

Corporate image and destination image: the moderating effect of the motivations on the destination image of Spain in South Korea

Introduction

In recent decades, tourism has experienced major growth, and has become one of the key sectors in several countries. According to the World Tourism Organisation (UNWTO), in 2017 the number of international tourists in the world grew by 7% to 1.322 billion (UNWTO, 2018).

Europe is the largest region for producing tourists, as it generates almost half of the flows of international tourists (48%), followed by Asia and the Pacific (26%) and the Americas (17%). In 2016 the tourism expenditure of the Republic of Korea reached 27 billion dollars and it ranked seventh among countries for tourism expenditure. The number of trips by Korean tourists increased by 16% in 2016 to reach 22 million (UNWTO, 2017).

Spain is the third largest world destination for receiving tourists. During 2016, it recorded an increase of 10.3% in the arrivals of tourists, reaching 75.6 million. It ranks second among countries for revenue obtained from tourism, 60 billion dollars, and it forms part of the group of countries sending tourists that recorded double-digit growth rates in 2016 for tourism expenditure (UNWTO, 2017, 2018).

South Korea has become the third most important tourism outbound market in Asia, surpassing Japan (UNWTO, 2017). Korean tourism is associated with quality tourism because it has a high purchasing power (average daily cost of 353 euros/day), travels in different months of the year, has an interest in art, gastronomy and cultural events of the first level, and also it has a preference for shopping and luxury consumption (Casa Asia, 2017).

Specifically, in recent years, Korean tourism to Spain has experienced spectacular growth. In 2010, 43,000 Korean tourists visited Spain, increasing to 441,000 travelers in 2017 (Casa Asia, 2017). South Korea has become the third most important outbound market in Asia, surpassing Japan. Among the factors that have favoured the growth of this tourist flow to Spain, is an emphasis on improving air connectivity with Seoul, thanks to the opening of new direct connections from Madrid and Barcelona between 2016 and 2018. to be drawn regarding the tourists flows between East Asia and Europe, and on the other, it enables an analysis of related perceptions and motivations in different cultural contexts.

In the other hand, in order for a destination to be attractive in another tourist market it needs to develop appropriate marketing strategies for its characteristics and image (Hawkes & Kwornik, 2006). The destination image is one of the key elements for the creation of marketing strategies and it is used as a main variable in the process to choose a destination. Based on the fact that, generally, tourists do not tend to have a very deep knowledge about the destinations they have not yet visited, image plays an important role in as much as the destinations with stronger, positive, differentiated and recognisable images are more likely to be chosen by tourists (Goodrich, 1978; Hunt, 1975; Pearce, 1982; Woodside & Lysonski, 1989).

Previous intercultural studies have shown that people from different countries have differing motivations when it comes to visiting a destination (Kozak, 2002). It could even be suggested that there are different motivations for traveling among the citizens of a single country. These different motivations mean that the destination images that these tourists hold also differ. Some prior studies have found that the travel motivations of potential tourists have a positive effect on the tourism destination image, both in terms of its cognitive and affective dimensions (Baloglu, 1997; Baloglu & McCleary, 1999b). The motivations and cultural values have a direct influence on the image that tourists have of the destination before their visit (San Martín & Rodríguez del Bosque, 2008). Li, Cai, Lehto, and Huang (2010) found a causal relationship between the motivations and the image of the tourist destination, as well as the fact that motivations (intellectual, switching off and affect) had a significant influence on the cognitive and affective image. Hence the importance of finding out the motivations that lead certain tourists to visit a country.

There are very few previous studies that take into account the corporate image of companies in the destination country and their possible influence on the image of the destination as a tourist destination.

Numerous authors justify a relationship between corporate image and country image (the “country of origin” effect). Some authors propose a unidirectional relationship (Van Ham, 2008) suggesting that companies in a given country are the most visible “ambassadors” of that country. Other researchers defend a bidirectional relationship, which establishes that the image of the country can affect and be affected by the images that are

held of the companies, industries and brands of the country (Dowling, 2004).

Generally, companies that operate abroad belong to different sectors, which could induce different corporate images. However, most authors who analyse the relationship between the corporate image of companies and the country image do so in a general way, that is, encompassing all companies regardless of the type or sector to which they belong and obtaining a global corporate image. As pointed out by Gotsi, Lopez, and Andriopoulos (2011), the corporate image is transferred to the country image creating an association between both.

Based on these studies, the main contribution of this research arises and responds to the inclusion of the corporate image in the proposed model. If the corporate image influences the country image and this in turn influences the image of the tourist destination, at least indirectly, the corporate image should influence the image of the destination. This proposal is innovative and has not been applied previously and this explanatory model is especially suitable for intercultural contexts and expanding markets.

The objective of this study is (i) to propose a model that links the destination image of Spain and its corporate image among the university population of South Korea (Figure 1). This study aims to verify the possible link that exists between the image of the companies outside a country and the image of the tourist destination; (ii) analyse the tourism motivations, and specifically, the differences that may exist in the perceived image according to the reason why a tourist destination is chosen. Analysis of the motivations is carried out between two groups named escapers (those who travel for the purpose of relaxation) and seekers (those who travel for cultural reasons). The two groups are used as a moderating effect in relation to the other variables analysed: motivations, corporate image and components of the destination image.

Literature review

Tourist destination image

Over the years, the tourist destination image has received a lot of attention, not only from research but also from the management of tourist destinations. The concept of a tourist destination image is notably subjective; regarding

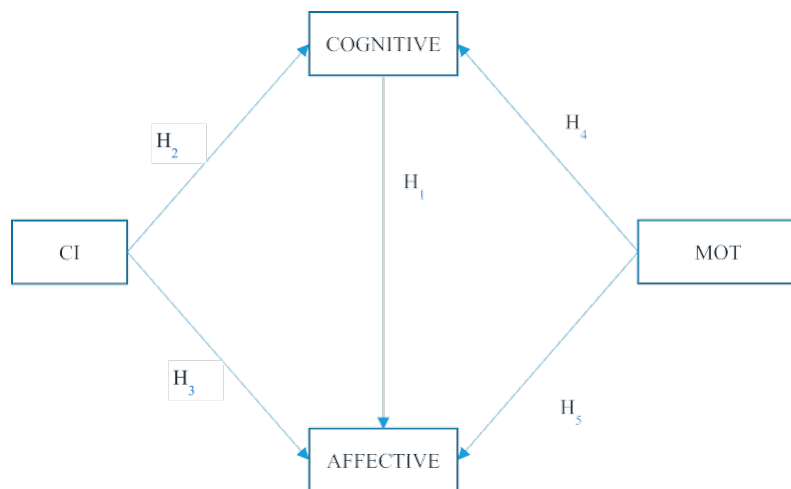


Figure 1. Theoretical model proposed. Moderating effect: seekers versus escapers.

Note: CI: Corporate Image; COGNITIVE: Cognitive Component of Tourism Destination; AFFECTIVE: Affective Component of Tourism Destination; MOT: Motivation

this assertion, Gartner (1993) suggests that the image is based more on the perceptions of the tourist than it is one the objective reality of the destination itself. Moutinho (1987) suggested the image of the tourist destination as the subjective interpretation of the reality produced by the tourist, in which both cognitive and affective factors play a role, laying the foundations for subsequent studies (Baloglu, 2001; Baloglu & McCleary, 1999a; Beerli & Martín, 2004a, 2004b; MacKay & Fesenmaier, 1997; Qu, Kim, & Im, 2011; San Martín Gutiérrez,

2006).

Traditionally, more importance has been attributed to the cognitive component of the image. However, there is currently a more widespread certainty about the presence of evaluations, both cognitive and affective, regarding the perception that the individual holds about the destination. In fact, most recent studies tend to consider image as a concept formed by the rational and emotional interpretation of the tourist (Baloglu & McCleary, 1999a; Beerli & Martín, 2004a; Konecnik & Gartner, 2007), giving rise to two closely linked concepts: on one hand, a cognitive evaluation of the destination referring to individual knowledge itself, and on the other hand, affective and emotional evaluations relating to individual feelings towards the destination. The combination of those two factors produces an overall image, positive or negative, about a specific destination.

A causal relationship is observed between these dimensions. The cognitive component of the destination image has a significant influence on the affective dimension (Baloglu & McCleary, 1999a; Beerli & Martín, 2004a), with the affective state becoming the result of the cognitive process begun by the individual in response to an external stimulus.

It is necessary to highlight the role played by the factors that influence the shaping of the destination image. Goodall (1990) points out that knowledge and understanding of these factors could help to identify tourist markets of interest and determine which image should be disseminated.

According to Baloglu and McCleary (1999a) the variables that play a role in the shaping of a tourist destination image are: pull factors and personal or internal factors. Pull factors refer to a physical object, experience or external stimulus (sources of information and prior experience), while the personal factors correspond to the psychological factors (values, motivations, personality) and social factors (age, education, marital status, among others) of the individual themselves. Therefore, the perceived images shall be shaped through the image projected by the destination and the individual's own needs, their motivations, prior knowledge, preferences, and other personal characteristics.

From the perspective of consumer behaviour, personal factors refer to internal determinants, that is to say, to socio-demographic characteristics (sex, age, level of education, social class, place of residence, etc.) as well as characteristics of a psychological nature (motivations, values, personality, lifestyle, etc.). The image of a tourism destination plays a key role in the decision-making process of tourists, both before and after choosing the destination. Thus, the image not only constitutes an essential element for attracting the attention of potential tourists, it is also essential for promoting satisfaction, loyalty and fidelity among those who have already visited.

In the literature, the perceived image, in terms of both the cognitive and affective dimensions, has a considerable importance for understanding the behaviour of tourists and their process to choose a destination (Chen, Lai, Petrick, & Lin, 2016; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016).

Therefore, the destination image that is conveyed to potential tourists needs to be original and authentic. Gandara (2004) mentions that in order for an image to be effective, it needs to be valid (correspond to reality), believable, simple, attractive and distinctive (removed from the clichés that are normally used). Therefore, it is important to emphasise the unique characteristics of the location without falling prey to clichés that bear little resemblance to reality, and that adjust to the needs of the market that the location wishes to attract.

However, and as Malhotra (2005) asserts, the image formed on both a cognitive and affective level varies between individuals. This is why it is of great interest to understand the conditions under which the different dimensions (cognitive and affective) present themselves in order to be able to predict the image of a destination. Greater knowledge is required of tourist behaviour and of their real needs (Pike, 2009).

H1: The cognitive component of the destination image directly influences the affective component.

Corporate image

The strategic importance of the corporate image and its management has acquired a great importance as this image constitutes an instrument for differentiation and obtaining competitive advantages (Balmer, 2008; Melewar & Karaosmanoglu, 2006).

In environments that are increasingly complex and dynamic, the decisions based on knowledge referring to simple images (even if it is partial knowledge or knowledge that there is little proof of) are increasingly common (Van Riel & Balmer, 1997). Thanks to the fact that images provide knowledge of a reality (a company, a brand or a country), they fulfil a role of simplifying the processes to obtain information for the subject, which makes their consumption

decisions easier. That is why the corporate image acquires a crucial importance, creating value for the company and becoming a strategic intangible asset.

In the studies on marketing, there is a first group of definitions that puts the emphasis on the role of the organisation in the creation of its corporate image (Dowling, 1994). A second group presents the corporate image as perceptions, (mental) representations, or impressions of an organisation that are held in the mind of their audiences (Grönroos, 1984; Gray and Balmer (1998). For example, Balmer conceptualises the corporate image as the perceptions of an organisation held by a group or groups. The third research trend conceptualises the corporate image at a cognitive level Dowling (2004, p. 21) states that the corporate image corresponds with “the beliefs of a person about an organisation”.

However, more recent studies have broadened this vision by incorporating multiple interactions that shape the corporate image. Experiences, impressions, beliefs, feelings and knowledge about an organisation are all sources that show the corporate image (Markwick & Fill, 1997; Melewar, 2003). Within this context, the corporate image is defined as the net result of the interaction of all the experiences, impressions, beliefs, feelings and knowledge that people hold about a company.

If we thus consider corporate image as a pull factor, that is to say, external sources of information about a tourist destination, the following hypotheses could be put forward:

H2: The corporate image directly influences the cognitive component of the destination image

H3: The corporate image directly influences the affective component of the destination image

Tourism motivation

In tourism, motivations is considered as a psychological and biological need that arouses, directs and integrates the behaviour and activity of an individual (Dann, 1981; Park & Yoon, 2009; Yoon & Uysal, 2005). San Martín Gutierrez (2006) considers motivations as “the series of needs or psychological forces that predispose a person to participate in a tourist activity”. Additionally, it is considered that tourist motivations are closely linked to the benefits sought in the destination (Baloglu & McCleary, 1999a; Gartner, 1993). Due to the importance of motivations on behaviour and on the tourist’s choice process, it is necessary to find out those, which have the greatest influence on their travel habits and choice of destination.

Different authors highlight the importance of “push” and “pull” factors (Crompton, 1979; Dann, 1981; Klenosky, 2002; Wilkins, Balakrishnan, & Huisman, 2012). Push factors are understood as the “psychological needs that generate a certain imbalance in the person which can be corrected via the tourist experience” (Hong-bumm, 1998). In turn, the pull factors refer to “the characteristics or attributes of the destination that persuade or attract the individual” (Hong-bumm, 1998).

These studies which differentiate between push and pull factors have received considerable attention in recent decades and have been applied in studies that analyse differences between tourists in different countries. Other cross-cultural studies highlight the differences in travel motivations due to nationality (Xu, Morgan, & Song, 2009). Assiouras, Skourtis, Konior-dos, and Giannopoulos (2015) found, based on a comparison between Korean, Japanese and Chinese tourists, significant differences in their motivations.

These different motivations have been used as segmentation criteria in numerous studies. For example, Baloglu and Uysal (1996) divided German tourists traveling abroad into four groups using push and pull factors; Bieger and Laesser (2002) suggested a segmentation of Swiss tourists using tourist motivations and argued that socio-economic factors play an increasingly small role.

Weaver, Kaufman, and Yoon (2001) used as a variable the benefits sought when visiting heritage sites and identified two groups: active and solitary profit-seekers. Other authors, such as Chang (2006) and Hosany and Prayag (2013), after taking into account socio-demographic and motivational variables, highlighted in their research that motivations and emotional profiles of tourists are more important and explanatory when segmenting them. However, other authors obviated the socio-demographic characteristics in their research to focus exclusively on travel motivations (Hritz, Sidman, & D’Abundo, 2014; Jeong, 2014). Finally, Perelló (2006), suggested that the impact is positive when there is consistency between the motives of the tourist and the nature of the holiday destination, that is to say, individuals will have more positive perceptions of the tourist destinations for the attributes that coincide with their motivations.

In so far as affective images refer to the feelings produced by a place, people with different motivations can offer different evaluations according to whether that perception satisfies their needs or not. As Gartner (1993) stated, the affective component is the value that an individual ascribes to a destination based on his or her

own motivations. Moreover, since the affective dimension of the image is considered, and has an influence on the total image, the motivation can have a direct or indirect influence on the general image. With regard to what has been outlined above, the following hypotheses are put forward:

H4: The motivation directly influences the cognitive component of the destination image

H5: The motivation directly influences the affective component of the destination image.

Moderating effect according to the type of motivation

As explained previously, motivations are considered as one of the variables that have the greatest influence on the destination image, and this in turn, impacts on the intention to visit. In this scenario, it is considered relevant to detect if there are significant differences caused by the main motivation of the tourist. We try to analyse if motivation has a moderating effect on the proposed model.

If we look at the first studies on this subject (Crompton, 1979; Dann, 1977; Iso-Ahola, 1982; Pearce, 1993), several authors asked this question: Why do tourists visit? Dann (1977) argued that the reasons for a trip come from two concepts called anomie and ego-enhancement. The first group consists of individuals who prefer to travel in order to escape from daily routine. The second group includes people who travel with the aim of improving their knowledge about the world.

Dann (1977) believed that the real decision that a tourist takes when it comes to traveling depends on their own needs, which means that internal motivations or the push factors play the most important role when choosing the destination in comparison with the attractions of the destination. Crompton (1979) put forward his own model for the push and pull factors. This author highlights that once tourists decide to travel according to their needs, the different characteristics of the destination make them choose a destination from among all the possible options. Following the studies of Dann and Crompton, Iso-Ahola (1982) put forward his motivational theory and considered escape and exploration as two significant factors that motivate tourists.

Recent studies in the field of tourist motivations (Kozak, 2002; Phau, Lee, & Quintal, 2013; Sangpikul, 2008; Sirakaya, Uysal, & Yoshioka, 2003) show that among the proposed models, that of Crompton (1979), on push and pull factors, remains the most popular among researchers. Likewise, most studies show that the two main motivations for travel are escaping from daily routine and personal improvement (ego-enhancement). This bears a great similarity with the motivation theories of Dann (1977) and Iso-Ahola (1982), and with the theory of push and pull factors of Crompton (1979).

Due to its significance, it is worth highlighting the study carried out by Sirakaya et al. (2003) who studied the travel motivations of Japanese tourists in Turkey. In accordance with Iso-Ahola's two-dimensional theory (1982, 1983), we segmented the respondents in two groups who were labelled as "escapers and seekers".

More recently, Nikjoo and Ketabi (2015) examined the difference between the motivations of tourists who choose escape destinations and those who choose cultural destinations. They suggest that those who travel to escape from routine choose recreational destinations, while those who travel for cultural reasons choose destinations with a significant cultural offering.

Having carried out a review of the literature and established the two main motivations for choosing a destination, it is considered appropriate to examine the differences they present, in terms of behaviour and perceptions, these two groups of tourists: those who are motivated by relaxation (escapers) as opposed to those who have a cultural motivation (seekers). That is to say, the following question is posed: How does the motive for visiting Spain influence the behaviour of the consumer, whether it is due to cultural or relaxation motives?

Figure 1 outlines the research model with the lists of the variables analysed and the hypotheses put forward:

Methodology

Data collection and sample

The information was collected via a questionnaire that was personally administered to university students residing in South Korea. The selection of this group is due to several reasons: (i) they have good knowledge of transnational companies, (ii) and foreign countries, (iii) they are most interesting potential tourists for the international promotion of Spain and Europe, and (iv) they are future or current business managers (Bigné, Chumpitaz, Andreu, & Swaen, 2005; Mercadé, Molinillo, & Fernández, 2014).

Before the data collection, a pre-test was carried out during the months of January and February in 2014,

which was administered to 20 Korean tourists in Spain in order to evaluate the questionnaire. Mainly, two questions were changed: the first relating to the question referring to the European countries that the tourists did not know, as the wording was not clear; the second was the addition of an open question asking about the cultural attractions of Spain. Once the questionnaire had been modified, the Spanish research team in collaboration with Korean researchers administered the surveys in South Korea in 2014.

The questionnaire is comprised of 35 questions, which have a short introduction explaining the nature of the study. In the first part, 11 questions are posed regarding the image that the respondents have of Spanish companies. In the second part, they are asked about tourist motivations (5 questions). Moreover, we have made a question of control, with the purpose of getting two groups well differentiated in terms of their motivations: travel destined to rest from the daily routine (escapers) or travel due to cultural motivations. The third part consists of two questions, an open question in which the respondent was asked to name a tourist or cultural attraction and a second question presenting a scale that measures 13 attributes of the destination image. The last section encompasses socio-demographic aspects: sex, occupation and monthly household income. However, these lists might not incorporate all of the salient items of the corporate image, so the items chosen should be significant. According to literature review and the previous statistical analysis, a definitive list of 33 items was completed in this study.

In order to aid comprehension and prevent misinterpretations, the questionnaire was translated into English and Korean. In order to access this population, the convenience sampling method was used.

Table 1. Socio-demographic variables.

Variables	%
Gender	Man: (52.1%) Woman: (47.9%)
Age	18 to 24-year-old: (49.2%) 25 to 44-year-old: (29.0%) 45 to 64-year-old: (20.8%) More than 65 year-old: (0.3%)
Civil status	No opinion/No reply: (0.7%) Single: (60.3%) Married: (35.8%) Living with a partner: (1.3%) Separated: (0.7%) Divorced: (0.7%) Widow: (0.3%) No opinion/No reply: (1.0%)
Employment	Worker (44.6%) Student: (54.4%) Homemaker: (0.3%) Unemployed: (0.7%)
Monthly income	From \$ 0 to 835: (17.6%) From \$ 836 to 1,667: (13.7%) From \$ 1,668 to 2,500: (16.9%) From \$ 2,501 to 3,334: (20.2%) More \$ 3,335: (15.0%) Other income: (2.6%) No opinion/No reply: (14.0%)

Source: Own elaborated.

In order to carry out the measurement of the motivations of the individual, prior studies by Baloglu and McCleary (1999a), Beerli and Martín (2004a, 2004b) and San Martín and Rodríguez del Bosque (2008) were followed; in this manner 5 tourist motivations were established (discovering new places, discovering the natural environment, escaping from the daily routine, discovering cultures and ways of life and enjoying exciting experiences).

Lastly, in order to measure the cognitive component of the image 9 items were selected based on the review of other scales for measuring the image of tourist destinations (San Martín & Rodríguez del Bosque, 2010). This method due to the difficulty in obtaining this population segment. The sampling method used is often used in social research. As Sirakaya et al. (2003) state, when it is difficult to obtain a complete sampling frame, then convenience sampling is suitable. Following the collection and cleansing of the data, resulted a 289 valid surveys. The following table shows the socio-demographic characteristics of the sample (Table 1).

Measurement of the variables

The study instrument was developed by adapting the items from prior studies, which used well-established scales (Capriotti, 2013; Baloglu and McCleary (1999a) and Beerli and Martín (2004a, 2004b); Echtner & Ritchie, 1991, 1993). Below, the authors used are outlined according to the sections of the questionnaire carried out.

The corporate image is measured through an adaptation of the scale proposed by Capriotti (2013). In this case, and due to the fact that the questionnaires are targeted at consumers, 11 questions are used referring to the attributes that can define any company (reliable, creative, innovative, socially responsible, good after-sales service, technologically advanced, concerned about the environment, offers high quality products and good value for money).

These 9 attributes were initially selected due to the fact that they appear more frequently in the reviewed studies (great diversity of fauna and flora, beautiful landscapes, attractive beaches, adventure opportunities, quiet tourist destination, destination suitable for rest, cultural activities of interest, customs worth discovering, shopping facilities). For the purpose of verifying the validity of the content of said scale, different interviews were carried out with experts (qualitative stage of this study) in order to guarantee that the scale outlines attributes that are suitable for the specific characteristics of Spain.

In order to measure the affective component of the image, a differential semantic scale with 4 items was used (San Martín & Rodríguez del Bosque, 2010): boring-fun, stressful-relaxing, depressing-exciting and unpleasant-pleasant. Finally, in order to facilitate the segmentation of the market, a question was asked about the main motive for the visit: relaxation versus culture (Iso-Ahola, 1982, 1983).

The nature of the causal links is reflective (Oliver & Swan, 1989) because they are what best defines the personality traits and attitude (Fornell & Bookstein, 1982). The latent constructs were measured using multi-attribute scales, specifically, semantic differential scales and Likert scales were used that ranged from (1) strongly disagree to (7) strongly agree.

Analysis was carried out of the main socio-economic variables of the respondents, for which the software SPSS.20 was used. For the analysis of the proposed research model, the recommendation of Anderson and Gerbing (1988) were followed, and for the estimation of it, the software STATA 14 was used. First, the goodness of fit of the measurement model was analysed using Confirmatory Factor Analysis (CFA). Having evaluated the compliance of the psychometric properties, the structural relationships were included using Structural Equation Modelling (SEM).

Moreover, Multi-Group Analysis (MGA) was applied in order to analyse the differences between the consumers whose main travel motivation is seeker or escaper.

Results

Analysis of the psychometric properties of the measurement model

The following tables show the results of the Confirmatory Factor Analysis (CFA) of the model for evaluating the psychometric properties via the main measures of reliability, validity and goodness, and finally, the correlation matrix between the factors.

In Table 2, it can be observed that all the variables of the theoretical model fulfil all the measures of reliability, that is to say, the Cronbach's Alpha (α) is higher than 0.7 (Cronbach, 1951), the Composite Reliability Index (CRI) is higher than 0.7 (Fornell & Larcker, 1981) and the Average Variance Extracted (AVE) is higher than 0.5 (Fornell & Larcker, 1981). The measures of validity are also suitable, that is to say, the coefficients of

standardised loadings are higher than 0.5 and their averages are higher than 0.7 (Hair, Black, Babin, Anderson, & Tatham, 2005), thus the convergent validity is shown, that is to say, the items of a construct are correlated between one another (Hair et al., 2005). Moreover, the discriminant validity of the measurement model is confirmed (Table 3), because none of the confidence intervals of the correlations contains the value 1 (Anderson & Gerbing, 1988; Hair et al., 2005), therefore it presents discriminant validity, that is to say, a construct is different from the other constructs (Hair et al., 2005). With regard to the measures of goodness, the Root Mean Square Error of Approximation (RMSEA), the strongest goodness of fit (Steiger, 1990) is lower than 0.08 and the Tucker-Lewis Index (TLI) and the Comparative Fit Index (CFI) are close to 1 (Hu & Bentler, 1999). The only one that does not comply is the χ^2 but this is very sensitive to the size of the sample and often rejects the hypothesis of a good fit to the model even if the hypothesis contract is significant (Bentler & Bonett, 1980).

Table 2. Confirmatory factor analysis. Psicometric properties.

Factor	Items	Loads	Average loads	α	AVE	CRI
Corporate Image	Reliable	0.7514	0.790	0.9353	0.624	0.937
	Creative	0.747				
	Innovative	0.7598				
	Socially responsible	0.8055				
	Good after-sales service	0.8222				
	Technologically advanced	0.8293				
	Concerned about the environment	0.7899				
	High quality products	0.8302				
Motivation	Good value for money	0.7703	0.764	0.8801	0.589	0.876
	Escape from everyday routine	0.8232				
	Discover new places	0.832				
	Discover the natural environment	0.7712				
	Learn about culture and eays of life	0.7646				
Cognitive	Live exciting experiences	0.6285	0.755	0.9205	0.571	0.923
	Great variety of fauna and flora	0.7811				
	Beautiful landscapes	0.7619				
	Attractive beaches	0.7164				
	Adventure opportunities	0.7651				
	Quiet tourist destination	0.8115				
	Destination suitable for rest	0.7618				
	Cultural activities of interest	0.7474				
	Custom worth discovering	0.7579				
	Shopping facilities	0.691				
Affective	Funny place	0.8491	0.849	0.918	0.722	0.912
	Relaxing place	0.7889				
	Exciting place	0.865				
	Pleasant place	0.8935				
Higher IC Correlations (ID Cognitive – ID Affective): (0.806-0.901)						
Goodness of fit						
S-B χ^2 = 860.32 (p = 0.000)		CFI		TLI		RMSEA
		0.879		0.867		0.077

Analysis of the structural links and hypotheses put forward

The following Table 4 shows the standardised coefficients of the structural links of the proposed theoretical model according to the main motive for choosing the tourist location, whether for seeker or escaper motives.

Whether the main motivation for choosing Spain as a tourist destination is as a seeker or escaper, the corporate image is indirectly linked with the affective destination image through the cognitive destination image (H2 and H1 are supported) but the corporate image is not directly linked with the affective destination image (H3 is not supported). On the other hand, the motivational factor is directly linked with the affective destination image (H5 is supported) and also indirectly linked through the cognitive destination image (H4 is supported). Therefore, the results show a direct and indirect link between the motivational factor and the affective destination image but only an indirect link between the corporate image and the affective destination image based on the cognitive destination image (Table 4).

In order to analyse the differences between the structural coefficients among those who have chosen the seeker or escaper motivation, a Multi- Group Analysis (MGA) was developed (Table 4). The column for the differences of the χ^2 outlines the causal links that have significant differences depending on the main motivation. The analysis shows significant differences in the causal link between the corporate image and the cognitive destination image, as well as between the tourist motivations the affective destination image,

and between the cognitive and affective destination image. The relationship between the corporate image and the cognitive destination image is more intense if the main motivation is that of escaper ($\lambda = 0.4594$) than if it is seeker ($\lambda = 0.2269$), which is also the case in the causal relationship between the cognitive and affective destination image ($\lambda_{\text{escaper}} = 0.7743$ and $\lambda_{\text{seeker}} = 0.4510$). On the other hand, the causal relationship between the tourist motivations and the affective destination image is more intense if the main motivation is being a seeker ($\lambda_{\text{escaper}} = 0.1146$ and $\lambda_{\text{seeker}} = 0.3876$).

Below, the total effect is analysed, for the relationship between the corporate image and the affective destination image (CI-affective) as well as for the relationship between the motivation and the affective destination image (MOT-Affective). The consumers who chose the seeker motive have a more intense total effect based on tourist motivations, both directly (0.3876) and indirectly (0.2303), and the total effect based on the corporate image is less (0.1141). In contrast, if the consumers chose the escaper motive, the total effect is high, both through the Corporate Image (0.4136) and tourist motivations (0.5761). Moreover, the total effect among those who chose the seeker motive (0.9897) is less than with that of the escaper motive (0.7321). The following table outlines the direct, indirect and total effects (Table 5).

Table 3. Test of discriminant validity.

Factor	CI	MOT	COGNITIVE	AFFECTIVE
CI	0.624			
MOT	(0.183; 0.490)	0.589		
COGNITIVE	(0.427; 0.664)	(0.573; 0.770)	0.571	
AFFECTIVE	(0.382; 0.613)	(0.560; 0.757)	(0.806; 0.901)	0.722

Note: Diagonal represents Average Variance Extracted. Correlations are reported in the lower half of the matrix.

Table 4. Evaluation of structural models and multi-group analysis (MGA).

Hypothesis	Structural relationship	Seekers			Escapers			MGA (H6)	
		Coef.	Valor t*	Contrast	Coef.	Valor t*	Contrast	Dif. χ^2	Contrast
H1	Cognitive → Affective	0.4510	3.45***	Supported	0.7743	12.31***	Supported	4.124**	Supported
H2	CI → Cognitive	0.2269	2.01**	Supported	0.4594	7.77***	Supported	5.551**	Supported
H3	CI → Affective	0.0118	0.11	Not Supported	0.0579	1.00	Not Supported	0.208	Not Supported
H4	MOT → Cognitive	0.5107	4.33***	Supported	0.5960	11.13***	Supported	0.033	Not Supported
H5	MOT → Affective	0.3876	2.79***	Supported	0.1146	1.75*	Supported	3.175*	Supported

Note: MGA: multi-group analysis; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$.

Table 5. Direct, indirect, and total effects.

		Direct effect	Indirect effect	Total effect
Seekers	CI-AFFECTIVE	0.0118	CI-Cognitive-Affective: 0.1023	0.1141
	MOT-AFFECTIVE	0.3876	MOT-Cognitive-Affective: 0.2303	0.6179
Escapers	CI-AFFECTIVE	0.0579	CI-Cognitive-Affective: 0.3557	0.4136
	MOT-AFFECTIVE	0.1146	MOT-Cognitive-Affective: 0.4615	0.5761
				0.9897

The following figure shows the two models with their respective structural coefficients (Figure 2).

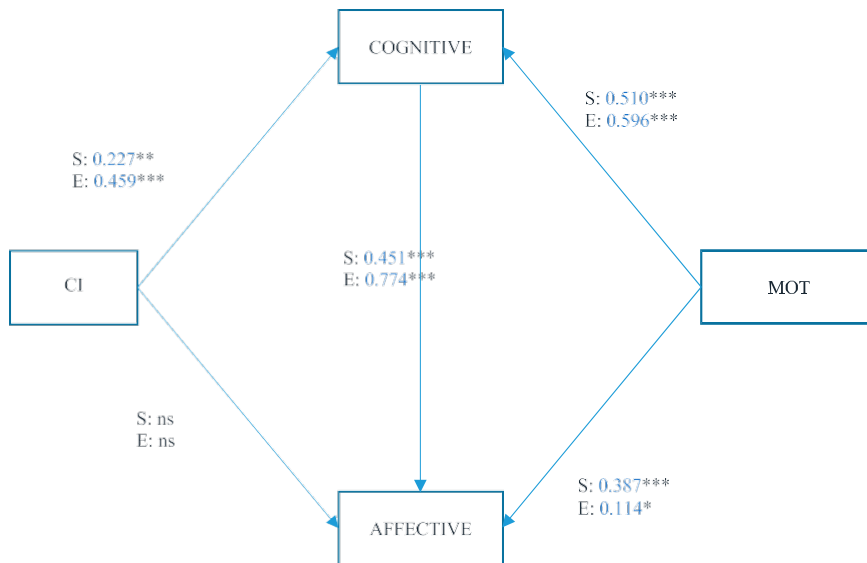


Figure 2. Seekers versus escapers model.

Note: S: Seekers; E: Escapers; ns: not significant; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$; CI: Corporate Image; COGNITIVE: Cognitive component of tourism destination; AFFECTIVE: Affective component of tourism Destination; MOT: Motivation

Discussion and conclusion

Studies that use segmentation of tourism demand are common, even in destinations that are culturally distant from one another (Sirakaya et al., 2003). Many of the studies that carry out segmentation use socio-demographic and psychographic characteristics (Chang, 2006; Hosany & Prayag, 2013). Others, more akin to this study, do so according to the motivations for travel or the benefits sought (Hritz et al., 2014; Jeong, 2014; Park & Yoon, 2009; Sirakaya et al., 2003; Weaver et al., 2001). In these cases, groups of tourists emerge according to their travel motivations. It is worth highlighting that, although these studies do not use the two-dimensional theory (Iso-Ahola, 1982, 1983), in them it is possible to identify groups of tourists seeking to escape from daily routine or seeking activities in the destination (Hritz et al., 2014; Jeong, 2014; Sirakaya et al., 2003; Weaver et al., 2001). In all the cases, it is shown that there are significant differences between the groups of tourists, these differences refer to socio-demographic characteristics (Park & Yoon, 2009), activities or attractions of the destination (Hritz et al., 2014; Jeong, 2014; Park and Yoon; Weaver et al., 2001), and if they travel alone or accompanied (Weaver et al., 2001). Thus, it is shown that travel motivations are an effective means of carrying out market segmentation.

Table 3. Test of discriminant validity.

Factor	CI	MOT	COGNITIVE	AFFECTIVE
CI	0.624			
MOT	(0.183; 0.490)	0.589		
COGNITIVE	(0.427; 0.664)	(0.573; 0.770)	0.571	
AFFECTIVE	(0.382; 0.613)	(0.560; 0.757)	(0.806; 0.901)	0.722

Note: Diagonal represents Average Variance Extracted. Correlations are reported in the lower half of the matrix.

Table 4. Evaluation of structural models and multi-group analysis (MGA).

Hypothesis	Structural relationship	Seekers			Escapers			MGA (H6)	
		Coef.	Valor t*	Contrast	Coef.	Valor t*	Contrast	Dif. χ^2	Contrast
H1	Cognitive → Affective	0.4510	3.45***	Supported	0.7743	12.31***	Supported	4.124**	Supported
H2	CI → Cognitive	0.2269	2.01**	Supported	0.4594	7.77***	Supported	5.551**	Supported
H3	CI → Affective	0.0118	0.11	Not Supported	0.0579	1.00	Not Supported	0.208	Not Supported
H4	MOT → Cognitive	0.5107	4.33***	Supported	0.5960	11.13***	Supported	0.033	Not Supported
H5	MOT → Affective	0.3876	2.79***	Supported	0.1146	1.75*	Supported	3.175*	Supported

Note: MGA: multi-group analysis; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$.

Table 5. Direct, indirect, and total effects.

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				0.7321
Escapers	CI-AFFECTIVE	0.0579	CI-Cognitive-Affective: 0.3557	0.4136
	MOT-AFFECTIVE	0.1146	MOT-Cognitive-Affective: 0.4615	0.5761
				0.9897

This study is based on two groups of tourists who are well differentiated according to their motivation, but unlike prior studies, these groups are not linked by their socio-demographic characteristics or the attractions they seek. This study analyses differences between these groups with regard to the image that they perceive of companies abroad as well as of the tourist destination itself. The clearly innovative aspect is the inclusion of the corporate image of Spanish companies as an element for finding out the destination image of Spain in non-Western countries, in this case South Korea.

With regard to the main aim of this study, the different motives between the “escaper” and “seeker” tourists, it is possible to highlight the following findings. In both segments, the results reveal that the corporate image has a direct influence on the cognitive component of the destination image, this is not the case in terms of the affective component. In both groups, it is shown the motivation has a direct influence on both the cognitive dimension of the image as well as the affective dimension. With regard to the relationship between motivations and dimensions of the image, the results are similar to those obtained by Beerli and Martín (2004b), Baloglu and McCleary (1999a) and San Martín and Rodríguez del Bosque (2008). Also, and as asserted by Baloglu and McCleary (1999b), there is a causal relationship between the dimensions of the tourist destination image. In the two groups, the results suggest that the cognitive component of the tourist destination image has a significant effect on the affective dimension.

However, the results obtained through the comparison of both groups is what makes this study innovative. Based on the issue that effective tourism marketing would be impossible without an understanding of the consumer motivations (Fodness, 1994), understanding how motivations have an influence on perceptions and images is essential.

In this regard, the link between the corporate image and the cognitive destination image has significant differences depending on the reason for traveling. While this link is considerable for tourists seeking relaxation or rest (escapers), it is not so significant for tourists whose main motivation is cultural (seekers). Therefore, the corporate image of “Spain” is crucial for tourists who choose Spain in search of rest and relax, and not very important for those traveling for cultural reasons. This conclusion is important, because tourism promotion should be focused mainly on projecting the corporate image to the tourists whose main motivation for traveling is relaxation. The interpretation that can explain the differences between both groups in relation to the influence of the corporate image on the tourist destination image, is based on the issue that the cultural attributes of destination Spain are sufficiently well-known for tourists who travel for cultural reasons, so the corporate image becomes unnecessary. However, it is possible that the group seeking to relax has a high level of ignorance about the relaxation and rest attributes offered by Spain as destination, and it is possible that this corporate image becomes another guarantee or attribute that shapes the destination image.

On the other hand, the intensity of the relationship between the motivation component and the affective destination image is quite similar in both cases (seekers and escapers), with one exception, for tourists who travel for cultural reasons their causal relationship is practically direct. On the other hand, for those traveling for cultural reasons, the mediator variable, the cognitive destination image has a significant influence between the motivation link and the affective destination image. Therefore, for tourists who travel in search of rest or a getaway break, it is recommended to look after the cognitive aspects of the destination, such as the management of beach maintenance, excursions and the communication of local customs, because their affective destination image is influenced to a greater extent by the cognitive destination image.

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