



# Tourism Destination Selection Attributes, Tourist Satisfaction and Behavioral Intentions of Multicultural Families in South Korea: Focusing on Self-Efficacy

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## ABSTRACT

**Purpose:** Empirically analyze the tourism destination selection attributes, tourist satisfaction and behavioral intentions of multicultural families by country of origin. Confirm the mediating effect of self-efficacy on the relationship between tourism destination selection attributes, tourist satisfaction and behavioral intentions.

**Design/methodology/approach:** Survey among adult multicultural family members in the Gwangju and Jeonnam regions of South Korea. The main analysis methods were confirmatory factor Structural Equation Modeling analysis.

**Findings:** Behaviors and preferences differed depending on the country of origin of the respondents, and were influenced by tourism destination selection attributes. To promote cultural exchange and understanding, the local community should support activities that foster cultural exchanges and understanding between multicultural families and residents, along with education programs to promote the independence and social participation of multicultural families.

**Research limitations/implications:** The study focused only on multicultural family members from three countries, limiting its generalizability to all multicultural populations. Future research on the position of vulnerable populations in tourism, and the economic effects of their tourism is recommended.

**Originality/value:** By focusing on the experiences of multicultural family members, this research fills a gap on tourism for multicultural families living in Korea, placing an emphasis on self-efficacy, which has been overlooked in previous studies. Also, by comparing and analyzing the relationships between self-efficacy and the tourism behavioral intentions and satisfaction of families originating from China, Vietnam, and the Philippines, this research demonstrates how the psychological characteristics of multicultural families influence diverse tourism experiences.

*Keywords: Multicultural Families, Tourism Destination Selection Attributes, Self-Efficacy, Tourist Satisfaction, Behavioral Intention*

## I. Introduction

The number of international residents in Korea has increased rapidly, transforming the country into

a multi-ethnic and multicultural society, with discussions related to this 'multicultural society' entering into the discourse (Gong & Yang, 2011; Park, 2011). Of particular prominence has been the the formation of 'multicultural families', which are families with includes at least one spouse of non-Korean origin (Multicultural Families Support Act, 2015). To enable multicultural families to integrate into Korean society,

Received: Jan. 12, 2024; Revised: Jan. 25, 2024; Accepted: Feb. 12, 2024

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there have been calls for policies to foster their acculturation, with tourism being a promising avenue for this. Tourist satisfaction, which refers to the positive evaluation of the attributes of the tourist destination that influence the cognitive and affective aspects of the tourists' perception and experience of the tourism activity when they experience tourism services at the tourist site, enhances human quality of life and has a positive impact on social development (Park, 2010), and is also a potential tool for resolving social conflicts and promoting social integration in multicultural societies. It brings about psychological well-being, which exerts a positive influence on social interactions (Tesch, et al., 1981).

The current study addresses the following gaps in the literature. First, domestic studies on multicultural families have focused predominantly on migrant workers and migrant women, and dealt with the human rights violations suffered by them, their adaptation to life in Korea, and conflicts arising from cultural differences whereas studies focusing on domestic tourism have looked at Korean tourists and foreign tourists entering the country. By focusing on the experiences of multicultural family members, this research fills a gap on tourism for multicultural families living in Korea. Second, this study analyzes the tourism behavior of multicultural families, placing an emphasis on self-efficacy, which has been overlooked in previous studies. This contributes to a deeper understanding of tourism behavior among multicultural families. Further, by comparing and analyzing the relationships between self-efficacy and the tourism behavioral intentions and satisfaction of families originating from China, Vietnam, and the Philippines, this research is crucial in demonstrating how the psychological characteristics of multicultural families influence diverse tourism experiences.

This study, therefore, investigates the influence of Jeju Island tourism destination selection attributes on the satisfaction and behavioral intentions of multicultural families of Chinese, Vietnamese, and Philippine origin. Additionally, it examines whether self-efficacy mediates the relationship between destination selection attributes and tourist satisfaction,

as well as between destination selection attributes and behavioral intentions. To achieve this, the study applies Bandura's (1977) self-efficacy theory and distinguishes destination selection attributes into attractiveness, historical and cultural significance, accessibility, service quality, reasonable cost, and perceived risk. It empirically verifies the structural relationships among the constructs. This study selected Jeju Island, a world-famous tourist destination, as the study site, following the COVID-19 pandemic. The number of tourists visiting Jeju dropped sharply in early 2020 due to the impact of the COVID-19. Furthermore, perceptions of tourism programs was negatively affected (Han & An, 2022). During the COVID-19 pandemic, the number of tourists in the Jeju area declined less than other parts of the country, meaning major shocks have little impact on the choice of tourist attractions and tourist intentions. This made it a suitable study area.

## II. Literature Review

### A. Multicultural Family

Due to the diverse nature of culture, both the term 'multicultural', and similarly, multicultural families are challenging to define (Kim & Kim, 2007). Multicultural families are a family type formed through marriage between individuals with different nationalities (Kim K., 2017). The formation of multicultural families in Korean society has increased rapidly since the 2000s, leading to a corresponding growth in research on multiculturalism (Choi, 2013). Initial studies focused on adaptation issues, cultural conflicts, and identity conflicts. However, research topics have expanded to include the health of immigrant women, childbearing, and childcare policies (Ahn, et al., 2010; Kim, 2009). Furthermore, associated research has gradually expanded to include studies on the constraints on leisure activities, psychological well-being, and improvement in the quality of life of foreign migrant workers and their cultural adaptation

(Choi, 2015).

In multicultural and multiethnic countries, research on leisure activities and tourism among minority ethnic groups has been actively conducted in the field of ethnic leisure studies. Particularly, studies on the leisure patterns and constraints of minority groups have provided insights into tourism and leisure policies (Ko, 2010).

## B. Tourism Destination Selection Attributes, Tourist Satisfaction, and Behavioral Intentions

Tourist destination selection attributes are the characteristics that can attract and satisfy tourists' desires or motivations when choosing a tourist destination (Chung, 2017). They comprise a complex set of factors that are important considerations when tourists select a destination based on what they see, experience, and feel in the tourist site (Noh & Cho, 2011). Tourist destination selection attributes are crucial elements in the decision-making process of potential tourists or those planning to utilize tourist sites, as they shape overall beliefs about the desired tourist destination (Kim & Shin, 2020). During the process of selecting a tourist destination, these attributes play the most significant role in determining the final destination (Kim, 2022).

Tourist satisfaction is the psychological outcome of fulfilled needs, resulting in satisfaction (Mannell & Iso-Ahola, 1987), and an evaluation of individuals' experiences during their tourism trips (Ross, 1993). A contrasting approach focuses on the outcomes of tourism activity experiences, with tourist satisfaction as an overall evaluation by tourists of their tourism activity experience (Lounsbury & Polik, 1992) and their positive emotional state during the tourism activity (Pizam & Reichel, 1978).

The selection attributes of tourism influence tourist satisfaction (Jang, 2012). Service quality, accessibility, program, and physical attributes significantly influence perceived value and tourist satisfaction with a positive effect (He, 2018), and tourism brand legitimacy affects

tourism destination loyalty (Chen & Lee, 2021). Kim & Kim (2012) revealed that tourism destination selection attributes have an impact on both tourist satisfaction and destination selection. We therefore hypothesise that tourism destination selection attributes have a significant positive impact on tourist satisfaction.

**Research Hypothesis 1:** Tourism destination selection attributes will have no positive impact on tourist satisfaction.

**H1-1:** Attractiveness will have no positive impact on tourist satisfaction.

**H1-2:** Historical and cultural significance will have no positive impact on tourist satisfaction.

**H1-3:** Accessibility will have no positive impact on tourist satisfaction.

**H1-4:** Reasonable cost will have no positive impact on tourist satisfaction.

**H1-5:** Service quality will have no positive impact on tourist satisfaction.

**H1-6:** Perceived risk will have no negative impact on tourist satisfaction.

Behavioral intention is an important predictor of social behaviors (Fishbein, & Ajzen, 1975). It refers to people's intention to engage in a particular behavior, indicating a high likelihood of its occurrence (Norman, et al., 2005). The intention to revisit refers to the intention to use a service again based on previous experience(s) of using it (He, 2018). It includes the intentions of individuals to re-visit based on their previous tourism experiences, and their intentions becoming actions (Brady, et al., 2001). The intention to recommend, in other words word of mouth, refers to communication between two or more individuals, such as customers and salespeople (Jo, et al., 2009). Therefore, behavioral intentions include both the intention to revisit and intention to recommend.

Previous research on the attributes of tourist destination selection and behavioral intention, finds that selection attributes significantly influence revisitation (Han, 2013). Furthermore, customer satisfaction also positively influences behavioral intentions (Lee, 2018). The findings align with those of Park (2015),

which indicate that selection attributes significantly impact the intention to recommend and revisit. Previous studies on the relationship between tourism destination selection attributes and behavioral intentions have highlighted that activity and experiential factors, accessibility and cost factors, and familiarity factors (Kim & Kim, 2012), attractiveness and accessibility (Jung, 2020), and participant selection attributes (Kim & Shin, 2020) have a significant impact on behavioral intentions. We therefore hypothesise that selection attributes influence behavioral intentions.

**Research Hypothesis 2:** Tourism destination selection attributes will have no significant impact on behavioral intention.

**H2-1:** Attractiveness will have no positive impact on behavioral intention.

**H2-2:** Historical and cultural significance will have no positive impact on behavioral intention.

**H2-3:** Accessibility will have no positive impact on behavioral intention.

**H2-4:** Reasonable cost will have no positive impact on behavioral intention.

**H2-5:** Service quality will have no positive impact on behavioral intention.

**H2-6:** Perceived risk will have no negative impact on behavioral intention.

Tourist satisfaction has been shown in previous studies to impact continued participation and convey a positive image to others of scuba diving (Yoo, et al., 2020), the intention to revisit and recommend a theme park (Han, 2014), and the intention to revisit Park (2016). We therefore hypothesise that tourist satisfaction has a significant positive impact on behavioral intention.

**Research Hypothesis 3:** Tourist satisfaction will have no significant positive impact on behavioral intention.

**H3-1:** Tourist satisfaction will have no positive impact on intention to revisit.

**H3-2:** Tourist satisfaction will have no positive impact on intention to recommend.

### C. Tourism Destination Selection Attributes, Tourist Satisfaction, Behavioral Intentions, and Self-Efficacy

Self-efficacy refers to a belief in one's own capabilities rather than relying solely on objective abilities or external conditions (Gardner & Pierce, 1998; Ko, 2010). Similar psychological factors such as psychological empowerment affect tourism outcomes (Jeong, et al., 2018). If an individual has high self-efficacy increases the likelihood of successful problem-solving, low self-efficacy results in low levels of engagement and reduced likelihood of achieving goals (Bandura, 1977). Self-efficacy is related to the selection of behaviors, asserting that individuals with strong self-efficacy set challenging goals and exert effort to achieve them (Lazarus & Folkman, 1984). Previous research determined that self-efficacy is an important mediating or causal variable for satisfaction, behavioral intentions, and self-realization. It also had a significant impact on satisfaction and behavioral intentions. Therefore, we expand on previous literature and explore the relationships between the selection attributes of tourist destinations, satisfaction, and self-efficacy.

Tourism destination attributes have a significant impact on tourists' choices and decision-making processes, and provide direction for tourists' behavior, serving as motivators for individual choices. The evaluation of these behavioral outcomes can be considered an individual's value judgment, with self-efficacy being the most common concept in this regard. Ko & Kim (2013) suggested that belief in one's ability to successfully perform travel tasks in the travel acceptance orientation represents travel self-confidence (self-efficacy).

Service quality has a positive impact on self-efficacy (Kwak, et al., 2007), with Ko (2010) confirming the relationship for Chinese tourists. We therefore hypothesise that tourism destination attributes have a significant positive impact on self-efficacy.

**Research Hypothesis 4:** Tourism destination attributes will have no significant positive impact on self-efficacy.

**H4-1:** Attractiveness will have no positive impact on self-efficacy.

**H4-2:** Historical and cultural significance will have no positive impact on self-efficacy.

**H4-3:** Accessibility will have no positive impact on self-efficacy.

**H4-4:** Reasonable cost will have no positive impact on self-efficacy.

**H4-5:** Service quality will have no positive impact on self-efficacy.

**H4-6:** Perceived risk will have no negative impact on self-efficacy.

Ko (2021) measured the mediating effects of perceived value and self-efficacy between tourist destination selection attributes and tourist satisfaction, clarifying the causal relationships. Self-efficacy was confirmed not to have a significant impact on tourist destination selection attributes and tourist satisfaction. However, Kim (2015) found that self-efficacy has a partial mediating effect between interpersonal service quality and customer satisfaction, as well as between physical service quality and customer satisfaction. We therefore hypothesise the following relationships between tourism destination selection attributes, tourist satisfaction, behavioral intentions, and self-efficacy.

**Research Hypothesis 5:** Self-efficacy will have no significant positive impact on tourist satisfaction.

**Research Hypothesis 6:** Self-efficacy will have no significant positive impact on behavioral intention.

**Research Hypothesis 7:** Self-efficacy will not mediate the relationship between tourism destination attributes and tourist satisfaction.

**Research Hypothesis 8:** Self-efficacy will not mediate the relationship between tourism destination attributes and behavioral intention.

### III. Methods

#### A. Research Model

This study explores the travel selection attributes of adult multicultural family members who have participated in Jeju Island tourism activities. It empirically analyzes the impact of the activities on the travel self-efficacy, satisfaction, and behavioral intention of the tourists. Various attributes considered in choosing a tourist destination, such as attractiveness, history and culture, accessibility, service quality, reasonable cost, and perceived risk, are included. Bandura (1977)'s self-efficacy and satisfaction are considered, and the structural relationship with behavioral intention is verified. In particular, in the process of hypothesis verification, the validity of the hypothesis is analyzed by country of origin. The model set up in this study is as follows (Figure 1).

#### B. Sample

A survey was conducted from September 27, 2022, to December 12, 2022 among adult multicultural family members in the Gwangju and Jeollanam-do regions. The selection of multicultural family members as the research subjects was based on the ranking of countries with the highest influx of multicultural families in South Korea (Ministry of Gender Equality and Family, 2021), China, Vietnam, and the Philippines. The survey was conducted in churches or institutions. Prior training was provided to multicultural center staff, Korean language teachers, and employees of the relevant organizations. To ensure that respondents were adequately informed and able to understand the survey questions, the questionnaire was translated into Chinese, Vietnamese, and English by professional translators. A total of 450 questionnaires were distributed, and 424 usable responses were gathered, giving a response rate of 94%. Cases with missing values were dropped for the analyses. The socioeconomic and demographic

characteristics of the sample are presented in Table 1 below.

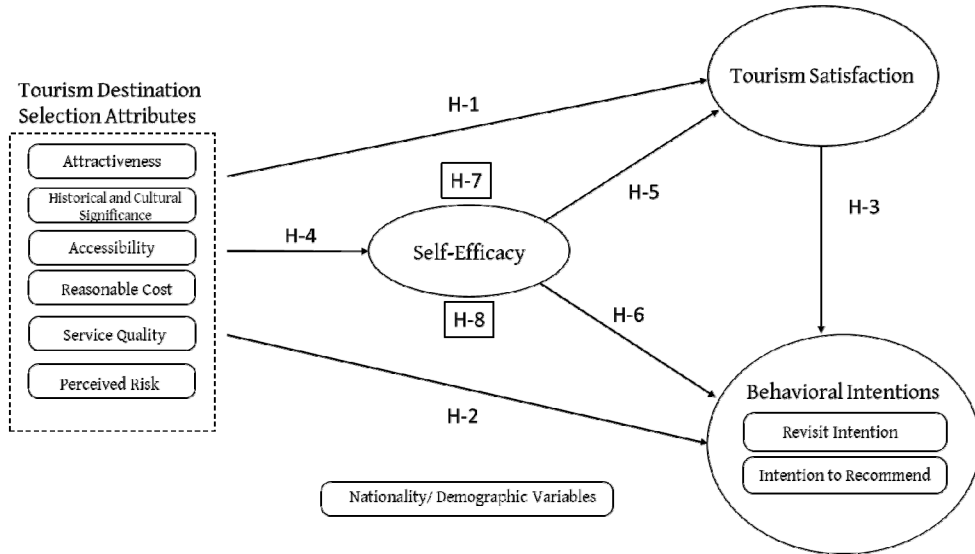


Figure 1. Research model

Table 1. Descriptive statistics

		Vietnam (n=120) (%)	China (n=117) (%)	the Philippines (n=105) (%)
Sex	Male	41 (34.2%)	24 (20.5%)	36 (34.3%)
	Female	79 (65.8%)	93 (79.5%)	69 (65.7%)
Age	18-30	72 (60%)	41 (35.2%)	60 (57.2%)
	31 to 40 years old	45 (37.5%)	65 (55.6%)	41 (39.1%)
	51 to 60 years old	3 (2.5%)	11 (9.4%)	4 (3.8%)
Marital status	Married/Couple	73 (61.6%)	111 (94.8%)	91 (86.7%)
	Divorced/ Widowed	46 (38.3%)	6 (5.2%)	6 (5.8%)
	Other	0 (0%)	0 (0%)	8 (7.6%)
Education	Less than high school graduate	41 (34.2%)	15 (12.8%)	15 (14.3%)
	High school graduate	40 (33.3%)	32 (27.4%)	10 (9.5%)
	Tertiary graduate	35 (29.2%)	70 (59.9%)	80 (76.2%)
	Other	4 (3.3%)	0 (0%)	0 (0%)
Monthly household income	2,000,000 won or less	65 (54.1%)	39 (33.3%)	26 (23.7%)
	2,000,010-4,000,000 won	38 (31.6%)	52 (44.4%)	53 (50.4%)
	4,000,010 or more	17 (14.2%)	26 (22.2%)	26 (24.7%)
Period of residence	Less than 2 years	40 (33.4%)	23 (19.7%)	64 (61.0%)
	2 years to less than 4 years	37 (30.9%)	30 (25.6%)	22 (20.9%)
	4 years or more	43 (35.8%)	64 (54.7%)	19 (18.1%)

## C. Questionnaire Development and Analysis

The questionnaire for this study was developed based on previous research (e.g. Duan, 2020; Jeon, et al., 2010; Kim W., 2022; Kim & Shin, 2020). The researcher restructured the questionnaire based on theoretical foundations and completed it by modifying and supplementing some items according to expert advice. In addition, a pilot survey targeting multicultural family tourists of Chinese origin was conducted to ensure that the meaning of the measurement items used in the primary survey was properly conveyed. The questionnaire consists of a total of 58 items, including 23 items on tourist destination selection attributes related to multicultural family members' travel in Jeju Island, 6 items on self-efficacy, 6 items on satisfaction, 7 items on behavioral intentions, 9 items on demographic characteristics, and 7 items on tourism experience characteristics. Items measuring Tourist attraction selection attribute, Self efficacy, Tourist satisfaction, and Behavioral intention were all measured on 5-point Likert scales. SPSS Ver 26.0 was used to conduct confirmatory factor analysis and reliability analysis for the constructs. Next, AMOS 24.0 was used to validate the unidimensionality between tourist destination selection attributes and each concept. A structural equation model was then used to investigate

the influence of all structures.

## IV. Results

### A. Confirmatory Factor Analysis, Validity, and Reliability of Measurement Scales

Confirmatory factor analysis revealed four factor structure: tourism destination selection attributes; self-efficacy; satisfaction, and intention to revisit (Table 2).

Measures of model fit indicated that the  $X^2/df$  value was 1.268, which is below 3.0; the CFI was 0.975, the IFI was 0.975, the NFI was 0.918, AGFI was 0.923, and the GFI is 0.904, all of which are above 0.90. Furthermore, the RMSEA was 0.021, which is below 0.08. These results indicate that the confirmatory factor analysis model of the research model is valid. Therefore, the research model satisfies the concentration validity, discriminant validity, and model validity, confirming its overall validity.

To verify the internal consistency of the variables/factors in the research model, as well as the construct validity of latent factors, a validation using Average Variance Extracted (AVE) was conducted. The square

**Table 2.** Confirmatory factor analysis

Items	Standardized Coefficient	SE	Chronbach's $\alpha$	p
Attractiveness			0.855	
X1_1: Jeju Island is a place with high awareness and recognition.	0.787	-		-
X1_2: Jeju Island has unique landscapes.	0.824	0.072		0.000
X1_3: Jeju Island possesses various charming attractions.	0.721	0.070		0.000
X1_4: Jeju Island is perceived with a positive image.	0.762	0.075		0.000
Historical and cultural significance			0.836	
X2_1: Historical architecture and exhibits are preserved on Jeju Island.	0.746	-		-
X2_2: You can have unique cultural experiences on Jeju Island.	0.757	0.078		0.000
X2_3: Jeju Island holds significant historical value.	0.727	0.078		0.000
X2_4: Jeju Island has its own cultural uniqueness.	0.761	0.080		0.000
X3_1: There was no inconvenience in transportation from my place of residence to Jeju Island.	0.824	-		-

**Table 2.** Continued

Items	Standardized Coefficient	SE	Chronbach's $\alpha$	p
X3_2: Language-specific transportation information within Jeju Island's tourist attractions was well provided.	0.771	0.067		0.000
X3_3: The road facilities at Jeju Island's tourist attractions were in good condition.	0.787	0.067		0.000
Reasonable cost			0.793	
X4_1: The admission prices at Jeju Island's tourist attractions were reasonable.	0.756	-		-
X4_2: The cost of meals and accommodation on Jeju Island was reasonable.	0.766	0.083		0.000
X4_3: The transportation costs on Jeju Island were reasonable.	0.727	0.084		0.000
Service quality			0.862	
X5_1: The staff working at Jeju Island's tourist attractions were friendly.	0.740	-		-
X5_2: Jeju Island's tourist attractions had good guidance for visitors.	0.773	0.079		0.000
X5_3: The shopping facilities on Jeju Island were good.	0.706	0.082		0.000
X5_4: There were no difficulties in language communication within Jeju Island's tourist attractions.	0.761	0.082		0.000
X5_5: Jeju Island's tourist attractions offer a variety of enjoyable activities.	0.750	0.084		0.000
Perceived risk			0.880	
X6_1: There was a risk of not receiving emergency treatment in case of an emergency situation within Jeju Island's tourist attractions.	0.835	-		-
There was a risk of natural disasters at Jeju Island's tourist attractions.	0.815	0.060		0.000
There was a risk of exposure to crime within the tourist attractions I visited on Jeju Island.	0.781	0.062		0.000
There was a risk of not receiving emergency treatment in case of an emergency situation within Jeju Island's tourist attractions.	0.793	0.055		0.000
Self-efficacy			0.889	
I believe I can explore Jeju tourism on my own.	0.754	-		-
I believe I can successfully complete (completed) my Jeju tourism.	0.782	0.064		0.000
I believe I can handle everything on my own during the Jeju tourism activities.	0.753	0.070		0.000
M1_4: I believe I am acquiring the necessary knowledge and skills for Jeju tourism.	0.795	0.066		0.000
M1_5: I am confident in my abilities to explore Jeju as a tourist destination.	0.745	0.071		0.000
M1_6: This Jeju tourism holds significance for me.	0.721	0.072		0.000
Satisfaction			0.893	
M2_1: The Jeju tourism provided a time of rest and rejuvenation, relieving mental and physical fatigue.	0.768	-		-
M2_2: I was satisfied with my choice to visit Jeju Island.	0.785	0.066		0.000
M2_3: I was satisfied with the unique natural landscapes of Jeju Island.	0.836	0.067		0.000
M2_4: I was satisfied with the cleanliness and hygiene of Jeju Island's tourist attractions.	0.784	0.070		0.000
M2_5: I was satisfied with the well-implemented epidemic prevention measures at Jeju Island's tourist attractions.	0.753	0.069		0.000
M2_6: Overall, I am satisfied with my visit to Jeju Island.	0.662	0.067		0.000
Behavioral intention			0.843	
YT_1: Behavioral intention	0.677	-		-
YT_2: Behavioral intention	0.631	0.072		0.000

Notes: Cronbach's  $\alpha$  (Model): 0.905; KMO (Kaiser-Meyer-Olkin): 0.787; Bartlett's Test of Sphericity: 0.000



roots of the AVE for each of the constructs was larger than the highest absolute value of the interfactor correlation coefficient, confirming discriminant validity.

## B. Hypothesis Testing

The results of the hypothesis tests are summarized in Tables 3-6 below.

**Table 3.** Hypothesis H1-H6 test results - China

Hypothesis	Path	Estimate		P	95% CI		Hypothesis confirmation
		B	$\beta$ (SE)		LL	UL	
H1	H1-1 Attractiveness → Satisfaction	0.181	0.231 (0.065)	0.006	0.060	0.343	Reject
	H1-2 Historical and cultural significance → Satisfaction	0.063	0.083 (0.060)	0.293	-0.085	0.215	Accept
	H1-3 Accessibility → Satisfaction	0.123	0.173 (0.055)	0.026	0.027	0.259	Reject
	H1-4 Reasonable cost → Satisfaction	0.174	0.225 (0.062)	0.006	0.050	0.313	Reject
	H1-5 Service quality → Satisfaction	0.195	0.197 (0.082)	0.020*	0.059	0.373	Reject
	H1-6 Perceived risk → Satisfaction	-0.050	-0.080 (0.047)	0.291	-0.169	0.014	Accept
H2	H2-1 Attractiveness → Behavioral intention	0.097	0.110 (0.074)	0.191	-0.018	0.264	Accept
	H2-2 Historical and cultural significance → Behavioral intention	0.202	0.236 (0.068)	0.003	0.036	0.342	Reject
	H2-3 Accessibility → Behavioral intention	0.105	0.130 (0.062)	0.095	0.014	0.253	Accept
	H2-4 Reasonable cost → Behavioral intention	0.216	0.248 (0.071)	0.003	0.094	0.386	Reject
	H2-5 Service quality → Behavioral intention	0.264	0.238 (0.094)	0.006	0.117	0.500	Reject
	H2-6 Perceived risk → Behavioral intention	-0.167	0.241 (0.053)	0.002	0.064	0.244	Reject
H3	H3-1 Satisfaction → Revisit intention	0.941	0.941 (0.122)	0.000	0.791	1.197	Reject
	H3-2 Satisfaction → Intention to recommend	0.592	0.592 (0.113)	0.000	0.435	0.861	Reject
H4	H4-1 Attractiveness → Self-efficacy	0.208	0.250 (0.066)	0.087	0.103	0.336	Accept
	H4-2 Historical and cultural significance → Self-efficacy	0.076	0.093 (0.060)	0.214	-0.047	0.217	Accept
	H4-3 Accessibility → Self-efficacy	0.187	0.114 (0.055)	0.031	0.018	0.220	Reject
	H4-4 Reasonable cost → Self-efficacy	0.158	0.193 (0.063)	0.440	0.070	0.298	Accept
	H4-5 Service quality → Self-efficacy	0.169	0.161 (0.084)	0.046	0.053	0.342	Reject
	H4-6 Perceived risk → Self-efficacy	-0.154	-0.235 (0.047)	0.002	-0.253	-0.070	Reject
H5	Self-efficacy → Satisfaction	0.457	0.485 (0.080)	0.000	0.486	0.782	Reject
H6	Self-efficacy → Behavioral intention	0.588	0.556 (0.086)	0.000	0.529	0.827	Reject

**Table 4.** Hypothesis H1-H6 test results - the Philippines

Hypothesis	Path	Estimate		P	95% CI		Hypothesis confirmation
		B	$\beta$ (SE)		LL	UL	
H1	H1-1 Attractiveness $\rightarrow$ Satisfaction	0.040	0.051 (0.072)	0.580	-0.088	0.219	Accept
	H1-2 Historical and cultural significance $\rightarrow$ Satisfaction	0.055	0.067 (0.071)	0.437	-0.086	0.216	Accept
	H1-3 Accessibility $\rightarrow$ Satisfaction	0.163	0.205 (0.069)	0.020	0.107	0.368	Reject
	H1-4 Reasonable cost $\rightarrow$ Satisfaction	0.190	0.230 (0.071)	0.009	0.098	0.340	Reject
	H1-5 Service quality $\rightarrow$ Satisfaction	0.157	0.189 (0.073)	0.036	0.121	0.386	Reject
	H1-6 Perceived risk $\rightarrow$ Satisfaction	-0.043	-0.061 (0.065)	0.510	-0.108	0.167	Accept
H2	H2-1 Attractiveness $\rightarrow$ Behavioral intention	0.193	0.217 (0.072)	0.009	0.114	0.364	Reject
	H2-2 Historical and cultural significance $\rightarrow$ Behavioral intention	0.268	0.290 (0.070)	0.000	0.105	0.385	Reject
	H2-3 Accessibility $\rightarrow$ Behavioral intention	0.026	0.029 (0.068)	0.701	-0.037	0.268	Accept
	H2-4 Reasonable cost $\rightarrow$ Behavioral intention	0.245	0.262 (0.071)	0.001	0.138	0.409	Reject
	H2-5 Service quality $\rightarrow$ Behavioral intention	0.110	0.117 (0.073)	0.135	0.064	0.363	Accept
	H2-6 Perceived risk $\rightarrow$ Behavioral intention	-0.048	0.060 (0.064)	0.455	-0.084	0.194	Accept
H3	H3-1 Satisfaction $\rightarrow$ Revisit intention	0.641	0.481 (0.134)	0.000	0.661	1.049	Reject
	H3-2 Satisfaction $\rightarrow$ Intention to recommend	0.533	0.066 (0.1290)	0.000	0.468	0.893	Reject
H4	H4-1 Attractiveness $\rightarrow$ Self-efficacy	0.151	0.146 (0.069)	0.204	0.052	0.317	Accept
	H4-2 Historical and cultural significance $\rightarrow$ Self-efficacy	0.063	0.079 (0.067)	0.352	-0.071	0.172	Accept
	H4-3 Accessibility $\rightarrow$ Self-efficacy	-0.036	-0.047 (0.065)	0.586	-0.078	0.139	Accept
	H4-4 Reasonable cost $\rightarrow$ Self-efficacy	0.204	0.256 (0.068)	0.003	0.066	0.345	Reject
	H4-5 Service quality $\rightarrow$ Self-efficacy	0.165	0.145 (0.069)	0.012	0.039	0.313	Reject
	H4-6 Perceived risk $\rightarrow$ Self-efficacy	-0.200	-0.293 (0.062)	0.990	-0.286	-0.043	Accept
H5	Self-efficacy $\rightarrow$ Satisfaction	0.332	0.319 (0.093)	0.001	0.384	0.699	Reject
H6	Self-efficacy $\rightarrow$ Behavioral intention	0.471	0.402 (0.100)	0.000	0.512	0.848	Reject

**Hypothesis 1:** For Chinese origin respondents, attractiveness, accessibility, reasonable cost, and service quality influenced satisfaction; for Philippine origin respondents, accessibility, reasonable cost, and service quality influenced

satisfaction; for Vietnamese origin respondents, accessibility, reasonable cost, service quality, and perceived risk influenced satisfaction.

**Hypothesis 2:** For Chinese origin respondents, historical and cultural significance, reasonable

**Table 5.** Hypothesis H1-H6 test results - Vietnam

Hypothesis	Path	Estimate		P	95% CI		Hypothesis confirmation
		B	$\beta$ (SE)		LL	UL	
H1	H1-1 Attractiveness $\rightarrow$ Satisfaction	0.099	0.138 <sup>9</sup> (0.056)	0.080	-0.020	0.196	Accept
	H1-2 Historical and cultural significance $\rightarrow$ Satisfaction	0.037	0.053 (0.056)	0.512	-0.046	0.166	Accept
	H1-3 Accessibility $\rightarrow$ Satisfaction	0.138	0.226 (0.050)	0.006	0.063	0.246	Reject
	H1-4 Reasonable cost $\rightarrow$ Satisfaction	0.149	0.205 (0.055)	0.008	0.050	0.255	Reject
	H1-5 Service quality $\rightarrow$ Satisfaction	0.217	0.278 (0.063)	0.001	0.114	0.335	Reject
	H1-6 Perceived risk $\rightarrow$ Satisfaction	-0.169	-0.258 (0.051)	0.001	-0.252	-0.055	Reject
H2	H2-1 Attractiveness $\rightarrow$ Behavioral intention	0.136	0.187 (0.057)	0.019	-0.004	0.215	Reject
	H2-2 Historical and cultural significance $\rightarrow$ Behavioral intention	0.276	0.396 (0.057)	0.000	0.169	0.364	Reject
	H2-3 Accessibility $\rightarrow$ Behavioral intention	0.029	0.047 (0.050)	0.564	-0.025	0.159	Accept
	H2-4 Reasonable cost $\rightarrow$ Behavioral intention	0.111	0.151 (0.056)	0.051	0.029	0.235	Accept
	H2-5 Service quality $\rightarrow$ Behavioral intention	0.151	0.192 (0.064)	0.020	0.082	0.315	Reject
	H2-6 Perceived risk $\rightarrow$ Behavioral intention	-0.071	0.108 (0.052)	0.172	-0.005	0.196	Accept
H3	H3-1 Satisfaction $\rightarrow$ Revisit intention	0.611	0.611 (0.108)	0.000	0.471	0.863	Reject
	H3-2 Satisfaction $\rightarrow$ Intention to recommend	0.084	0.084 (0.118)	0.481	0.003	0.404	Accept
H4	H4-1 Attractiveness $\rightarrow$ Self-efficacy	0.043	0.061 (0.058)	0.460	-0.058	0.181	Accept
	H4-2 Historical and cultural significance $\rightarrow$ Self-efficacy	0.248	0.363 (0.058)	0.570	0.121	0.336	Accept
	H4-3 Accessibility $\rightarrow$ Self-efficacy	0.048	0.079 (0.051)	0.353	-0.028	0.177	Accept
	H4-4 Reasonable cost $\rightarrow$ Self-efficacy	0.167	0.232 (0.057)	0.004	0.066	0.275	Reject
	H4-5 Service quality $\rightarrow$ Self-efficacy	0.056	0.072 (0.065)	0.008	-0.034	0.211	Reject
	H4-6 Perceived risk $\rightarrow$ Self-efficacy	-0.142	-0.220 (0.053)	0.393	-0.228	-0.028	Accept
H5	Self-efficacy $\rightarrow$ Satisfaction	0.312	0.310 (0.088)	0.001	0.220	0.557	Reject
H6	Self-efficacy $\rightarrow$ Behavioral intention	0.529	0.519 (0.079)	0.000	0.421	0.725	Reject

cost, service quality, and perceived risk behavioral intentions; for Philippine origin respondents, attractiveness, historical and cultural significance, and reasonable cost behavioral intentions; for Vietnamese origin respondents,

attractiveness, historical and cultural significance, and service quality influenced behavioral intentions.

**Hypothesis 3:** For Chinese, Philippine, and Vietnamese origin respondents, satisfaction

**Table 6.** Hypothesis 7-8 test results

Country	Item	Total Effect c	a	b	Mediation Effect Value a*b	a*b (Boot SE)	a*b (z-value)	a*b (p-value)	a*b (95% Boot CI)		Direct effect c'	Mediation result
									LL	UL		
China	Selection attributes=>	0.890**	0.843**	0.399**	0.337	0.043	7.914	0.000	0.130	0.297	0.554**	Partial mediation
the Philippines	Self-efficacy =>	1.005**	0.773**	0.340**	0.263	0.044	6.012	0.000	0.073	0.244	0.742**	Partial mediation
Vietnam	Satisfaction	0.692**	0.623**	0.240**	0.149	0.041	3.613	0.000	0.028	0.190	0.542**	Partial mediation
China	Selection attributes=>	1.186**	0.843**	0.457**	0.385	0.042	9.084	0.000	0.132	0.296	0.801**	Partial mediation
the Philippines	Self-efficacy =>	1.343**	0.773**	0.401**	0.310	0.042	7.325	0.000	0.081	0.245	1.034**	Partial mediation
Vietnam	Behavioral intention	0.895**	0.623**	0.391**	0.244	0.037	6.667	0.000	0.094	0.234	0.651**	Partial mediation

\* p&lt;0.05 \*\* p&lt;0.01

influenced revisit intention. For Chinese and Vietnamese origin respondents, satisfaction influenced intention to recommend.

**Hypothesis 4:** For Chinese origin respondents, accessibility, service quality, and perceived risk influenced self-efficacy; for Philippine origin respondents, reasonable cost and service quality influenced self-efficacy; for Vietnamese origin respondents, reasonable cost and service quality influenced self-efficacy.

**Hypothesis 5:** For Chinese, Philippine, and Vietnamese origin respondents, self-efficacy influenced satisfaction.

**Hypothesis 6:** For Chinese, Philippine, and Vietnamese origin respondents, self-efficacy influenced behavioral intention.

To test the mediation effect of self efficacy, Sobel tests were conducted.

**Hypotheses 7 and 8:** For Chinese, Philippine, and Vietnamese origin respondents, self-efficacy partially mediated the relationship between tourism destination attributes and behavioral intention, as well as between tourism destination attributes and satisfaction.

## V. Discussion and Conclusion

The study empirically analyzed the influence of Jeju Island tourism destination selection attributes on the satisfaction and behavioral intentions of multicultural family members of Chinese, Vietnamese, and Philippine origin, and verified whether self-efficacy partially mediated the relationship between destination selection attributes and tourist satisfaction, as well as between destination selection attributes and behavioral intentions. The results revealed that the behaviors and preferences differed depending on the country of origin of the respondents, and were influenced by factors such as accessibility, service quality, perceived risk, reasonable cost, and cultural/historical attractions. Chinese-origin multicultural family members put an emphasis on the ease of access to tourist destinations. Having straightforward and convenient transportation options had a positive effect on their levels of self-efficacy and satisfaction. Additionally, when considering service quality, factors such as staff friendliness, local guidance, shopping facilities, language communication, and enjoyable activities were found to enhance their self-efficacy. These results are consistent with previous studies (Ko, 2010; Kwak, et al., 2007). However, their self-efficacy was negatively affected

by perceived risks including exposure to crime or natural disasters.

Vietnam, a socialist country, shares various cultural similarities with China but also has significant differences due to its history as a French colony for about 100 years (Chung, 2017). The analysis of Vietnamese-origin multicultural family respondents revealed that reasonable cost and service quality influenced their self-efficacy. When examining the components of reasonable cost, it was found that the self-efficacy of Vietnamese-origin multicultural family members increased as the entrance fees, food and accommodation costs, and transportation costs at tourist destinations became more reasonable. The findings suggest that cost is a significant factor for multicultural families of Vietnamese origin, and when they have low education and income levels, reasonable cost influences their self-efficacy. Regarding the components of service quality, it was found that the self-efficacy of Vietnamese-origin multicultural family members increased as there were more friendly staff, local guidance, shopping facilities, language communication, and enjoyable activities. These results align with previous studies (Kwak, et al., 2007; Ko, 2010; Bui & Le, 2016). For those multicultural family members of Vietnamese origin who have been residing in Korea for a relatively short period, their language communication abilities are still incomplete, and accordingly, factors of service quality such as the friendliness of staff, local guidance, and language communication affect their self-efficacy. Despite their growing numbers in Korea, Vietnamese-origin multicultural families face challenges in language communication and social integration. This underscores a need for tailored travel programs and services to enhance their tourism experience.

Philippine-origin multicultural families have a longer history of settlement in Korea than Chinese and Vietnamese ones. As a result, they exhibit their own distinct behaviors. Whereas service quality has a positive effect of self-efficacy, as with Chinese and Vietnamese-origin multicultural family members, reasonable cost is also a significant influencer. This reflects their sensitivity to price despite their relatively

higher income levels. When considering the factor of reasonable cost, the more reasonable the admission fees, food and accommodation expenses, and transportation costs at tourist sites, the higher the self-efficacy of multicultural family members of Philippine origin can be. Additionally, when considering the factor of service quality, the friendliness of staff, local guidance, shopping facilities, language communication, and diverse recreational activities, the higher the quality, the higher the self-efficacy of Philippine-origin multicultural family members. These findings are consistent with previous studies (Kwak, et al., 2007; Ko, 2010; Gayeta & Ylagan, 2022).

Accessibility, service quality, and perceived risks were universal factors affecting all groups. However, their impact varies, pointing to a nuanced picture of multicultural tourist behaviors. This highlights the necessity for tailored approaches to enhance the tourist experiences of multicultural families, addressing their unique needs and preferences.

Based on the above discussion, we make the following policy recommendations.

First, to promote cultural exchange and understanding, the local community should support activities that foster cultural exchanges and understanding between multicultural families and residents with different cultures. By providing opportunities to respect and understand each other's cultures through cultural education programs, festivals, and cultural events, conflicts can be resolved, and a community based on mutual respect and cooperation can be formed. Second, because multicultural families may face difficulties in areas such as language, education, and employment, education programs should be conducted to promote the independence and social participation of multicultural families. Such programs could include language education programs, vocational education and employment support, and multicultural family counseling services. Third, multicultural families can have a positive impact on cultural exchange and tourism activation within the region. The cultural values and traditions of multicultural families enhance the diversity and attractiveness of the local community,

and can stimulate the growth of the local tourism industry. This provides opportunities to promote tourism revenue and job creation in the local economy.

The following limitations of the study were identified. First, the study seems to relied heavily on quantitative data. Meaning there were potential limitations in understanding the nuanced perceptions and motivations of the tourists. Second, as the sample wasn't randomly selected and didn't sufficiently represent the broader population of tourists from these countries, bias could have been introduced into the findings. Third, the data collection period might not account for seasonal variations in tourist attitudes and behaviors. As such, findings might differ if the study were conducted in different seasons.

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