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Positioning analysis of overseas golf tour destinations by Korean golf tourists

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Abstract

This study utilized MDS analyses to identify the position of overseas golf tourism destinations as perceived by Korean golf tourists. Out of a total of 247 questionnaires collected, 216 questionnaires were used for data analyses. The correspondence analyses were conducted with the use of KYST, PORFIT, and PREFMAP programs. As an example of the results, Australia showed a similarity to Hawaii in perceived image to potential Korean overseas golf tourists. Additionally, results of the PREFMAP analysis reported that Hawaii was perceived to be an ideal destination. The theoretical and managerial implications derived from the analyses are discussed.



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Keywords

Positioning; MDS; Destination; Golf tour

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on the other hand, is permanently transported by the analytical dominantseptakkord.

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