

Typology of Gaming Tourists Based on the Perception of Destination Image

Authors : Mi Ju Choi

Abstract : This study investigated the perception of gaming tourists toward Macau and developed a typology of gaming tourists. The 1,497 responses from tourists in Macau were collected through convenience sampling method. The dimensions of multi-culture, convenience, economy, gaming, and unsafety, were subsequently extracted as the factors of perception of gaming tourists in Macau. Cluster analysis was performed using the delineated factors (perception of tourists on Macau). Four heterogonous groups were generated, namely, gaming lovers (n = 467, 31.2%), exotic lovers (n = 509, 34.0%), reasonable budget seekers (n = 269, 18.0%), and convenience seekers (n = 252, 16.8%). Further analysis was performed to investigate any difference in gaming behavior and tourist activities. The findings are expected to contribute to the efforts of destination marketing organizations (DMOs) in establishing effective business strategies, provide a profile of gaming tourists in certain market segments, and assist DMOs and casino managers in establishing more effective marketing strategies for target markets.

Keywords : destination image, gaming tourists, Macau, segmentation

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