IPA FOR THE DEVELOPMENT OF MARINE LEISURE TOURISM IN SOUTH KOREA ON EXPERT PERSPECTIVE

[1]DA HYE JANG, [2]WOO JEONG CHO, [3]EUI YUL CHOI

Korea Maritime and Ocean University
E-mail: [1]sweety9764@naver.com, [2]mikecho@kmou.ac.kr, [4]dyna46@hanmail.net

Abstract- As people's standard of living improves and income increases, the interest of marine leisure is also increasing. In particular, Korea is surrounded by the sea and has optimal conditions for marine leisure activities, so government agencies are also preparing ways to promote marine leisure tourism. The purpose of this study is to identify the importance and current level (performance) of the development factors of marine leisure tourism using IPA to the opinions of expert group and then to contribute to policy direction.

Importance-performance analysis (IPA) is method to identify the importance of various factors and to determine subject performance. This study used IPA to determine the importance and performance of the policy of marine leisure tourism in order to build the future industrial development strategy.

The survey was conducted either directly or e-mail for experts in marine leisure tourism, consisting of university professors, researchers, field experts and related officials from 6 April 2018 to 30 April 2018. The questionnaire consisted of twelve factors derived from previous studies and reports. Each factor validated through Exploratory Factor Analysis and Cronbach's α and the method of analysis were descriptive statistics, t-tests and Importance and Performance Analysis (IPA) using SPSS 18.0.

Following findings were derived from current study. First, marine leisure safety·culture improvement had the highest mean score among 12 items from the importance scale, followed by the extension of experience·education program, marina facilities expansion, Open promotion event and Water Leisure Safety Regulation revision. Second, Open promotion event had the highest mean score among 16 items from the performance scale, followed by, the extension of experience·education program, marine water front space maintenance, promotion of marine leisure tourism act and marine leisure safety·culture improvement.

Finally, Importance Performance Analysis (IPA) shows that the first quadrant includes marine leisure safety·culture improvement, marine leisure experience, the extension of experience·education program, marina facilities expansion, Open promotion event, marine water front space maintenance. The second quadrant includes Water Leisure Safety Regulation revision. The third quadrant covers establishment of marina service industry, cluster·specialized in marine leisure tourism, establishment of marine leisure education center, promotion of private investment activation, marine leisure tourism business support system and the Fourth quadrant contains Water Leisure Safety Regulation revision.

Index Terms- Marine Leisure Tourism, Marine Leisure, Importance Performance Analysis (IPA),