

The Effects of Integrated Destination Personality, Self-congruity, Product Involvement in Smart Tourism City¹

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ABSTRACT

In order to enhance the competitiveness of tourism destinations, it is important to manage tourist products considering the characteristics of tourist destinations and the characteristics of tourists. In this study, we divided Seoul's tourism products into four parts (shopping, food, culture, and natural landscape) to explore if there are some direct connections between tourism product involvement, self-congruity, and functional congruity. The other research question is if the degree of tourism product involvement reaches a certain intensity, will the place attachment be generated and the destination satisfaction be fulfilled. The survey was the focus on the international visitors in smart city, Seoul by using the random sampling and convenience sampling and collected 250 data. Finally, we found that destination personality significantly affects both self-congruity and functional congruity. If self-congruity and functional congruity are formed, tourism product involvement will be stimulated which will finally satisfy tourists and arouse their place attachment. The implications of these findings contribute to destination marketers to develop more effective destination management.

Keywords: Destination personality, Self-congruity, Functional congruity, Tourism product involvement, Tourism product knowledge management.

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1. Introduction

With the rapid development of the tourism industry, people's demands have become diversified, that makes the competition of tourism market become fierce (e.g., Alcañiz and García 2009; Hildebrandt and Isaac 2015; Koo et al. 2015). In such circumstances, to satisfy the visitors' needs has become a key point for promotion tourism destination's competitiveness. Once visitors are satisfied with the destination, they will buy the same products for many times. They not only have an emotional preference on the destination but also actively promote the destination to relatives or friends and recommend it to others (e.g., Ekinici et al. 2013; Hosany et al. 2006; Shin et al. 2017; Usakli and Baloglu 2011).

Tourism product is defined from the marketing perspective, as whatever aims to cater to tourism needs and is promoted in the marketplace. From the Seoul government's survey statistics, in 2016, there are in total of 13.57 million international visitors visited Seoul it is almost an 30.3% increase compared to 2015 (10.41 million) and 18.8% higher than 2014 in which the number of international visitors is 11.42 million. It is estimated that the number of 13.7 million tourists come to Seoul spent about 26.7 trillion won, which is almost similar to Seoul government's budget in 2017 (29.8 trillion won). From KTO'

s investigation, foreign tourists' activities during stay have been almost about shopping (>70%), food tours (>45%, except 39.0% in 2013), enjoy the natural landscape (an average about 24%) from 2012 to 2016 for five successive years. However, as the problem of weakening the competitiveness of Korean tourism, concentration in the metropolitan area, obvious travel products, and shopping-oriented tourism are constantly being pointed out. The tourism motive that comes from the proximity of Korea is limited in attracting tourists. It is necessary to grasp the characteristics of tourists visiting Korea and to segment tourism products and to achieve targeted marketing.

The tourism industry's booming has made it one of the most dynamic industries worldwide. Recently, many people in the world began to travel more and more from domestic to foreign countries, and many countries regard tourism as an essential industry to their development (Buhalis and Law 2008). Therefore, destination management organizations are trying hard to increase the number of visitors in order to improve the regional economy, but the similar tendency between different destinations cannot be ignored (Pike and Ryan 2004). Hence, the relevant work destination marketing organizations have to do is to use the branding destination to create a unique identity for the tourism destination. Only to differentiate the destination from thousands

of destinations can more visitors be attracted (Chen and Phou 2013; Kumar and Nayak 2014). Many destinations pay their attention to the functional attributes such as natural scenery, heritages, infrastructure and so on (Murphy et al. 2007; Usakli and Baloglu 2011). Besides, as early as 1993, Keller proposed that in order to attract tourists the destination marketers tend to use the symbolic attributes to create a unique identity for the destination.

Tourism product involvement is stated as “the interest or motivational intensity toward a vacation place with behavioral consequences” (Lehto et al. 2004). Therefore, the tourist’s behavior at the destination has a close connection with the tourism product involvement. Nevertheless, recently there are only a few studies about tourism product involvement emerged. The keystone of this research is to find out what the role of tourism product involvement playing with the relationship between self-congruity, functional congruity, place attachment, and destination satisfaction.

2. Literature review

2.1 Destination personality

In modern psychology, personality is used to describe the whole mental outlook of a person, defined as the sum of the relatively stable psychological characteristics with a person’s certain behavior tendency. The

product and brand personality evolved from the theory of symbolism. Consumers always like to think their loved products as an extending of their own image, so the symbol of the product will motivate the customers’ purchasing behavior (Schaar 2013). It is also stated that there is a unique emotional connection between brands and consumers, besides, products like a person with a person’s personality, which makes products circulate on the market. Through brand personality, customers can form distinct impressions on brand and have a certain preference for a brand. On the other hand, customers are inclined to use a certain brand for identifying themselves (e.g., Usakli and Baloglu 2011). The brand’s personality traits are not only determined by the actual physical attributes but also by some other factors such as price, the type of the customers, advertising, promoting strategies and so on. Hence, possession of some products can make some reflections on the owner’s personalities (Singh 2013). The human personality traits have been used to describe brands, in the same way, the human characteristics also can be used to describe destinations, such as Seoul, Shang Hai, and Beijing are youthful and vivid; German is careful and precise; England is traditional and sophisticated; France is romantic; United States is creative and open-minded (Morgan et al. 2002). Destinations have some human-like personalities, and these features can differentiate the destination from

other destinations (Murphy et al. 2007), and positively influence the tourists' destination loyalty (Hosany et al. 2006), effect tourists' destination selection and tourism behavior (Murphy et al. 2007). In many studies, the destination personality is defined as a series of human personality traits that connect with a spatial place (e.g., Hosany et al. 2006; Usakli and Baloglu 2011; Chen and Phou 2013; Hultman et al. 2015).

2.2 Self-congruity

Symbols, also known as signs, from consuming products or brands' symbolic meaning, consumers not only can obtain material satisfaction but also can gain social, psychological, and cultural value (Deqiang et al. 2007). The symbolic value reflects the potential social identity, self-expression, communication, and self-esteem needs, which can be recognized by the consumers themselves then be exposed and recognized by others (Nam et al. 2011). The symbolic meaning of the product not only induces the customer to accept the product, but also can cause the consumer to avoid consumption (Hogg et al. 2009). In our daily life, the consumption of symbolism is used to construct and express our self-concept and to identify the association with others (Millan and Reynolds 2014). In a sense, consumers through tangible items such as products, brands, and specific consumption behaviors to define and express themselves in order to

achieve self-improvement and self-verification, also aim to maintain the past self as well as win social recognition (Pong 2015). Many scholars recognized that self-concept refers to the sum of the individual's own feelings, thoughts, and ideas about themselves (e.g., Marsh and Craven 2006; Usakli and Baloglu 2011). Academics interpret self-concept as the sum of people's thoughts and emotions about themselves (Hattie 2014). Sirgy is the first researcher who develops self-concept into four dimensions (real self-image, ideal self-concept, social self-concept, ideal social self-concept) and this four-dimension theory now is widely used in the consumer behavior field (Murphy et al. 2007; Usakli and Baloglu 2011). Self-congruity is explained as an extension of self-concept. Some scholars stated that customers manage to make the purchased products' brand image consistent with their self-image (Aktan and Chao 2016; Claiborne and Sirgy 2015).

2.3 Functional Congruity

Consumer behavior researches show that consumers focus on products' functional and symbolic values when they use them (Kumar and Nayak 2014). Functional congruity tends to explain the congruence or incongruence between the customers' expectation of utility attributes before buying a product or a brand and their actual appraisal after buying behavior (Sirgy and Su 2000). The most commonly accepted definition of

functional congruity is the congruence between consumers' ideal expectations of brand's utilitarian characteristics and their real perceptions of the product with the same product characteristics (Kang et al. 2012). Prior researchers underlined that functional attributes have a major influence on customers' future behavior in the hospitality context (Kang et al. 2015). Eliwa (2006) proposed that a restaurant's functional attributes are one of the dominant factors that can have an impact on customers' revisiting behavior. Kang et al. (2015) made the coffee shop as the object of their study and aimed to confirm whether functional congruity influences customer attitude and future behaviors, they found that customers who have a well-pleasing experience in famous coffee chain shops are preferable to revisit this coffee shop in the future. Hence, Kang et al. (2015) supposed if the functional congruity is high, customers will more likely to detect the positive images of name-brand coffee shops and feel satisfaction. Therefore, some researchers proposed that the owners of famous coffee chain shops should endeavor to match customers' various functional attributes needs with their clients' ideal expectations (e.g., Sirgy and Su 2000; Kang et al. 2015). In the context of the tourism industry, the functional congruity was conceptualized as the practical properties of a destination, which tend towards fulfill the tourist's most basic travel demands,

for instance, convenience and accessibility, safety and security, and comfort and relaxation (Ahn et al. 2013). Ahn et al. (2013) defined self-congruence as the visitors' self-awareness consistent with the characteristics of the destination and defined functional congruence as destination's functional attributes consistent with the tourist's ideal expectations of the same features.

2.4 Tourism Product Involvement

Product involvement is determined by the individual's cognition, which reflects the relationship between the product and the customer's needs (Drichoutis et al. 2007). Product involvement defined as an individual spending time and energy towards products, often viewed to characterize various customer groups and behavioral habits (Hanzaee et al. 2011). Product involvement can be divided into advertising involvement, consumption involvement, and purchase decision involvement (O'Cass 2000).

The research on the involvement in the field of consumer behavior mainly based on the physical products such as, cars, clothes, wine and so on. However, in the leisure and tourism field, the subject of involvement is an intangible service product. Several studies have examined shopping involvement in relation to shopping tourism (Sohn and Lee 2017). People with high shopping involvement tend to perceive shopping as a leisure activity or hobby and they are more likely

to place significant emphasis on the value of pleasure and on the emotional process. Tourism shopping involvement is defined as a psychological state incorporating the motive, arousal, or interests of tourists to select tourism souvenirs (Sohn and Lee 2017). Food is an important destination attribute can connect visitors with the natural scenery and resident unique way of life. Food is the basis for the formation of the destination image and visitors' food buying behavior can improve the regional economy (Robinson and Getz 2016). Ab Karim and Chi (2010) advocated that the common meaning of food tourism, culinary tourism, and gastronomy tourism refer to go to a particular destination on behalf of finding specific foods. Due to the development of modern media, emphasis on pop culture involvement is increasing more than ever within the tourism field (Whang et al. 2016). Pop culture involvement defined as an individual's interest or arousal toward a certain pop culture with activity consequence (Whang et al. 2016). They stated that the nation's pop culture (soap opera, film, celebrity, music and so on) has an effect on the formation of destination image through the multiple culture media and social media. There are only a few studies about nature involvement: it is stated that natural landscape involvement contact with nature and feelings of nature connectedness are associated with increased life satisfaction (Passmore and Howell 2014).

In this article, tourism product involvement is defined as whatever the tourism destination provides during the individual's entire tourism activities that can arouse individual's concern, contribution and participation and that is based on needs, values and interests, and also influencing their purchase decisions.

2.5 Place Attachment

Place attachment is defined as an emotional bond between a consumer and a particular spatial setting (Manzo and Devine-Wright 2013). This emotional bond root in visiting and satisfying one's needs at a special place. As tourists visit a place 'more often, their attachment to the place tends to become stronger. When the attachment between visitors and places produces strong emotions that lead to positive results such as revisit intention and word of mouth communication (Bloemer et al. 1999; Hammitt et al. 2006; Kyle et al. 2004). When the tourists revisit behavior turns into a habitual behavior, they become reliant on that place for their special needs and generate an emotional bonding with the place (George and George 2012). The more experiences one has in a place, the higher the place identity, social bonding and place dependence will induce for that person (Hunt 2008). Thus, as time goes by, the place attachment develops between man and the unique destination, and is usually positive, depending on the nature of the experience (Loureiro 2014).

The prior studies about attachment have revealed that attachment can also be applied in different areas. Some of these areas are about psychology, others are about different field in tourism (Manzo and Devine-Wright 2013), some other studies are about different brands in marketing (Beckman et al. 2013), and some about recreation area (Kyle et al. 2004; Smith et al. 2010). Hernández et al. (2007) studied the different feeling of place attachment and place identity between natives and immigrants and the results showed that compared with immigrant natives got relatively higher scores for both place attachment and place identity. Lewicka (2010) surveyed three Polish cities and one Ukraine city (each city has above 700 thousand inhabitants) to study the relationship between the scale of the place and the strength of the place attachment revealed that compared with other four scales of a place the neighborhood is the best predictor to place attachment.

2.6 Destination Satisfaction

Satisfaction is the most researched topic in the field of tourism (Correia et al. 2013). With the further evolution of the theory of service quality management and customer satisfaction, some scholars who have researched certain topics such as tourism destination marketing, outdoor leisure tourism, national parks and cultural heritage also begun to pay attention to apply customer satisfaction theory in the

tourism industry. After 2000s, the “tourist-centric” concept of tourist management has been paid more and more attention by industry and academia (Veasna et al. 2013). Some researchers also argue that tourist satisfaction is a comprehensive result of comparison between the pre-visit expectation and post-visit experience and feelings (Antón et al. 2017). Hence, in general, tourists will compare the actual perceived performance with the previous expectation as a standard to measure the quality of tourism services. More scholars believe that visitor satisfaction should emphasize as “positive” cognition or feeling, and positively relate with tourist expectation and experience (e.g., Devesa et al. 2010; Prayag and Ryan 2012; Veasna et al. 2013)

Destination satisfaction is explained by Ibrahim and Gill (2005) as the emotional state of tourists after experiencing the destination. In addition, some scholars stated that when the quality of the tourist environment fit with the attitude of tourist beliefs and values, when the environment can meet individual expectations and motives, but also give visitors a better travel experience, tourists and environment tend to reconcile, tourists feel satisfied (Veasna et al. 2013). Chon and Olsen (1991) said satisfaction process included two parts: the congruence of the function and image, functional congruity refers to the consistency between the level of tourists’ expectation and the destination functional

attributes, the image congruity refers to the congruence between tourists' self-image and perceived destination image.

3. Research model and Hypotheses

The figure 1 is the research model used in this study. In this model, destination personality affects both self-congruity and functional congruity. Meanwhile, functional congruity and self-congruity act as an antecedent to tourism product involvement. Therefore, once the self-congruity is very high, visitors' needs for destinations' functional attributes can lower on some level. In addition, self-congruity and functional congruity can also have an influence on tourism product involvement. Hence, if self-congruity and functional congruity formed, tourism product involvement will be stimulated. Besides, the tourism product

involvement considered as a predictor to tourists' place attachment and destination satisfaction. Finally, the model shows that the fulfilled destination satisfaction can generate tourists' place attachment. That means both tourism product involvement and destination satisfaction can arouse visitors' emotional bonding to a certain destination.

3.1 Destination Personality, Self-congruity and Functional Congruity

Aaker (1999) stated that customers tend to choose brands according to their own characteristics, that is, customers are more likely to buy those brands whose personality have a consistent with their own characteristics. Usakli and Baloglu (2011) analyzed the relationship between destination personality and self-congruity and revealed that destination personality has a significant influence on self-congruity. Murphy et al. (2007) also established that the higher the

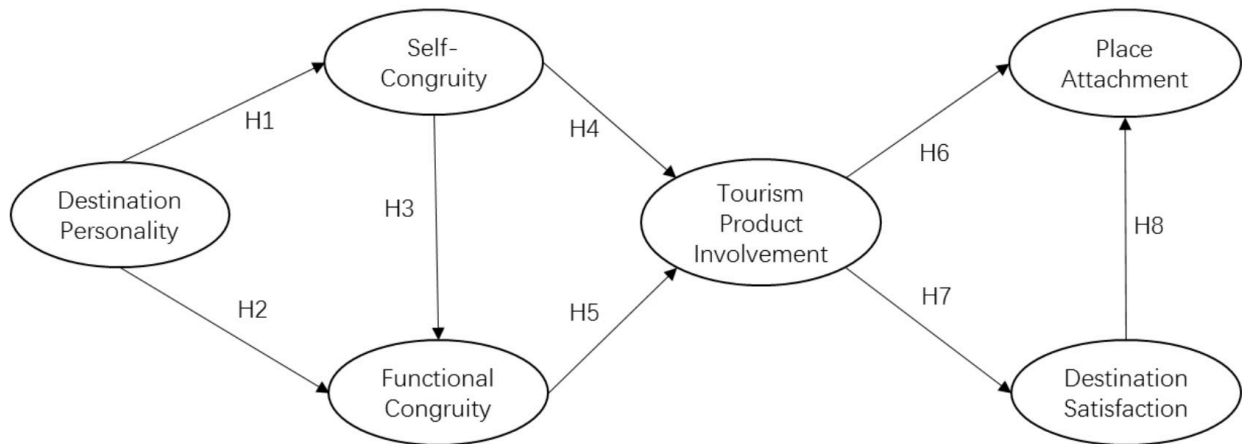


Figure 1. Research model

degree of self-congruity, the greater of the destination personality scores. Due to many studies studied the connections between personality, self-congruity, and functional congruity and numbers of studies have shown that there is an apparent relationship between self-congruity and personality, therefore, Sirgy and Su (2000) suggested that self-congruity may have a substantial effect on functional congruity. In the retail industry, the relationship between self-congruity, functional congruity and consumer behavior has been explored actively until now. Studies show that functional congruity act as an intermediary in the relationship between self-congruity and consumer attitudes (Kang et al. 2012). Kang et al. (2012) surveyed Korean brand coffee shop and found that customer's self-consistency and functional consistency affect the consumer purchase intention. Self-congruity has a significant impact on functional congruity, besides, more frequently the customer visiting the coffee shop the stronger functional congruity impact on customer attitudes. Kang et al. (2015) kept exploring the relationship between self-congruity, functional congruity and customer brand loyalty of brand coffee shop customers. The results showed that self-congruity had a positive effect on functional congruity and reliability, functional congruity has a positive impact on brand loyalty. Su and Reynolds (2017) analyzed eight American hotel brands and found that brand personality

plays multiple roles in influencing functional congruity and self-image congruity. What is more they revealed that customers relate Excitement and Sincerity positively to self-image congruity, in contrast, Sincerity, Excitement and Competency have a close connection with functional congruity. Accordingly, the following research hypotheses are proposed:

H1: Destination personality has a positive effect on self-congruity.

H2: Destination personality has a positive effect on functional congruity.

H3: Self-congruity significantly affects the functional congruity.

3.2 Self-congruity, Functional Congruity and Tourism Product Involvement

Some researchers declared that if the consumers choose a brand by its symbolic meaning, they will spend more energy on this certain brand and become highly involved with it (Kressmann et al. 2006; O'Cass 2000). Li (2009)'s research leads to self-concept, tourism destination personality, self-congruity has a significant influence on tourist behavior, tourism destination personality has a significant relationship with self-concept and the tourist's involvement is the moderator variable between self-congruity and tourism behavior. Kressmann et al. (2006) explored the impact of self-congruity on brand loyalty in car retailing. The results confirm that

self-congruity has a direct positive impact on brand loyalty and through the brand relationship quality, functional congruity two intermediary variables self-congruity indirectly impacts brand loyalty. In addition, product involvement act as a moderator between self-congruity and functional congruity, besides, the product involvement also acts as a mediator in the relationship between self-congruity and brand relationship quality. Sirgy et al. (2005) studied on how self-congruity and functional congruity influence the homebuyers' housing preference and choice and also proposed that experience, involvement and time pressure will act as a moderator and self-consistency, self-esteem and social support is the mediator between self-congruity and housing preference and choice. Tsiotsou (2010) directly explored the relationships between brand personality and brand involvement and found that the brand personality has a direct influence on brand involvement, and through increase consumer involvement and reinforcing brand personality, consumers' brand loyalty and brand commitment can be built. Whang et al. (2016) classified the pop involvement into situational pop culture involvement and enduring pop culture involvement to explore their effect on the formation of cognitive image, affective image, and overall image. They found out that both situational pop culture involvement and enduring involvement have a significant effect on affective image and only enduring pop

culture involvement has a positive influence on both cognitive image and overall image. As presented above, the following research hypotheses are proposed:

H4: The self-congruity has a significant influence on tourism product involvement.

H5: The functional congruity has a significant influence on tourism product involvement.

3.3 Tourism Product Involvement, Place Attachment and Destination Satisfaction

Personal involvement is the degree to which a person places his or her energy, time, or emotion into a related activity, a particular product, or experience (Prayag and Ryan 2012). In the existing literature, there is a lot of evidence to prove that after generating place involvement, tourists may have a local attachment to the tourist destination emotionally and functionally (Prayag and Ryan 2012). Consumers may develop an emotional attachment to a brand if they are satisfied with it (Thomson et al. 2005). Place satisfaction is the most significant predictor of place attachment (Zenker and Rutter 2014). Yuksel et al. (2010) studied the relationships between the three dimensions of place attachment (place dependence, affective attachment, and place identity) and satisfaction and found that both place dependence and place identity have a significant influence on satisfaction but the connections between affective attachment and

satisfaction is negative. Hence, from Yuksel et al. (2010)'s study, we can see there are some connections between place attachment and destination satisfaction. Prayag and Ryan (2012) regarded the international tourists as the subject of the investigation and found that the involvement between people and place can influence the tourists' overall satisfaction and their place attachment to Mauritius and on the other hand, tourists' level of place attachment can affect their overall degree of satisfaction. Thus, the following research hypotheses are proposed:

H6: Tourism product involvement has a significant influence on place attachment.

H7: Tourism product involvement has a significant influence on destination satisfaction.

H8: Destination satisfaction has a positive effect on place attachment.

4. Research Methodology

4.1 Data Collection

The survey questionnaires were developed in English and Chinese. And the researchers who are good at both English and Chinese in the tourism research field checked the survey and point out some ambiguous errors to correct for. The survey is conducted through two ways, one is handing out personally, the other is from the internet (the questionnaire star survey network). 100

Chinese questionnaires were handed out and 100 English questionnaires were sent from 18th August to 23rd August, lasted six days. The survey was the focus on the international visitors in Seoul, and the first day we went to one of the popular tourist attractions Namsan. During the next five days we went to the Incheon airport where there are lots of tourists waiting for departure after their visits in Korea, more importantly, they have time to fill in the questionnaire carefully. Besides, an internet survey has been implemented for almost one week. Ultimately, in the aggregate of 250 responses were gathered by using the random sampling and convenience sampling. After eliminating some uncompleted ones 215 responses were acceptable.

<Table 1> is the demographic characteristics of the respondents. Among the 215 respondents, the number of female respondents (n=150, 69.8 percent) is apparently bigger than the number of male respondents (n=64, 29.8 percent). The under 29 group accounts for more than half of the total (n=140, 65.1 percent) followed by 30~39 (n=31, 14.4 percent), 40~49 (n=29, 13.5 percent). And the visitor who from mainland China led the way (n=77, 35.8 percent) followed by Tai Wan (n=39, 18.1 percent), Europe (n=30, 14.0 percent), Hongkong (n=16, 7.4 percent) and Malaysia (n=13, 6.0 percent). And most of the visitors are students (n=91, 42.3 percent) and more than half of the respondents' educational level is University level or higher (n=150, 69.8 percent) followed by the college level (n=28,

<Table 1> Responds' Demographic Characteristics

Characteristics		Frequency (%)	Characteristics		Frequency (%)
Gender	Male	65 (29.8)	Age	Under 29	140 (65.1)
	Female	150 (69.8)		30~39	31 (14.4)
Occupation	Student	91 (42.3)		40~49	29 (13.5)
	Housekeeper	14 (6.5)		50~59	12 (5.6)
	Professional	22 (10.2)		Over 60	3 (1.4)
	Self-employed	20 (9.3)	Annual Income	Under \$15,000	123 (57.2)
	Sales/services	16 (7.4)		\$15,000~ \$24,999	34 (15.8)
	Technical official	10 (4.7)		\$25,000~ \$34,999	23 (10.7)
	Government	7 (3.3)		\$35,000~ \$44,999	14 (6.5)
	Management	9 (4.2)		\$45,000~ \$54,999	4 (1.9)
	Office job	18 (8.4)	Over \$55,000	17 (7.9)	
	Others	`	Region	Mainland china	77 (35.8)
Education Level	High school level	37 (17.2)		Tai wan	39 (18.1)
	College level	28 (13.0)		Europe	30 (14.0)
	University level	121(56.3)		Hong Kong	16 (7.4)
	Graduate level	25 (11.6)		Malaysia	13 (6.0)
	Others	4 (1.9)		Philippine	6 (2.8)
Total	215 (100)	Japan		6 (2.8)	
		Others		28 (13)	

13 percent). The table also showed that the annual income of the most respondents is less than 15000 dollars (n=123, 57.2 percent) and followed by the annual income level of 15,000 dollars~24,999 dollars (n=34, 15.8 percent) and the level of 25,000 dollars~34,999 dollars (n=23, 10.7 percent). Hence, from the analysis of responds' demographic characteristics found that the foreign female visitors who are under the age of 30, most are university students, are more intended to visit Seoul.

4.2 Instrument Development

In this article, the research model consists of nine constructs. Except for the tourism product involvement, most measurement items in this article were developed from the previous studies in which the reliability and validity of the constructs have already been confirmed. All the items used to measure tourism product involved in this study were modified and revised aim to apply in the context of the tourism industry.

4.2.1 Destination Personality

Aaker's BPS theory was implemented in the tourism field to study destination personality. Hence, based on Aaker's BPS theory, the definition of destination personality was a series of people's characteristics that associated with a destination (Ekinici et al. 2013). Hosany et al. (2006) obtained only two dimensions of sincerity and excitement from the Aaker's research result, and they precipitated the third dimension of the destination personality, conviviality, by aggregating the items of the other three dimensions of the brand personality. The researchers use the 42 items to investigate British people who come from three different cities and ask them to recall the recently travelled place's destination personality. Ultimately, 27 out of 42 items were proved to have content validity. Through the exploratory factor analysis, three factors with 13 items model was put forward (That is table 2). In this article, destination personality's measurement scales and items will directly apply Ekinici and Hosany's (2006) research result.

4.2.2 Self-congruity

Sirgy and Su (2000) proposed a measurement scale of destination self-congruity, including four items and each of them represents a

dimension. Before the investigation, there is a detailed instruction to guide the visitors. This scale is widely used by many researchers (e.g., Murphy et al. 2007; Usakli and Baloglu 2011). The test statements rendered below.

Please take some time to think about the destination and image its frequent visitors and imaging using the human characteristics adjectives just like: elegant, poverty, fashion, masculine, sexy, sportive to describe these visitors. After finishing this, please show your attitude by rating how much you agree or disagree with each:

- (1) The personality of the destination M is the same as my own characteristics in my eyes
- (2) The personality of the destination M is in line with the self-image I would have expected of myself
- (3) The personality of the destination M is in line with the images I think I would have in others mind
- (4) The personality of the destination M is in line with the images I would like others to think I have

4.2.3 Functional Congruity

Utilitarian attributes are deemed to be perceived features such as customer service, quality, reliability, convenience and so on

<Table 2>. Destination Personality Framework

Factor	Item
Sincerity	Reliable, Sincere, Intelligent, Successful, Wholesome, Down-to-earth
Excitement	Exciting, Daring, Original, Spirited
Conviviality	Friendly, Family, Oriented, Charming

(Kumar and Nayak 2014). Bosnjak et al. (2011) proposed that the conceptual scope of functional congruity includes five aspects:

(1) Whether the services provided by destination are convenient for tourists.

(2) Whether the services provided by destination keep on performing well all the time.

(3) Whether the services provided by destinations are easy to access.

(4) Whether the services provided by destination is friendly to tourists.

(5) Whether the services provided by destination can guarantee tourists to accomplish all their targets.

Through these five aspects of functional congruity, Bosnjake et al. (2011) developed five dimensions (ease of use, customer service, convenience, reliability, and performance) which include 11 items to explain the functional congruity and the internal consistency was shown as high as Cronbach Alpha = .85. Kumar and Nayak (2014) apply Bosnjake et al. (2011)'s 11 items to measure functional congruity and three factors (facilities and heritage; convenience; hospitality) were proposed and the reliability values of all the three factors are all greater than 0.75, the 63.52 percent of the total variance are explained by these three dimensions. In this study, these three dimensions with 11 items were applied to measure the functional congruity.

4.2.4 Tourism Product Involvement

As to the four dimensions of the tourism product involvement (food involvement, shopping involvement, nature involvement and culture involvement) were extracted from the international visitor survey in the Republic of Korea in 2016 conducted by the Korea tourism organization. That survey pointed out the international visitors' consideration factor, activities during stay in Korea and favorite activities during stay in Korea almost refer to shopping, food, Korean culture, and natural landscape. What is more, recently, Sohn and Lee (2017), Robinson and Getz (2016), Whang et al. (2016), Passmore and Howell (2014) have researched shopping involvement, food involvement, Korean pop culture involvement and nature involvement respectively. In addition, there are lots of studies used the revised version of the Personal Involvement Inventory (PII) proposed by Zaichkowsky (1994) to measure the involvement relevant concept (Tsiotsou 2010). However, in this study, we used Kressmann et al. (2006)'s measurement theory. In the context of car marketing, Kressmann et al. (2006) from captured intensive use of the car, feeling involved to cars, the degree of expertise on cars and interest to cars four aspects to measure product involvement. Therefore, in this study, each dimension of tourism product involvement was measured by four items, which was derived from the study of Kressmann et al. (2006).

4.2.5 Place attachment

Prayag and Del Chiappa (2016) from the validity and generalizability aspects measured the place attachment theory and confirmed the place identity and place dependence two dimensions of the place attachment in the context of Mauritius. And there is also a three-dimension theory proposed by Yuksel et al. (2010) they suggested that the senses of the place are a complexed attitudinal conception which includes emotion, cognition, and conative three components. Emotion elements reflected the place attachment, place identity was illustrated by cognitive element, and conative element illustrated place dependence. Some researchers also put the dimension of social bonding into the discussion about place attachment in the environment psychology area (Kyle et al. 2005; Kang et al. 2015). In this study, the three dimensions of place attachment were: place identity, place dependence and social bonding and each consisted of four items, adopted from the Kyle et al. (2005)'s study.

4.2.6 Satisfaction

Assaker et al. (2011) regarded the German, French, and English visitors as the respondent to explore how the destination satisfaction, overall satisfaction, destination image, and novelty seeking affect tourists' revisit behavior and found that the both destination image and novelty seeking have a direct influence on satisfaction. Vetitnev et al. (2013) took Russia resorts as the object of study and exploring

what kind of factors will have an effect on the domestic visitors' destination satisfaction. They found that payment, the rate of budget spent, purpose of travel, accommodations during stay, service quality provided by the holiday organization all have a positive effect on destination satisfaction and among these five variables the accommodation has the greatest influence on destination satisfaction. There are lots of studies about the destination satisfaction, in this study, the destination satisfaction was tested using four items extracted from the study of Chen and Phou (2013).

4.3 Data Analysis and Analysis Results

4.3.1 Data Analysis

PLS is used when the research goal is to build a theory (predicting key target constructs or identifying key driver constructs) or test theory. And the using of PLS can easily handle the formative variables. However, It is difficult to distinguish when it is proper to use formative model or reflective model to explain the construct. In order to solve this problem, some researchers put forward some suggestions (Andreev et al. 2009; Diamantopoulos et al. 2008). Firstly, If the indicators' characteristics determine the latent variable and the latent variable get its meaning from the former, the formative structure is proper (Diamantopoulos et al. 2008). Secondly, If omitting an indicator potentially will change the nature of the

construct the formative structure is proper. Thirdly, formative indicators might correlate positively or negatively or have no correlation with each other (Andreev et al. 2009).

In this study, for the construct of tourism product involvement, there is a few studies have researched this concept. In the context of tourism, there are some studies researched the food involvement, culture involvement, nature involvement, and shopping involvement respectively (Bosnjak et al. 2011; Passmore and Howell 2014; Robinson and Getz 2016; Sohn and Lee 2017). Nevertheless, it is likely that there is no studies to integrate them. As we proposed above, the tourism product is defined as whatever aims to cater to tourism needs and is promoted in the marketplace. Therefore, according to the analysis we conducted above, the food, shopping service, natural landscape, and culture all can be described as tourism products. As a result of food involvement, shopping involvement, culture involvement, and nature involvement are relatively less interrelated to each other, the lack of one will have a greater impact on the description of tourism product involvement. Hence, considering all these we used a formative-reflective structure to describe the tourism product involvement. Besides, this is the initial study of empirical research that directly test the relationships between self-congruity, functional congruity, and tourism product involvement and examine how the

tourism product involvement influence the place attachment and destination satisfaction. This study is also an initial study to analyze the tourism product involvement from four aspects (food involvement, shopping involvement, culture involvement and nature involvement) and applied the method of product involvement method in the tourism field. As a result, in this study, the partial least squares (PLS) analysis was used by applying the PLS-Graph 3.0 software to test the measurement model and the structure model. But at the first factor analysis was conducted by using the SPSS software, as a consequence, the DPS5 (Wholesome), DPS6 (Down-to-earth), DPC4 (Charming), C1, C3, H1, H4, PI4, PD1, PD2, SB1, SB4, DS2, FI3 were deleted.

4.3.2 Measurement Model

In this study, we can judge from the convergent validity and discriminant validity two aspects to estimate whether the measurement model is accessible. The existence of convergent validity can be deduced from the value of three indexes: factor loadings, average variance validity (AVE) and composite reliability. Firstly, as the value of all factor loadings is greater than 0.75 within 95% confidence level, it confirms the convergent validity. Besides, as shown in the <Table 3>, the value of all variables' Cronbach's alpha is greater than 0.7, revealing the internal consistency. Secondly, the AVE of all variables is greater than 0.5, it in another

way confirms the convergent validity of the latent variables. Thirdly, in this study the Composite Reliability values of each variable are greater than 0.7, it confirms the reliability of the latent variables. Consequently, the items proposed in this study proved can

appropriately represent the variables and the convergent validity of the measurement model was also proved by factor loadings, average variance convergent, and composite reliability.

<Table 3> Analysis of reliability and convergent validity

Variables		Items	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE
Destination Personality	Sincerity	DPS1	0.849	0.88	0.918	0.736
		DPS2	0.884			
		DPS3	0.873			
		DPS4	0.823			
	Excitement	DPE1	0.793	0.82	0.881	0.649
		DPE2	0.813			
		DPE3	0.848			
		DPE4	0.768			
	Conviviality	DPC1	0.887	0.85	0.909	0.770
		DPC2	0.902			
		DPC3	0.842			
	Functional congruity	Facilities & Heritages	FH1	0.823	0.873	0.914
FH2			0.888			
FH3			0.885			
FH4			0.809			
Convenience		C2	0.892	0.704	0.871	0.771
		C4	0.864			
Hospitality		H2	0.943	0.872	0.94	0.886
		H3	0.939			
Place attachment	Place Identity	PI1	0.839	0.851	0.91	0.771
		PI2	0.910			
		PI3	0.884			
	Place Dependence	PD3	0.926	0.817	0.916	0.845
		PD4	0.912			
	Social Bonding	SB2	0.922	0.795	0.907	0.83
		SB3	0.900			

Self-congruity		SC1	0.912	0.936	0.955	0.84
		SC2	0.915			
		SC3	0.926			
		SC4	0.913			
Destination Satisfaction		DS1	0.854	0.862	0.916	0.784
		DS3	0.898			
		DS4	0.903			
Tourism product involvement	Shopping Involvement	SI1	0.914	0.92	0.943	0.806
		SI2	0.912			
		SI3	0.876			
		SI4	0.888			
	Food Involvement	FI1	0.895	0.882	0.927	0.809
		FI2	0.928			
		FI4	0.876			
	Culture Involvement	CI1	0.858	0.85	0.899	0.692
		CI2	0.896			
		CI3	0.754			
		CI4	0.812			
	Nature Involvement	NI1	0.895	0.905	0.934	0.779
		NI2	0.926			
		NI3	0.839			
		NI4	0.869			

If the value of the square root of AVE for each latent variable is greater than the inter-construct correlations, it confirms the discriminant validity of the latent variables. According to the <Table 4>, all the latent variables' squared root of AVE values are greater than 0.8, moreover, the inter-construct correlation values are all lower than 0.7. It fully testifies the discriminant validity of the measurement model.

The RMSE is 0.904, smaller than 0.1, showing the measurement model provided an acceptable fit to data. Therefore, the

measurement model proposed in this study testified to be validity and reliability.

DPE (Destination Personality, Exciting), DPC (Destination Personality, Conviviality), DPS (Destination Personality, Sincerity), SC (Self-congruity), FH (Facilities and Heritages), Conv (Convenience), Hosp (Hospitality), SI (Shopping Involvement), FI (Food Involvement), CI (Culture Involvement), NI (Nature Involvement), Pal-Id (Place Identity), Pal-Dep (Place Dependence), Soc-Bon (Social Bonding), DS (Destination Satisfaction) (The numbers in bold are the square root of AVE)

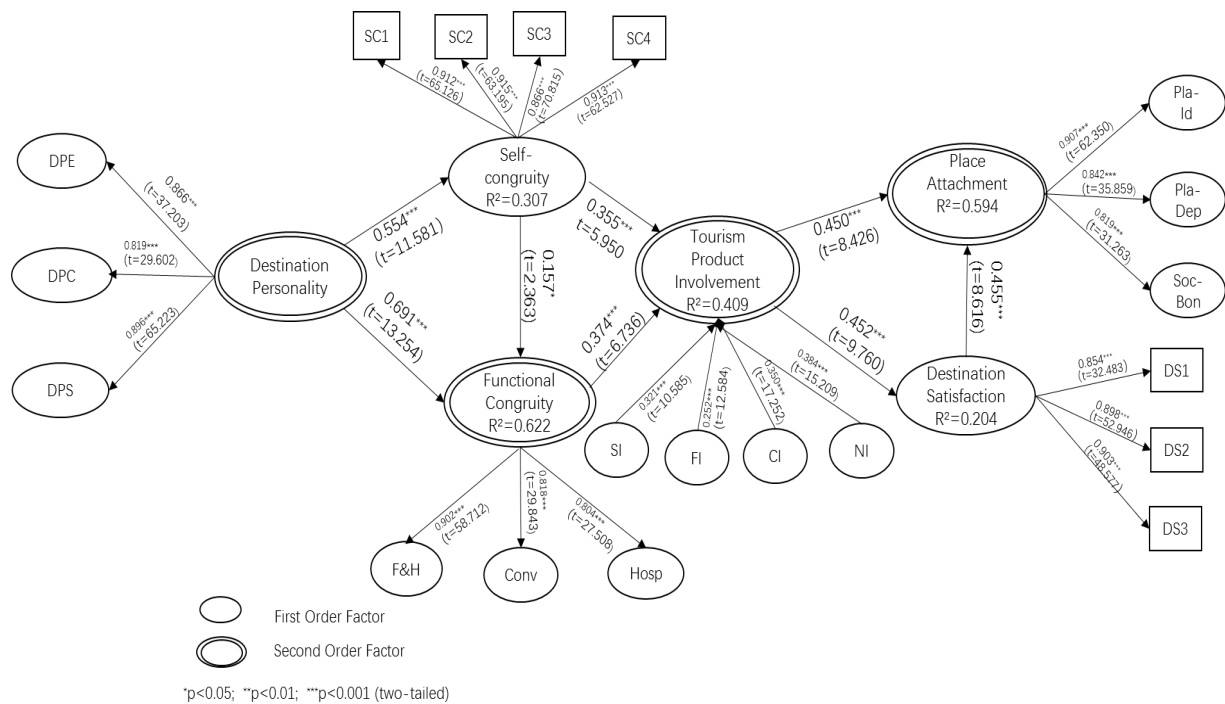
<Table 4> Analysis of Discriminant Validity

Var	DPE	DPC	DPS	SC	FH	Conv	Hosp	SI	FI	CI	NI	Pal-Id	Pal-Dep	Soc-Bon	DS
DPE	0.806														
DPC	0.575	0.878													
DPS	0.659	0.606	0.858												
SC	0.503	0.441	0.485	0.916											
FH	0.660	0.593	0.632	0.514	0.852										
Conv	0.458	0.529	0.541	0.417	0.585	0.878									
Hosp	0.479	0.558	0.556	0.402	0.536	0.627	0.941								
SI	0.348	0.185	0.273	0.428	0.280	0.265	0.280	0.898							
FI	0.315	0.315	0.364	0.278	0.332	0.420	0.368	0.317	0.900						
CI	0.439	0.402	0.482	0.460	0.475	0.442	0.332	0.301	0.530	0.832					
NI	0.392	0.350	0.342	0.481	0.431	0.373	0.328	0.440	0.413	0.583	0.883				
Pal-Id	0.558	0.440	0.540	0.612	0.531	0.432	0.429	0.317	0.342	0.531	0.473	0.878			
Pal-Dep	0.385	0.409	0.445	0.671	0.424	0.388	0.384	0.408	0.364	0.448	0.456	0.643	0.919		
Soc-Bon	0.460	0.373	0.475	0.461	0.419	0.393	0.444	0.291	0.357	0.511	0.439	0.603	0.567	0.911	
DS	0.575	0.493	0.566	0.513	0.612	0.402	0.471	0.272	0.333	0.399	0.350	0.603	0.498	0.586	0.885

4.3.3 Structural Model

After the reliability and validity of the measurement model have been proved, the PLS-Graph 3.0 was used to verify the hypotheses by using the test of structural models. The bootstrapping technique with 1000-sample size was used to figure out the structure model. And the results of the structure model testing have been demonstrated in Figure 2. As presented in Figure 2, the R2 value of self-congruity and functional congruity are separately 0.307 and 0.622, that means in this structural model compared to self-congruity, the explanatory power to functional congruity is greater

And the R2 value of tourism product involvement is 0.409, that is, 40.9 percent of the tourism product involvement variation can be explained in this structural model by the variation of self-congruity and functional congruity namely, the explanatory power of tourism product involvement is 40.9 percent. The R2 value of place attachment and destination satisfaction are 0.594 and 0.204 respectively, as a result, contrasted with destination satisfaction, the model's explanatory power to place attachment is greater. It also explained the 59.4 percent of place attachment variation can be explained by the variation of tourism product involvement and destination satisfaction.



DPE (Destination Personality, Exciting), DPC (Destination Personality, Conviviality), DPS (Destination Personality, Sincerity), SC (Self-congruity), F&H (Facilities and Heritages), Conv (Convenience), Hosp (Hospitality), SI (Shopping Involvement), FI (Food Involvement), CI (Culture Involvement), NI (Nature Involvement), Pal-Id (Place Identity), Pal-Dep (Place Dependence), Soc-Bon (Social Bonding), DS (Destination Satisfaction)

Figure 2. Results of Structural Model Testing

The 20.4 percent of destination satisfaction variation can be explained by the variation of tourism product involvement.

The hypotheses H1, H2, and H3 illustrated the relationships between the destination personality, self-congruity, and functional congruity. Destination personality has a significant relationship with self-congruity (0.554, t=11.581, p<0.001) and functional congruity (0.691, t=13.254, p<0.001). It also shows that the effect degree of destination personality on the functional congruity greater than on the self-congruity. Besides,

self-congruity is shown have a connection with functional congruity (0.157, t=2.363, p<0.05). Hence, the hypotheses H1, H2, and H3 are supported in this study. The hypotheses H4 and H5 were presented to explore the relationships between self-congruity, functional congruity, and tourism product involvement. It shows that both self-congruity (0.355, t=5.950, p<0.001) and functional congruity (0.374, t=6.736, p<0.001) have a positive influence on tourism product involvement and the effects of self-congruity and functional congruity on tourism product

<Table 5> Results of Hypotheses

Hypothesis		t-value	Path coefficient	Result
H1: Destination Personality	—————→ Self-congruity	11.581	0.554	Supported
H2: Destination Personality	—————→ Functional Congruity	13.254	0.691	Supported
H3: Self-congruity	—————→ Functional Congruity	2.363	0.157	Supported
H4: Self-congruity	—————→ Tourism Product Involvement	5.950	0.355	Supported
H5: Functional Congruity	—————→ Tourism Product Involvement	6.736	0.374	Supported
H6: Tourism Product Involvement	—————→ Place Attachment	8.426	0.450	Supported
H7: Tourism Product Involvement	—————→ Destination Satisfaction	9.760	0.452	Supported
H8: Destination Satisfaction	—————→ Place Attachment	8.616	0.455	Supported

involvement are similar, thus, supporting the H4 and H5. Hence, for tourism product involvement, self-congruity and functional congruity are of equal importance. Regard to hypotheses H6, H7, and H8, as shown in <Figure 2> tourism product involvement has a significant connection with place attachment (0.450, $t=8.426$, $p<0.001$) and it also significantly effects destination satisfaction (0.452, $t=9.760$, $p<0.001$). In addition, testified that the destination satisfaction significantly affects on place attachment (0.455, $t=8.616$, $p<0.001$). As a result, that indicated the addressed relationships in H6, H7, and H8 were supported.

The summary of hypotheses verification results presented in the <Table 5>. According to the above analysis, all of the hypotheses proposed in this study have been verified significantly. That manifests destination

personality influences both self-congruity and functional congruity, besides, the tourism product involvement is impacted not only by the self-congruity but also by the functional congruity. In the meantime, tourists' self-congruity affects functional congruity on some level. The tourism product involvement also acts as a predictor to the tourists' destination satisfaction and place attachment, in addition, the tourists' destination satisfaction can facilitate the tourists' place attachment.

5. Discussions and Implications

5.1 Theoretical Implications

The initial aim of this study was to examine the relationship between destination personality, self-congruity, and functional

congruity. Besides, this study also tends to explore whether the self-congruity and functional congruity both have a significant effect on the tourism product involvement, and whether the tourism product involvement have a direct connection with the tourists' satisfaction and the place attachment. There are lots of studies examined the connections between destination personality and self-congruity but what is the influence of destination personality on the visitor's perceived functional attributes of destination and how the self-congruity influences the functional congruity in the context of the tourism industry has not yet been commonly researched. In addition, explore how the extent of tourism product involvement would be affected when the destination personality attributes were thought of matching tourist's characteristics and the functional attributes of the destination matched the desired ones.

There are many studies about exploring and confirming the relationship between destination personality, self-congruity, and the destination satisfaction but there are few studies directly research what kind of role the tourism product involvement acts as in the relationships between self-congruity, functional congruity, destination satisfaction, and place attachment. Besides, the biggest attempt in this study is to apply the product involvement concept in the tourism context. In the academic world, the division of the tourism products is very ambiguous. This

study extends the product involvement in the marketing field to the tourism ground. Through this study, we confirmed that the destination personality does actually have a significant effect on the visitors' thought of whether there is a match between their self-characteristics and the perceived destination personality, also the perceived functional attributes. This conclusion confirmed Usakli and Baloglu (2011)'s study results in the context of the holiday destination. Compared with self-congruity, the effect of destination personality on the functional congruity is strong. Moreover, as Sirgy and Su (2000)'s prediction, the self-congruity can influence the tourists' perceived destination functional attributes also be confirmed in this study. Furthermore, we can find out that foreigner visitors in Seoul pay similar attention to the shopping, natural scenery and cultural experience. The least involvement is on food among these four dimensions.

This study also found that the tourists' tourism product involvement positively influences both the destination satisfaction and place attachment. On the other hand, the destination satisfaction can act as an antecedent to the place attachment, that is, the destination satisfaction has the partial mediating effect on the relationship between tourism product involvement and place attachment. The higher the destination satisfaction generated, the higher the tourists' emotion attachment and

functional attachment to the destination. In addition, tourists get more involved with the tourism product, more satisfaction and place attachment will be generated. Once the emotional connection with a destination is generated, visitors' re-visitor behavior and word-of-mouth behavior will come along.

5.2 Practical Implications

To the destination marketing organization, the first goal is to fuel the tourism economy. Hence, it is essential to improve the tourists' satisfaction level and try to form an emotional bonding between visitors and destinations. Once the emotional connection (place attachment) generated, the visitors will spontaneously re-visit the destination and have a Word-Of-Mouth behavior (Qu et al. 2011). That means the destination marketing organizations will save a lot of time, money and energy to maintain the old visitors attract new visitors. There are a number of factors affecting on destination satisfaction and place attachment. The image of Seoul is formed under the influence of a series of factors such as Seoul's culture, customs, facilities, architecture and so on and this image needs to be recognized and accepted by people.

In this study, we used Ekinci and Hosany (2006)'s the destination personality theory to explore Seoul's personality. The results revealed that except DPS5 (Wholesome), DPS6 (Down-to-earth), and DPC4 (Charming) three items, the other eleven items are confirmed

to describe the personality of Seoul. In addition, we found that self-congruity and functional congruity both have a significant effect on tourism product involvement, and the tourism product involvement is one of the predictors to the destination satisfaction and place attachment. This result can provide some inspiration to the relevant agencies. For example, in terms of data analysis, compared with shopping, nature, and culture, foreign tourists tend to be less likely to participate in food. By the way of improving the facilities or online publicity, the destination marketing organizations in Seoul can adjust its' personality and functional attributes and transmit to tourists to guide the behavior of tourists.

From the point of knowledge management, in order to manage Korean tourism products considering tourism destination individuality and self-consciousness of tourists, information management about tourism related products is more important than anything else. This requires the management of tourism information in terms of overall characteristics such as customer characteristics, types of tourism products, and consumption behavior. The results of this study can provide a foundation for tourism product knowledge management in this respect.

5.3 Limitations and Future Studies

Despite the contributions made in this study, several limitations also exist and

better not be ignored. Firstly, the sample data cannot represent all the foreigner tourists' structure. According to the Korean Tourism Organization survey, Japan is a big tourist market in Korea. However, in this study, we only designed Chinese questionnaire and English questionnaire two types. During the time of handing out questionnaires, we realized that probably because the specialized vocabularies in the questionnaire there really exist some barriers for the other language speakers. Hence, there are only six Japanese respondents participated in this survey. As to the people from different cultural background, their tourism activities in the destination are different (Yu and Ko 2012). That means the components of the respondents will have an effect on the tourism product involvement. So, the data in this study is too circumscribed to represent all the foreign visitors in Seoul and that will influence the study's generalization. Secondly, Murphy et al. (2007) confirmed that different destinations have different destination personality. However, in this study, in spite of we proved a practical implication about exploration the personality of Seoul, instead of trying to explore new items to measure Seoul's personality, we used the commonly used destination personality method which proposed by Hosany et al. (2006). In their study, they investigated the residents from three British cities to ask the respondents to recall their experience about the most recently visited place outside

British, and then put forward conviviality, sincerity and exiting three dimensions. Hence, applying this measurement method to measure Seoul's personality maybe cannot perfectly represent Seoul, we may find other unique characteristics of Seoul through concrete research. Thirdly, the tourism product involvement has not been generally researched yet. Therefore, the measurement method of product involvement in the marketing context was applied in this study. Besides, the four dimension of tourism product involvement: food involvement, shopping involvement, nature involvement and culture involvement were put forward rely on the KOT's survey about the foreign visitor's activities in Korea. Hence, in this part, the deeper studies are still required.

The further studies can focus on the deep relationships between destination personality and tourism product involvement. Making further explorations on what is the specific relationships between the dimensions of which constitute the destination personality (sincerity, conviviality, and exciting) and tourism product involvement (food involvement, shopping involvement, culture involvement, and nature involvement). That will clearly recognize what attributes of destination personality will cause a certain tourism product involvement probably. Furthermore, there is a need to regard the foreign visitors in Seoul as the respondents to specifically explore Seoul's personality

and image. As we said above, the different culture background people always tend to have the different focus on the tourism product, for example, we all can feel the Japanese and Chinese tourists pay more their attention on the shopping and food tour, on the contrary, it seems like western tourists focus more on natural landscape and culture experience. Hence, we can induce the region (Asian and Europe) as the moderator variable when investigating the relationships of self-congruity, functional congruity, and the tourism product involvement. In addition, there are lots of studies focus on the research of place attachment because it has a special meaning to the tourism industry. Once the tourists have a special emotional bonding to the destination the re-visit and WOM behavior will generate easily. In this study, we proved that the tourism product involvement positively influences the place attachment, so it is worth to give a further research on these two variables.

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저 자 소 개



양시진 (Shijin Yang)

현재 Shen Zhen Technology University 직원으로 재직 중이다. 경희대학교에서 컨벤션전시경영학 석사 학위를 취득하였다. 주요 관심분야는 information system and operations management 등이다.



이선영 (Sunyoung Hlee)

현재 경희대학교 호텔관광대학 스마트관광연구소에서 연구교수로 재직하고 있다. 경희대 컨벤션전시경영학과에서 관광학 박사학위를 취득하였으며, 이화여자대학교 행정학과에서 학사학위를 취득하였다. 주요 논문을 International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management 등에 게재해오고 있으며 주요 연구 관심분야는 스마트 관광도시, 스마트서비스, 스마트 MICE 등이다.



구철모 (Chulmo Koo)

현재 경희대학교 호텔관광대학 컨벤션경영학과에서 부교수로 재직하고 있으며 영국의 University of Surrey에서 방문연구원으로 활동 중이다. 서강대학교 경영학 박사, University of Minnesota, MIS Research Center에서 포닥 연구원과 Marshall University 경영학과, 조선대학교 경영학부에서 MIS전임교수로 재직하였다. 주요 관심 분야는 스마트 관광과 컨벤션 산업과 관련한 연구를 진행하고 있으며 주요 논문을 Journal of Travel Research, Tourism Management, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Information and Management, Informatics and Telematics, Computers in Human Behaviors, Electronic Markets, International Journal of Electronic Commerce 등을 게재해오고 있으며 국내논문으로 관광학연구, 경영학연구, 경영정보학연구, 그리고 경영과학지 등에 다양한 학술지에 논문을 게재하였으며, 2016년 Electronic Markets으로부터 올해의 논문상, 2016년 경희대 연구성과 부분으로 조인원 총장상, 2017 LG 연합문화재단 구본무 회장상, 그리고 2018년 그간의 업적을 인정받아 경희대학교 "경희 펠로우"에 선정되었으며 명예의 전당에 이름을 올렸다.