Night-time Activities and Attractions: Differences in Preferences and Participation between Chinese, Japanese, and Korean Travellers

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ABSTRACT

The purposes of this study were to identify differences between three national groups (Chinese, Korean, and Japanese) using preferred night-time activities and attractions and preferred night-time travel options and to examine differences in night-time activities participated in while in a particular destination (Jeju Island, South Korea) and in ratings of overall quality and satisfaction between the three national groups. The results demonstrated that the significant differences found in preferred night-time activities and attractions, preferred type of travel options, night-time activities participated in, and overall quality and satisfaction with experiencing night-time activities and attractions in Jeju Island. On the basis of the results, it is apparent that travellers from different countries of origin are not homogenous and thus differentiated marketing strategies need to be applied according to nationality, both in terms of promotions and in product development.

Key Words: *preference and participation of night-time activities and attractions, Chinese, Japanese, and Korean travellers to Jeju Island.*

INTRODUCTION

Many variables have been suggested as useful tools to understand tourists' behaviour and help marketers implement strategies, including tourists' socio-demographic, psychographic, geographic, behavioural characteristics and product related items, and so on (Pearce, 2005). In particular, the choice of attractions or activities at destinations by travellers is determined by differences in the characteristics of the destinations visited, the travel elements that can be purchased prior to departure, as well as the characteristics of travellers to those destinations (Hyde, 2004). However, travel activities in and of themselves are known as useful indices to understand tourists' behaviour (Backman & Uysal, 1987; McIntosh & Goeldner, 1990) and to identify their experiences at the destination (Ryan, 2002).

Activity is a variable that plays a vital role in travel research. The activities travellers participate in while visiting a destination or their stated activity preferences have been used extensively to understand tourists' behaviors and to help segment markets for visitors in general and for individual destinations. Most attempts at defining unique segments of the total travel market start with the consumption of an activity Boorstin, 1971; Burns, 1999, Cohen, 1972; Kim & Jogaratnam, 2003; Littrell, Paige & Song, 2004; Rao, Thomas & Javalgi, 1992; Richards, 1996a; 1996b).

There has been little research on the application of night-time activities and attractions at destinations (Berger, 2006; Seoul Development Institute, 2004). Nonetheless, some tourism studies relating to night-time activities at destinations seem to be investigated in specific aspects of tourism such as sex tourism (Aramberri, 2000; Bishop & Robinson, 1998; Oppermann, 1998; Truong, 1990; Yokota, 2006) and in specific types of night-time activities and attractions including night market, and nightlife and entertainment, and casino and gambling (Chang & Chiang, 2006; Chang, Min, Lin, Chiang, 2007; Hsieha & Chang, 2006) or are focused on youth travellers (Sellars, 1998; Uriely & Belhassen, 2005).

This study has two major objectives. First, it explores differences between three national groups (Chinese, Korean, and Japanese) using preferred night-time activities and attractions and preferred night-time travel options. Second, this study identifies differences in night-time activities participated in while in a particular destination (Jeju Island, South Korea) and in ratings of overall quality and satisfaction between the three national groups. Further, this research was designed to be exploratory, not explanatory due to lack of previous studies and the advent of research needs.

METHODOLOGY

Sampling

The sample used in this study was collected from travellers to Jeju Island, South Korea between August 1 and August 15, 2009. The sample for this study consisted of Mainland Chinese, Japanese, and Korean visitors to Jeju Island because domestic visitors accounted for 90.7% of the total visitors, and Japan and China were the two major international visitor origin countries to Jeju Island, representing approximately 32.8% and 32.4%, respectively, of all international visitors (Jeju Special Self-Governing Provincial Tourism Association, 2009). The primary data were collected by personal interviews using a self-administered questionnaire with a convenience sampling procedure because of the number of people available for interviewing and the inability to use a probability sample which is the lack of availability of a known sampling frame (Parasuraman, 1986).

An on-site survey was administrated to travellers who were leaving Jeju Island from the Jeju International Airport. Efforts of personal interviews involved those who were sitting and waiting in lounges and restaurants before their departure processing at the Jeju International Airport. Potential respondents were identified on the basis of the flight schedules and selected after a simple screening question to determine nationality. A total of 850 surveys were distributed and 760 collected during the survey period. After performing multiple missing value analyses, 16 surveys were discarded. As a result, 744 samples were used for further data analysis: 344 surveys from Korean (domestic), 205 from Mainland Chinese, and 218 from Japanese tourists.

Survey instrument

Sixteen night-time activity variables and fifteen night-time attraction items were used to measure preferences of night-time activities and attractions at destinations. For the study variables of night-time activities and attractions, travel activity items and destination attributes previously identified in the travel and tourism literature were first reviewed and then selected for inclusion in the survey questionnaire. The items were adapted to describe night-time activities and attractions at the travel destination but key items such as nightlife and entertainment, casino and gambling, and night shopping were consistent with those of previous studies. Responses to the items were measured on 5-point preference scales where 1=not prefer at all, 3=neutral, and 5=prefer very much.

To identify preferences of night-time travel options at destinations, some categorical questions were composed of preferred type of trip by day and by night, preferred time, preferred trip distance, and preferred transportation for night-time activities. Overall quality of night-time activities and attractions in Jeju Island were operationalized with a 5-point quality measure scale where 1=very poor, 3=neutral, and 5=excellent. Overall satisfaction with experiencing night-time activities and attractions in Jeju Island were measured on a 5-point scale where 1=very dissatisfied, 3=neither satisfied nor dissatisfied, and 5=very satisfied. In addition, responses to the questions relating to the demographic variables of the respondents (age, gender, education level, occupation, monthly income) and trip-related variables (trip purpose, type of visitation, accommodation used, party composition, and trip duration) were given using nominal measures.

The questionnaire consisted of three different languages written in Korean, Chinese, and Japanese. In order to avoid mistranslations and inconsistencies of the survey, cross-translation (bilingual translation: Korean and Japanese – Korean and Chinese – Japanese and Chinese) processes were conducted.

Data analysis

To examine the differences in preferences of night-time activities and attractions at destinations between the three countries' travellers, one-way analysis of variance (ANOVA) tests were undertaken. ANOVA tests were also performed to identify differences between the three countries' travellers in overall quality of night-time activities and attractions in Jeju Island and overall satisfaction with experiencing night-time activities in Jeju Island. When significant differences were found, Tukey and Duncan's multiple range tests were used to examine the source of the differences across the respondent subgroups. Chi-square tests were applied to examine if there were statistically significant levels of association between the three countries' travellers and selected categorical variables such as night-time travel options and night-time activities participated in Jeju Island.

RESULTS

Preferences of night-time activities

Table 1 shows results of ANOVA tests to identify differences in preferences of night-time activities among the three countries' travellers. The ANOVAs found that all of the sixteen items displayed significant differences in preferences of night-time activities at travel destinations between the three country groups. Overall, Chinese and Korean travellers' mean scores on all preferred night-time activity items were higher than those of Japanese, excluding "cosmetic/ beauty/health treatment (e.g., spa, massage)." On the contrary, Japanese travellers were the least likely to prefer to participate in night-time activities at travel destinations.

Focusing on each country group, Chinese travellers showed highest mean scores on "shopping at night," "experiencing nightlife and entertainment," "visiting a casino," "late-night food and food-related activities," "attending a campfire (event)," and "walking tour at night." On the other hand, Korean travellers were the most likely to prefer to engage in "fishing at night," "night skiing," and "night-time driving tour." Both Korean and Chinese travellers were more likely to prefer to take part in "sightseeing at night," "visiting tourist attractions at night," "attending a night-time performance (e.g., live concert)," "watching fireworks/laser beam shows," "city bus tour at night," and "taking a boat tour at night."

Interestingly, it was found that Japanese and Korean travellers were more likely to prefer to experience cosmetic/beauty/health treatment (e.g., spa, massage) at destinations. It is also

noted that although Japanese travellers were the least likely to prefer to participate in night-time activities at travel destinations, they tended to prefer to engage in "night-time markets," "theatre restaurants," "night-time touring routes with story-telling," and "modern style night shopping centres." The overall most preferred night-time activity was sightseeing at night (3.50). Attending a night-time performance (3.45), visiting tourist attractions at night (3.39), watching fireworks/ laser beam shows (3.35), and night-time driving tour (3.35) follow in that order. Conversely, all respondents were least likely to prefer to participate in "night skiing" and "fishing at night."

Table 1
Night-time Activities preferred by Country of Origin

	Chinese Travellers (*N*=205; 27.6%)	Japanese Travellers (*N*=218; 20.3%)	Korean Travellers (*N*=321; 43.1%)	Total (*N*=744)	*F*-value
Sightseeing at night	3.79 a	2.82 b	3.78 a	3.50	109.73**
Visiting tourist attractions at night	3.60 a	2.87 b	3.62 a	3.39	69.74**
Shopping at night	3.57 a	2.91 c	3.28 b	3.25	32.00**
Experiencing nightlife and entertainment	3.62 a	2.88 c	3.43 b	3.32	44.83**
Attending a night-time performance (e.g., live concert)	3.61 a	2.89 b	3.72 a	3.45	60.76**
Cosmetic/beauty/health treatment (e.g. spa, massage)	3.01 b	3.24 a	3.30 a	3.20	5.19*
Visiting a casino	3.07 a	2.82 b	2.94 b	2.94	3.43*
Fishing at night	2.70 b	1.90 c	3.14 a	2.65	101.59**
Night skiing	2.56 b	1.85 c	3.13 a	2.60	123.37**
Late-night food and food-related activities	3.75 a	2.52 c	3.32 b	3.20	105.48**
Attending a campfire (event)	3.64 a	1.91 c	3.21 b	2.95	249.12**
Watching fireworks/a laser beam show	3.60 a	2.56 b	3.72 a	3.35	118.63**
City bus tour at night	3.39 a	2.77 b	3.27 a	3.16	35.25**
Taking a boat tour at night	3.47 a	2.68 b	3.62 a	3.30	85.46**
Night-time driving tour	3.55 b	2.58 b	3.74 a	3.35	119.47**
Walking tour at night	3.60 a	2.31 c	3.23 b	3.06	117.96**

Notes: * *p* < .05; ** *p* < .01; Mean values are based on a 5-point preference scale (1 = not prefer at all; 5 = prefer very much); a, b, and c indicate the results from the Duncan and Tukey's post-hoc multiple comparison tests (a > b > c).

Preferences of night-time attractions

ANOVA analyses also were performed to test whether similarities and differences existed in preferences of night-time attractions between the three country groups. The results are reported in Table 2. Significant differences were revealed among those groups on all of the items at the .01 level. On all items showing significant differences, Chinese and/or Korean travellers showed the highest mean scores, whereas Japanese travellers showed the lowest mean scores. The results are consistent with preferences of night-time activities (see Table 1).

Concerning "night-time themed streets" and "bar/pub/nightclub," Chinese travellers reported the highest mean scores among night-time attractions preferred at destinations. Korean travellers were the most likely to prefer "night-time performance halls," "theatre restaurants," "observation tower for night scenic views," "light effects on historic and cultural buildings/ architectures," "night-time festivals and events," "night-time botanical gardens," and "midnight movie theatre (indoor and outdoor)." As presented in Table 2, Japanese travellers were the least

likely to prefer night-time attractions at travel destinations. However, they tended to prefer "night-time markets," "theatre restaurants," "night-time touring routes with story-telling," and "modern style night shopping centres."

Table 2
Night-time Attractions preferred by Country of Origin

	Chinese Travellers (N=205; 27.6%)	Japanese Travellers (N=218; 20.3%)	Korean Travellers (N=321; 43.1%)	Total (N=744)	F-value
Modern style night shopping centers	3.61 a	2.93 b	3.48 a	3.36	39.46**
Night-time markets	3.58 a	2.97 b	3.44 a	3.34	33.92**
Night-time performance halls	3.49 b	2.83 c	3.67 a	3.38	72.67**
Theatre restaurants (dinner + performance)	3.53 b	2.96 c	3.74 a	3.46	56.62**
Observation tower for night scenic views	3.45 b	2.74 c	3.92 a	3.44	128.35**
Light effects on historic and cultural buildings/architectures	3.42 b	2.84 c	3.64 a	3.34	61.97**
Night-time festivals and events	3.54 b	2.78 c	3.73 a	3.40	83.40**
Night-time themed streets (e.g., fashion streets)	4.01 a	2.81 c	3.61 b	3.49	116.91**
Night-time touring routes with story-telling	3.72 a	2.95 b	3.63 a	3.46	61.02**
Bar/pub/nightclub	3.35 a	2.64 b	3.19 b	3.07	35.96**
Night-time botanical gardens	3.14 b	2.50 c	3.39 a	3.06	81.08**
Nighttime recreational facilities	3.21 a	2.51 b	3.39 a	3.08	70.39**
Midnight movie theatre (indoor)	3.12 b	2.29 c	3.34 a	2.97	109.05**
Midnight movie theatre (outdoor)	3.09 b	2.22 c	3.28 a	2.92	110.67**
Night-time boat tour and harbour	3.41 a	2.55 b	3.60 a	3.24	96.17**

Notes: ** p < .01; Mean values are based on a 5-point preference scale (1 = not prefer at all; 5 = prefer very much); a, b, and c indicate the results from the Duncan and Tukey's post-hoc multiple comparison tests (a > b > c).

Overall, it is clear that "night-time themed street (3.49)," "night-time touring routes with story-telling (3.46)," and "theatre restaurants (3.46)" were the three highest rated night-time attractions based on level of preference. The next highest rated night-time attractions were "observation tower for night scenic views," "night-time festivals and events," and "night-time performance halls." On the contrary, all respondents were least likely to prefer to take part in midnight movie theatre (indoor and outdoor).

Preferences of night-time travel options
As shown in Table 3, a series of chi-square analyses were conducted to examine if there were statistically significant levels of association between the three country groups and selected categorical variables. The results were used to identify distinctive preferences of night-time travel options of the three countries' travellers. Significant differences were identified at the .001 level of preferences of night-time travel options including preferred type of trip by day and by night, preferred time, preferred trip distance, and preferred transportation for night-time activities.

Table 3
Night-time Travel Options preferred by Country of Origin

	Chinese Travellers (N=205; 27.6%)	Japanese Travellers (N=218; 20.3%)	Korean Travellers (N=321; 43.1%)	Total (N=744)	χ^2 Statistics
Preferred type of trip by day and by night					χ^2 value = 96.42
Individual tour by day and by night	35.8%	22.9%	55.9%	42.1%	(p = .000)
Individual tour by day, package tour by night	5.2%	11.4%	14.4%	11.0%	d.f. = 6
Package tour by day, individual tour by night	49.7%	48.8%	16.9%	34.0%	
Package tour by day and by night	9.3%	16.9%	12.8%	12.8%	
Preferred time for night-time activities					χ^2 value = 67.30
Until 9:00 p.m.	15.5%	27.6%	29.6%	25.3%	(p = .000)
Until 10:00 p.m.	32.6%	41.0%	36.1%	36.6%	d.f. = 8
Until 11:00 p.m.	27.5%	25.2%	9.7%	18.9%	
Until mid-night	18.7%	3.8%	20.9%	15.3%	
After mid-night	5.7%	2.4%	3.7%	3.9%	
Preferred trip distance for night-time activities					χ^2 value = 75.41
Within walking distance	44.6%	27.5%	17.2%	27.3%	(p = .000)
Distance within 30 minutes by car	35.5%	42.7%	48.8%	43.5%	d.f. = 8
Distance within 1 hour by car	6.5%	19.4%	15.0%	14.1%	
Distance 1 hour or more by car	1.1%	7.1%	3.8%	4.0%	
It doesn't matter	12.4%	3.3%	15.3%	11.0%	
Preferred transportation for night-time activities					χ^2 value = 109.95
Walking	41.9%	32.7%	26.5%	32.1%	(p = .000)
Taxi/cab	18.0%	26.7%	29.6%	25.9%	d.f. = 8
Public bus	1.2%	4.0%	4.4%	3.5%	
Tour bus	38.4%	36.6%	19.3%	29.1%	
Other	0.6%	0.0%	20.2%	9.5%	

While significantly more Chinese and Japanese travellers prefer package tour by day and individual tour by night, Korean respondents prefer individual tour by day and by night. With regard to preferred time for night-time activities, the majority of all respondents prefer time until 10:00 p.m. for night-time activities. In addition, while the second majority of Chinese and Korean travellers significantly prefer time until mid-night, Japanese prefer time until 9:00 p.m.

In terms of preferred trip distance, while the majority of Chinese respondents significantly prefer within walking distance for night-time activities, those of Korean and Japanese travellers prefer distance within 30 minutes by car. According to the results of chi-square analysis between preferred transportation for night-time activities and the three country groups, while Chinese respondents prefer to walk, Japanese respondents prefer tour bus for night-time activities at travel destinations. On the other hand, it was found that Korean travellers were more likely to prefer taxi/cab but other types of transportation were widely preferred for their night-time activities.

Experiences of night-time activities in Jeju Island

Night-time activities participated in

Based on Table 4, no statistically significant difference was found across country of origin in regard to participation of night-time activities while in Jeju Island. Overall, 40.3% of all respondents were more likely to participate in night-time activities while in Jeju Island.

Table 4
Participation of Night-time Activities while in Jeju Island by Country of Origin

	Chinese Travellers (N=205; 27.6%)	Japanese Travellers (N=218; 20.3%)	Korean Travellers (N=321; 43.1%)	Total (N=744)	χ^2 Statistics
Yes	35.4%	44.2%	41.1%	40.3%	χ^2 value = 2.75 (p = .252)
No	64.6%	55.8%	58.9%	59.7%	

According to results of chi-square tests (Table 5), statistically significant differences were found on six night-time activity variables including "night shopping," "late-night food and food-related activities," "night-time tourist attractions," "night-time live performance," "cosmetic/beauty/ health treatment (e.g., spa, massage)," and "night market" across the three county groups. However, no significant differences ($p < .05$) were found between the three country groups regarding "night themed streets," "bar/pub/nightclub," "casino and gambling."

While Chinese travellers were more likely to take part in night-time activities while in Jeju Island such as "night shopping," "late-night food and food-related activities," and "night markets", Japanese travellers tended to engage in "night-time live performance" and "cosmetic/ beauty/health treatment." Korean travellers were more likely to visit "night-time tourist attractions" while in Jeju Island. It was also identified that the top three night-time activities participated in by the three countries of origin while in Jeju Island were "night-time tourist attractions (40.9%)," "bar/pub/nightclub (40.2%)," and "night themed streets (32.6%)."

Table 5
Night-time Activities participated in while in Jeju Island by Country of Origin

	Chinese Travellers (N=72; 24.0%)	Japanese Travellers (N=96; 32.0%)	Korean Travellers (N=132; 44.0%)	Total (N=300)
Night shopping (χ^2 = 31.22; p = .000)	54.8%	30.8%	15.9%	29.0%
Late-night food and food-related activities (χ^2 = 28.53; p = .000)	41.9%	9.2%	12.9%	18.9%
Night themed streets (χ^2 = 2.35; p = .308)	51.6%	46.2%	40.2%	44.4%
Bar/pub/nightclub (χ^2 = 4.21; p = .122)	21.0%	21.5%	32.6%	27.0%
Night-time tourist attractions (χ^2 = 42.45; p = .000)	12.9%	1.5%	40.9%	24.3%
Night live performance (χ^2 = 17.79; p = .000)	25.8%	33.8%	9.8%	19.7%
Cosmetic/beauty/health treatment (χ^2 = 26.72; p = .000)	4.8%	24.6%	3.0%	8.9%
Night markets (χ^2 = 14.34; p = .001)	16.1%	4.6%	2.3%	5.0%
Casino and gambling (χ^2 = 0.95; p = .331)	29.0%	21.5%	-	25.2%

<u>Overall quality and satisfaction</u>

As shown in Table 6, mean differences in overall quality of and satisfaction with night-time activities and attractions in Jeju Island were identified by using a one-way ANOVA. It is interesting to note that Chinese travellers were the most likely to have positive ratings of overall quality of night-time activities and attractions in Jeju Island and to be satisfied with experiencing night-time activities and attractions while travelling in Jeju Island. On the contrary, Korean travellers were the least likely to positively rate the overall quality of night-time activities and attractions and their satisfaction with night-time experiences in Jeju Island.

Table 6
Overall Rates of Quality and Satisfaction by Country of Origin

	Chinese Travellers (*N*=72; 24.0%)	Japanese Travellers (*N*=96; 32.0%)	Korean Travellers (*N*=132; 44.0%)	Total (*N*=300)	*F*-value
Overall quality of night-time activities and attractions in Jeju Island	3.55 a	3.15 b	2.96 b	3.15	14.13**
Overall satisfaction with experiencing night-time activities and attractions while in Jeju Island	3.53 a	3.43 b	3.18 c	3.32	5.72**

Notes: ** $p < .01$; Mean values are based on 5-point scales (overall quality measure: 1 = very poor, 5 = excellent; overall satisfaction measure: 1 = very dissatisfied, 5 = very satisfied); a, b, and c indicate the results from the Duncan and Tukey's post-hoc multiple comparison tests (a > b > c).

DISCUSSION AND CONCLUSION

The main purpose of this study was to empirically examine the differences in preferences and experiences of night-time activities and attractions between three countries' travellers to Jeju Island, South Korea. On the whole, it is interesting to note that the responses of Chinese and Korean travellers were markedly different to the responses of Japanese travellers in most aspects of this study. This is an important observation and indicates that the tourism industry, in general, should be prepared to differentiate its range of experiences and services according to nationality or visitor origin basis.

This study found that the Chinese respondents were more interested in experiencing diverse night-time activities at travel destinations and their ratings of overall quality and satisfaction for night-time activities while in Jeju Island were the highest. It is implied that tourism marketers and operators should concentrate on developing and marketing on a variety of night-time activities or attractions to attract more Chinese travellers and give positive impressions with the high level of satisfaction and quality.

Focusing on Korean respondents, they were more interested in experiencing diverse night-time activities but they were least satisfied with night-time activities while in Jeju Island. It is implied that tourism marketers and operators should focus more on increasing quality of night-time attractions and managing visitors' feedback. As an example, customer satisfaction guarantee programs may be one of the implementing strategies.

An interesting result of this study is the finding that Japanese travellers were the least likely to prefer 'night-time activities and attractions'. This may be a result of safety concerns of Japanese travellers at destinations (Pinhey & Iverson, 1994). Japanese respondents were more interested in spa and wellness relaxation with cosmetic/beauty/health treatments, shopping, live performance, and themed streets, it is apparent that the tourism marketers and managers should

concentrate on developing and marketing these activities or attractions to appeal to and to entice more Japanese travellers to participate in night-time activities and attractions.

In conclusion, the findings of this study are expected to contribute to the literature on activities at destinations. The results demonstrate that travellers from different countries of origin are not homogenous and thus differentiated marketing strategies need to be applied according to nationality, both in terms of promotions and in product development. Further research using more diverse activity items and other related variables such as information sources would be useful. In addition, it would be useful to understand how participation in night-time activities affects overall experiences at travel destinations, such as on satisfaction and repeat visitation.

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