The Effects of Destination Regeneration on Revisit Intention:
Moderating Roles of Destination Image

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Abstract

Purpose - Despite the emergence of such destination regeneration as a key factor in urban tourism, little research was carried out on destination regeneration, especially on the impact of destination regeneration on revisit intention. The purpose of this study is to investigate the relationship between destination regeneration and revisit intention with moderating role of the destination image.
Design/Methodology/Approach - Data were collected from tourists who visited the destination, after which a total of 250 usable surveys were analyzed. In order to examine the data, we used frequency analysis, exploratory factor analysis, regression analysis by using SPSS 25.0.
Findings - Based on the results, first, there is a positive relationship between destination regeneration and revisit intention. In addition, there are significant moderating effects of destination image between destination regeneration and revisit intention.
Research Implications or Originality - Those significant findings could contribute to destination development from destination regeneration and revisit intention.

Keywords: Consumer, Destination Regeneration, Image, Revisit Intention, Incheon
JEL Classifications: M3, L8

Ⅰ. Introduction

The tourism industry has been an important driver of development such as promoting employment or consumption in cities and increasing export profits (Pan, Rasouli, and Timmermans, 2021). According to the report on OECD tourism trends and policies in 2020, OECD countries have a direct impact of 4.4% on G.D.P., 6.9% on employment and 21.5% on service exports on average (OECD, 2020). Tourists consider several attributes of a tourist destination in the process of choosing a destination (Walmsley and Young, 1998). Therefore, tourist destinations should be attractive, have various elements, have good natural scenery, or have unique attributes (Xu, Xue and Huang, 2022). A tourist destination that is functionally weakened or backward is relatively less competitive (Park, Rasouli and Timmermans, 2022).

Destination regeneration is defined as economic, environmental(physical), and social recreation to find problems in cities and to make physically delayed or functionally degraded tourist destinations sustainable and attractive (Chahardowli and Sajadzadeh, 2022; Korkmaz and

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Balaban, 2020). By reconstructing and recreating the city, destination regeneration has a positive effect on tourist's perception of the destination image and their revisit intention (Xu, Xue and Huang, 2022). Therefore, the revitalization of a tourist destination can be an effective strategy to increase its competitiveness of a destination. Destination regeneration also affects resident's perception of the area. Destination regeneration has the effect of improving social relations, increasing access to health, education, and public services, and solving problems such as crime rates and social stigma, and social alienation (Güzey, 2009). Residents who are attached to the area where they live tend to invite their relatives and acquaintances or introduce them to their area, which can further promote tourism as word of mouth occurs (Lai, Gudergan, Young and Lee, 2021). Therefore, research on destination regeneration has been carried out continuously.

Despite the emergence of such destination regeneration as a key factor in urban tourism, little research was carried out on destination regeneration, especially on the impact of destination regeneration on revisit intention. Therefore, the purpose of this study was to investigate the relationships between destination regeneration and revisit intention in light of the moderating effects of destination image. More specifically, this study had two research objectives: first, to examine the relationship between destination regeneration and revisit intention, and second, to explore how destination image affect the relationship between destination regeneration and revisit intention.

In order to examine the purposes we focused on Incheon Metropolitan City. Incheon Metropolitan City is implementing various strategies of the destination regeneration. Through the destination regeneration, they plan to contribute to improving the quality of life, such as enhancing urban competitiveness and restoring local communities.

II. Literature Review

1. Destination Regeneration

A tourist destination is a destination for tourists to visit for travel and a place where residents lead their daily lives (Kim, Lee and Kim, 2020). A destination is a place where residents interact on a daily basis, and this interaction brings about an inherent experience and revisit intention that residents may want to share with acquaintances or relatives (Griffin, 2014; Stylidis, Cherifi and Melewar, 2021). Tourism regeneration refers to strengthening the capacity of tourist destinations that have declined due to population decline, industrial structure change, aging residential environment, reckless expansion of tourist destinations, implementation of new functions, and use of local resources to revitalize aging tourist destinations (Lak, Gheitasi and Timothy, 2020).

Destination regeneration refers to strengthening the capacity of tourist destination that has declined due to population decline, change in industrial structure, aging residential environment, and reckless expansion of tourist destination by implementing new functions and using local resources to revitalize aging tourist destinations (Xu, Xue and Huang, 2022). Urban regeneration is a comprehensive and integrated vision for solving problems through continuous improvement of the occurrence of economic, physical, social, and environmental changes in the region (Baek, Jung and Joo, 2021). Destination regeneration is the creation of tourism

functions in recreating a city through urban regeneration (Xu, Xue and Huang, 2022). Destination regeneration considering the identity and unique attributes of a tourist destination can allow residents to form a positive bond, such as revisit intention, through their decision-making process (Devine-Wright and Howes, 2010). Destination regeneration develops tourist destinations into better places, and through a series of decision-making processes, such as cognitive－interpretation－evaluation－coping－behavior (McDonald, Malys and Malience, 2009), forms intrinsic emotions such as revisit intention. Several ciies in Korea are attempting to revitalize the city, focusing on tourism (Baek, Jung and, 2021). What is important in the regeneration of tourist destinations is cultural urban regeneration strategies using regional history and culture, cultural facilities, and experiences (Kim, Malek, Kim and Kim, 2018). In light of revitalizing a decaying city, utilizing local cultural resources is effective because it can form the identity which the city has, linking and using not just physical development but cultural resources in their region (Xu, Xue and Huang, 2022).

Destination regeneration is one of the factors which implement sustainable development and the ways to solve physical, social, and environmental problems (Stylidis, Cherifi and Melewar, 2021). Destination regeneration not only promotes economic growth but boosts various dimensions (Rogerson, 2013). The purpose of destination regeneration is to recover their competitive advances through physical conditions, social responses, housing and health, and sustainable growth by solving problems that backward destinations have (Roberts, Granger and Sykes, 2016). Considering the purpose and impacts of destination regeneration, it was studied in a variety of fields and was classified into several subjects, including economic, social, and environmental issues (McDonald, Malys and Malience, 2009; Ujang and Zakariya, 2015). Specifically, destination regeneration needs to contain the economic and cultural sector of the city to improve physical surroundings and ensure the vigor and sustainability of a city (Awad and Jung, 2022). Thus, Hypothesis 1 (H1) expected that:

H1. The destination regeneration has a significant positive effect on the revisit intention.

H1a. The destination regeneration of social impact has a significant positive effect on the revisit intention.

H1b. The destination regeneration of economic impact has a significant positive effect on the revisit intention.

H1c. The destination regeneration of environmental impact has a significant positive effect on the revisit intention.

2. Moderating Roles of Destination Image

Destination image is a subjective interpretation of a place, which occurs in the context of tourist psychology and the overall impression that tourists get from the destination (Afshardoost and Eshaghi, 2020). Especially, the destination image is a mental expression such as emotions and ideas for the destination and tourist impressions (Kim, Malek, Kim and Kim, 2018). The destination image affects place dependence and place identity (Song, Kim and Yim, 2017).

In the context of globalized modern society, which is intensified and dynamic, the destination image is recognized as a powerful tool to reinforce the tourism industry within the market

(Kim, Lee and Kim, 2020). Specifically, the destination image is one of the key factors of destination marketing, such as destination positioning strategy, which purpose to secure competitive advantage (Rejikumar, Ajitha, Jose and Mathew, 2021). Destination image could affect the tourist decision-making process more than realistic information. Particularly, destination image affects destination choice, experience, loyalty, revisit intention, or recommendation intension (Lo and McKercher, 2015). Also, it affects tourist behavior intentions in direct and indirect ways. Destination image is composed of cognitive image and affective image (Kim, Malek, Kim and Kim, 2018). Recent studies have shown that not just conceptual and affective image but also the overall image is matter, which refers to attribute in the formation and composing of destination image (Kim and Malek 2017). In other words, the overall image is the configuration of the destination image and overall evaluation of the individual for the tourist destination. The overall image is formed through cognitive image and affective image, and the affective image is formed by being affected by the cognitive image (Beerli and Martin, 2004). In addition, the destination image is an overall image including cognitive factors and includes an overall impression formed by tourists' pre-knowledge, experience, and beliefs. Considering prior studies and the definitions, destination image could be measured into three factors: nature, attractiveness, and diversity (Paulino, Lozano and Prats, 2021). In that light, the destination image is one of the key factors which form revisit intention. In other words, Hypothesis 2 (H2) expected that:

> **H2.** Destination image significantly moderates the relationship between destination regeneration and revisit intention.
> **H2a.** The destination image of attractiveness significantly moderates the relationship between destination regeneration and revisit intention.
> **H2b.** The destination image of nature significantly moderates the relationship between destination regeneration and revisit intention.
> **H2c.** The destination image of diversity significantly moderates the relationship between destination regeneration and revisit intention.

Ⅲ. Methods

In order to investigate the relationship between destination regeneration, destination image, and revisit intention, we developed a questionnaire containing items based on the mentioned operational definitions of those three aspects and previous studies (Figure 1). First, destination regeneration uses nine items (Xu, Xue and Huang, 2022; Song, Kim and Yim, 2017). Moreover, the destination image was measured using seventeen items (Kim, Malek, Kim and Kim, 2018). Lastly, the revisit intention was measured with five things (Ganji, Johnson and Sadeghian, 2021; Song, Kim and Yim, 2017). Participants responded to all of the items on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Lastly, our questionnaire collected data about the participants' sociodemographic variables.

For the data collection, our survey was conducted in December 2020 through an online survey. More specifically, we conducted the questionnaire among tourists who visited Incheon destinations. Due to the difficulty of obtaining permission from every tourist, we employed convenience sampling to collect the data using random sampling techniques. The completed

questionnaires of 250 such tourists were subjected to analysis. In terms of gender, 135 respondents were women, whereas 115 were men and, in terms of age, 63 were in their over 50s, 60 in their 40s, 50 in their 20s, 48 in their 30s, and 29 in their 10s. In regard to marital status, 135 respondents were married, whereas 115 were single, while in terms of occupation, 156 were office or technical workers, 42 were homemakers, 24 were self-employed, and 18 were professionals or public servants. Lastly, by average monthly income, 125 respondents earned 4.0-4.9 million won, while 57 earned 3.0-4.9 million won. In terms of reasons for traveling, 143 of respondents said that it was for leisure purposes. Regarding the determinants of visiting the destination, natural environment and historical culture were the largest response.

In order to test our hypotheses, we employed the SPSS 25.0 and the Statistical Package for the Social Sciences. First, we used descriptive statistics to define a demographic profile. Second, exploratory Factor Analysis was then used to examine the suitability of the measurement model and to check the indicator variables. Lastly, we employed multiple linear regression analysis and hierarchical regression analysis in order to investigate the hypothesized relationships among the variables.

Fig. 1. The Proposed Model
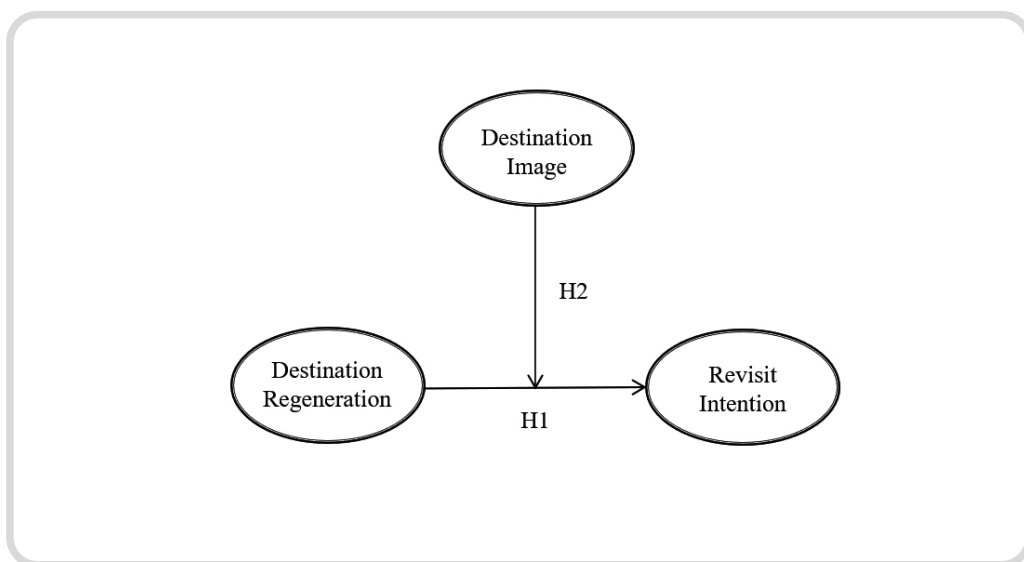
IV. Results

1. Factor Analysis

We confirmed the convergent validity by checking the factor loadings to determine whether the different variables used to measure the same factor were correlated. All factor loadings (0.561-0.715) were statistically significant and thus indicated that the results demonstrated convergent validity. Table 1 provides the results of factor analysis.

Table 1. Results of Factor Analysis (n = 250)

Destination Regeneration	Standardized Loading	Cronbach's α
Social Impact		
It influenced the change in civic consciousness.	0.816	
It gave the residents a sense of unity and cooperation.	0.792	0.829
It frequently provided opportunities for communication between residents and public officials	0.771	
Environmental Impact		
It has improved the level of public design.	0.711	
It made Incheon be modified into historical and cultural art.	0.696	0.571
It affects the construction of public parking lots in Incheon.	0.688	
Economic Impact		
It reduces empty the number of empty shops and stores	0594	0.611
It affected the frequent street performances and events.	0.742	

Notes. KMO(Kaiser-Meyer-Olkin) Value = 0.824, Bartlett's Approximate Chi-Square = 384.370(p=0.000)

2. Hypotheses Testing

We used multiple linear regression analysis and hierarchical regression analysis in order to investigate the hypothesized relationships in the overall model. In order to confirm the problem of multicollinearity, which may appear as three factors of the independent variable, multicollinearity was diagnosed through tolerance and V.I.F. (Variance Inflation Factor) values for the independent variable. If the tolerance limit is less than or equal to .10 and the V.I.F. value is more than or equal to 10.0, it is interpreted that the collinearity is high. As a result, it was interpreted that there was no problem with multicollinearity as the tolerance limit of the tourist destination regeneration factor was .70 or more and not less than 10. In addition, in the case of linear regression analysis, the independence of error is premised, and the Durbin-Watson test was performed to diagnose this. The Durbin-Watson coefficient is interpreted as having a negative autocorrelation as it approaches 0 and a positive autocorrelation as it approaches 4, and in general, it can be interpreted as having no autocorrelation when it appears close to 2. As a result, the Durbin-Watson coefficient was 1.901, interpreted as not having autocorrelation. As a result of the analysis, the regression equation for tourist attraction regeneration factors affecting test statistics and regional attachment was F=18.133 ($p<0.001$), indicating that the regression model was statistically significant. In addition, among the three factors input, social influencing factors are the only ones showing a significant influence relationship. Therefore, Hypothesis 1 was partially supported.

Table 2. Relationship between Destination Regeneration and Revisit Intention

Destination Regeneration	Revisit Intention	
	β	t-value
Social Impact	0.417***	5.520
Environmental Impact	0.070	0.961
Economic Impact	0.026	0.360

Notes. R^2= .217, Adjusted R^2= .205, F= 18.133***, *$p<0.05$, **$p<0.01$, ***$p<0.001$

3. Moderating Effect of Destination Image

We conducted hierarchical regression analysis on social effects, a significant independent variable, to confirm Hypothesis 2, that the destination image would have a significant moderating effect on the relationship between destination regeneration and revisit intention. Hierarchical regression analysis was conducted by sequentially inputting independent variables in the order of model 1, model 2, and model 3, respectively, three factors of attractiveness, nature, and diversity, which are components of the destination image. In Model 1, social impact was input as an independent variable, and in Model 2, social impact and destination image were input as independent variables; finally, Model 3 was analyzed by inputting social impact, destination image, and interaction variables. In order to solve the problem of multicollinearity that commonly occurs in hierarchical regression analysis, the mean-centered method was used, and as an interaction variable, a variable multiplied by social influence and destination image was used.

As a result of hierarchical regression analysis, in the case of attractiveness factors, the amount of change in R^2 in Model 1 and Model 3 is. It was shown that it increased by 0.045, and all models 1 and 2 were significant at the 99% significance level, and model 3 was significant at the 95% level. In addition, in the case of natural factors, the amount of change in R^2 in Model 1 and Model 3 is. It was shown that it increased by 0.042, but all models 3 were not significant. Finally, in the case of diversity, the amount of change in R^2 in Model 1 and Model 3 increased by 0.063, and Model 1 and Model 2 were significant at the 99% significance level, and Model 3 was significant at the 90% level. Accordingly, hypotheses 2a and 2b were adopted that the image of tourist destinations would have a significant moderating effect on tourist destinations in the relationship between tourist destination regeneration and local attachment of residents.

Table 3. Result of Hierarchical Regression Analysis

Independence Variable	Moderating Variable	Model	R	R^2	Statistic Change				
					R^2 change	F-value change	Df^1	Df^2	Significance Probability F-value change
Social Impact	Attractiveness	1	.461	0.212 ***	0.212	53.337	1	198	.000
		2	.491	0.241 **	0.029	7.515	1	197	.007
		3	.507	0.258 **	0.016	4.326	1	196	.039
	Nature	1	.461	.212 ***	.212	53.337	1	198	.000
		2	.498	.248 **	.036	9.456	1	197	.002
		3	.504	.254	.006	1.567	1	196	.212
	Diversity	1	.461	0.212 ***	0.212	53.337	1	198	.000
		2	.513	0.264 ***	0.051	13.751	1	197	.000
		3	.525	0.276 *	0.012	3.328	1	196	.070

Note. *p<0.05, **p<0.01, ***p<0.001

Ⅴ. Conclusion

This study attempted to find out how the destination regeneration in the cultural district of the Open port of Incheon affects the revisit intention and how the effect of the destination regeneration varies depending on the image of the tourist attraction. Based on the analysis results, the implications are as follows. First, the average value for the effect of tourist destination regeneration was found to be a social impact, environmental impact, and economic impact. As the average value for all information appears to be above average, it can be said that all social, environmental, and economic impacts in the process of planning the tourism regeneration project should be properly considered.

Second, among the sub-factors of destination regeneration, the factor affecting revisit intention is social impact. It was found that the economic impact seemed the greatest, but it is the social impact that affects revisit intention. The reason is that in the case of economic impact, it is easier to observe than other impacts due to a decrease in the number of empty stores in tourist attractions or an increase in new events and street performances. On the other hand, the case of social influence is composed of elements such as order, social consciousness, unity, and communication, and thus direct recognition is difficult. However, as shown by the analysis results of previous studies and this study, the social impact of destination regeneration has a practical effect on revisit intention. This is because social communication or emotional connection is an important factor in revisit intention. The relationship with sub-factors of tourist destination regeneration was measured by measuring regional attachment in three areas: dependence, identity, and intimacy. On the other hand, in this study, variables excluding social influences did not show a significant effect on regional attachment, which seems to have been diluted by integrating and analyzing items that can be subdivided into three factors.

Third, it was found that in the relationship between tourist destination regeneration and revisit intention, the explanatory power of the regression coefficient increases according to the attractiveness and diversity factors among the tourist destination images. This means that the perception of tourist image affects the relationship between destination regeneration and local attachment. Since revisit intention significantly increases according to the attractiveness and diversity of tourist destinations, it is necessary to discover and highlight attractions according to the unique characteristics of tourist destinations and to positively recognize the image of tourist destinations through continuous planning of various events and activities.

Fourth, this study is meaningful in that, compared to previous studies, the influence relationship between the effect of tourist destination regeneration and revisit intention was identified using the tourist destination image as a control variable. In addition, unlike previous studies, it has the advantage of generalizing the research results by integrating and analyzing variables of regional attachment.

Despite the contents, methods, and significance of the research mentioned above, this study had limitations while conducting the research. First, in selecting the subjects to be surveyed and collecting samples, there is a limitation in that it is difficult to generalize due to the small number of samples. In addition, there is a limitation in that direct generalization is difficult using the judgment sampling method.

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