Tourism in a large city is connected to many other aspects of the city which makes it almost impossible to separate its affect alone. For instance the purpose of visit may not only be for tourism, but visiting relatives or friends, business plus tourism. Consequently, it is difficult to separate tourism from countless other elements of a city.

Another difficulty in separating tourism in a city originates from the sharing of a place. Most tourist attractions are also cultural and recreational facilities for citizens that enhance the amenity of city life. The object of tourism in a city is a place for everyday life and livelihood for citizens which are interrelated by location. In other words, tourism in an urban context is that it is just one of many economic activities within a city and it must compete with a number of other industries for resources such as labor and land. Planning and managing tourism activities are made more complex by the necessary engagement between tourism and

the multiplicity of public and commercial organizations with varying levels of involvement with tourism in urban areas (Edwards, Griffin, Hayllar, 2008).

For these difficulties, tourism has been overlooked by academia until 1980's (Breheny, 1992; Roseland, 1992). However, facing the decline of long established industries, deteriorating town centers and high level of unemployment since the 1980's, planners and urban governments began to treat tourism as a significant component of a diversified strategy to counteract these trends (Law, 1993; Hinch, 1996). The tourism industry has brought economic benefits to the city and was used for urban revitalization such as in Baltimore, USA and Liverpool, England. Many jobs were created in the process solving the long-term employment recession and in many recent city center redevelopment, the initiatives were driven partly by the expectation of increased tourism revenues (Page, 1993).

As the revenue of city tourism became too significant to be ignored, city tourism became an independent industry and an important field of academic research in 1990's. Since then, various studies on city tourism emerged. City tourism is still a growing academic field and many researches were published. The early studies were led by countries where city tourism industry was developed. Among the early studies were by Burges (1975) and Pearce (1977) and by Judd, Collins (1979) which were based on Lynch's (1960) idea on city imaging (Edwards & Griffin & Hayllar, 2008).

□ Concept of City Tourism

As city tourism became an independent field of study in the 1980's, numerous attempts were made to define the concept of city tourism. Law(1993) stated that city tourism occurs because the city itself has sufficient attractions such as food, culture, tourist sites, accommodation, public transportation and entertainment that motivate tourists from visiting. Thus, city tourism can be defined as an act of tourism inside a city in which the subject is various attractiveness of a city derived by the image of a certain city(Kim, Yoo, 2000; Law, 1993). A city can be an origin of tourist demand and at the same time a tourist destination. For some famous cities, the city itself can be the resource of tourism and the subject of city marketing(Lee, 2014).

Ashworth(1989) defined city tourism as tourism activity based on the resource and capacity of a city to entertain and accommodate tourists(Ashworth, 1989; Law, 1999; Pearce, 2001). Cities contain various attractions for outsiders such as the city's landmark, natural and resources and cultural heritage. A city's attraction is often related to its history and sociological background which can act as a pulling factor or a pushing factor for city tourism(Cros, 2008, Kim, 2016; Lee, 1997). Since the 20th century, many cities have transitioned from industrial based economy into post-industrial economy where service industry became an crucial part of the urban economy(Choi, Mun, 2002).

Many major cities have now become the center of city tourism. Tourists choose large cities as tourism destination due to numerous entertainment and tourist activities(Wall & Sinnott, 1980). Various resources and facilities of the urban environment

act as an attractive pull factor for tourists.

Jansen-Verbeeke(1986) categorized city tourism into primary elements, secondary elements and additional elements. The primary elements consist of activity places, physical characteristics and socio-cultural features. Activity places are location related elements such as cultural spaces(ex) theaters and concerts halls), sports facilities and recreation facilities while physical characteristics consist of physical elements of a city as in parks, harbors and interesting buildings. Socio-cultural features represent linguistic characteristics and security. Secondary elements consist of facilities that support the primary elements and accommodate tourist's demand as in hotels, restaurants, infrastructures and tourist information services.

2.1.2. Physical Environment on City Tourism

The Importance of Physical Environment on City Tourism

Many studies have interpreted leisure and tourism activities as a temporary distancing from the familiar situation that may place the individual in another existential context - as attempts to escape everyday life and seek 'new worlds'(Crompton, 1979; Iso-Ahola, 1982; Mannel, Iso-Ahola, 1987; Gospodini, 2001). To define 'new worlds' scholars introduced a concept of 'anti-structure' and 'counter-structures'. While 'anti-structure' is a new world that is centered by a world outside of ordinary routine(Turner, 1973; Cohen, 1979), 'counter-structures' is a new

reality affected by individual's perception or circumstances (Lenkeek, 1995). Lenkeek categorized the concept of 'counter-structures' into three dimensions: functional, formal, functional and formal dimension. Functional dimensions is where functional change is the main difference such as in holidays. In holidays, people get out from their routine schedule such as work to rest which is a typical functional change. Formal dimension is when spatial change is the main difference such as going to a trendy or 'hip' coffee shop. In this case, function(drinking coffee) is the same but the physical space is difference. Going to a resort is an example of functional and formal change.

Until 1970, the purpose of tourism was focused on the functional changes, but since the 1980's, the paradigm of tourism shifted to formal changes(Gospodini, 2001). The development of internet enabled various activities such as banking, shopping, education, etc. in a single place which enhanced the importance of spacial difference. Consequently, city tourism is gradually becoming an activity based on the projection or reflection of 'homogenized' everyday activities and habits within a mirror of completely different spatial settings(Gospodini, 2001). The importance of spacial uniqueness will increase and become a critical element in urban tourism.

The unique character of urban space is also an important issue in sustainable tourism. Urban environment was neglected in the field of sustainable tourism research until the late 1980's(Boo, 1990; Ashworth, 1989, 1992; Ashworth, Tunbridge, 1990).

In order for city tourism to be sustainable, social, physical and cultural sustainability needs to be preserved. If any three of these

aspects fail to be preserved, not only the tourism function of a city but also the function of city itself can be endangered(Hinch, 2010). Especially the physical sustainability which is derived from the uniqueness of individual place is being threatened due to global standardization of buildings, construction materials and global franchise. Each place has its unique character, but once its uniqueness is lost, the attractiveness and sense of place decreases and no longer can serve as a tourist destination(Garnham, 1985). The built environment is one of the most tangible manifestations of a city's attraction that contribute to a unique sense of place. Inspiring architecture, historic buildings and districts, sports and cultural centers, shopping areas, and even industrial and residential areas all combine to create what can potentially be a very appealing built setting in a destination(Inskeep, 1991).

Tourists develop strong attachment to places and recreation activities(Kyle, Graefe, Manning, Baconal, 2004; Prayag & Ryan, 2011). When tourists experience positive leisure or recreational time, they tend to develop emotional and cognitive bond to the place(Brown, Raymond, 2007). Physical space thereby becomes the object of place attachment through tourists' interactions with the setting(Kyle, Graefe, Manning, 2005; Reitsamer, Brunner-Sperdin, Stokburger-Sauer, 2016). Thus the physical environment of a city is very important in tourism and tourists' tendency to revisit.

Physical Environment and Destination Attractiveness

Since city tourism became an independent field of academia, much attention has been received by researchers and politicians

on how to make their city more attractive to tourists(Kim, 1998; Lee, Huang, Huery-Ren, 2010). The concept is commonly known as destination attractiveness and it is the key for city marketing and image making. Destination attractiveness refers to tourists' perceptions about a destination and its ability to satisfy their needs (Mayo and Jarvis, 1982; Vengesai, 2003).

There are many approaches to defining and measuring destination attractiveness. One approach is based on the physical attributes of a destination(Formica & Uysal, 2006; Reitsamer, Brunner-Sperdin, Stokburger-Suer, 2016). Cities as tourist destination is a combination of various sets of services and products that create an attractive and unique experience for tourists. Unlike resorts or small tourist-oriented destinations which are often perceived as distinct natural, cultural, or environmental resources, cities are an overall appealing destination that can serve multiple purposes.(Buhalis, 2000; Rajesh, 2013).

Another approach addresses destination attractiveness in terms of tourists' image perception of a destination(Formica & Uysal, 2006). Tourists increasingly seek unique experiences that go beyond mere consumption of products or services(Reitsamer, Brunner-Sperdin, Stokburger-Suer, 2016). The actual environment of the tourist destination and the perceived environment can be different. Thus the tourism research should be able to measure the how tourists actually perceive the city.

Besides the physical elements and perceived environment, there are many other attributes that constitute an attractive destination. Accessibility, climate, scenery, natural environment, safety, infrastructure and numerous other elements affect the tourists in

selecting a destination. Kim, Ritchie, and McCormick(2012) presented that the natural form and landscape of a destination is the most basic element in attracting tourists to a location (Kim, Ritchie, McCormick, 2012) while Murphy, Pritchard, and Smith(2000) argued that the broad category of amenities, including the availability of accommodation, lodging opportunities, and restaurants, constitutes another important factor in destination attractiveness(Murphy, Pritchard, Smith, 2000).

Although previous research has attempted to define a set of factors establishing destination attractiveness, the majority of studies have focused on an exploratory approach based on expert interviews, panel data, or secondary data analysis(Reitsamer, Brunner-Sperdin, Stokburger-Sauer, 2016). Unlike some researches that are focused on specific forms of tourism(ex) forest recreation tourism; Lee, Huang, Huery-Ren, 2010), city tourism is too complex to be measured through a specific index. Each physical aspect of a city is unique, thus different index is required.

2.1.3. Cultural Differences in City Tourism

□ Concept of Culture

Culture is a broad and slippery concept. It can be defined in many different ways. Culture was referred to as a way of life of a particular group of people (Harris, 1968; Kluckhohn, 1951), patterns of behavior(Bagby, 1953), “the whole complex of traditional behavior which has been developed by the human race

and successively learned by each generation”(Mead, 2002), socially acquired ways of feeling and thinking(Radcliffe-Brown, 1957), a means through which human needs are met(Malinowski, 1939), people’s values (Hofstede, 1980), “forms of traditional behavior which are characteristic of a given society, or of a group of societies, or of a certain race, or of certain area, or of a certain period of time”(Brumann, 1999), perceptions of themselves and the world(Triandis, 1972; Urriola, 1989), symbols that help to communicate and develop attitudes toward life (Geertz, 1973), “the collective mental programming of the people in an environment” and everything “that people have in common” (Hofstede, 1980).

Culture represents values held by a majority of their members which are acquired in early childhood through the same life experience. It determines national education, religious and work organizations, government, law, literature, architecture, music and even food. Cultural differences were defined as differences between groups of people who do things differently and perceive the world differently (Potter, 1989; Reisinger, Turner, 1998)

Different cultures can cause difference in behavior, its interpretation and perception. Different cultural groups can perceive the same surrounding environment differently and their behavior towards the environment can vary(Landis, Brislin,1983).

The social contact between different cultures can bring out positive results such as mutual appreciation, respect and liking(Bochner, 1982; Fulbright, 1976), and enhancement of their attitudes towards each other(Pearce, 1982). However, different cultural background can also cause negative attitudes, hostility and misunderstanding(Feather, 1976).

□ Categorization of Culture in City Tourism

There are diverse definitions of culture in the literature, but the most renowned way of defining the cultural differences would be the cultural model Hofstede(1980) presented. Hofstede categorized cultural characteristics into five dimensions: power distance, uncertainty avoidance, individualism/collectivism, masculinity/femininity, and long-term orientation by analyzing 53 multi-country regions(Hofstede, 1983). The long-term orientation was added in 1984 in accordance to a survey called “Chinese Values Survey” which was used to identify the cultural characteristics of Asian culture(Farahane, Mohamed, 2011).

Power Distance(PDI) can be defined as the extent to which the members of a society accept that power in institutions and organizations is distributed unequally(Hofstede, 1985). It influences the way people of the community give or accept authority. According to the Hofstede index, western countries have lower power distance cultures compared to Asian countries. Accordingly this dimension of their culture influences their behavior while travelling. “For example in Japanese culture everyone has his/her rightful place in social hierarchy and it is as natural for them as breathing. On the other hand, the Danish do not have the same culture which affects their behavior in this matter. In high power distance culture there is strong dependency relationship with parents and children, bosses and employees, teachers and students. Conversely in low power distance culture, children are reared to be independent”(Farahane, Mohamed, 2011).

In tourist behavior studies the power distance culture dimension is positively related to tourists' tipping behavior. Tourists with high power distance culture tip the service provider while travelling more than those who are from low power distance culture. In general, tourists with high power distance culture prefer to have a short trip compared to those with low power distance culture”(Farahane, Mohamed, 2011).

Uncertainty Avoidance is the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity, which leads them to support beliefs promising certainty and to maintain institutions protecting conformity(Hofstede, 1985). People who come from cultures with high uncertainty avoidance take rules and social standards seriously and do not like to take risks while people who come from cultures with low uncertainty avoidance are more free and adventurous. Uncertainty avoidance reveals how much people with the same culture feel comfortable in unfamiliar or unstructured situations and the degree to which a society attempts to control the uncontrollable(Farahane, Mohamed, 2011).

Generally, Asian cultures have higher uncertainty avoidance level than Western cultures. Japanese tourists tend to be more meticulous in preparing for trips than German tourists(Money, Crofts, 2003). Tourists who come from cultures with low uncertainty avoidance have tendencies to spend more time searching for information about the destination they are travelling to, use different sources of information, travel on prepaid tours, travel in larger groups, stay for shorter times and visit fewer destinations compared to tourists who come from cultures with

high uncertainty avoidance(Farahane, Mohamed, 2011).

Individualism/Collectivism(IDV) which stands for a preference for a loosely knit social framework in society in which individuals are supposed to take care of themselves and their immediate families only; as opposed to Collectivism, which stands for a preference for a tightly knit social framework in which individuals can expect their relatives, clan, or other in-group to look after them, in exchange for unquestioning loyalty((Hofstede, 1985). In other words, “individualism” is defined as the emotional independence from groups; organizations, or other collectivities (Hofstede, 1980) while “collectivism”, can be defined as associative, intimate relations with in-groups, conformity, solidarity, and duties and obligations (Hui & Triandis, 1986).

The concept of individualism and collectivism is not a new concept in social theory. Its evolution can be traced back at least as far as nineteenth-century classical sociology, when Tonnies (1887) proposed the distinction between *Gesellschaft*(society developed through complementary, self-interested exchange), and *Gemeinschaft*(community nurtured through shared, group-oriented kinship or tradition)(Kim, Lee, 2000). In 1930, Durkheim noted the existence of two different forms of social cohesion: mechanical solidarity(based on the complementary satisfaction of differing interests), and organic solidarity(based on the collective satisfaction of shared interests)(Kim, Lee, 2000).

Hui and Triandis (1986) argued that collectivism is a syndrome of feelings, emotions, beliefs, ideology, and actions related to interpersonal concern, reflected in seven categories: consideration of implications (costs and benefits) of one’s own decisions and/or

actions for other people, sharing of material resources, sharing of material resources(such as time and effort), susceptibility to social influence, self-presentation and facework, sharing of outcomes, and feeling of involvement in others' lives(Kim, Lee, 2000). The sense of "we-ness" is salient and a person's identity is derived from the social system rather than from individual attributes. Privacy is diminished owing to interaction between the individual and the collective(Kim, Lee, 2000). In individualism culture, people are known by themselves while in collectivism culture people are recognized according to the group they belong to. In individualism culture, personal opinion and decision is more important than group decision and people with this culture prefer varieties while in collectivism culture, people care about their group and prefer harmony rather than variety(Farahane, Mohamed, 2011).

In cultures with high individualism, people more often use "I" while in cultures with high collectivism, people use "we"(Farahane, Mohamed, 2011). Many western countries including the U.S., Australia and other Western European countries have individualism culture in opposed to Asian, Latin American and South European countries which have collectivism culture.

The cultural background of tourists affect the tourism behaviors and their selection of activities or gifts. Tourists from individualistic culture like Americans or Western Europeans tend to focus on the individual value and development when selecting tourist activities. However, in countries with collectivism culture focus on the social value and standards. Tourists who come from high collectivism cultures give priority in visiting famous tourist attractions and taking pictures than tourists who come from

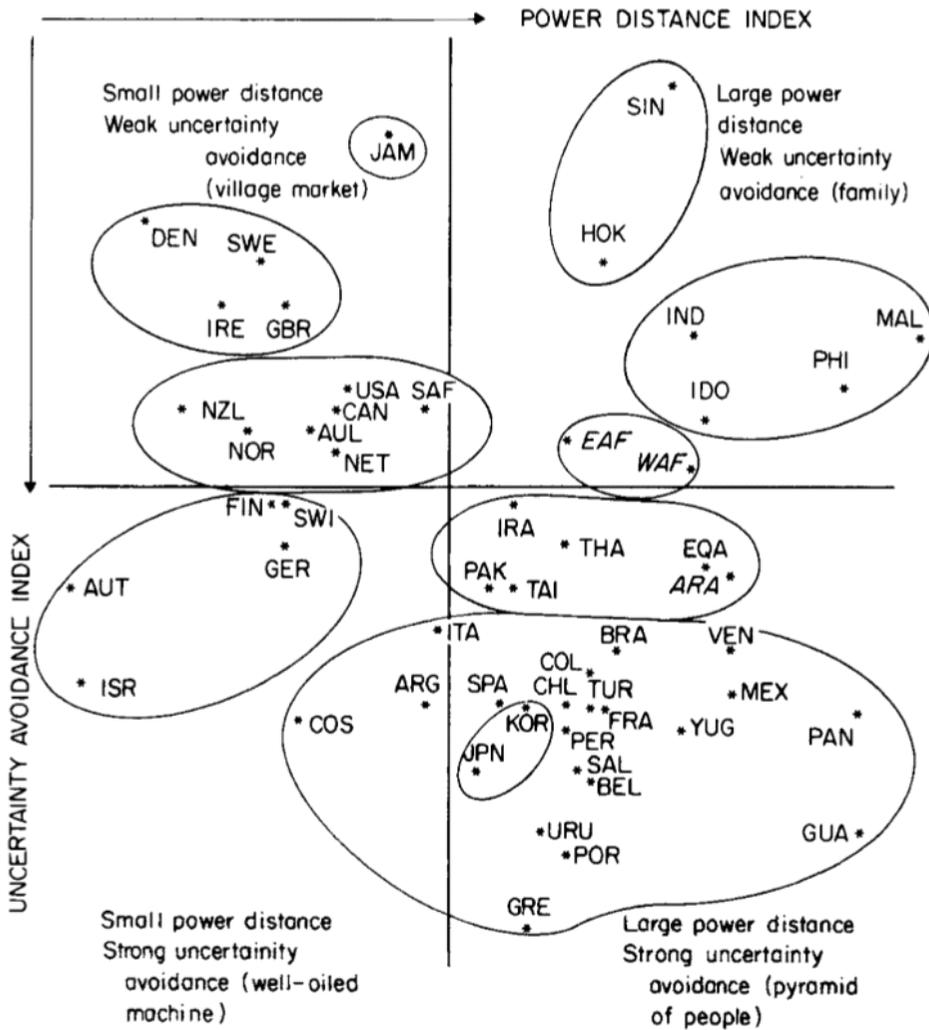
individual cultures. By visiting famous tourist spots, they can share their experience back home with other people who have been to the same city. Also, tourists from high collectivism cultures take more time preparing souvenirs to bring back to families or colleagues waiting for them.

Masculinity, which stands for a preference for achievement, heroism, assertiveness, and material success; as opposed to Femininity, which stands for a preference for relationships, modesty, caring for the weak, and the quality of life. In a masculine society even the women prefer assertiveness (at least in men); in a feminine society, even the men prefer modesty(Hofstede, 1985). The main values of masculine cultures are achievement and success while in feminine cultures, the values are focused on the quality of life. In masculine culture people like to be the winner and are focused on success. They teach their children to admire the strong. On the other hand in feminine culture, winning is not an important standard for success. Children learn sympathy for the underdog in this culture. Arabs with their common values can be represented as masculinity culture(Farahane, Mohamed, 2011).

People with long-term orientation care about the future while people with low-term orientation spending for now is more important rather than saving for future. Examples of long term orientation culture are East Asian countries while Anglo-Saxon societies have low-term orientation culture. Brazil and Netherlands are countries which score medium. According to de Mooij, different leisure activities are related to distinct culture dimensions and long-term orientation represent the stability, thrift,

tradition and the future respectfulness which in tourist behavior can cause different outcomes(Farahane, Mohamed, 2011).

Figure 2.1 Hofstede’s Power Distance and Uncertainty Avoidance



source: Hofstede(1985) “The Interaction Between National and Organizational Value System”

Another categorization of culture is proposed by McIntosh and Goeldner(1990). Four basic tourism preferences were categorized to explain tourist behavior: dependence versus autonomy; activity versus relaxation; order versus disorder; and familiarity versus novelty McIntosh, Goeldner(1990).

Categorization by McIntosh and Goeldner is similar to Hofstede's categorization of culture. McIntosh and Goeldner(1990) studied that in most Western societies, order is becoming less important while a desire for disorder in the tourism experience is becoming more important(McIntosh, Goeldner, 1990).

The study is similar to Hofstede's research on power distance. McIntosh and Goeldner (1990) also described that Western tourists do not feel inhibited about what to wear and how to behave when on holiday(Yagi, Pearce, 2007). For example, opportunities for unplanned action, and freedom from institutionalized regulations are distinctive characteristics of the Western tourists(Kim, Lee, 2000) which is similar to Hofstede's study on individualism and collectivism.

On the other hand, people in collectivism cultures think of themselves less as individuals and more as being members of some group. A long vacation away from the group means painful separation and a danger to psychic well being. Group interaction, which is closely associated with dependence on others to provide satisfaction in the experience, is also an important component of the tourism experience(Kim, Lee, 2000).

Another theory on tourist motivation is expectancy theory(Vroom, 1964). The expectancy theory of motivation has been developed and expanded by Deci(1975) and Deci & Ryan

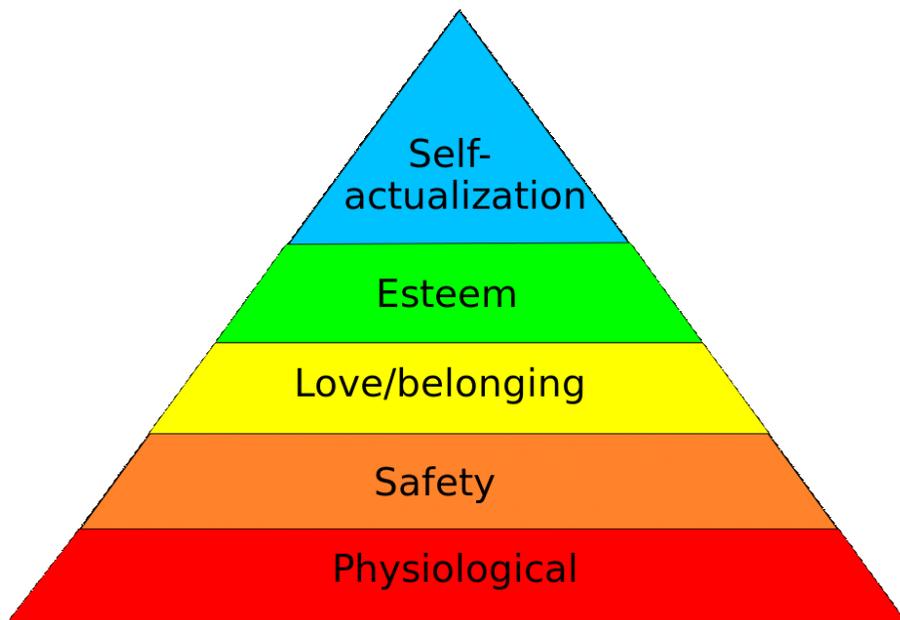
(1987). According to Deci and Ryan (1987), motivation is formed by autonomous initiation or self-determination of behavior and is expected to lead to personally satisfying experiences(Kim, Lee, 2000). Consistent with this theory, Iso-Ahola(1982) suggests that novelty-seeking and escaping are the basic motivational dimensions of travel behavior. And Cohen(1972) suggests that all tourist roles can be based on a typology of several distinct novelty-seeking experience levels. In a subsequent work. Bello and Etzel (1985) have well documented the importance of “novelty” to the tourism experience(Kim, Lee, 2000).

To explain Novelty-seeking in accordance with Hofstede’s categorization of culture, seeking a new world has more significance in cultures with high individualism, combined with fairly high masculinity and low uncertainty avoidance, which corresponds with the cultural aspects of the U.S.

Cultures with high collectivism aspects often have very clear standards for proper behavior in social situations and people in collectivism cultures tend to be precautious to new environment. Evidently, Philipp(1994) found that there is a racial difference between black and white Americans in seeking novelty in their tourism preferences. In his findings. whites are significantly more likely than blacks to agree with the statement” When I travel I like to be on streets I don’t know” and “When I travel I like to stay at motels and hotels which I have never heard about.” Although Philipp(1994) considers the main reason to be a preconception of the possibility of prejudice and discrimination in unfamiliar settings, it implies that there are differences of cultural characteristics in their motivation(Kim, Lee, 2000).

The American culture represented as high individualism, low uncertainty avoidance and masculinity can also be explained as Maslow's theory: hierarchy of human needs(Maslow, 1943) which is a very popular framework in sociology research. Maslow's hierarchy of needs is often portrayed in the shape of a pyramid with the largest, most fundamental levels of needs at the bottom and the need for self-actualization and self-transcendence at the top(Wikipedia, Maslow, 1943).

Figure 2.2 Maslow's hierarchy of needs



source: https://en.wikipedia.org/wiki/Maslow's_hierarchy_of_needs

When basic four needs(Physiological needs, Safety needs, Love and belonging, Esteem, figure2.2) are met, higher level of need(Self-actualization) is perceived. Maslow describes this level as “the desire to accomplish everything that one can, to become the most that one can be”(Maslow, 1943). Individuals may perceive or focus on this need very specifically. For example, one individual may have the strong desire to become an ideal parent. In another, the desire may be expressed athletically. For others, it may be expressed in paintings, pictures, or inventions. As previously mentioned, Maslow believed that to understand this level of need, the person must not only achieve the previous needs, but master them(Wikipedia, Maslow, 1943). Self-actualization coincides with Hofstede’s category of high individualism, low uncertainty avoidance and masculinity.

Dann(1977) examined “anomie” and “ego-enhancement” with respect to tourism motivation. In his research, “anomie”, represents the desire to transcend the feeling of isolation inherent in everyday life and to simply “get away from it all”. Ego-enhancement, on the other hand, derived from the need for recognition, which is obtained through the status given by travel(Kim, Lee, 2000).

Markus and Kitayama(1991) presented that people in collectivistic societies are more likely to take their relationships with others into account when describing themselves while people in individualistic cultures are more likely to emphasize their uniqueness, rather than their connectedness with others(Markus, Kitayama, 1991). They argued that the self-enhancement value is primarily a Western phenomenon. In a collectivistic society,

other-enhancement is more desirable than self-enhancement, because the latter risks isolating the individual from the network of reciprocal relationships (Kim, Lee, 2000). Markus and Kitayama argued that individualistic formulations of self-values, such as expectancy motivation, self-actualization as well as self-emotions need modification when considered in the context of the interdependent self-paradigm (Kim, Lee, 2000; Markus, Kitayama, 1991).

Culture and Tourist Behavior

What motivates tourists and how do they choose their destination are critical questions in tourism research. Many studies have been posited for understanding tourist motivations (Crompton, 1979; Maoz, 2007; Pantouakisa, 2016; Ayeh, 2015; Prayag, 2010). Variety of factors influence tourists' motivation and destination choice, for example age, gender, income, distance, climate, personality, travel expense, friends and relatives, safety, time, cultural background, etc.

Crompton (1979) used the concept of 'Push' and 'Pull' factors to categorize the numerous variables in making a tourist destination choice. 'Push' factors are origin-related and refer to the intangible, intrinsic desires of the individual traveller, such as the desire for escaping everyday life, rest and relaxation, adventure, health or prestige. 'Pull' factors are mainly related to the attractiveness of a given destination and tangible characteristics such as beaches, accommodation, recreation facilities and cultural and historical resources (Kim, Lee, 2000).

The elements that effect the tourists' decisions have been researched by many scholars. Numerous elements attribute to an attractive destination such as climate, ecology, culture, architecture, accommodation, food, public transportation, security, entertainment, travel expense, etc. Destination-based attributes could be many and differ from one destination to another (Reitsamer, Brunner-Sperdin, Stokburger-Sauer, 2016). Even in the same destination, tourists' perceive the destination in different perspectives. How the tourist perceive the given environment may vary by individuals, but there are cultural characteristics among the groups that share the same cultural background.

Fridgen(1996) referenced a research by U.S. Travel & Tourism Administration(USTTA) to report the differences among tourist groups by their nationality. According to the research, the behavior or attitude of tourists at the destination differed by nationality. While Europeans traveling in the U.S. spend twenty-five to twenty-seven days, Japanese tourists spend average eleven days for traveling. Also the selection of preferences in tourist activity, and tourist types vary by tourists's nationality.

An empirical study of cultural differences between Korean and Australian societies as related to Hofstede's(1980) cultural differentiation has been made. According to Hofstede(1980), in a highly collectivistic countries as Korea, group goals and needs are prioritized over individual needs. There is a distinction between "in-groups" and "out-groups." The "in-groups" members are expected to look after the other members of a group. In an individualistic culture such as Australia, emphasis is placed on individual rights and needs. Individual accomplishments are

encouraged(Hofstede, 1980; Reisinger, Turner, 1998).

Tourist activities may reflect an individual profile or purpose. However, many studies prove that despite the individual difference, there are similarities among tourists who share the same cultural background. Tourists of the same cultural group share similar motivations when choosing a destination and show likely behaviors in the destination. Therefore, examining differences between tourists representing different cultures is important in understanding tourists' values, preferences and behaviour (Kim, 1998).

Although culture affects tourists' behavior at a destination, tourists' behavior should not be regarded as one sided. Often, the culture of the destination also affects the tourists' behavior. The contact between tourists and hosts is determined by numerous factors such as the opportunity for contact, social motivations, interpersonal attraction, rules of behavior, attitudes and perceptions, status, interests, goals, all of which are culturally determined. Therefore, social contact between tourists and hosts is mostly determined by cultural factors (Amir, 1969; Reisinger, Turner, 1998; Sutton, 1967; Taft, 1977;).

The cultural factors seem to be of most influence in the cross-cultural setting where tourists and hosts have different cultural backgrounds, speak different languages, and have different values and perceptions of the world (Bochner, 1982; Sutton, 1967; Reisinger, Turner, 1998).

Sutton(1967) categorized the types of social contact depending on the degree of cultural similarities and differences between participants into three degrees: same or similar, different but the

differences are small and supplementary; different and the differences are large and incompatible.

When the culture of tourists and hosts are similar or mildly different, tourists and hosts do not become separated by cultural differences. Perceived cultural similarity is positively related to the mutual attraction, liking, decrease in social distance and increase in familiarity(Brewer, Campbell, 1976). However when the cultural gap between tourists and hosts are large and incompatible, tourists and hosts become separated. The behavior that is regarded as desirable in one culture may be regarded as inappropriate in another culture(Brislin, 1981). The greater the differences, the more likely it is that social contact will lead to friction and misunderstanding(Sutton, 1967) between participants due to distorted meanings of each other's behavior(Triandis, 1977; Reisinger, Turner, 1998).

Tourists experience interaction difficulties in contact with hosts due to cultural differences(Pearce, 1982) between tourists and hosts. The main interaction difficulties were interpersonal communication and behavior(e.g., polite language usage, expressing attitudes, feelings, emotions), non-verbal signals(e.g., facial expressions, eye gaze, spatial behavior, touching, posture, gesture), rules and patterns of interpersonal interaction (e.g., greetings, self-disclosure, making or refusing requests) (Bochner, 1982; Reisinger, Turner, 1998).

Cultural differences are very important factors influencing interaction difficulties and shaping tourists' and hosts' perceptions (Pearce, 1982; Sutton, 1967). The social interaction between tourists and hosts does not have to be characterized by

difficulties. The interaction difficulties may be minimized or even eliminated when tourists and hosts are aware of the differences in their cultural backgrounds(Reisinger, Turner, 1998).

2.2. Analytical Framework

2.2.1. Research Questions

The purpose of this research is to examine to what extent cityscapes and lively streets affect tourism satisfaction according to the cultural background of the tourists, and to identify the specific elements of the streetscape that affect tourist satisfaction. To this end, it is necessary to first determine the effects of cityscape and lively streets on satisfaction according to the cultural background, and then to identify how the diverse streetscape elements influence scenic satisfaction. The study questions and hypotheses are described below.

In this research, tourists are categorized broadly into Western and Eastern tourists. Western tourists include those from North America and Europe, while Eastern tourists include those from China, Hong Kong, and Taiwan. Tourists from Japan, another northeast Asian country, have been excluded in this study for methodological reasons. Therefore, in this research "Western tourists" refers to visitors from North America and Europe, while "Chinese tourists" refers to those from China, Hong Kong, and Taiwan.

Research Question 1. How much impact does cityscapes and lively streets have for tourists visiting Seoul, and how does this significance differ based on the cultural background of tourists?

As mentioned above in the conceptual study, the desire for something new is an innate human desire, which also becomes the fundamental motivation for tourism (Moon Ki-chul & Han Kyung-soo, 2012; Shin Chul & Hwang Seung-hye, 2011). While each person has his or her own criteria in selecting a tourist destination, including factors like safety, shopping, food, cost, and tourist attractions, tourism does not occur if the general landscape of the destination is too similar to one's home environment. While the purpose of vacationing is to relax at the beach or resort, that of city tourism is to experience a new space and culture, thus making cityscape a crucial factor in urban tourism (Gospodini, 2001).

In tourism studies, the tourist's experience in encountering new surroundings is explained by the concept of "novelty." This is found in visiting a new place and perceiving the differences between past and present experiences (Hur Sun-hee, 2009). In short, novelty is defined as the gap between one's past experience and the present experience embraced through tourism (Judd, 1988; Pearson, 1970), and the motivation for novelty is the desire to experience something new, exotic, and unique (Zuckerman, 1979; Cohen, 1972), which by extension becomes the motivation for tourism. Novelty, however, is not only experienced by visiting new

locations; one can find novelty in revisiting a place or in staying at a destination for a long period of time, according to the cause of the stimulus perceived by each individual (Hutt, 1970). The surrounding physical environment, what is here called cityscape and lively streets, is seen to affect feelings of novelty the most.

The fact that greater cultural difference creates a greater expectation of novelty does not mean that the physical environment does not influence tourists from the same region who share similar cultural traits. Another factor that can indicate levels of novelty in a certain tourist destination is “familiarity,” which influences travel by making visitors feel at home, as opposed to embracing the feeling of strangeness with novelty (Cohen, 1972). Although a wide cultural gap enhances the novelty of a place, a small cultural gap enhances familiarity, which is also a factor that increases tourist satisfaction. This means that greater differences in environment do not always lead to greater contentment with scenery. Therefore, satisfaction with urban factors will be relevant to both Western and Chinese tourists.

While cityscape and liveliness are crucial for both Chinese and Western tourists, the level of importance will vary depending on where the tourists are from. Novelty is an individual perception; and, at the same time, it can be influenced by the external environmental, including social and psychological factors (Foster, 2009). The level of expectation for novelty varies depending on the cultural gap (Bradley, 2005). Since the level of expectation rises with a large cultural gap, Western tourists are more likely to find novelty in Seoul’s streetscape than Chinese tourists. Western tourists are, therefore, more likely to be sensitive to changes in

the physical environment than Chinese tourists, and thus cityscape and street life may have a greater impact on their rate of satisfaction.

Aside from the effect of the cultural gap on novelty, tourists' cultural backgrounds can influence their motivation or form of tourism, so this can also be an influential factor. Kim and Lee (2000) conducted a study which took into account the fact that different cultures have varying levels of individualism and collectivism. They found that in Anglo-American society, where individualism is more apparent, tourists have a stronger tendency toward "novelty (to experience something different from my ordinary life, to have a chance for something unexpected to happen)."

However, in Japanese society, which values collectivism relatively more, motivation and purpose differ. By contrast, the motivation of travel for Japanese tourists tends to be "family togetherness: to bring my family closer together; and knowledge, prestige/status: to gain other's respect, to share what I have learned with others." In other words, Western tourists value novelty and the experience of a new place to satisfy their individual desires, while Chinese tourists tend to satisfy their social desires and will shop for souvenirs for other people after just taking a photo at a tourist destination (Harris et al., 2004).

Phillip (1994) hypothesizes that people of different ethnicities will exhibit different behaviors when seeking novelty during travel; and he further showed that black people had a higher desire for new locations than white people. In other words, white people are more likely to agree with the following sentences than blacks: "When I

travel I like to be on streets I don't know," and "When I travel I like to stay at motels and hotels which I have never heard about." This shows that tourists have different levels of desire for novelty, even regarding the same location, depending on their cultural background. Based on this, the following hypothesis can be established: Compared to Chinese tourists, Western tourists' satisfaction levels will be more prone to be affected by urban factors since they have a greater cultural gap and different motivations for tourism.

Hypothesis 1-1) While satisfaction with cityscapes and lively streets affect the tourism satisfaction of both Chinese and Western tourists, these elements will influence the satisfaction of Western tourists to a greater extent.

Study Question 2. Do streetscape elements that affect tourist satisfaction on streetscape and street vitality differ based on the cultural background of tourists?

Western cultures are often perceived to value individualism and privacy more than Eastern ones. In environmental psychology, such cultural differences are explained through private space and territoriality. According to research conducted by Hall (1966), Americans were found to use more personal space than people of other ethnicities, and differences were witnessed in the ways in which people from different regions behave within certain spaces

(Fisher, Bell, & Baum, 1984; Cha Jae-ho, et al., 1997). According to Hall (1966), in cultures with more frequent “contact,” including Mediterranean, Arabian, and Latin American, people have less personal space when interacting compared to those from cultures with relatively less “contact” including North American and particularly white people in the United States. Western culture that is more sensitive to the invasion of private space tends to be more exclusively restricted to individual or collective territory (which can be exhibited as buildings in contemporary society).

Although invasion of one’s personal space during daily life can be unpleasant, experiencing different cultures can be very interesting for tourists. Western tourists who have greater expectations for new spaces in particular, tend to positively evaluate the aspects of Korean culture that are different from their own including openness or crowdedness, as reported in the in-depth interviews in this study. For instance, Western tourists who have a stronger sense of territoriality find it unusual to see Korean stores selling products on the street, in other words, with no clear division between the store and street, as compared to Chinese tourists; and Westerners added that this adds vitality to the streets.

Interviews with foreign visitors to Korea revealed that those from Europe were surprised to find that most buildings were open for public use³⁾, and that this can be attributed to differences in

3) In September 2016, tourists from Paris and Madrid asked whether they could enter certain stores, and said they were surprised to find that most buildings were open to the public. The interviewer then asked if this is not the case in Paris or Madrid, and they answered that they are open in certain commercial areas, but most of the buildings are not transparent or open like they are in Seoul.

how they perceive territoriality. Western tourists also stated that the function of a building is clear from its exterior signage and design, and remarked that such openness raises street liveliness and familiarity compared to European streets.

Hypothesis 2-1) Compared to Chinese tourists, Western tourists will have a higher satisfaction on street vitality and the physical environment will have a greater impact on such satisfaction.

III. Impact of Cityscape on Tourist Satisfaction

3.1. Method of Analysis

3.1.1. Interview

The interviews were conducted five times from September 2015 to October 2016(table 3.1). The interview was conducted in a free conversation while walking around with one or two interviewees at a time lasting about 20 minutes each. The interviewer took notes and after each interview summarized the contents of the interview. Total 37 tourists were interviewed(12 Chinese, 6 Taiwanese, 8 Americans, 2 Canadians, 9 Europeans).

The first four interviews were conducted along a tour starting from Gwangwhamun Gate to Euljiro 1-ga Station passing through Insa-dong, Jongro, Gwangjang Market, Cheonggyecheon, Cheonggye Plaza and City Hall(Figure 2). The last interview on September 24th 2016 was conducted walking through Gwanchuldong block.

Before each interview, the interviewees were informed about the purpose of the interview and how the results will be used in the academic field.

The interview questions are constructed of six parts. Questions regarding the tourist's characteristics such as "Hi, where are you from?", "Are you traveling with anyone?" are asked first to start a friendly conversation. Then questions about the general trip as in "How's the trip so far?" "Any inconveniences?" are asked followed

Table 3.1 Interview Schedule

Date	Interview time	Characteristics of interviewees
2015. 9.12	9:30 ~ 15:00	<ul style="list-style-type: none"> . 2 Chinese Female 20's . 1 Taiwanese Male 30's . 1 Taiwanese Female 30's . 1 American Male 20's . 1 American Female 50's
2015. 9.29	9:30 ~ 18:00	<ul style="list-style-type: none"> . 1 Chinese Female 20's . 2 Chinese Male 20's . 2 Taiwanese Female 20's . 2 Taiwanese Female 30's
2015. 10.17	9:30 ~ 18:00	<ul style="list-style-type: none"> . 1 Chinese Female 20's . 1 Chinese Female 50's . 2 Chinese Male 40's . 1 Spaniard Female 20's . 1 Spaniard Male 20's . 2 Canadian Male 20's
2016. 4.30	9:30 ~ 15:00	<ul style="list-style-type: none"> . 3 Chinese Female 20's . 2 American Female 20's . 1 American Female 40's . 2 American Male 30's
2016. 9.24	9:00 ~ 17:00	<ul style="list-style-type: none"> . 1 French Female 30's . 1 French Male 30's . 2 English Female 30's . 1 Swedish Female 20's . 2 German Male 20's . 1 American Male 30's

Figure 3.1 Interview Site



by questions about Seoul cityscape such as “What do you think about Seoul cityscape?” “Anything that surprised you?”. Questions about street vitality and streetscape elements are asked next and the conversation ends with the questions about the satisfaction of this trip. The questions were asked in a natural conversational flow and the orders were not always followed. The results of the interview are presented with the results of the survey.

Table 3.2 Interview Questions

	Interview Questions
Notice	<ul style="list-style-type: none"> . Purpose of the interview . Use of interview results
Tourist Characteristics	<ul style="list-style-type: none"> . Nationality . Travel Companion . Duration of stay . Previous visits . Purpose of visit
Travel	<ul style="list-style-type: none"> . Interesting part of this travel . Inconvenience during the travel
Cityscape	<ul style="list-style-type: none"> . What tourists think about Seoul cityscape <ul style="list-style-type: none"> - Most surprising - Positives & Negatives . Expectations on Seoul cityscape . Identity of Seoul
Street Vitality	<ul style="list-style-type: none"> . Vitality of the street . Density . Night activity
Streetscape Elements	<ul style="list-style-type: none"> . Architecture . Shop signs . Terraces . Street Vendors . Street Furnitures
Satisfaction	<ul style="list-style-type: none"> . Overall satisfaction . Intentions to revisit . Intentions to recommend

3.1.2. Survey

The surveys were conducted from September 2016 to October 2016 in one residence, one youth hostel and one guesthouse. The subjects of the surveys were foreign tourists visiting Seoul from China, Taiwan, Hongkong, North America and Europe (Table 3.3). The age qualifications are from 19 to 70 and the surveys were distributed at night and collected in the morning.

Total of 500 copies were distributed and 442 copies were collected. Out of 442 copies collected only 406 copies were used excluding the ones with undependable answers or too many blanks. The surveys were distributed only to tourists who have stayed in Seoul for at least three days to be sure that they had time to look around Seoul. To minimize the effect of the weather, the surveys were only distributed on cool sunny days, appropriate for outdoor activity.

The survey questions consist of three parts. The first part is about the tourist elements and satisfaction such as security, shopping, public transportation, travel expense, appeal of tourist sites, tourist information service, accommodation, food, unique architecture, beautiful cityscape lively streets, overall satisfaction, revisit intentions and intentions to recommend. What tourists expected and experienced on each of these elements were measured in 5 point scale.

Table 3.3 Selection of nationality in the survey

Nationality	visit/year	ratio(%)	Selection	Number of Surveys
China	5,514,555	44.74	o	104
Japan	2,234,582	18.13	x	-
U.S.	713,551	5.79	o	79
Taiwan	634,160	5.14	o	85
Hongkong	549,710	4.46	o	12
Thailand	409,382	3.32	x	-
Malaysia	227,052	1.84	x	-
Singapore	185,480	1.50	x	-
Russia	161,953	1.31	x	-
Middle East	140,645	1.14	x	-
Canada	133,192	1.08	o	36
Australia	128,475	1.04	x	-
England	112,353	0.91	o	24
Germany	88,083	0.71	o	16
France	72,784	0.59	o	28
India	67,532	0.55	x	-
Others	953,264	7.73	x	22
Total	12,326,753	100.0		406

Source: Korea Culture and Tourism Institute 2014

Table 3.4 Tourism Characteristics of the Surveyees

	Variables		China		Western	
			Frequency	Percentage	Frequency	Percentage
Tourism Characteristics	Previous visit	No	118	58.7	108	52.7
		Yes	83	41.3	97	47.3
	Purpose of visit	Leisure/Recreation	121	60.2	112	54.6
		Shopping	52	25.9	12	5.9
		Business/Professional activity	7	3.5	22	10.7
		Visiting friends/family	14	7.0	24	11.7
		Education	6	3.0	24	11.7
		Others	1	.5	11	5.4
	Travel Companion	Alone	6	3.0	11	5.4
		Family/Relatives	69	34.3	74	36.1
		Friends	121	60.2	98	47.8
		Coworkers	5	2.5	22	10.7
	Travel Type	Independent travel	119	59.2	159	77.6
		Full-package tour	0	0	0	0
		Air-tel tour	82	40.8	46	22.4
N			201		205	

Table 3.5 Demographic Characteristics of the Surveyees

	Variables		China		Western	
			Frequency	Percentage	Frequency	Percentage
Demographic Characteristics	Gender	0: Male	62	30.8	84	41.0
		1: Female	139	69.2	120	58.5
	Age	10's	4	2.0	2	1.0
		20's	75	37.3	85	41.5
		30's	82	40.8	81	39.5
		40's	25	12.4	23	11.2
		50's	10	5.0	10	4.9
		Over 60's	5	2.5	4	2.0
	Occupation	Government/Army	17	8.5	16	7.8
		Business/desk job	41	20.4	30	14.6
		Sales/ Service Worker	41	20.4	22	10.7
		Professor/Doctor/ Lawyer	36	17.9	24	11.7
		Technician/Factory	8	4.0	12	5.9
		Homemaker	20	10.0	6	2.9
		Student	30	14.9	39	19.0
Others		8	4.0	56	27.3	
N			201		205	

The second part is about how the tourists perceive the physical elements of commercial streets in downtown Seoul. The degree of tourist perception on street elements such as building size and designs, number and design of shop signs, terraces, street vendors and street furnitures were measured in 5 point scale along with non physical elements.

The third part of the survey is about the tourists' information. Information about the travel such as travel type, previous visits, purpose of the visit and travel companions are measured along with demographic characteristics as in gender, age and occupation.

The results of the first part of the survey were used in chapter three to analyze the impact of cityscape and vitality on average tourist satisfaction. The results of the second part were used in chapter four to analyze the tourists' perception of the surrounding environment and to examine what streetscape elements affect the satisfaction on scenary and vitality of the streets. The results of the third part is presented in tables 3.4. and 3.5.

3.1.3. Conceptualization

Conceptualizing 'culture'

As stated in theoretical study, 'culture' is not only the subject of cultural tourism, but also an influential factor for destination selection(Reisinger, Turner, 2003). The cultural background of tourists affect the behavior of tourists from selecting a tourist

destination to perceiving the environment of the destination. However the concept of 'culture' is very vague and can be defined in many different ways(Reisinger, Turner, 1998).

There are many previous studies regarding the difference between the behavior of tourists due to their cultural backgrounds. Although there is no comprehensive definition for culture, Hofstede's national culture model is most widely recognized as a method to differentiate the cultural characteristics. Five dimensions are provided in his model which are Power Distance(PDI), individualism/collectivism, masculinity/femininity, uncertainty avoidance and long /short-term orientation(Hofstede, 1980). In Hofstede's attempt to explain his model, many countries and cultures are mentioned as examples(Hofstede, 1983).

In this research, the most classic categorization is used to divide the cultural difference; the East and West. The East Asian countries including Chinese region, Japan and Korea are often used as examples in Hofstede's studies in contrast to Western countries such as Canada, U.S. and European countries. Due to methodological constraints, Japan is excluded from the research leaving Mainland China, Taiwan and Hongkong as Chinese region. Thus in this research, the cultural difference will be between the Chinese region and the Western countries. The first letter of Chinese and Western will be capitalized to symbolize the countries they are representing.

□ Conceptualizing 'satisfaction'

Satisfaction has always been a critical issue in business and marketing(Wang, So, Sparks, 2016). Satisfaction is defined as the consumers' overall cognitive or affective response to product use (Oliver, 1997), and consumers' judgement of whether a product/service provides a pleasurable level of consumption-related fulfillment(Chen, Huang & Petrick, 2016; Wang, 2016).

The degree of complexity of an experience affects the psychological processes of satisfaction(Oliver, 1997). City tourism, especially to an international destination is a complex experience. Tourists may be satisfied with some aspects and dissatisfied with other aspects of their trip. Therefore, tourist satisfaction at a destination level is conceptually different from satisfaction at the transactional level since a visitor's overall experience is a sum of the numerous individual experiences that occur during the visitor's stay at the destination(Wang, 2016). These experiences may include interactions with a diverse range of natural and cultural destination attributes and are affected by the destination's attitude toward tourist and the tourists' perceptions of service quality and pricing (Yu & Goulden, 2006; Wang & Davidson, 2010; Wang, 2016). Consequently, satisfaction at destination level can be described as "cumulative satisfaction" and an "abstract construct that describes customer's total consumption experience with a product or service" (Foster, 1999; Johnson and Anderson, 1995, p. 699).

A variety of theoretical approaches to measuring consumer satisfaction have been proposed. A common feature of these measurement approaches is their consideration of satisfaction as a

relative concept measured in relation to a standard such as values, inputs, experience, etc.

For example, the importance-performance analysis which was developed by Oliver(1980), Churchill & Surprenant(1982) treats satisfaction as a function of two components: 1) the importance of a product or service to a customer and 2) the performance of a business in delivering that product/service. IPA is used to evaluate satisfaction in a wide range of business sectors including tourism and hospitality services (e.g., Ritchie, Mules, Uzabeaga, 2008). IPA recognizes that travellers consider some attributes of a destination more important than other attributes. Those attributes perceived to be more important may weigh more in the overall evaluation of the service (Chu and Choi, 2000).

This method was used by Schewe & Frederick (1978) in a paper on Tourism Destination selection in New England (Tribe & Snaith, 1998). Since the method of measuring the importance is by ranking, it is inadequate in measuring satisfaction on tourism. For example, security of a city may be a very important factor in selecting a tourist destination, but it may not actually affect tourism satisfaction.

Another example is the service-quality model(SERVQUAL) which is most commonly used until today. It was developed by Parasuraman, Zeithaml and Berry (1985) to measure the quality of service in marketing. There are 22 categories in SERVQUAL measurement to assess the quality of service that the customers should have received and the quality of service that the customers actually received. It is measured in seven point likert scale and the difference is used to evaluate the quality of

service(Oliver, 1980, Crossley, Xu, 1996). In tourism, SERVQUAL is commonly used to measure the service quality of hotels(Fick, Ritchie, 1991), flights(Saleh & Ryan, 1992) and travel agencies(Cliff, 1994).

Although the SERVQUAL model is commonly used to measure the satisfaction of customers(Parasuraman & Zeithaml & Berry, 1994), the expected service is and ideal value. In other words what a service provide is actually what an excellent service should provide in SERVQUAL model(Parasuraman & Zeithaml & Berry, 1988). Thus it is inadequate for evaluating expectations in tourism which is a relative value.

In their study, Cronin & Taylor(1994) argued that measuring only the provided service is more efficient than measuring the difference between what a service should provide and what was actually provided. A SERVPERF model was presented based on their argument, but measuring only the outcome ignores the expense and the characteristics of the destination, so it is insufficient to be used in measuring tourist satisfaction.

Based on the pros and cons of the Importance-Performance analysis, SERVQUAL and SERVPERF model, Tribe & Snaith developed a Holiday-Satisfaction(HOLSAT) model adequate for tourism research. In HOLSAT model, satisfaction is assessed by measuring the difference between expectation and performance.

In most tourism surveys, five point likert scale is used to measure the satisfaction of tourists. National surveys such as International Visitor Survey use five point likert scale(from 1 point being very unsatisfied to 5 point being very satisfied) to measure satisfaction on accommodation, food, security, etc. This kind of

measurement tends to be biased to higher points(Oh, 2001; Ryan & Huyton, 2002). According to these studies, the elements that were highly considered in choosing the tourist destination tends to have higher points in satisfaction. Because satisfaction is highly related to tourists's subjective feelings or travel motivation, a simple measurement of satisfaction can be positively biased, making it inadequate for accurate research(Alegre & Garau, 2010).

Thus, in this research, the difference between expectation and actual experience is used to measure satisfaction based on HOLSAT model. The HOLSAT model is a combination of 'how to measure' and 'what to measure'. The categories to measure in HOLSAT model is inadequate so only the method of measurement is applied. The expectations of each elements before arriving in Seoul are measured along with what the tourist actually experienced. In the study of Tribe & Snaith where the HOLSAT model was first introduced, the results only compared which value is higher. For example, if expectation of food is higher than the performance of food, than the tourist is unsatisfied with the food. However in this research the difference is used as variables to analyze each tourist elements' effect on overall average tourist satisfaction.

The overall average tourist satisfaction is an average value of overall satisfaction, intention to recommend and revisit intention. Overall satisfaction, intention to recommend and revisit intention are very similar but slightly different. While overall satisfaction is only based the one time experience, revisit intention consider the individual's expense and time. Intention to recommend considers the possibility of change. For example, if the accommodation was

very disappointing, it could have negative effect on overall satisfaction, but not the intention to recommend because it would not be a problem if the recommended person uses a different accommodation. Consequently, in this research the average of the three attributes are used as the dependent variable and it is represented as 'average satisfaction' throughout the research.

3.1.4. Selection of Variables

As stated in theoretical study, urban tourism has been existing since the Mesopotamian times. However, the academic study on urban tourism started in 1980's. The reason city tourism became an subject of academic research after such a long time since its existence is because of the countless variables attached to it. It is impossible to control all the variables which makes urban tourism a very tricky field for academic research. In this research, attributes that affect tourism is selected through analyzing previous research and national surveys.

National International Visitor Survey measures satisfaction on immigration procedures, public transportation, accommodation, food, shopping, tourist attraction, tourist information service, language communication, travel expense, security. The Survey on International Visitors by Seoul Metropolitan Government measures satisfaction on immigration procedures, public transportation, accommodation, food, shopping, events and performances, tourist attraction, tourist information service, language communication, travel expense, security and the kindness of Seoul citizens.

Table 3.6 Selection of Variables

1.1.	Variables	2.1. Method of measurement
Controlled Variables	Security	- Expectation and experience of each attributes are measured in 5 point likert scale - Difference between measured expectation and experience is used in statistical model
	Shopping	
	Public Transportation	
	Travel Expense	
	Appeal of Tourist Site	
	Tourist Info. Service	
	Accommodation	
	Food	
	Unique Architecture	
Dependent Variables	Beautiful Cityscape	
	Lively Streets	
Independent Variables	Overall Satisfaction	- Each measured in 5 point likert scale
	Revisit Intention	- Average of the three attributes is used as independent variable in statistical model
	Recommendation Intention	
Tourism Characteristics	Previous visit	Yes/No
	Travel Companion	Alone/Family or relatives/Friends/Coworkers
	Travel Type	Independent travel/Full-package tour/Air-tel tour
Demographic Characteristics	Gender	Male/Female

3.1.5. Ordered Logistic Regression

The dependent variable in this analysis is average tourist satisfaction. There are many ways to measure a tourists' satisfaction such as intentions to revisit, intentions to recommend and overall satisfaction. Each variables include slightly different meanings from the other. When answering a questionnaire about intentions to revisit, the respondents not only consider the satisfaction of the travel, but also the time and budget restraints for revisiting. Thus the average value of overall satisfaction, revisit intentions and intentions to recommend is used as a dependent variable.

Seven to eight different combinations were made from the average of the three attributes⁴⁾. Since the data of average satisfaction is not continuous, multiple regression can not be used. The gap between each value can not be defined as equivalent but the hierarchy exists, thus ordered logistic model is most adequate for this analysis.

4) There should be much more numbers, but combinations such as 1(overall satisfaction), 1(revisit intention), 1(intentions to recommend) did not appear.

3.2. Difference Between Two Tourist Groups

3.2.1. Difference in Expectation

The cultural background of a tourist plays a significant role in selecting a tourist destination(Kim, Lee, 2000; Armstrong, Mok, Go, Chan, 1997; Calantone, di Benedetto, Halam, Bojanic, 1989; Danaher & Arweiler, 1996; Huang, Huang, & Wu, 1996; Richardson & Crompton, 1988). Especially the expectations on the destination is influenced by the cultural distance between the tourist and the tourist destination. According to Kozak's studies(Kozak, 2001, 2002), the expectation on 'new environment' increases as the cultural distance increase and the expectation on 'familiar environment' increases as the cultural distance decrease. Consequently, the expectation on Seoul cityscape and vitality will differ between the Chinese and Western tourists.

The results of the independent-samples t-test prove that Chinese and Western tourist groups have different average value of expectations in not only 'beautiful cityscape' and 'lively streets' but also in most of the other tourism factors(Table 3.7). The number of samples for the t-test is 201 each which is sufficient to assume that the samples follow a normal distribution($N \geq 30$). The dependent variables are interval data, and independent variable consist of two categorical, independent group(Chinese or Western tourist groups) so the independent-sample t-test can be used to assess the average difference between the two tourist groups(Lee, Noh, 2013).

According to Levene's test for equality of variances, variables

‘beautiful cityscape’, ‘lively streets’ and ‘tourist site’ do not follow the assumption that there is homogeneity of variances so the significance under ‘equal variances not assumed’ should be used to analyse the mean difference(Song, 2016). As a result, tourism factors except ‘security’ and ‘public transportation’ have different means between the two groups. Thus, it is safe to conclude that Chinese tourists and Western tourists have different expectations regarding ‘beautiful cityscape’ and ‘lively streets’.

When comparing the average between two tourist groups, the expectations on cityscape and street vitality appears higher in Western tourist group than in Chinese tourist group which coincides with the theoretical study(Table 3.8). As for the response to survey questionnaires, while there are respondents who chose 1 or 2(expectation rating from 1 to 5, 1 being the lowest and 5 being the highest) in other tourism attributes, the lowest response in cityscape expectation is 3. This result coincides with the theoretical study that the expectation on new environment is the most basic motive for tourism(Figure 3.1).

Figure 3.1. Expectations on Cityscape and Street Vitality

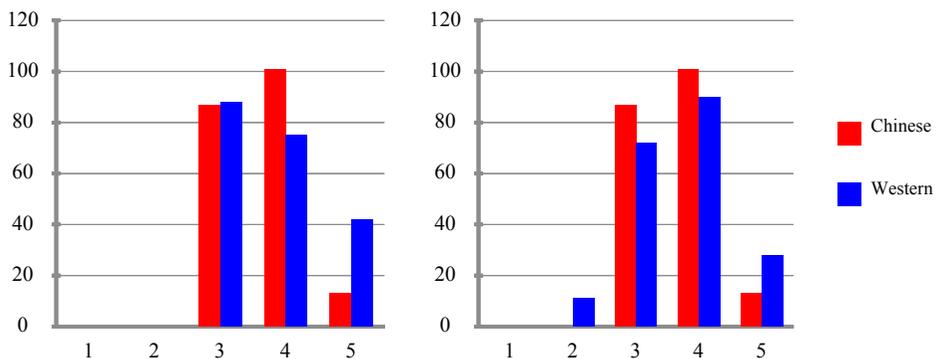


Table 3.7 Independent-samples t-test on tourist expectations

Variables		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Sig.
Security	Equal variances assumed	.197	.657	.822	.411
	Equal variances not assumed			.822	.411
Shopping	Equal variances assumed	.815	.367	7.988	.000
	Equal variances not assumed			7.988	.000
Architecture	Equal variances assumed	.635	.426	-3.923	.000
	Equal variances not assumed			-3.923	.000
Public transportation	Equal variances assumed	.054	.817	.894	.372
	Equal variances not assumed			.894	.372
Travel expense	Equal variances assumed	.747	.388	-10.493	.000
	Equal variances not assumed			-10.493	.000
Tourist site	Equal variances assumed	.005	.942	-7.781	.000
	Equal variances not assumed			-7.781	.000
Information	Equal variances assumed	4.215	.041	-2.720	.007
	Equal variances not assumed			-2.720	.007
Accommodation	Equal variances assumed	.092	.762	-2.062	.040
	Equal variances not assumed			-2.062	.040
Food	Equal variances assumed	1.269	.261	-4.513	.000
	Equal variances not assumed			-4.511	.000
Cityscape	Equal variances assumed	13.498	.000	-2.100	.036
	Equal variances not assumed			-2.100	.036
Lively streets	Equal variances assumed	10.587	.001	-6.461	.000
	Equal variances not assumed			-6.461	.000

Expectations on ‘cityscape’ and ‘lively streets’ are relatively low in both Chinese and Western tourist groups compared to other tourism factors (Table 3.8). Chinese tourists tend to have high expectations on ‘shopping’, ‘public transportation’, and ‘security’ while they have less expectations on ‘travel cost’, ‘beautiful cityscape’, ‘appeal of tourist sites’, ‘lively streets’ and ‘unique architecture’ (Figure 3.2). Apart from ‘travel expense’ other categories that show low level of expectation (under 4 points) are relevant to urban factors. Western tourists tend to have high expectations on ‘tourist sites’, ‘food’, ‘accommodation’ and ‘tourist information service’ which are all irrelevant to urban features. In fact, expectation on ‘cityscape’ is the lowest of all other tourism factors while expectation on ‘lively streets’ hang in the middle.

Figure 3.2. Expectations on Tourism Elements

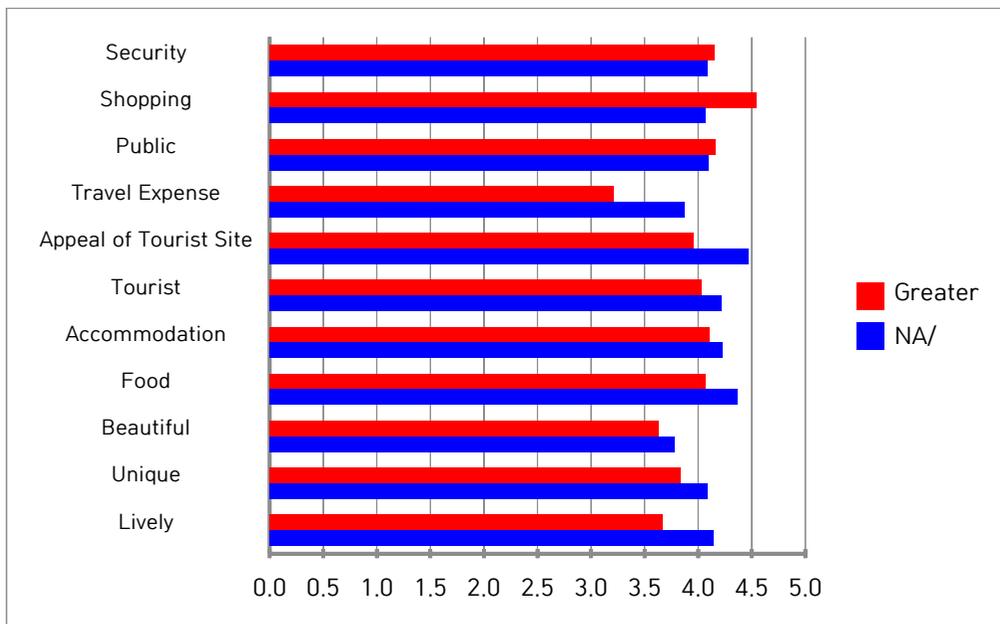


Table 3.8 Average of Expectation, Experience and Satisfaction

Variables	Expectation		Experience		Σ Experience- Expectation	
	Chinese	Western	Chinese	Western	Chinese	Western
Security	4.15	4.09	4.34	4.43	0.19	0.35
Shopping	4.55	4.07	4.59	4.31	0.03	0.24
Public Transportation	4.16	4.10	4.26	4.44	0.10	0.34
Travel Expense	3.21	3.87	3.19	4.00	-0.01	0.13
Appeal of Tourist Site	3.96	4.47	3.87	4.49	-0.08	0.02
Tourist Info. Service	4.03	4.22	3.96	4.15	-0.06	-0.07
Accommodation	4.11	4.23	4.19	4.32	0.10	0.09
Food	4.07	4.37	4.13	4.52	0.06	0.15
Architecture	3.84	4.09	4.12	4.28	0.29	0.19
Cityscape	3.63	3.78	3.72	4.11	0.08	0.34
Lively Streets	3.67	4.14	3.73	4.40	0.05	0.26
Overall Satisfaction			4.13	4.40		
Revisit Intention			3.94	4.18		
Recommendation Intention			4.10	4.36		

3.2.2. Difference in Experience

Expectations on all travel factors except ‘security’ and ‘public transportation’ proved to be different between the Chinese and the Western tourists. The results of the independent t-test on tourist experience also show that the two tourist groups share different experience in most aspects of tourism except ‘security’(Table 3.9).

While Chinese tourists show high performance on ‘shopping’, ‘security’ and ‘public transportation’, Western tourists had relatively positive experience on ‘food’, ‘tourist site’ and ‘public transportation’. Aside from ‘travel expense’, experience on ‘beautiful cityscape’ have the lowest average in both tourist groups. In case of ‘lively streets’, Chinese tourists had relatively poor experience while Western tourists had a relatively fair one(Table 3.8, Figure 3.3).

Figure 3.3. Experience on Tourism Elements

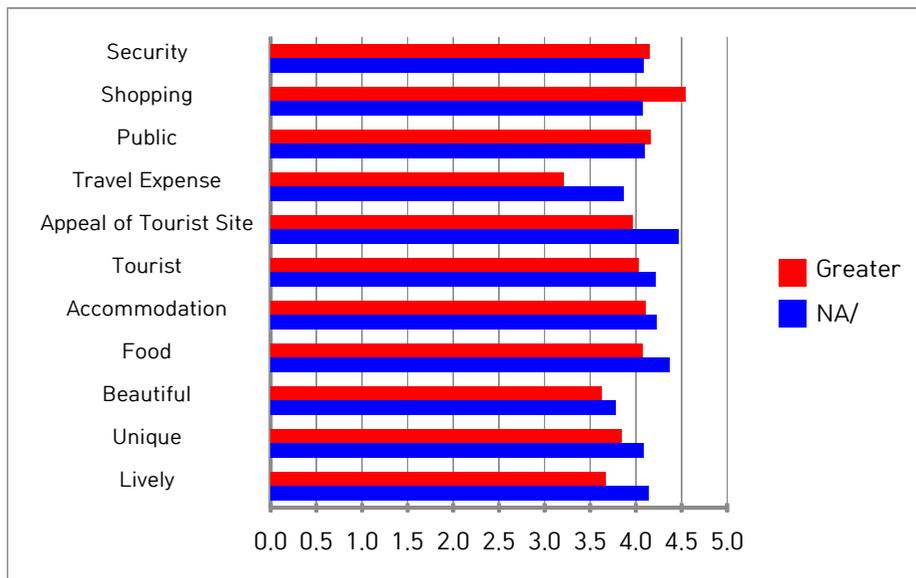
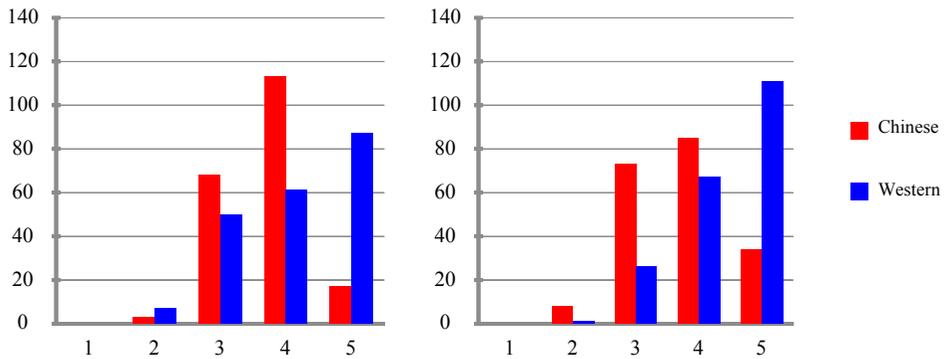


Table 3.9 Independent-samples t-test on tourist experience

Variables		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Sig.
Security	Equal variances assumed	1.333	.249	-1.550	.122
	Equal variances not assumed			-1.550	.122
Shopping	Equal variances assumed	25.655	.000	3.719	.000
	Equal variances not assumed			3.719	.000
Architecture	Equal variances assumed	.036	.850	-2.342	.020
	Equal variances not assumed			-2.342	.020
Public transportation	Equal variances assumed	1.356	.245	-2.776	.006
	Equal variances not assumed			-2.775	.006
Travel expense	Equal variances assumed	5.854	.016	-9.919	.000
	Equal variances not assumed			-9.919	.000
Tourist site	Equal variances assumed	2.770	.097	-8.754	.000
	Equal variances not assumed			-8.754	.000
Tourist Info. Service	Equal variances assumed	.166	.684	-2.475	.014
	Equal variances not assumed			-2.475	.014
Accommodation	Equal variances assumed	1.170	.280	-2.131	.034
	Equal variances not assumed			-2.131	.034
Food	Equal variances assumed	.318	.573	-5.494	.000
	Equal variances not assumed			-5.493	.000
Cityscape	Equal variances assumed	29.075	.000	-5.138	.000
	Equal variances not assumed			-5.138	.000
Lively streets	Equal variances assumed	.647	.422	-9.203	.000
	Equal variances not assumed			-9.200	.000

Figure 3.4 Experience on Cityscape and Street Vitality



3.2.3. Difference in Satisfaction

The results of the independent t-test show that many variables including travel expense, tourist site, tourist information service, accommodation, food and architecture does not have statistically different average. However, because the satisfaction is measured by the difference between expectation and experience, in the process of adding all the values to calculate the average, the added values will converge to zero. Thus comparing the ratio of each variable is more adequate in comparing the satisfaction rate between Chinese and Western tourists (Tables 3.11, 3.12).

Including '0'⁵⁾ the elements that have high rate of satisfaction are security, beautiful cityscape, architecture for Chinese tourists public transportation, accommodation and security for Western tourists.

5) '0' can be regarded as satisfying because people are generally satisfied when the results meet their expectation. Also in case the expectancy was '5' (the highest number) and the experience is also '5' it needs to be categorized as 'satisfied'.

Figure 3.5 Satisfaction on Cityscape and Street Vitality

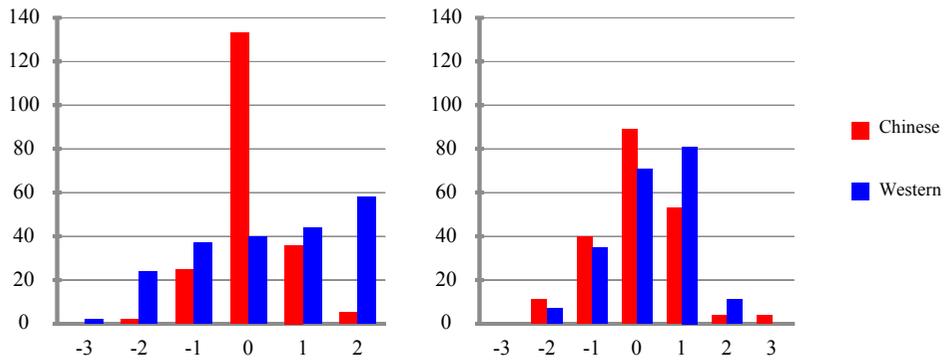


Table 3.10 T-test on Satisfaction

Variables		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Sig.
Security	Equal variances assumed	6.927	.009	-1.758	.080
	Equal variances not assumed			-1.758	.080
Shopping	Equal variances assumed	74.108	.000	-2.073	.039
	Equal variances not assumed			-2.073	.039
Public transportation	Equal variances assumed	2.795	.095	-3.056	.002
	Equal variances not assumed			-3.056	.002
Travel expense	Equal variances assumed	3.099	.079	-1.570	.117
	Equal variances not assumed			-1.570	.117
Tourist Info. Service	Equal variances assumed	7.301	.007	-1.197	.232
	Equal variances not assumed			-1.195	.233
Tourist Information	Equal variances assumed	6.031	.014	.060	.952
	Equal variances not assumed			.060	.952
Accommodation	Equal variances assumed	4.660	.031	-.062	.951
	Equal variances not assumed			-.062	.951
Food	Equal variances assumed	15.700	.000	-1.096	.274
	Equal variances not assumed			-1.097	.273
Architecture	Equal variances assumed	.138	.710	1.258	.209
	Equal variances not assumed			1.258	.209
Cityscape	Equal variances assumed	179.991	.000	-2.311	.021
	Equal variances not assumed			-2.311	.022
Lively streets	Equal variances assumed	.412	.521	-2.327	.020
	Equal variances assumed			-2.326	.020

Table 3.11 Satisfaction rate of Chinese Tourists

Attributes	Unsatisfied Experience<Expectation			0	Satisfied Experience>Expectation		
	-3	-2	-1	0	1	2	3
Security	1.0	2.0	10.0	54.7	28.9	3.5	-
	13.0				32.4		
Shopping	-	2.0	15.4	55.2	20.4	1.5	-
	19.9				24.9		
Public Transportation	-	3.5	14.1	52.7	27.1	2.0	-
	17.4				28.9		
Travel Expense	-	3.5	30.3	34.3	25.4	5.0	-
	33.9				31.9		
Appeal of Tourist Site	1.0	6.1	17.2	49.3	16.2	2.0	1.0
	25.9				23.9		
Tourist Info. Service	0.5	2.0	21.8	45.8	18.3	1.5	-
	27.9				25.4		
Accommodation	-	1.5	14.5	54.7	21.0	3.0	-
	18.4				26.4		
Food	-	1.0	18.0	52.7	20.5	3.0	-
	21.4				25.4		
Unique Architecture		1.0	12.9	49.8	29.4	6.5	0.5
	13.9				36.4		
Beautiful Cityscape	-	5.0	17.9	66.2	22.9	7.0	-
	13.4				20.4		
Lively Streets	-	6.0	21.0	44.3	27.0	2.5	2.0
	25.4				30.4		

Table 3.12 Satisfaction rate of Western Tourists

Attributes	Unsatisfied Experience<Expectation			0	Satisfied Experience>Expectation		
	-3	-2	-1		0	1	2
Security	-	0.5	14.6	45.9	28.3	10.2	0.5
	15.1				39.0		
Shopping	-	8.3	22.0	19.5	38.0	12.2	-
	30.3				50.2		
Public Transportation	-	1.5	10.2	44.4	41.0	2.9	-
	11.7				43.9		
Travel Expense	-	2.4	20.0	42.0	33.2	2.4	-
	22.4				35.6		
Appeal of Tourist Site	-	3.4	17.1	54.1	24.9	0.5	-
	20.5				25.4		
Tourist Info. Service	-	2.5	22.2	57.6	14.3	3.0	-
	24.4				17.0		
Accommodation	-	2.0	10.7	65.9	19.0	2.4	-
	12.7				21.4		
Food	-	2.4	23.9	35.1	33.7	4.9	-
	26.3				38.6		
Unique Architecture		1.5	17.1	48.3	27.3	5.9	-
	18.6				33.2		
Beautiful Cityscape	1.0	11.7	18.0	19.5	21.5	28.3	-
	30.7				49.8		
Lively Streets	-	3.4	17.1	34.6	39.5	5.4	-
	20.5				44.9		

3.3. Elements that affect Tourist Satisfaction

3.3.1. Fitness of Model

Before analyzing the effect of ‘beautiful cityscape’ and ‘lively streets’ on average overall satisfaction, independent variables were analysed to confirm the independence of the variables. The result of the correlation analysis in both Chinese and Western tourist groups shows that none of the variables had correlation coefficient higher than 0.7, so it is safe to assume that the variables are independent(Lee & Noh, 2013; Song, 2016).

Before proceeding to examine the individual coefficients, the fitness of the model should be observed. Table 3.13 is the result of a chi-square test to prove the difference between the model in which coefficients for all of the variables in the model are 0 from the model with the added variables. The significance level is less 0.0005 so the null hypothesis that the model without predictors is as good as the model with the predictors can be rejected.

The significance level in the test of parallelism is larger than 0.1 so the null hypothesis that the general model is not different from the can not be rejected. Thus the assumption that ‘the relationships between the independent variables and the logits are the same for all the logits’ is qualified.

The significance level in both Pearson and Deviance test of goodness-of-fit is very large in both tourist groups so the model is fit. Also the value of Nagelkerke R^2 is larger than 0.8, so the association between the dependent variable and the predictor variables are strong.

Table 3.13 Model-fitting information

Tourist Group	Model	-2 Log Likelihood	Chi-Square	df	Sig.
Chinese Tourists	Null Hypothesis	808.766			
	General	499.297	309.469	17	.000
Western Tourists	Null Hypothesis	756.317			
	General	360.994	395.323	17	.000

3.3.2. Results

The result of the ordered logistic regression is presented in tables 3.14 and 3.15. From the observed significance levels, both urban factors 'beautiful cityscape' and 'lively streets' are all related to average tourist satisfaction. The positive coefficients mean that the more tourists are satisfied with the cityscape or streets, the stronger possibility to have higher level of average tourist satisfaction.

Beside the urban factors, other tourism factors except 'security' are all positively related to average tourist satisfaction which can be predicted. Although the coefficients in ordered logit regression can not be directly read as regular OLS coefficients, the possibilities can be compared among the variables that share the same scale. Since the scale of urban factors and other tourism factors are the same, the coefficients among these variables can be compared in a manner that higher coefficient value means higher relativity to the dependent variable. For example, 'beautiful cityscape' is more sensitively related to

average tourist satisfaction than 'lively streets'. However, the degree of relativity can not be compared as in 'beautiful cityscape' is $0.911/0.662$ times more sensible to average tourist satisfaction. In order to find the degree of relativity, each variable needs further calculation. However, since the purpose of this thesis is to find out the sequence of the valuables, further calculation is unnecessary.

Tourist Characteristics other than previous visits, does not appear to be related to average tourist satisfaction. Tourists who have visited Seoul during the last five years are more likely to have higher satisfaction than those who have visited for the first time. It can be assumed that the tourists who were satisfied in their previous visits tend to revisit.

The observed significance levels in tables 3.14 and 3.15 show that 'beautiful cityscape' and 'lively streets' are all related to average tourist satisfaction. Other tourism factors such as 'shopping', 'public transportation', 'appeal of tourist site', 'accommodation' and 'food' also show relevance to average tourist satisfaction. All the relevant satisfaction factors are positively related which can be predicted with common knowledge. 'Security' and 'tourist information service' have high significance level so it is difficult to state the relevance. None of the variables in tourist characteristics show low level of significance to confirm the relevance.

Table 3.14 Ordered logistic regression results _ Chinese Tourists

	Variables	β	Std.Error	Sig.
Urban Factors	Cityscape	.911	.239	.000
	Lively Streets	.662	.204	.001
Other Tourism Factors	Unique Architecture	.657	.241	.006
	Security	.268	.193	.166
	Shopping	.749	.243	.002
	Public Transportation	.521	.224	.020
	Travel Expense	.867	.221	.000
	Appeal of Tourist Site	.614	.210	.004
	Tourist Info. Service	.334	.188	.075
	Accommodation	.457	.216	.034
	Food	.831	.263	.002
Tourist Characteristics	Previous Visits = No	-.764	.292	.009
	Previous Visits = Yes	0 ^a	.	.
	Travel Companion = Alone	.810	1.262	.521
	Travel Companion = Family	.258	1.024	.801
	Travel Companion = Friends	.641	1.003	.523
	Travel Companion = coworkers	0 ^a	.	.
	Travel Type = Independent travel	.218	.283	.441
	Travel Type = Air-tel tour	0 ^a	.	.
	Gender = Male	.430	.331	.193
	Gender = Female	0 ^a	.	.
Nagelkerke R^2		0.811		

Table 3.15 Ordered logistic regression results _ Western Tourists

	Variables	β	Std.Error	Sig.
Urban Factors	Beautiful Cityscape	1.258	.201	.000
	Lively Streets	1.043	.249	.000
Other Tourism Factors	Unique Architecture	.593	.222	.007
	Security	.229	.179	.201
	Shopping	.987	.235	.000
	Public Transportation	.756	.228	.001
	Travel Expense	.535	.245	.029
	Appeal of Tourist Site	.898	.280	.001
	Tourist Info. Service	.048	.214	.823
	Accommodation	.697	.267	.009
	Food	.582	.281	.039
Tourist Characteristics	Previous Visits = No	-.207	.322	.519
	Previous Visits = Yes	0 ^a	.	.
	Travel Companion = Alone	.494	.846	.559
	Travel Companion = Family	-.241	.547	.659
	Travel Companion = Friends	-.336	.523	.521
	Travel Companion = coworkers	0 ^a	.	.
	Travel Type = Independent travel	.323	.365	.377
	Travel Type = Air-tel tour	0 ^a	.	.
	Gender = Male	.132	.316	.675
	Gender = Female	0 ^a	.	.
Nagelkerke R^2		.880		

Table 3.16 Relativity of Satisfaction factors

Ranking	Chinese		Western	
	variables	β	variables	β
1	Beautiful Cityscape	.911	Beautiful Cityscape	1.258
2	Travel Expense	.867	Lively Streets	1.043
3	Food	.831	Shopping	.987
4	Shopping	.749	Appeal of Tourist Site	.898
5	Lively Streets	.662	Public Transportation	.756
6	Unique Architecture	.657	Accommodation	.697
7	Appeal of Tourist Site	.614	Unique Architecture	.593
8	Public Transportation	.521	Food	.582
9	Accommodation	.457	Travel Expense	.535
	Security	.268	Security	.229
	Tourist Info. Service	.334	Tourist Info. Service	.048

When comparing the two tourist groups, 'beautiful cityscape' has the strongest relevance to average tourist satisfaction in both groups. Thus the first hypothesis of the first research question: satisfaction in cityscape will be highly relevant in both Chinese and Western tourists group is proven true. This is consistent with the theoretical study that the purpose of travel itself is to experience a new environment(table 3.16).

In case of Chinese tourist group, 'travel expense', 'food' and 'shopping' satisfaction are more influential on average satisfaction than 'lively streets', whereas 'lively streets' is second most influential on Western tourists. Therefore, the second hypothesis of the first research question: satisfaction on lively streets will be more relevant to average satisfaction for Western tourists than to Chinese tourists is proven true.

3.4. Conclusion and Discussion

The results showed that Chinese tourists had high expectations on shopping, public transportation and security while Western tourists showed high expectations on tourist sites, food and accommodation. The three elements with lowest expectations were travel expense, beautiful cityscape and lively streets for Chinese tourists and beautiful cityscape, travel expense, shopping for Western tourists. The elements with high measurement in experience were whopping, security and public transportation for Chinese tourists and food, tourist site and public transportation for Western tourists. The elements with low experience were travel expense, beautiful cityscape and lively streets for Chinese tourists and travel expense, beautiful cityscape and tourist information service for Western tourists.

The elements with lowest satisfaction were tourist site, tourist information service and travel expense for Chinese tourists and tourist information service, tourist site and accommodation for Western tourists. The elements with highest satisfaction were

unique architecture, security and public transportation for Chinese tourists and security, public transportation and beautiful cityscape for Western tourists.

The satisfaction on beautiful cityscape and lively streets were not low, but considering the low expectation, the urban factors could act as a push factor in tourist destination selection.

The results of the ordered logistic regression show that satisfaction on cityscape has the most effect on average tourist satisfaction for both group of tourists. The satisfaction on lively streets however has higher effect on the satisfaction of Western tourists than Chinese tourists. Consequently, the Western tourists are more sensitive to urban factors than Chinese tourists.

IV. Impact of Streetscape Elements on Satisfaction

4.1. Site Selection

As analyzed in Chapter three, the satisfaction on cityscapes and street vitality has a great impact on tourists' average satisfaction. Based on the findings in the previous chapter, this chapter will be about determining the streetscape elements that affect the satisfaction on streetscape and street vitality. A site should be selected in order to construct the list of streetscape elements that can potentially affect the satisfaction on streetscape and street vitality.

4.1.1. Methodology

As a mix of various types of spaces, the city of Seoul has unique physical environments depending on location. As the buildings in Seoul are of diverse sizes and designs, as compared to those in European cities like Paris or London, it is very difficult to describe the physical characteristics of Seoul in simple terms. For example, when tourists are asked for their opinion on Seoul's architecture, they have different answers depending on the location that is pictured in their heads, and, even when they have the same place in mind, their answers might vary depending on their interests and the environment in which they grew up. Moreover, as streetscapes vary depending on function ranging

from business or commercial to residential, it was necessary to select a site most appropriate for the purpose of this study to accurately identify the effects of specific streetscapes.

The purpose of the research is to study how foreign tourists think about Seoul's ordinary streetscape as opposed to special tourist areas like Insa-dong or Myeongdong. An "ordinary streetscape" is defined here as a streetscape that is very familiar to Seoul residents and at the same time is easily accessible to foreign tourists. Based on these conditions, the scope of this study was limited to the downtown Seoul (within the boundary of the four main gates of old Seoul), which is visited by over 90% of international visitors; it excluded tourist areas including Insa-dong and Myeongdong as well as traditional markets like Dongdaemun. Using these criteria, a survey on Seoul's most representative streets was distributed to thirty Chinese and thirty Western tourists.

Conducted twice, in March and September 2016, the questionnaires were given to Chinese and Western tourists staying at guesthouses, youth hostels, and residences within Seoul's city center. On the questionnaire, a total of 14 images of some 15 blocks within the city center are included, 6 of which are buildings with specific functions, and 8 show specific streets. The respondents were asked to answer which picture most represents Seoul, and rate their willingness to revisit the place on a scale of 1 to 5 (table 4.2). The images were of locations that a foreign tourist to Seoul must have passed by at least once, but that are unique in that they do not resemble any other place. Images of tourist destinations like Gyeongbokgung Palace, Changkyunggung

Palace, Myeongdong, or Insa-dong were excluded. Seoul's landmarks including representative business, commercial, and industrial areas as well as unique examples of architecture that are imprinted in one's head upon first sight were also excluded. Korean characters and signage that give hints to their identities were blurred using Photoshop .

The surveys were handed out to tourists who have stayed in Seoul for at least three days in order to be sure that they had enough time to look around. The nationalities were limited to China, Taiwan and countries from North America and Europe in accordance to the number of visitors and the purpose of research. Visitors from Japan were unselected due to methodological limitations. The language of the survey were in English or Chinese.

Table 4.1 Selection of nationality in site survey

Nationality	visit/year	ratio(%)	Selection	Number of Surveys
China	5,514,555	44.74	o	16
Japan	2,234,582	18.13	x	-
U.S.	713,551	5.79	o	9
Taiwan	634,160	5.14	o	10
Hongkong	549,710	4.46	o	4
Thailand	409,382	3.32	x	-
Malaysia	227,052	1.84	x	-
Singapore	185,480	1.50	x	-
Russia	161,953	1.31	o	2
Middle East	140,645	1.14	x	-
Canada	133,192	1.08	o	3
Australia	128,475	1.04	x	-
England	112,353	0.91	o	4
Germany	88,083	0.71	o	2
France	72,784	0.59	o	4
India	67,532	0.55	x	-
Others	953,264	7.73	x	6
Total	12,326,753	100.0		60

Source: Korea Culture and Tourism Institute

4.1.2. Selection of Variables

The survey questionnaires consist of three parts. The first part is how much the pictures look like Seoul, and how much you are willing to visit the place. The second part is about the tourism characteristics such as previous visits, purpose of visit, travel companion and travel type. The last part is about the demographic characteristics as in gender, age, nationality and occupation. There is also a part about how tourists perceive the physical environment of Seoul. The results were considered when selecting the variables for the main survey(See index).

In order to quantify subjective perception, it is necessary to select a scale appropriate to the characteristics of each variable in order to quantify subjective perception. In general, nominal scales, ordinal scales, interval scales, and a measure of ratio are used. In this study, the interval scale is used which can be used for ranking as well as standardizing the distance between the indexes(Hong-Seung Hong, 2000). One of the most commonly used interval scale is the Likert scale. The Likert scale is used to measure the magnitude of abstract or psychological concepts. The Likert scale is a measure of respondents' attitudes toward situations, people, and the environment. It can quantify concepts such as positive-negative, like-dislike, agree-disagree. Because the Likert scale is useful in quantifying a psychological concept and the answer is simple, it is commonly used in Social Science(Kim, 2012). Five-point Likert scale is used in this survey.

Table 4.2 Questionnaires for the site survey

	Variables	
Site Selection	Representativeness	5 point Scale
	Willingness to Visit	
Tourism Characteristics	Previous visit	Yes/No
	Purpose of visit	
	Travel Companion	
	Travel Type	
Demographic Characteristics	Gender	Male/Female
	Age	19~70
	Nationality	Country, City
	Occupation	See Table 4.3

Figure 4.1



Figure 4.2



Figure 4.3



Figure 4.4



Figure 4.5



Figure 4.6



Figure 4.7



Figure 4.8



Figure 4.9



Figure 4.10



Figure 4.11



Figure 4.12



Figure 4.13



Figure 4.14



4.1.3. Results of Site Survey

The results of 60 questionnaire responses is shown in Table 4.4. The results of the questionnaire showed that the business area (fig 4.1), modern shopping mall (fig 4.6), general commercial street (fig 4.2), and low-rise commercial buildings like Myeongdong (fig 4.8) had high recognition in both groups, receiving above 4.0 points. By function, of the commercial building, large business streets, and Gwancheoldong commercial streets, respondents answered that they would like to revisit the Gwancheol-dong commercial streets the most.

Table 4.3 Demographic Characteristics of Site Survey

		Total(n=60)		Chinese(n=30)		Western(n=30)	
		Freq.	%	Freq.	%	Freq.	%
Sex	Male	26	43.3				
	Female	34	56.7				
Age	20-29	22	36.7	12	20.0	10	16.7
	30-39	24	40.0	10	16.7	14	23.3
	40-49	8	13.3	6	10.0	2	3.3
	50-59	3	5.0	0	0.0	3	5.0
	60-70	3	5.0	2	3.3	1	1.7
Occupation	Government/ Army	3	5.0	0	0.0	5	8.3
	Business/ Desk job	10	16.7	9	15.0	4	6.7
	Sales/Service worker	6	10.0	5	8.3	4	6.7
	Doctor/Lawyer	7	11.7	5	8.3	2	3.3
	Technician/ Factory	2	3.3	1	1.7	2	3.3
	Self-Employed	3	5.0	2	3.3	3	5.0
	Student	10	16.7	3	5.0	5	8.3
	Homemaker	2	3.3	3	5.0	0	0.0
Others	9	15.0	2	3.3	5	8.3	

Table 4.4 The representativeness of each place and revisit intentions

	Fig	Building usage	Representativeness		Revisit Intention	
			Chinese	Western	Chinese	Western
building	1	Office	3.7	4.1	3.0	3.7
	2	Commercial	4.1	4.2	3.9	3.6
	3	Industrial commercial	3.2	3.1	2.5	2.75
	4	market	3.4	3.2	2.8	2.5
	5	industrial	2.9	2.7	2.7	2.9
	6	modern commercial	4.1	4.0	3.7	3.6
	7	office district	4.0	4.0	3.6	4.1
street	8	commercial	4.1	4.2	4.0	3.8
	9	small-scale commercial	3.3	3.6	3.4	3.2
	10	large-scale commercial	3.6	2.8	3.0	3.21
	11	industrial	2.8	3.4	2.2	2.5
	12	plaza	3.7	3.9	3.7	4.1
	13	traditional	3.5	3.6	4.1	4.2
	14	traditional + modern	3.6	3.7	4.5	4.8

4.1.4. Site Analysis

Gwanchuldong consists mostly of modern-day restaurants and coffee shops, alongside academic institutions, such as foreign language institutes. The building spread is relatively uniform with an average building coverage of 82.6%. There are 14 blocks and 170 buildings in this area, of which most are under five stories high with an average FAR of 345.5%. Over 85% of the lots are smaller than 300 m², and larger buildings are divided into a few different shops, with each smaller than 200 m². Over 85% of the buildings were built before 1990, but most of them have been well maintained, so the street level is fairly uniform and well managed; small commercial shops are aligned along the 5-7 m streets in a grid.

4.2. Method of Analysis

4.2.1. Conceptualization

An conceptual definition for "streetscape elements" and "lively streets" is essential to prove the second hypothesis. Since the subject of this study is foreign visitors, "streetscape elements" are selected considering the interest of international tourists. The elements chosen as "streetscape elements" in this research are part of the physical environment that can be encountered easily and often in most commercial streets in Seoul. Also, the results of

previous studies, surveys, and interviews, are considered when selecting the following "streetscape elements": buildings, shops on the ground floor, shop signs, terraces, and street vendors.

□ Conceptualizing 'streetscape elements'

Many previous studies have also used "lively streets" as an index for analyzing street vitality. While different factors have been used for different studies, the following factors were selected in this research taking into account the factors that were deduced from previous research, the survey results, and the interview results: street vendors, shops on the ground floor, shop signs, building and terraces.

Although little has been written on the effects of cityscape on tourism, many studies have examined how street elements affect the scenery, placeness, and image of a city or certain places. In previous studies, research on scenery involved categorizing the buildings, roads, street furnitures, city morphology, etc. that constitute the physical environment of a city. These elements were selected and categorized according to the purpose of the study. For example, Krampen⁶⁾ conducted a research on building façade while R. Krier studied scale, human traffic, building materials, and color. Leon Krier studied building scale, landmarks, and the exterior design of buildings. Additionally, E. Bacon studied building height, shape, pattern, material, color, and fenestration; and B.C. Brolin researched mass and volume, form and outline, rate of façade, sense of direction, material, size, and color (Park, Hong,

6) In 「Meanings in the Urban Environment, M. Krampen」 (1979) analyzed the effects of architecture façade ratio, size, and shape on human perception.

Roh, Hwang, 2012).

The cityscape design guidelines of Seoul Metropolitan City's general cityscape plan selected architectural layout, size, height, exterior design, shape and material of buildings, urban greenery, skyline, night scenery and shop signs as cityscape elements. The elements selected by Seoul Metropolitan Cityscape Plan are more focused on macroscopic scenic environment rather than street level. On the other hand, in Kim, Lee and Jun's research on Samcheong-dong Road(2009), is more focused on measuring street level elements such as architectural design, size and height of Hanok(Korean traditional house), architectural material and color, age of building, exterior signage, function, horizontal shape and width, and trees. The selected physical features were used in a survey to measure the corresponding levels of satisfaction.

Physical environment has also been studied in urban image research. Lynch(1960) proposed five elements: path, edge, node, district and landmark, as the factors that constitute the city image, while Beckley(1979) selected the space in between buildings and private development of public space as the factors that influence city image.

Choi and Park(2005) selected urban structural factors(basic urban infrastructure such as roads, borderlines, pedestrian streets, and parks), symbolic factors (physical things that remind people of the city including souvenirs, architecture, landmarks and symbolic characters), cultural factors(non-physical elements such as history, traditional customs, festivals and events), street elements (features that affect the landscape such as open space and skyline), and functional urban factors(social aspects such as

population, industrial structure, and the level of economic development) as the factors that build the perceived image a city.

Yoon and Park(2001) categorized cityscape images as line (structure, skyline), area (district urban block, open space, urban edge) and point (landmark, city gate & node, urban infill), while Lee and Kim(2005) divided the city image by characteristics and urban planning zones.

The elements on commercial streets that affect the streetscape and pedestrians' purchasing activity are studied by Hong, Lee and Ahn(2010). The streetscape elements are categorized into pedestrian environment, street facilities, architectural environment, accessibility, diversity, and connection.

The streetscape elements for this research have been selected by referencing the previous studies, site analysis and national city plan guidelines such as Basic City Plan Guidelines by Korea's Ministry of Land, Infrastructure and Transport and Seoul Metropolitan Cityscape Plan.

□ Conceptualizing 'lively streets'

In previous studies related to street vitality, Kim(1997) analyzed how streets can be vitalized through physical features and user behavior. Indexes such as the depth of the street, height of buildings, average W/D ratio, the width of shops, usage of the ground floor of buildings, type of shop windows, connection with public transportation and street furnitures were used to analyze the vitality of the street in Kim's research.

Yang & Jung(2002) used physical characteristics of famous Korean commercial streets such as pedestrian street connection,

D/C(street depth/height of commercial buildings) ratio, the design and type of shops and users characteristics of pedestrian exclusive streets as indexes for analyzing the current status and vitalizing the streets.

Lee(2009) analyzed the factors that enhance the vitality of commercial streets through surveys and analyzing the current conditions. The elements used were the distribution of various business categories, the most adequate width of streets with separate pedestrian roads, convenient public transportation usage, access to home or work, clustering of similar stores, outdoor resting facilities, and user behavior.

Additionally, Lee and Kim(2011) conducted an analysis on vitalized New York streets focusing on pedestrian street width, intervals between crosswalk signals, time for people to cross the street, pedestrian-oriented street environment, convenience of public transportation, road facilities, accessibility, height-width ratio, openness of stores, connections between shops and streets, and management of private facilities.

Oh and Jin (2012) conducted a study on city design plans to vitalize commercial streets focusing on the connection between buildings and streets. The research is primarily on terraces which, in this study was the physical element crucial to the connection between the private and public space. The terrace was categorized by types and the average size, height, distribution, location, etc. were calculated.

The selection and categorization of streetscape elements vary in accordance to the perspective and purpose of each research. A street can be defined as not only something with physical form

but also as a place including intangible factors that relate to people's culture, history, and experience.

In this study, buildings, street vendors, shops on the first floor, shop signs, and terraces were selected as elements to measure the vitality and scenery of the streets. Previous studies, surveys results and interviews with foreign tourists were used to derive these elements.

4.3. Elements that Affect Satisfaction on Streetscape and Vitality

4.3.1. Fitness of Model

Before analyzing the effect of various streetscape elements on satisfaction of cityscape and lively streets, independent variables were analysed to confirm the independence of the variables. The result of the correlation analysis in both Chinese and Western tourist groups shows that none of the variables had correlation coefficient higher than 0.8(see Appendix), so it is safe to assume that the variables are independent(Lee & Noh, 2013; Song, 2016).

Before proceeding to examine the individual coefficients, the fitness of the model should be observed. Tables 4.5 and 4.6 are the results of a chi-square test to prove the difference between the model in which coefficients for all of the variables in the model are 0 from the model with the added variables. The significance level is less 0.0005 so the null hypothesis that the model without predictors is as good as the model with the predictors can be rejected.

The significance level in the test of parallelism is larger than 0.1 in all models so the null hypothesis that the general model is not different from the can not be rejected. Thus the assumption that ‘the relationships between the independent variables and the logits are the same for all the logits’ is qualified.

The significance levels in both Pearson and Deviance test of goodness-of-fit is very large in both tourist groups so the model is fit. Also the value of Nagelkerke R^2 is larger than 0.8, so the association between the dependent variable and the predictor variables are strong.

Table 4.5 Model-fitting information for streetscape satisfaction

Tourist Group	Model	-2 Log Likelihood	Chi-Square	df	Sig.
Chinese Tourists	Null Hypothesis	492.963			
	General	198.868	294.096	33	.000
Western Tourists	Null Hypothesis	586.483			
	General	188.367	398.116	22	.000

Table 4.6 Model-fitting information for street vitality satisfaction

Tourist Group	Model	-2 Log Likelihood	Chi-Square	df	Sig.
Chinese Tourists	Null Hypothesis	459.280			
	General	257.717	201.563	22	.000
Western Tourists	Null Hypothesis	513.606			
	General	103.895	409.711	22	.000

4.3.2. Elements that Affect Streetscape Satisfaction

In the previous chapter, the hypothesis that satisfaction on 'cityscape' and 'lively streets' were vital factors in average tourist satisfaction. Although both factors were significant, the degree of influence was different between the Western and Chinese tourists. Based on the findings of the previous chapter, this chapter will be about what elements in the city affects the satisfaction on 'cityscape' and 'lively streets'.

There are countless variables that can affect the tourists' satisfaction on the scenic beauty of a city so it is impossible to trace every influential elements. Therefore in this research, one specific site that most tourists were willing to visit and can best represent Seoul was chosen. Accordingly, satisfaction on cityscape and lively streets are measured as streetscape satisfaction and street vitality satisfaction. The streetscape elements that can affect the satisfaction on streetscape and street vitality are chosen in correspondence with the site.

The results of the interview and the survey are used to prove the second hypothesis. In advance to confirming the difference of the survey results between the two tourist groups, normality test was carried out to determine the following statistical model.

The main tests for the assessment of normality of the data are Shapiro-Wilk test and Kolomogorov-Smirnov(K-S) test(Oztuna, Elhan & Tuccar, 2006; Peat & Barton, 2005). The K-S test is an empirical distribution function(EDF) in which the theoretical cumulative distribution function of the test distribution is contrasted with the EDF of the data(Oztuna, Elhan & Tuccar, 2006;

Ghasemi & Zahediasl, 2012). Since the limitation of the K-S test is its high sensitivity to extreme values and Shapiro-Wilk provides better power for a given significance compared to the K-S test, some researchers recommend the Shapiro-Wilk test as the best choice for testing the normality of data(Thode, 2002). Thus, in this research, both tests were carried out to determine the normality.

As the results of the Shapiro-Wilk test and K-S test, the significance of all the elements are less than 0.05 so the null hypothesis that the data is normally distributed is rejected(table 4.7). Since the data is not normally distributed and the independent variable is nominal, chi-square test was used to determine the difference between Chinese and Western tourists.

Table 4.7 Results of the normality test

Variables		Kolmogorov–Smirnov ^a		Shapiro–Wilk	
		Statistic	Sig.	Statistic	Sig.
Building size	Chinese	.323	.000	.814	.000
	Western	.202	.000	.853	.000
Unique buildings	Chinese	.250	.000	.851	.000
	Western	.273	.000	.861	.000
Ground floor store size	Chinese	.299	.000	.802	.000
	Western	.247	.000	.869	.000
Number of shop signs	Chinese	.310	.000	.800	.000
	Western	.225	.000	.856	.000
Shop sign design	Chinese	.243	.000	.866	.000
	Western	.229	.000	.879	.000
Number of terraces	Chinese	.262	.000	.830	.000
	Western	.282	.000	.863	.000
Terrace design & maintenance	Chinese	.274	.000	.813	.000
	Western	.261	.000	.861	.000
Number of street vendors	Chinese	.290	.000	.782	.000
	Western	.274	.000	.863	.000
Street Vendor design & maintenance	Chinese	.252	.000	.833	.000
	Western	.217	.000	.885	.000
Unique Street furniture	Chinese	.234	.000	.869	.000
	Western	.252	.000	.875	.000
Clean & pleasant street	Chinese	.281	.000	.855	.000
	Western	.211	.000	.883	.000
Sufficient resting place	Chinese	.315	.000	.812	.000
	Western	.244	.000	.888	.000
Vehicular disturbance	Chinese	.253	.000	.829	.000
	Western	.217	.000	.898	.000

Table 4.8 Results of the chi-Square test

	Variables	Pearson Chi-Square Value	Sig.
Buildings	Building size	47.952	.000
	Unique buildings	11.471	.022
	Ground floor store size	21.533	.000
Shop signs	Number of shop signs	26.548	.000
	Shop sign design	17.239	.002
Terraces	Number of terraces	15.471	.004
	Terrace design & maintenance	26.582	.000
Street vendors	Number of street vendors	39.174	.000
	Street Vendor design & maintenance	7.639	.022
Street furniture	Unique Street furniture	5.045	.080
Street condition	Clean & pleasant street	19.632	.000
	Sufficient resting place	11.288	.004
	Vehicular disturbance	31.665	.000
Non-physical elements	Satisfaction of food & merchandise	16.958	.002
	Street events & performances	169.349	.000
	Number of people	13.703	.001
Satisfaction	Streetscape	17.966	.001
	Street vitality	41.593	.000

The results of the chi-square test⁷⁾ show that all variables have significance level lower than 0.05 except 'unique street furniture' which is 0.08. Consequently, all street elements are different among the two tourist groups with the significance level of 0.1. Since the difference between the two tourist groups have been determined through the chi-square test, the average difference can be analyzed.

As discussed in the theoretical study, there is a significant difference between the Chinese and Western tourists in cognizing the surrounding environment. Western tourists tend to perceive the building size and the ground floor shops in the commercial area to be larger than the Chinese tourists. Chinese tourists are more familiar with large scale modern buildings opposed to European tourists who were more amazed by the massiveness of Seoul downtown scale. The similar results follow with the size of ground floor shops, but the average difference is smaller compared to difference in the building size.

Although Chinese tourists are more familiar with Seoul environment⁸⁾, more agreed on the statement 'there are many unique buildings'. According to the interview results, Chinese tourists have more positive reaction towards modern architecture and design. While many Western tourists were reluctant about old buildings being torn down to build new ones, Chinese tourists had more positive attitude towards reconstruction and contemporary buildings.

7) When the ratio cells with expected count less than 5 is larger than 20%, the cells have been merged.

8) The familiarity comes from not only the cultural similarities, but also from frequent contact with the Seoul cityscape through mass media such as Korean dramas or the internet.

Table 4.9 Statistics on street elements

	Variables	Chinese		Western	
		average	standard deviation	average	standard deviation
Buildings	Building size	3.41	0.72	3.94	0.90
	Unique buildings	3.67	0.80	3.58	0.85
	Ground floor store size	3.48	0.66	3.67	0.84
Shop signs	Number of shop signs	3.80	0.65	3.93	0.87
	Shop sign design	3.44	0.82	3.74	0.92
Terraces	Number of terraces	3.75	0.72	3.58	0.90
	Terrace design & maintenance	3.62	0.68	3.79	0.90
Street vendors	Number of street vendors	3.59	0.63	3.83	0.83
	Street Vendor design & maintenance	3.76	0.73	3.71	1.01
Street furniture	Unique Street furniture	3.39	0.83	3.57	0.85
Street condition	Clean & pleasant street	3.37	0.80	3.71	0.94
	Sufficient resting place	3.28	0.67	3.36	0.91
	Vehicular disturbance	2.78	0.72	3.13	0.92
Non-physical elements	Satisfaction of food & merchandise	3.83	0.67	3.57	0.83
	Street events & performances	3.45	0.64	2.19	1.04
	Number of people	3.65	0.70	4.29	0.67
Satisfaction	Streetscape	3.50	0.88	3.57	1.08
	Street vitality	3.71	0.79	4.08	0.96
N		201		205	

“The old buildings not good for the environment and very dangerous. It’s better you build new ones.”

[Chinese, 20’s, male]

“In Madrid, too. Preserving old buildings are always very hard. But you should try to keep them. I think it’s better this way.”

[Spaniard, 20’s, male]

For many tourists, the image of Seoul includes numerous shop signs with all different colors and designs that cover the building. Chinese tourists including tourists from Hongkong and Taiwan are used to these scenery but Western tourists tend to feel rather exotic and fascinated by the overwhelming clusters of shop signs. However although most Western tourists agree on the number of shop signs, the opinion about the design varies.

Many agree that the shop signs give out the lively atmosphere in the streets, but some express the needs for quality control.

“The shop sign needs to be in more order. Look less messy.”

[Chinese, 20’s, female]

“I think it would be better with some design guidelines, but not too much. I like the whole chaotic atmosphere going on especially at night. It makes the streets more lively and fun.”

[American, 20’s, female]

The quality control is not only applied to the designs but also to the safety of the pedestrians. During the interview some Western tourists were concerned about the safety of some signs that protrude too much from the building into the streets. Some Western tourists were unfamiliar with the standing electronic signboards such as the balloon shaped ones that light up on the pedestrian boards.

“At first I thought it was some kind of decoration than I found out that it was a shop sign. You don’t get electrified or anything.”

[English, 30’s, male]

In case of terraces, Western tourists thought that there are not many terraces compared to the Chinese tourists. However Western tourists thought that the design or maintenance of the terraces are better compared to the Chinese tourists. Many Western tourists who were interviewed thought the streets would be better with more terraces.

“There should be more terraces. I don’t know why you don’t have much, the weather is so fine... Is there a reason for making a deck under the terrace?”

[Spaniard, 20’s, female]

In Oh & Jin’s study on Korean terrace types, the demand for terraces among the Korean people have also been increasing since 2000 and the number of terraces are increasing continuously.

However, they were curious why the terraces are in a deck form. Compared to terraces in Europe or the U.S., the terraces in Seoul seems more isolated from the streets due to the floor level difference or fences(fig.4.15, fig.4.16).

Figure 4.15 Terraces in Europe



Figure 4.16 Terraces in Gwanchuldong



source: <http://static.businessinsider.com>. Google Earth, author, Daum street view (from top left to bottom right)

During the interviews, Western tourists showed great interest in the street vendors. The interviewees were surprised at the number and variety of street vendors. Many of them agreed that the street vendors gave out exotic scenery and vitality to the streets. Although some pointed out that it would be much better if the design or the color of the street vendors could be improved. If

there is more uniformity to the design or similar characteristics that represent Seoul, it could improve the overall scenery and the identity of the streets.

“I think it’s just fascinating(street vendors). They sell so many different things from food to art. It’s just so fun.

[American, 50’s, female]

Both Chinese and Western tourists thought that there are many street furnitures on the road. They were curious about the ‘metal things’ on the streets which turned out to be subway ventilation system or wire boxes, etc. Some street furnitures such as the ‘metal things’ blocked the view and were poorly maintained causing negative effects on the scenery(fig. 4.17).

“What’s in the metal box? Do you know? We have glass boxes on the commercial streets, but they are for displaying merchandise.”

[French, 30’s, male]

Figure 4.17 ‘Metal things’



source: Daum street view

However, some street furnitures gives identity to the surroundings. Many interviewees, especially Western tourists chose trees as the most distinctive street furniture.

According to the statistics in table 4.9, Western tourists consider the streets are more clean and pleasant than the Chinese tourists. In the interview, many Western tourists replied that the streets are relatively well maintained with no graffiti or damaged public facilities. Also, tourists from Europe mentioned the pedestrian roads in Seoul to be more convenient than the stone ones in many European cities. The Chinese tourists were more sensitive to garbage bags or rusty facades of the buildings while Western tourists don't seem to mind much.

Both Chinese and Western tourists have low average on 'sufficient resting place'. During the interview, both group suggested a small park or plaza to rest for a short period of time. About vehicular disturbance, the average of Chinese tourists are under three in 1 to 5 scale while the average of Western tourists are 3.13. Chinese tourists were less distracted by vehicular movements in the street than the Western tourists, but both groups agreed that it would be much more pleasant without the vehicles.

Chinese tourists are more interested in trendy food or merchandise than Western tourists which coincides with the results on 'satisfaction of food & merchandise'. Western tourists tend to have be more attracted to traditional items and because the site is a modern commercial block, Western tourists tend to be less satisfied with the goods than Chinese tourists.

Western countries are culturally more accustomed to various

street events and performances than in oriental countries. In the interview, Western tourists suggested on more street performances which can also be noticed by the result in table 29 'street events & performances'. They were very interested in street musicians or artists while Chinese tourists were rather indifferent which reflect the large average difference between the two groups.

There is also considerable average difference in the 'number of people'. Chinese tourists are adapted to high population so the average is relatively low, but Western tourists felt much more crowded.

The average on streetscape satisfaction is higher with Western tourist group, but the average difference is relatively small compared to the average difference of satisfaction on street vitality. This result coincides with the findings in chapter three. The results in the previous chapter confirm that the average tourist satisfaction is more highly affected by the satisfaction on 'lively streets' in Western tourist group than in Chinese tourist group.

The effect of the street elements on streetscape satisfaction was analyzed using ordered logistic regression and the results are presented in tables 32 and 33. The elements that have statistically significant effect on streetscape satisfaction of Chinese tourists are 'unique buildings', 'number of shop signs', 'shop sign design', 'street vendor design and maintenance', 'unique street furniture', 'clean and pleasant streets', 'sufficient resting place', 'street events and performances' and 'number of people'. The elements that have statistically significant effect on streetscape satisfaction of Western tourists are 'ground floor store size', 'shop sign

design', 'terrace design and maintenance', 'street vendor design and maintenance', 'unique street furniture', 'clean and pleasant streets', 'satisfaction of food and merchandise', 'street events and performances' and 'number of people'. Tourist characteristics were not statistically significant in both tourist groups.

Compared to Chinese tourists, Western tourists are more sensitive to urban design elements, but the differences is rather meager. The urban design elements that have effect on the streetscape satisfaction of both tourist groups are designs of shop signs, street vendors and street furnitures. Unique buildings and number of shop signs were only effective to satisfaction of Chinese tourists while the size of ground floor shops and terrace design are only effective to satisfaction of Western tourists(table 4.11).

Table 4.10 Effects of street elements on streetscape satisfaction
_Chinese tourist group

	Variables	β	Std.Error	Sig.
Buildings	Building size	.254	.271	.350
	Unique buildings	1.215	.298	.000
	Ground floor store size	.275	.302	.362
Shop signs	Number of shop signs	.784	.330	.017
	Shop sign design	.797	.302	.008
Terraces	Number of terraces	.305	.310	.326
	Terrace design & maintenance	.015	.289	.958
Street vendors	Number of street vendors	.313	.349	.370
	Street Vendor design & maintenance	.749	.291	.010
Street furniture	Unique street furniture	.574	.293	.050
Street condition	Clean & pleasant street	1.661	.312	.000
	Sufficient resting place	1.113	.387	.004
	Vehicular disturbance	-.428	.279	.124
Non-physical elements	Satisfaction of food & merchandise	.259	.377	.491
	Street events & performances	.963	.360	.007
	Number of people	-1.231	.299	.000
Tourist Characteristics	Previous Visits = No	.179	.384	.641
	Previous Visits = Yes	0 ^a	.	.
	Travel Companion = Alone	-.677	1.783	.704
	Travel Companion = Family	-1.179	1.427	.409
	Travel Companion = Friends	-.998	1.401	.476
	Travel Companion = coworkers	0 ^a	.	.
	Travel Type = Independent travel	-.513	.390	.187
	Travel Type = Air-tel tour	0 ^a	.	.
	Gender = Male	.569	.415	.170
Gender = Female	0 ^a	.	.	
Nagelkerke R^2		.824		

Table 4.11 Effects of street elements on streetscape satisfaction

_Western tourist group

	Variables	β	Std.Error	Sig.
Buildings	Building size	-.097	.232	.677
	Unique buildings	.399	.390	.307
	Ground floor store size	.756	.290	.009
Shop signs	Number of shop signs	.040	.337	.905
	Shop sign design	.703	.343	.040
Terraces	Number of terraces	.161	.345	.641
	Terrace design & maintenance	.675	.354	.057
Street vendors	Number of street vendors	.207	.341	.544
	Street Vendor design & maintenance	.821	.286	.004
Street furniture	Unique Street furniture	1.204	.379	.001
Street condition	Clean & pleasant street	2.916	.396	.000
	Sufficient resting place	.346	.329	.294
	Vehicular disturbance	-.524	.322	.104
Non-physical elements	Satisfaction of food & merchandise	.609	.242	.012
	Street events & performances	.655	.319	.040
	Number of people	.303	.396	.444
Tourist Characteristics	Previous Visits = No	.141	.413	.732
	Previous Visits = Yes	0 ^a	.	.
	Travel Companion = Alone	-.534	1.038	.607
	Travel Companion = Family	-.424	.778	.585
	Travel Companion = Friends	-1.185	.750	.114
	Travel Companion = coworkers	0 ^a	.	.
	Travel Type = Independent travel	.747	.482	.122
	Travel Type = Air-tel tour	0 ^a	.	.
	Gender = Male	-.217	.418	.604
Gender = Female	0 ^a	.	.	
Nagelkerke R^2		.910		

'Clean and pleasant street' is the highest affecting variable to both tourist groups. Although the results are slightly different, the design elements are crucial for streetscape satisfaction of both Chinese and Western tourists. The theoretical study about how tourists tend to seek new surroundings and scenery concurs with the results of the ordinal regression.

Table 4.12 Relativity of street elements on streetscape satisfaction

Ranking	Chinese		Western	
	variables	β	variables	β
1	<u>Clean & pleasant street</u>	1.661	<u>Clean & pleasant street</u>	2.916
2	Number of people	-1.231	<u>Unique Street furniture</u>	1.204
3	Unique buildings	1.215	<u>Street Vendor design & maintenance</u>	.821
4	Sufficient resting place	1.113	Ground floor store size	.756
5	<u>Street events & performances</u>	.963	<u>Shop sign design</u>	.703
6	<u>Shop sign design</u>	.797	Terrace design & maintenance	.675
7	Number of shop signs	.784	<u>Street events & performances</u>	.655
8	<u>Street Vendor design & maintenance</u>	.749	Satisfaction of food & merchandise	.609
9	<u>Unique Street furniture</u>	.574		

4.3.3. Elements that Affect Satisfaction on Street Vitality

ordered logistic regression was used to analyze the effect of the street elements on the satisfaction of street vitality. The results are presented in tables 4.13 and 4.14. The elements that have statistically significant effect on street vitality satisfaction of Chinese tourists are 'ground floor store size', 'shop sign design', 'number of terraces', 'satisfaction of food and merchandise', 'street events and performances' and 'number of people'. The elements that have statistically significant effect on street vitality satisfaction of Western tourists are 'number of shop signs', 'shop sign design', 'number of terraces', 'number of street vendors', 'sufficient resting place', 'vehicular disturbance' and 'number of people'. Tourist characteristics were not statistically significant in both tourist groups.

As in the previous analysis on elements affecting streetscape satisfaction, the Western tourists are more sensitive to the urban elements than the Chinese tourists. However, the differences are more distinct in case of street vitality. While Western tourists are more sensitive to urban elements such as shop signs, street vendors and terraces, Chinese tourists are more affected by non-physical elements such as number of people, satisfaction of food and merchandise, street events and performances. This result coincides with the results of the interview in which Chinese tourists were more interested in the trendy items and events from the shops.

Table 4.13 Effects of street elements on street vitality

_Chinese tourist group

	Variables	β	Std.Error	Sig.
Buildings	Building size	.102	.236	.665
	Unique buildings	.126	.240	.599
	Ground floor store size	-.564	.278	.043
Shop signs	Number of shop signs	.463	.296	.117
	Shop sign design	.590	.270	.029
Terraces	Number of terraces	.548	.278	.049
	Terrace design & maintenance	.124	.258	.629
Street vendors	Number of street vendors	.168	.314	.593
	Street Vendor design & maintenance	.349	.256	.172
Street furniture	Unique Street furniture	.194	.250	.439
Street condition	Clean & pleasant street	.329	.256	.198
	Sufficient resting place	.572	.331	.084
	Vehicular disturbance	-.333	.251	.185
Non-physical elements	Satisfaction of food & merchandise	.819	.346	.018
	Street events & performances	.757	.315	.016
	Number of people	2.791	.358	.000
Tourist Characteristics	Previous Visits = No	.089	.352	.801
	Previous Visits = Yes	0 ^a	.	.
	Travel Companion = Alone	.371	1.539	.809
	Travel Companion = Family	1.464	1.282	.254
	Travel Companion = Friends	1.522	1.262	.228
	Travel Companion = coworkers	0 ^a	.	.
	Travel Type = Independent travel	-.259	.341	.447
	Travel Type = Air-tel tour	0 ^a	.	.
	Gender = Male	-.099	.371	.789
	Gender = Female	0 ^a	.	.
Nagelkerke R^2		.705		

Table 4.14 Effects of street elements on street vitality

_Western tourist group

	Variables	β	Std.Error	Sig.
Buildings	Building size	.658	.356	.064
	Unique buildings	.797	.518	.124
	Ground floor store size	-.554	.424	.192
Shop signs	Number of shop signs	2.959	.594	.000
	Shop sign design	1.391	.513	.007
Terraces	Number of terraces	.947	.454	.037
	Terrace design & maintenance	.559	.500	.264
Street vendors	Number of street vendors	1.189	.494	.016
	Street Vendor design & maintenance	.149	.359	.679
Street furniture	Unique Street furniture	.096	.526	.855
Street condition	Clean & pleasant street	.043	.412	.917
	Sufficient resting place	1.005	.492	.041
	Vehicular disturbance	-2.681	.617	.000
Non-physical elements	Satisfaction of food & merchandise	.311	.360	.387
	Street events & performances	.469	.440	.286
	Number of people	1.237	.623	.047
Tourist Characteristics	Previous Visits = No	.466	.639	.466
	Previous Visits = Yes	0 ^a	.	.
	Travel Companion = Alone	.095	1.516	.950
	Travel Companion = Family	1.051	1.105	.341
	Travel Companion = Friends	.881	1.053	.403
	Travel Companion = coworkers	0 ^a	.	.
	Travel Type = Independent travel	-.185	.666	.781
	Travel Type = Air-tel tour	0 ^a	.	.
	Gender = Male	-1.233	.672	.067
Gender = Female	0 ^a	.	.	
Nagelkerke R^2		.937		

Table 4.15 Relativity of street elements on street vitality

Ranking	Chinese		Western	
	variables	β	variables	β
1	<u>Number of people</u>	2.791	Number of shop signs	2.959
2	Satisfaction of food & merchandise	.819	Vehicular disturbance	-2.681
3	Street events & performances	.757	<u>Shop sign design</u>	1.391
4	<u>Shop sign design</u>	.590	<u>Number of people</u>	1.237
5	Ground floor store size	-.564	Number of street vendors	1.189
6	<u>Number of terraces</u>	.548	Sufficient resting place	1.005
7			<u>Number of terraces</u>	.947

4.4. Conclusion and Discussion

The results of the statistical analysis show that elements with large average differences between the two tourist groups are street events and performances, number of people and building size and the elements with small average differences are street vendor design and maintenance, streetscape satisfaction and sufficient resting place and uniqueness of building designs. The average difference between the two tourist groups coincide with the interview results in which Chinese tourists were more interested in trendy items and contemporary architecture or

design than Western tourists who were more attracted by traditional items and historic buildings. The Chinese tourists were positive about reconstructing the old buildings into new ones, but Western tourists were concerned about the old urban fabric disappearing.

The street elements that are affective to streetscape satisfaction vary among the two tourist groups but the difference is rather insignificant compared to the difference shown in the elements that affect the vitality of the streets. Similar to the results of the interview, non-physical elements such as number of people, satisfaction of food and merchandise, street events and performances had more impact on the Chinese tourists while physical factors such as shop signs, street vendors and terraces were more important to the Western tourists.

V. Conclusion

5.1. Summary of Key Findings

This section serves as a summary of the key findings presented in chapters three and four. The purpose of this study was to examine the impact of urban factors in tourism and how it varies from cultural background of the tourists. Total 466 foreign tourists from China and Western countries were surveyed and 37 tourists were interviewed. The survey results were analyzed using ordered logistic regression.

(1) The Impacts of Urban Factors on Tourist Satisfaction

Chapter three is about how much effect urban factors cause on tourist satisfaction. Urban factors which are cityscape satisfaction and satisfaction on street vitality were measured along with nine other tourism factors which can affect the overall tourism satisfaction. The questionnaires were asked in pairs: what the tourist expected and what the tourist experienced. The satisfaction was measured as the difference between the two.

The results showed that Chinese tourists had high expectations on shopping, public transportation and security while Western tourists showed high expectations on tourist sites, food and accommodation. The three elements with lowest expectations were travel expense, beautiful cityscape and lively streets for Chinese

tourists and beautiful cityscape, travel expense, shopping for Western tourists. The elements with high measurement in experience were whopping, security and public transportation for Chinese tourists and food, tourist site and public transportation for Western tourists. The elements with low experience were travel expense, beautiful cityscape and lively streets for Chinese tourists and travel expense, beautiful cityscape and tourist information service for Western tourists.

The elements with lowest satisfaction were tourist site, tourist information service and travel expense for Chinese tourists and tourist information service, tourist site and accommodation for Western tourists. The elements with highest satisfaction were unique architecture, security and public transportation for Chinese tourists and security, public transportation and beautiful cityscape for Western tourists.

The satisfaction on beautiful cityscape and lively streets were not low, but considering the low expectation, the urban factors could act as a push factor in tourist destination selection.

The results of the ordered logistic regression show that satisfaction on cityscape has the most effect on average tourist satisfaction for both group of tourists. The satisfaction on lively streets however has higher effect on the satisfaction of Western tourists than Chinese tourists. Consequently, the Western tourists are more sensitive to urban factors than Chinese tourists.

(2) The Impacts of Urban Design Elements on Streetscape Satisfaction

Based on the findings in chapter three, a commercial block was selected to analyze what specific elements have impact on the tourists' satisfaction on streetscape and street vitality. The block that can best represent Seoul and most tourists were willing to visit was chosen as a result of a survey and site analysis. Street elements such as buildings, street signs, terraces, streets vendors and etc. were selected for the surveys based on the site and previous researches.

Chi-Square test was used to determine the difference between the two tourist groups and as a result, all the street elements were statistically different. The survey results and interview results are analyzed together to support the findings and better describe the phenomena.

The elements with large average differences between the two tourist groups are street events and performances, number of people and building size and the elements with small average differences are street vendor design and maintenance, streetscape satisfaction and sufficient resting place and uniqueness of building designs. The average difference between the two tourist groups coincide with the interview results in which Chinese tourists were more interested in trendy items and contemporary architecture or design than Western tourists who were more attracted by traditional items and historic buildings. The Chinese tourists were positive about reconstructing the old buildings into new ones, but Western tourists were concerned about the old urban fabric disappearing.

The street elements that are affective to streetscape satisfaction vary among the two tourist groups but the difference is rather insignificant compared to the difference shown in the elements that affect the vitality of the streets. Similar to the results of the interview, non-physical elements such as number of people, satisfaction of food and merchandise, street events and performances had more impact on the Chinese tourists while physical factors such as shop signs, street vendors and terraces were more important to the Western tourists.

5.2. Significance of Research and Policy Implication

The built environment is one of the most tangible manifestations of a city's attraction as a tourism destination. Unique architecture, historic buildings and districts, hopping areas, restaurants and entertainment, and even industrial and residential areas all combine to create what can potentially be a very appealing built setting in a destination (Inskeep, 1991). These elements of the built setting, play an important role in shaping the sense of place experienced by both visitors and residents within a city (Jamieson,1990).

Yet this unique sense of place, so important to the attractiveness of a tourist destination and to the quality of life of urban residents, is constantly under threat. The widespread diffusion and globalization of urban design has created a trend of homogenized form between and within cities. Tourism businesses are some of the greatest perpetrators of this metamorphosis.

Their contribution to conformity arises through standardized building designs associated with the growth of corporate chains and franchises seeking a recognizable identity. It is not only the widespread introduction of these modern structures in and of themselves that contributes to this sameness, but also the fact that they often replace structures and open space that give a place character and individuality(Hinch, 1996).

Relph described the result of this process as 'placelessness – that is, the casual eradication of distinctive places and the making of standardized landscapes that results from an insensitivity to the significance of place'. One type of initiative that has countered this trend is the preservation of unique heritage buildings; but while specific examples of heritage buildings are of interest, it is naive to assume that a few isolated cases of architectural heritage can retain the identity of a place for a whole city.

Thus the implication of this research is to emphasize the significance of the built environment in city tourism through scholarly investigation. The priority in tourism policy should be on preserving our urban environment and reinforcing the identity of our city, not on building more duty free shops and hotels. Some would find this research as way to enhance tourism by analyzing the elements that affect the satisfaction of tourists and building an environment that would satisfy them but this research is not about creating a new place for the tourists, but to enhance the identity of a place through urban planning and urban design tools.

5.3. Limitations and Further Research

The most common limitations regarding city tourism is the countless variables that is related to it. As stated in theoretical study, the reason city tourism have been largely ignored by academic researchers until 1980's is due to this reason. The overwhelming complexity of the elements concerning urban tourism can not all be controlled, making research difficult and inaccurate. In this research, the control variables have been minimized by dividing the research into two separate ones and reducing the site to a specific block. However, there are still many variables that had not been exactly accounted for which remains as a limitation of this study.

Another limitation is the language barriers between the tourists and the interviewer. The surveys were interpreted into Chinese and English, and were written in easy language regarding the foreign tourists. However, the language barrier was a more difficult problem during the interview. It took more time than necessary to express their thoughts but the meaning could get through with non verbal expression.

The difference between the tourists could be felt much more strongly during the interviews than through analyzing the surveys. Having a conversation in the field with the tourists are crucial to understanding how they perceive our city. Even with the difference in language the facial expression and body language is sufficient to understand what fascinates them or disappoints them. However, the findings in the field were not completely transferred into paper. For future researchers in this field, interviewing many

tourists is recommended.

Having too many variables to control, extracting an effect of a single variable is very difficult in city tourism research. It is a common difficulty in city tourism research and has been the main reason city tourism was disregarded in academic field until the 1970's. In this research, the variables were conceptualized and interviews were carried out to minimize the interference of other variables.

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Appendix

Survey on Tourist Satisfaction

Greetings.

Seoul National University is conducting a survey on satisfaction of foreign tourists visiting Seoul, Korea. The results will be used to make a better environment for tourists and citizens.

Your answers will be used for research purposes only and we assure you that any personal information we might obtain through this survey will not be revealed.

Thank you very much for your time and cooperation.

Seoul National University Urban Design Lab

Institution	Seoul National University Urban Design Lab		
Surveyor Record	Surveyor Name: Ryu, Che-Hyun	Place:	
	Date: May	Time:	Note:

A. Please look at the picture and answer the questions.



1. Does the picture look like a place in Seoul?
① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul
2. Select all elements in the picture that helped you decide whether the picture is Seoul or not.
① Building Size ② Building Height ③ Building Form ④ Building Color ⑤ Sign Boards ⑥ Others()
3. How much do you want to visit the place in the picture?
① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



4. Does the picture look like a place in Seoul?
① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul
5. Select all elements in the picture that helped you decide whether the picture is Seoul or not.
① Building Size ② Building Height ③ Building Form ④ Building Color ⑤ Sign Boards ⑥ Others()
6. How much do you want to visit the place in the picture?
① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



7. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

8. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building Size ② Building Height ③ Building Form ④ Building Color ⑤ Sign Boards ⑥ Others()

9. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



10. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

11. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building Size ② Building Height ③ Building Form ④ Building Color ⑤ Sign Boards ⑥ Others()

12. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



13. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

14. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building Size ② Building Height ③ Building Form ④ Building Color ⑤ Sign Boards ⑥ Others()

15. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



16. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

17. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building Size ② Building Height ③ Building Form ④ Building Color ⑤ Sign Boards ⑥ Others()

18. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



19. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

20. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building Size ② Building Height ③ Building Form ④ Building Color ⑤ Sign Boards ⑥ Others()

21. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



22. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

23. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

24. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



25. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

26. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

27. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



28. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

29. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

30. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



31. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

32. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

33. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



34. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

35. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

36. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



37. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

38. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

39. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



40. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

41. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

42. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



43. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

44. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

45. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely



46. Does the picture look like a place in Seoul?

- ① Not Seoul ② Maybe not Seoul ③ No idea ④ Maybe Seoul ⑤ Is Seoul

47. Select all elements in the picture that helped you decide whether the picture is Seoul or not.

- ① Building ② Sign Boards ③ Streets ④ Open Space ⑤ Landmark ⑥ Others()

48. How much do you want to visit the place in the picture?

- ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely

B. What tourists think about Seoul.

If there is a tricky question, please interpret them in your own way

(Please, Please do not leave any answer blank.)

	Question	Answer				
		Very Small	Small	Medium	Large	Very Large
1	How is the <u>size of buildings</u> in Seoul?	Very Small	Small	Medium	Large	Very Large
2	How is the <u>height of buildings</u> in Seoul?	Very Low	Low	Medium	High	Very High
3	How is the <u>shape of buildings</u> in Seoul?	Very Common	Common	Neutral	Unique	Very Unique
4	How is the <u>color of buildings</u> in Seoul?	Very Common	Common	Neutral	Unique	Very Unique
5	How is the <u>size of individual shops</u> in the ground floor?	Very Small	Small	Medium	Large	Very Large
6	How <u>wide</u> are the <u>streets</u> in Seoul?	Very Narrow	Narrow	Medium	Wide	Very Wide
7	How is the <u>form of the streets</u> ? (Curve, grid, cross sections, etc.)	Very Common	Common	Neutral	Unique	Very Unique
8	How is the <u>scenery when walking</u> around Seoul?	Very Bad	Bad	Neutral	Good	Very Good
9	Are the <u>buildings aligned</u> well? (Arrangement of buildings)	Very Bad	Bad	Neutral	Well	Very Well
10	What do you think about the shop signs  of Seoul?	Very Common	Common	Neutral	Unique	Very Unique
11	What do you think about the <u>number of shop signs</u> ?	Very Few	Few	Medium	Many	So Many
12	What do you think about the <u>number of parks</u> in Seoul?	Very Few	Few	Medium	Many	So Many
13	What do you think about the size of parks in Seoul?	Very Small	Small	Medium	Large	Very Large
14	What do you think about the <u>number of open spaces</u> in Seoul?	Very Few	Few	Medium	Many	So Many
15	What do you think about the size of <u>open spaces</u> in Seoul?	Very Small	Small	Medium	Large	Very Large
16	What do you think about the <u>skyline</u> of Seoul?	Very Bad	Bad	Neutral	Good	Very Good
17	What do you think about the <u>overall scenery</u> of Seoul?	Very Bad	Bad	Neutral	Good	Very Good
18	Are there a lot of people in Seoul?	Very Few	Few	Medium	Many	So Many

D Travels in Seoul

1. Where are you from? Country: _____ City: _____

2. Have you visited Korea in the last 5 years? ① Yes ()times ② No

3. How long did it take to come to Korea?(flight hours) ()hours

4. Have you visited other cities beside Seoul in this trip?

① Yes, Cities: _____ ② No, only Seoul

5. How long are you staying in Korea?

Total () days in Korea and () days in Seoul

6. What is the purpose of your visit to Korea? (Choose one)

- ① Leisure, Recreation ② Shopping ③ Business/Professional Activities
④ Visiting Friend/Family ⑤ Education ⑥ Other()

7. With whom did you travel?

① Alone ② Family/Relatives ()persons ③ Friends ()persons ④ Coworkers ()persons

8. Following questions are about the activities you experienced in Seoul.

- ① Shopping ② Gourmet tours ③ Leisure/ Relaxation
④ Visit Historical Places ⑤ Visit Museums/Galleries ⑥ Festivals/Concerts
⑦ Enjoy Natural Landscape ⑧ Medicine/Cosmetic Surgery ⑨ Recreation/Sports
⑩ Business/Meetings ⑪ Beauty(Spa, Hair, etc) ⑫ Others()

8-1. Choose three activities that you participated in order of the most participation to the least participation 1st () 2nd () 3rd ()

8-2. Choose the best activity that you participated. ()

9. Select all locations that you visited in this trip

- ① Palaces ② Insa-dong ③ Namsan/N Seoul Tower
④ Myeong-dong ⑤ Namdaemun Market ⑥ Dongdaemun Market
⑦ Cheonggyecheon/city hall ⑧ Sinchon/Hongik Univ. ⑨ Hanok village
⑩ Coex ⑪ Gangnam Station ⑫ Lotte World

10. Have you visited the following cities in last 5 years?

① Beijing ② Shanghai ③ Tokyo ④ Osaka ⑤ Singapore ⑥ Hongkong

11. Would you revisit Korea for travel within the next three years?
 ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely

12. Would you recommend Seoul as a tourist destinations to others?
 ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely

13. Did the image of Seoul change after this visit?

Before visit				
Very Negative	Negative	Neutral	Positive	Very Positive
①	②	③	④	⑤

After visit				
Very Negative	Negative	Neutral	Positive	Very Positive
	Positive		중다	중다
①	②	③	④	⑤

14. What is your travel type for this visit?
 ① Independent Travel ② Full-Package Tour ③ Air-tel Tour

15. What is the total expense of this trip per one person?
 About ()U.S Dollar

16. Gender Male Female

17. Age () years old

18. Occupation

- ① Government/Army ② Businessmen ③ Sales/Service Worker
 ④ Professor/Doctor/Lawyer ⑤ Technician/Factory ⑥ Self-Employed
 ⑦ Student ⑧ Homemaker ⑨ Other()

19. How much is your household's monthly income?

- ① Less than \$2,000 ② \$2,000~4,000 ③ \$4,000~6,000
 ④ \$6,000~8,000 ⑤ Over \$8,000

Thank you very much

Survey on Tourist Satisfaction

Greetings.

Seoul National University is conducting a survey on satisfaction of foreign tourists visiting Seoul, Korea. The results will be used to make a better environment for tourists and citizens.

Your answers will be used for research purposes only and we assure you that any personal information we might obtain through this survey will not be revealed.

Thank you very much for your time and cooperation.

Seoul National University Urban Design Lab

Institution	Seoul National University Urban Design Lab		
Surveyor Record	Surveyor Name: Ryu, Che-Hyun	Place:	
	Date: 2016/9/ Time:	Note:	

1. Following questions are about **what you expected** before you traveled to Seoul and what you **actually experienced** in Seoul. If your expectancy(or experience) on the subject was very high, choose 5, and if low, choose 1.

Expectation	Low	<----->			High
1. Security(Safety)	①	②	③	④	⑤
2. Shopping(convenience, service/facility quality)	①	②	③	④	⑤
3. Unique architecture	①	②	③	④	⑤
4. Public transportation(convenience, service quality)	①	②	③	④	⑤
5. Travel expense(souvenir price, admission fee)	①	②	③	④	⑤
6. Appeal of tourist sites.	①	②	③	④	⑤
7. Tourist information service.	①	②	③	④	⑤
8. Accommodation(convenience, service quality)	①	②	③	④	⑤
9. Food(taste, service quality)	①	②	③	④	⑤
10. Beautiful cityscapae	①	②	③	④	⑤
11. Lively streets	①	②	③	④	⑤

Experience	Low	<----->			High
1. Security(Safety)	①	②	③	④	⑤
2. Shopping(convenience, service/facility quality)	①	②	③	④	⑤
3. Unique architecture	①	②	③	④	⑤
4. Public transportation(convenience, service quality)	①	②	③	④	⑤
5. Travel expense(souvenir price, admission fee)	①	②	③	④	⑤
6. Appeal of tourist sites.	①	②	③	④	⑤
7. Tourist information service.	①	②	③	④	⑤
8. Accommodation(convenience, service quality)	①	②	③	④	⑤
9. Food(taste, service quality)	①	②	③	④	⑤
10. Beautiful cityscapae	①	②	③	④	⑤
11. Lively streets	①	②	③	④	⑤

A-1. Following are the pictures of everyday commercial streets in Seoul. Please recall your experience visiting or passing by these kind of commercial streets in Seoul when answering the following questions. (Please choose one answer)



1. Have you been to a commercial street similar to the above pictures while visiting Seoul? ① Yes ② No

2. If you have, what was the purpose of the visit?
 ① Food/coffee ② Shopping ③ Touring ④ Passing by ⑤ Others()

3. Did you see shows or performances in these street?
 ① Never ② Few times ③ Medium ④ Often ⑤ Very Often

4. What do you think is most unique in these streets?
 ① Buildings ② Number of shops ③ Display of merchandise ④ Shop signs ⑤ Others()

5. Are food or merchandise selling in these streets satisfying?
 ① Very unsatisfying ② Unsatisfying ③ Fair ④ Satisfying ⑤ Very Satisfying

6. How would you rate the overall scenery of these streets?
 ① Very unsatisfying ② Unsatisfying ③ Fair ④ Satisfying ⑤ Very Satisfying

7. Would you recommend these streets to other tourist visiting Seoul?
 ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely

8. Do you think the scenery of these streets are different from other cities?
 ① Not at all different ② Not different ③ Neutral ④ Different ⑤ Very Different

9. Are there many people in the streets?
 ① Very few ② Few ③ Fair ④ Many ⑤ So many

10. How would you rate the satisfaction on vitality(liveliness) of these streets?
 ① Very unsatisfying ② Unsatisfying ③ Fair ④ Satisfying ⑤ Very Satisfying

A-2. Please recall your experience visiting or passing by the commercial streets in Seoul (same as answering the questions before) when answering the following questions.

	Statement	Disagree	<----->			Agree
1	The Buildings are large and tall.	①	②	③	④	⑤
2	There is a uniformity in the building colors.	①	②	③	④	⑤
3	There are many unique buildings.	①	②	③	④	⑤
4	Shops on the floor level are small.	①	②	③	④	⑤
5	Shops are easy to access and open to public.	①	②	③	④	⑤
6	There are many shop signs.	①	②	③	④	⑤
7	Shop signs are unique and fun.	①	②	③	④	⑤
8	There are many terrace(outdoor) cafès or restaurants.	①	②	③	④	⑤
9	Terrace(outdoor) cafès or restaurants make the streets more lively.	①	②	③	④	⑤
10	There are many street vendors.	①	②	③	④	⑤
11	Street vendors give variety to the scenery.	①	②	③	④	⑤
12	The pavement is well maintained so it is easy to walk around.	①	②	③	④	⑤
13	Street furnitures(trees, streetlamps, bus stations, etc.) have unique designs.	①	②	③	④	⑤
14	The streets are clean and pleasant.	①	②	③	④	⑤
15	There are enough places to rest on the streets.	①	②	③	④	⑤
16	The vehicles are well controlled so there aren't much disturbance by cars.	①	②	③	④	⑤
17	Buildings look dull and boring.	①	②	③	④	⑤
18	Terrace(outdoor) cafès or restaurants cause noise and disturbance.	①	②	③	④	⑤
19	Street vendors are bad for the scenery.	①	②	③	④	⑤
20	The streets are dirty and unpleasant.	①	②	③	④	⑤
21	Shop signs are messy and disturbing to look at.	①	②	③	④	⑤
22	Shops are exclusive and hard to enter freely.	①	②	③	④	⑤
23	There should be more places to rest in the streets.	①	②	③	④	⑤
24	The vehicles cause disturbance when walking.	①	②	③	④	⑤
25	The pavement is not maintained well so it is difficult to walk around.	①	②	③	④	⑤
26	Street furnitures(trees, streetlamps, bus stations, etc.) are dull and not maintained well.	①	②	③	④	⑤

B. Following questions are about your trip to Seoul.

1. Where are you from? Country: _____ City: _____
2. Have you visited Korea in the last 5 years? ① Yes ()times ② No
3. What is the purpose of your visit to Korea? (Choose one)
 - ① Leisure, Recreation ② Shopping ③ Business/Professional Activities
 - ④ Visiting Friends/Family ⑤ Education ⑥ Other()
4. With whom did you travel?
 - ① Alone ② Family/Relatives ()persons ③ Friends ()persons ④ Coworkers ()persons
5. What is your travel type for this visit?
 - ① Independent Travel ② Full-Package Tour ③ Air-tel Tour
6. Select all locations that you visited in this trip
 - ① Palaces ② Insa-dong ③ Namsan/N Seoul Tower
 - ④ Myeong-dong ⑤ Namdaemun Market ⑥ Dongdaemun Market
 - ⑦ Cheonggyecheon/city hall ⑧ Sinchon/Hongik Univ. ⑨ Hanok village
 - ⑩ Coex ⑪ Gangnam Station ⑫ Lotte World
7. Would you revisit Korea for travel within the next three years?
 - ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely
8. Would you recommend Seoul as a tourist destinations to others?
 - ① Very Unlikely ② Unlikely ③ Neutral ④ Likely ⑤ Very Likely
9. How would you rate your overall satisfaction of this trip in Seoul?
 - ① Very unsatisfied ② Unsatisfied ③ Fair ④ Satisfied ⑤ Very Satisfied
10. Do you think the vitality(liveliness) of the street is important when touring?
 - ① Not important at all ② Not important ③ Medium ④ Important ⑤ Very important

Gender	Male <input type="checkbox"/>	Female <input type="checkbox"/>	Age () years old
Occupation	① Government/Army	② Business/Desk job	③ Sales/Service Worker
	④ Professor/Doctor/Lawyer	⑤ Technician/Factory	⑥ Homemaker
	⑦ Student	⑧ Other()	

Thank you very much.

국문초록

도시관광의 선택요인으로서 도시경관 가치인식

및 가로환경 인지 경향 연구

- 중화권 및 미/구주 관광객을 대상으로 -

서울대학교 대학원

건설환경공학부 도시설계 전공

유지현

관광산업은 최근 세계적으로 가장 빠르게 성장한 산업 중 하나다. 현대적 개념의 도시관광은 20세기 후반에 생겨난 것으로 그 역사가 얼마 되지 않았지만 대부분 국가에서 관광산업 증진을 위한 정부 차원의 정책 및 지원 방안을 모색할 만큼 그 영향력이 커졌다. 이미 관광산업은 2008년 전 세계 무역거래량의 8%, 서비스 수출의 35%를 차지하며 석유산업, 자동차산업과 함께 세계 3대 산업의 하나로 부상했다(한국경제연구원). UNTWO(UN 세계관광기구)에서 발표한 자료에 따르면 2020년까지 국제 관광객이 16억명까지 증가할 것으로 예상하고 있으며 1인당 평균 156만원(서울의 외국인 평균 지출비용_서울연구원, 2015년)을 지출한다고 가정할 경우 매년 약 2500조원의 경제적 파급효과가 나타난다고 할 수 있다. 또한, 세계여행관광협회

(WTTC)에 따르면 2013년 관광산업의 일자리는 약 2억6천만 개로 총 고용 규모의 8.8%를 차지하고 있으며 2023년에는 약 3억3천만 개 규모로 확대되어 총 고용 규모의 9.9%를 차지할 것으로 전망되고 있다.

교통의 발달은 국가 간의 교류를 보다 쉽고 빠르게 해주었고 사람들로 하여금 자유롭게 타국을 방문할 수 있게 해주었다. 세계 여행객 수는 해마다 증가하는 추세이며 관광산업규모 역시 지속적으로 증가하고 있다. 특히 인터넷의 발달로 관광지에 대한 정보를 쉽게 얻을 수 있게 됨에 따라 세계 관광 트렌드가 변화하고 있다. 기존 국제 관광이 주로 고령자 위주의 단체 관광 중심으로 이루어졌다면 최근에는 20~40대 젊은층을 중심으로 개별관광, 특수목적 관광이 증가하고 있다(서울특별시, 2013). 이에 따라 관광목적 역시 유적지나 박물관 방문과 같은 관광자원 관람에서 타문화를 몸소 받아들이고 실제 그 도시의 도시민들의 생활을 체험하고자 하는 방향으로 변화하고 있다. 이러한 관광 트렌드의 변화는 관광지의 매력도, 관광비용, 날씨 등 관광만족도에 영향을 주는 다양한 관광요인 중 물리적 환경의 중요성을 부각시키고 있다.

물리적 환경이 관광에 미치는 영향은 점차 증가하고 있는데 반해 이에 대한 연구는 미비하다. 기본적으로 건축물, 도로, 가로, 오픈스페이스, 랜드마크와 등과 같은 물리적 환경은 그 지역의 정체성과 이미지를 형성하는 기본적인 요소들로 특히 외국인 관광객에게는 관광지의 매력도에 큰 영향을 주게 된다. 따라서 본 연구에서는 쇼핑, 음식, 여행비용 등 관광에 영향을 주는 다양한 관광요소들 중 도시경관이 관광만족도에 미치는 영향을 알아보하고자 한다. 이를 위해 먼저 관광객을 문화권에 따라 분류한 후 이에 따라 도시경관 및 활력 만족도가 관광객의 만족도에 얼마나 영향을 주는지를 밝히고자 한다. 그 후 이와 같은 경관 만족도에 영향을 주는 가로환경 요소는 무엇인지를 도출하여 관광객의 경관 만족도를 향상시키는 가로환경에 대해 분석하고자 한다.

연구방법은 크게 설문조사와 심층인터뷰로 나눌 수 있다. 서울을 방문한 외국인 관광객을 대상으로 설문조사를 실시해 구축한 자료를 기초통계와 순서형 로지스틱 회귀모형(Ordered logistic regression)을 활용하여 분석하였다. 또한 방한 외국인을 대상으로 한 네 차례의 심층 인터뷰 결과를 변수 선정 및 구체적인 가설 검정에 활용하였다.

3장에서는 경관 만족도와 가로활력 만족도가 관광만족도에 미치는 결과를 분석하였다. HOLSAT 방법을 기반으로 한 설문 결과를 순서형 로지스틱 회귀모형으로 분석한 결과 도시경관 만족도가 중화권 및 서양권 관광객 집단 모두에서 관광만족도에 가장 큰 영향을 미치는 요소로 측정되었다. 반면 가로활력 만족도의 경우 중화권 관광객에 비해 서양권 관광객의 전반적인 관광만족도에 더 큰 영향을 주는 것으로 나타났다. 도시경관 만족도의 중요도는 높으나 서울의 도시경관에 대한 만족도는 다른 관광요소들에 비해 떨어지는 것으로 나타나 도시경관 향상에 대한 필요성을 제시하고 있다.

3장의 결과를 바탕으로 서울의 상업가로를 선정하여 가로경관 만족도 및 가로활력 만족도에 영향을 주는 가로환경 요소들을 분석하였다. 대상지는 서울을 가장 잘 나타내면서도 많은 외국인 관광객이 방문하고자 한 곳으로 선정하였으며 이는 대상지 설문 및 심층 인터뷰 결과로 도출하였다.

분석 결과 가로경관 만족도 보다는 가로활력 만족도에 영향을 주는 가로환경요소들이 더 높은 중요도를 보였다. 또한 설문 및 심층인터뷰 결과 모두에서 중화권 관광객은 서양권 관광객에 비해 사람 수, 음식이나 상품에 대한 만족도, 이벤트나 공연 등과 같이 비물리적 요소들에 더 민감하였으며 서양권 관광객은 상대적으로 간판, 노점상, 테라스 등과 같은 물리적 요소에 더 관심을 보였다.

본 연구의 함의는 관광연구에 있어 경관적인 요소가 매우 중요하다는 것을 강조하는 것에 있다. 그렇다고 해서 우리나라의 도시를 관광객이 선호하는 방향으로 만들어야 한다는 것이 아니다. 오히려 도시의 정체성과 역사를

유지하는 관광정책이 장기적으로 도시민들에게 뿐 아니라 관광객 유치에도 도움이 될 것이다. 따라서 관광정책의 우선순위는 더 많은 면세점과 호텔을 건설하는 것이 아닌 우리 도시의 정체성을 보존하는 것이어야 한다. 또한 관광객들의 만족도에 영향을 주는 가로환경요소를 도출한 것은 관광객 유치를 위한 특성을 찾기 위해서라기보다는 도시설계 및 계획을 통해 가로의 특성을 향상시킬 수 있으며 이는 관광객의 만족도에도 긍정적인 영향을 준다는 것을 밝히기 위함이다.

도시관광에는 지나치게 많은 요소들이 개입되어 있다. 따라서 특정 요소가 미치는 영향력을 분석하는데 큰 어려움이 있다. 이러한 이유로 도시관광이 1980년대에 들어서야 하나의 학문으로 발전하였다. 그러므로 특정 항목에 대한 구체적 정의와 분석이 어려운 점은 모든 도시관광 관련 연구가 가지고 있는 한계이기도 하다.

Keywords : 도시관광, 도시경관, 가로활력, 물리적 환경

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