The Influencial Factors of Destination Image on Generation Z's Travel Intention

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ABSTRACT

In China, the evolution of web 2.0 technology has converted the traditional social media system, the Travel Vlogs phenomenon is widespread. Contemporarily, storytelling Travel Vlogs is one of the most popular and common Vlogs forms utilized by varouis of industries from different domains, dramatically the tourism industry. Most of the prior study has proved that Travel Vlogs influence tourists' intention toward destination choosing. This study explored how Storytelling Travel Vlogs influence destination image that impacts Generation Z tourist travel intention towards destination choosing in China. Quantitative analysis and linear regression equation modelling examined the research hypothesis. The primary data was collected from 102 qualified online questionnaires. The findings indicated that information relevance, timeliness, accuracy, comprehensiveness, and trustworthiness were significantly significant for the destination image. In comparison, the information source expertise was statistically insignificant and did not influence destination image. Furthermore, the destination image was found statistically positively significant in tourists' destination intention toward traveling. Therefore, the generators should provide Vlogs with more relevant information, update timely and correctly, and maintain information comprehensiveness and trustworthiness to attract tourists increasingly.

Keywords: *Storytelling Travel Vlogs, Destination image, Information adoption, Tourists' intention.*

1. INTRODUCTION

1.1. Background

Contemporarily, the information distribution way and the way tourists plan and consume for travel has essentially been reshaped by the Internet [1]. In the recent decade, the emergence of the Internet has brought about two vital megatrends that have dramatically influenced and facilitated the change of the tourism industry [2]. On the one hand, the substantial popularity of social media such as the Chinses channels A little red book, Sina Weibo, and various information shared on-site from different distribution channels have been used by individuals prevalently during the travel planning stage [2]. The variety of social media creates a social community for online users. It allows consumers to post and share their personal experiences and recommendations to others and interact and communicate by comments. In such a case, the popularity of access on the Internet exerts the extract and more power to the consumers in the information gaining, product, and distributed aspects [3]. In the same vein, the tourism experience is also mediated by the Internet significantly due to the increasing number of travelers using social media to describe, reconstruct and review their travel.

On the other hand, the searching method has become crucial for tourists to leverage the Internet as an enormous amount of information is accessible [2]. The prior research has conducted roughly 64% of tourists planning travel through online searching [4]. And approximately over 50% of the travelers are gaining travel inspiration by searching online as of 2020. It is described that the tourists heavily rely on online research information when planning travel [5, 6].

China tourism market has become the leading tourism market among the Asian market over the past few decades, although its development started belatedly. As the biggest country in Asia, China has become the central pillar of the economy and tourism development globally. However, the tourism industry is a collection of activities related to socioeconomics which impacted by several elements and challenges such as natural disasters, unpredictable pandemics, and economic impacts. The

COVID-19 pandemic brings about unprecedented negative influence for the different economic sectors, especially the tourism industry because it significantly changes travelers' perceptions of tourism. Before the COVID-19, China has become the biggest outbound country globally regarding tourist numbers and consumer power. Huang et al. 2021 reported that China reached roughly 150 million outboard tourists and generated approximately US$120 billion outbound expense totally in 2018. During 2018, domestic travel numbers witnessed 5.54 billion, with around 5 trillion RMB tourist expenditure [7]. Both Chinese domestic and outbound tourism generate an immense contribution to world tourism. Sheldon 1997 points out that the tourism industry can be identified as an information-intensive industry [8]. In this light, the practitioners in the tourism industry endeavor to entice tourists through adopting innovative information technologies, especially for some of the leading tourism markets such as China [9].

Consequently, this study chose China as the research context. In China, the evolution of web 2.0 technology has converted the traditional social media system. The Travel Vlogs phenomenon is widespread in China. According to the Vlogging, related statistics report claims that the number of Vlog users witnessed roughly 250 million in 2019, and it was forecasted to increase continuously in the future [10].

1.2. Purpose of Study

Video blogging, namely Vlogs, a new social media format with extensive use among internet users, takes extreme concern globally. The Vlogging, related statistics report, asserted that over 40% of online users look at Vlogs once a month at least [11]. The contents of Vlogs are usually associated with creators' personal life such as daily life or exceptional personal experiences. Due to the accelerated expansion of Vlogging, this type of emerging form has been applied by various industries from different domains, dramatically the tourism industry and information-intensive industry [9, 12]. Travel Vlogs have emerged as a new content of travel blogging shared through social media, converting various fields of travel such as hotel stay, travel-related activities, and catering [12]. Peralta and Rachel2019 identify that Vlogs as a visual alternative to traditional blogs commonly used by users [10]. Travel blogs that convert information to travelers primarily by pure text or photos, Travel Vlogs used video visual presentation format to share personal experiences and travel-related information. Ladhar et al. 2020 identified Travel Vlogs as videos created by tourists and frequently represent the creators' personalized traveling experiences shared through social media. This sort of video usually characterized recommendation, self-experience, and real stories, distributing to roughly 50% of all travel subscriptions [11, 13]. Thus, the Travel Vlog provides enormous potential

marketing power of destination marketing as it can bring about unprecedented online traffic [12].

Storytelling type Vlogs is one of the most popular and common Vlogs forms utilized by Vloggers generally. An enormous emerging organization has acknowledged the importance of storytelling in the tourism industry—the practitioners from marketing domains identify storytelling as a powerful tool to connect and influence their potential customers. Besides, destination marketing organizations have leveraged storytelling to advocate their products and services. Storytelling establishes the connection between destination brands and tourists and plays a vital role in experience transformation and promotion [14]. The current generations, especially Generation Z, eschew product ownership while preferring integration experiences and instant gratification. Traditionally, the brand owner's role is positive in the marketing broadcast control, while the consumers only stand passively due to the consumer as an information receiver who is gaining information from suppliers only that result in the consumer with less price barging power. However, with the high levels of internet penetration in individuals daily, emerging social media results in the standpoint dynamic that allows marketers and consumers to collaborate. The communication between consumers and brands has been changed. It heavily relies on the uncontrollable content generated by users. In this light, dramatic potential for destination marketers to add compelling destination stories in promotional videos [14].

Referring to Peralta 2019 illustrated that Travel Vlogs are conversational Vlogs that present both Vloggers and their place. Besides, Travel Vlogs can be identified as digital storytelling, owing to it being the latest digital tool that can describe their own stories utilized by ordinary individuals and professionals [10]. Under the current context, numerous tourists are willing to look at videos that encompass real-life experience and focus on that kind of Vlogs that involve special or unique experience and stories of real travel [15]. Hence, the tourism organization aims to edit Storytelling Videos as a destination marketing strategy as it has a significant influence on the tourists' destination intention.

The purpose of destinations to adopt marketing practices is to entice travelers to change their decision-making. It is commonly acknowledged that the significance of destination image in decision-making influences the tourists' intention and consequent destination selection [16]. Additionally, the online search is a paramount getaway and marketing channel that allows destination and tourism organizations to entice potential travelers due to online tourism-related information searching bringing about upstream traffic to the tourism industry [2]. In China, Vlog viewers have significantly increased due to smartphone users' eagerness to generate their content on social media.

Figure 1 shows that the Chinese Vlogging industry is emerging and growing with roughly 126 million Vlog viewers in 2018, 260 million in 2019, approximately 380 million in 2020, and estimated to reach 488 million by 2021 [2]. From 2018 to 2021, the figure of Vlogs viewers increased dramatically, witnessing an increase of 362 million [2].

In this light, the tourism industry should be greatly concerned with using emerging marketing tools. Simultaneously, vlog-related studies have increased suddenly during the past several years [17].
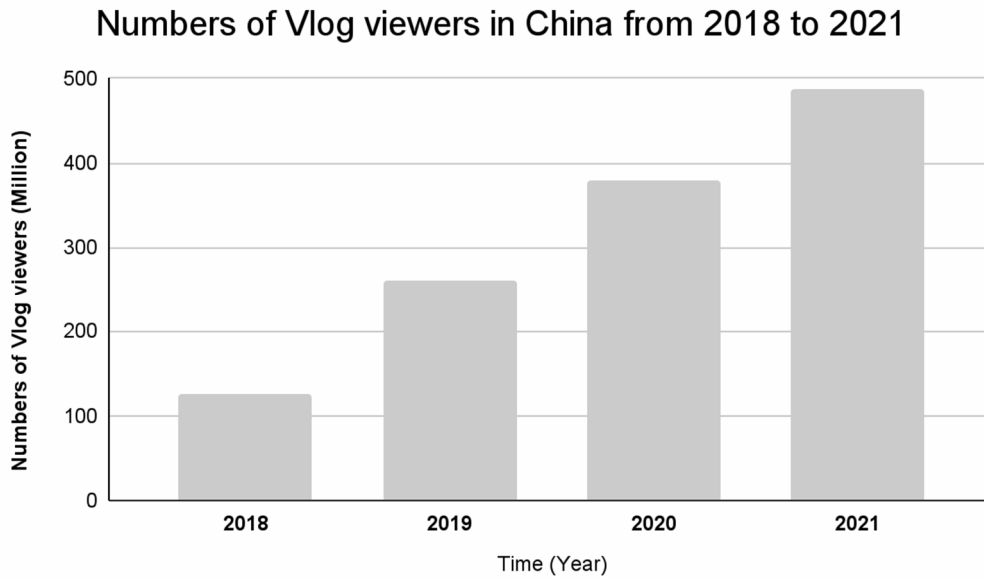
Numbers of Vlog viewers in China from 2018 to 2021

Figure 1 Numbers of Vlogs viewers in China from 2018 to 2021 [17].

The development of online video channels facilitated an increasing number of experts and amateur Vloggers to create their videos. The media provided a platform for them to manage their videos efficiently. With the rising acknowledgement of the business value of Vlogs, the related practitioners from different domains are recognized. Vlogs could be a new marketing tool. Hence, the researches associated with Vlogs have emerged in the past decades, then many scholars to explored Vlogs from distinct dimensions and fields such as education and cosmetics. In the tourism industry context, the recent Vlog-related studies focus on analyzing the relationship between Vlogs to consumer travel intention, consumer engagement behavior, consumer loyalty intention, and destination image predominantly [9, 11, 12]. In addition, several studies also investigated how the travel vloggers impact consumers' destination choosing during the decision-making process from the vloggers' perspectives [15].

Moreover, the anticipated scholars have been found that the vivid stories and interactive format of travel Vlogs may facilitate consumers to arrive at the actual destination [9, 13]. Several studies have investigated the significance of destination image and purchase intention. However, it is scarce research to explore integrating these two dimensions as factors influencing tourist intention. In the same vein, as the practicability of the travel Vlog

as an approach for travelers promotion and information, it is necessary to explore how these two dimensions simultaneously influence tourist destination intention. Therefore, this study investigates how storytelling travel Vlogs affect destination image that impacts Generation Z tourist travel intention towards destination choosing in China. Additionally, the research purpose of filling the gap by adopting the destination image theory and information adoption modal to examine the influence of Storytelling Travel Vlogs and destination image and tourist destination intention. Even though the destination image theory and information adoption model are widely used to explore consumer behavior and meaning, it is essential to investigate the external factors that impact tourists' destination intention with the tourism fields. In this light, a related literature review will be critically reviewed to prove the relationship between travel Vlogs, destination image, and tourist intention in the next section. After that, the author will elaborate on the research design to collect primary data, and the data analysis will follow. Finally, the conclusion and long-lasting recommendations will be discussed.

2. LITERATURE REVIEW

2.1. Travel Vlogs

With the accelerated growth of technology, travel

blogging has emerged. To record and capture the authentic travel experience, increasingly, travelers use cameras and smartphones to create a video titled Travel Vlogs. The word "Vlog" which is consists of the words "blog" and "video" [15]. Vlogging is extensively shared on social media for destination marketing as the function of Vlogs has revolutionized. Compared with pure-text blogging, Vloggers can record their video in a specific destination and share it on social media through utilized Vlogging. However, the nature of the Travel Vlogs is similar to travel blogs as both of them update periodically according to the system's chronological order and post with an interactive base [15].

The Travel Vlogs are the most videos watched by online users in different distribution channels. It is crucial in consumers' intention due to its efficient marketing potential [8,15]. The prior research conducted that 93% of practitioners from marketing domains utilize Vlogs as the marketing resource. Besides, various organizations leveraged Vlog for different purposes. Most video blogging (84%) used Vlogs to prompt their website; approximately 60% posted it on social media. Over half of marketers use it to share videos on distinct social media platforms; similarity, third-fifth population, utilize Vlogs to marketing by sending emails. Moreover, the investigation found that 88% of travelers search for heritage, tourist spots, and famous attractions on social media platforms that generate travel inspiration. Additionally, most tourists proposed that they prefer to search travel-related information on social media and receive information in the video format [15].

2.2. Travel Vlogs and Tourist' Intention

Online video has been evidenced to be the most intelligent and leading channel for information, while it reveals the accelerated development in the tourism domain. With the development of digital, travelers tend to share and seek destination-associated information from comments, ratings, and videos. The growth of Web 2.0 provides access to online users resulting in uses enormously relying on online communication, which changes their intentions and image for the products and services [18]. The survey conducted by Lodha et al. 2019 found that over half of the population consists of the travel inspires their travel intention that would like to take a trip [15]. And around 60% of travelers make destination choosing decisions after watching Vlogs. Besides, the survey reported that travel Vlogs reached the most clicks in the YouTube channels. The individuals (45%) make a booking immediately after watching the Travel Vlogs, and roughly 62% of leisure travelers make decisions and choices after watching Travel Vlogs.

Furthermore, owing to the Travel Vlogs generated by travelers who witness self-experience with the destination and share their personal story and clarify the destination's main characteristic, it is possible to identify

the Travel Vlogs to share individual recommendations. In the trust in advertising survey, most consumers (81%) were willing to trust personal recommendations [10,19]. The previous research reported that numerous tourists obtain local information from social media technology, and the feedback and suggestions posted on social media influence their travel decision. Posting attractive images and videos on the online platform increasingly attracts tourists [10]. Moreover, Zinner et al. 2008 proposed that tourism products and services are an intangible resource provided to customers who cannot check the quality before purchase [20]. Thus, tourists seek travel-related information from experienced travelers who generate videos, ratings, and comments by leveraging multi-social media platforms [21]. The inference is that the Travel Vlogs will influence tourist destination intention during the decision-making process.

2.3. Destination Image

The destination image is the mental representation of an individual's recognition and perception of a specific destination. Destination image plays a vital role in traveler's destination choosing during the decision-making process [22]. Previous scholars have investigated that destination image impacts travelers' satisfaction and behavior elements such as destination selection, destination reviews after the visit, and their intentions in the future. Exiting research has distinctly defined the destination image. Referring Qu et al. 2010 proposed that the destination image is encompassed of cognitive, affective, and unique elements. The cognitive dimension is represented as tourists' beliefs and knowledge about destination attributes, such as the weather and public environment [23]. The affective component refers to a feeling or emotional response to distinct characteristics of a place, such as the tourists' intention to visit the destination. The unique image component is essential for positioning the goal from its competitors into consumers' perception, thus simplifying the information [22, 23]. The previous study has proved that these three elements are interrelated.

2.4. Information Adoption Model

Information Adoption Model (IAM) was pointed out by Sussman et al. 2003 and proposed that it can elaborate how individuals receive information in computer-mediated communication that changes their intentions and behavior [24]. The IAM uses the argument quality as the main route, the source quality as the peripheral route, and the mediator's information usefulness role. Stimueously, the scholars divided relevance, timeliness, accuracy, comprehensiveness dimensions among argument quality. However, with the development of social media, the information adoption process has been transformed. Based on the previous model, Cheung et al. 2008 iterated and redesigned the IAM. The scholars split

source quality into expertise and trustworthiness [25]. The prior studies have conducted research to identify various definitions of information quality than to discuss how the information quality influences tourist intention from consumers' perspective [26]. In this light, the research will adopt Cheung et al., in 2008 conceptual framework [25].

2.5. The Relationship Between Information Quality and Destination Image

The extant literature on destination image generated in the tourism industry has stated that information resource is one of the most significant elements that help users create destination image [22]. Besides, some research also contended that the different information would impact destination image. Hill et al. 2019 delineated that the described embodiments in Vlogs are essential in creating an attractive image among potential tourists [12]. Furthermore, Lodha et al. 2019 found that the Travel Vlog offered helpful information, positively influencing the tourists' travel intention [15]. Previous research has investigated that information quality includes information relevance, information timeliness, information accuracy, information comprehensiveness,

information source expertise, and information trustworthiness, which positively correlates with destination image [18, 25]. Moreover, the previous scholars also explored that positive and negative destination images such as attraction, perceived risk, and external environment significantly influence tourist intention [27]. In this light, it is inferred that informative and appealing information can influence tourists' destination intention because the destination image is impacted simultaneously [26].

2.6. Conceptual Framework

Figure 2 depicts the research model used in this study, elaborating the determinants of information level within destination image and tourists' destination image. This research model was established by gathering the destination image theory and information adoption model. The dimensions of information relevance, information timeliness, information accuracy, information comprehensiveness, information source expertise, and information trustworthiness are used to examine the destination image and explore the destination image's impact on tourist destination intention.
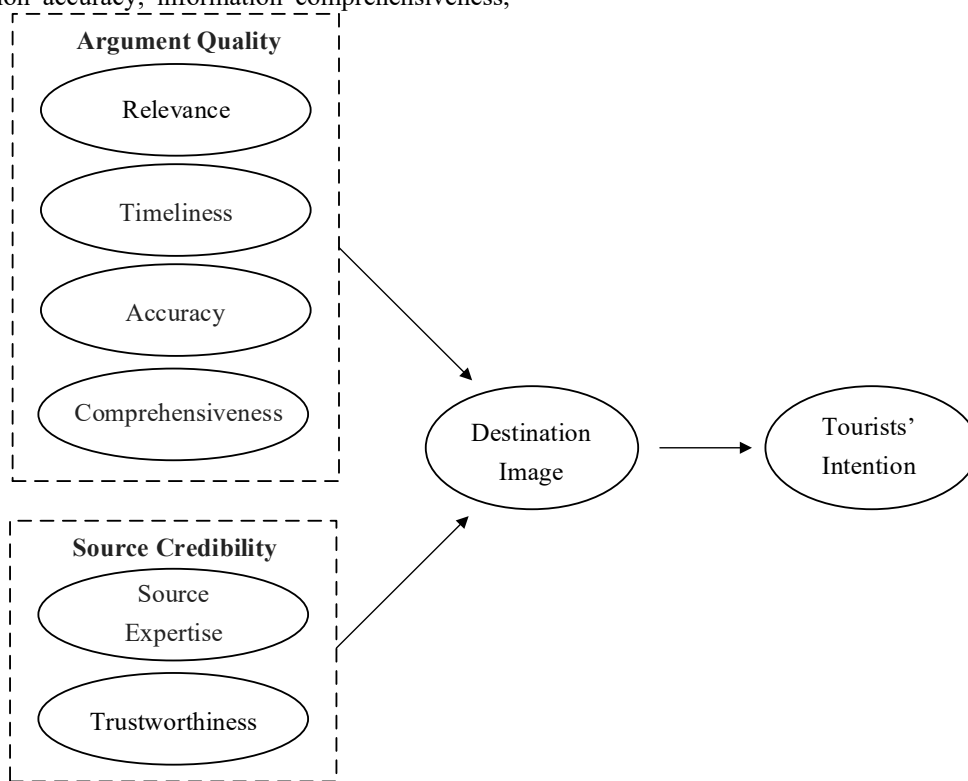
Figure 2 Conceptual Framework

3. METHODOLOGY

3.1. Research Design

To carry out this study, the research will choose a quantitative research method to explore the possible

correlation between Storytelling Travel Vlogs and destination image and tourists' destination choosing intention. Generally, the quantitative is associated with data can analysis by statistical. At the same time, qualitative refers to illustrating data as non-numbers data and unbale to describe as numbers. However, the current

research is purpose sending questionnaires to collect primary data; in such a case, the qualitative method is unsuitable. Additionally, the prior study used the quantitve method to explore the relationship between Travel Vlogs and tourists' destination intention [9, 15, 28].

As a consequence, the research will choose quantitative as a research method. Under the qualitative research method, the survey research strategy will be selected for the current study. Numerous research strategies can be adopted to explore and describe different studies. Bryman 2006 asserted that the survey strategy allows researchers to gather samples by using questionnaires effectively. Additionally, the survey method will enable researchers to collect large-scale data. Therefore, the survey strategy is more matched to the current study [29].

3.2.Data Collection

The forecast studies provide a well-established scale to measure the relationship between Storytelling Travel Vlogs or videos, destination image, and tourists' intention. Thus, this study will be followed a quantitative methodology by using an online questionnaire. The tourists will be received online, the sample was taken at random, and the sample size will be calculated referring to the previous study. Moreover, the non-probability convenience sampling technique will be used in this study. While the population for this research is focused on the tourists who watched online Storytelling Travel Vlogs in the recent six months due to the Storytelling Travel Vlogs continually update. In terms of the population size, the research received 152 questionnaires. However, 102 qualified responses were collected because the current study only focuses on Generation Z, who has been wanting the Storytelling Travel Vlogs. While the sample size was considered minor, thus it was more than sufficient for linear regression equation modeling.

After an online questionnaire was created in the Wenjuanxin platform, social media text messages such as WeChat with a link to the survey were sent to friends asking them to complete the questionnaire. Moreover, the online questionnaire was designed in Mandarin and English since most target populations were from China. The screening questions will also be set in the questionnaire to the qualification of the respondent for the research. If the participants did not watch Storytelling Travel Vlogs before and over the 24 years old, the questionnaires were terminated and thanked for the ineligible participants.

The questionnaire consists of three central pillars. The first section's purpose is to collect the demographic data for the participants, including the age group, gender, and education level. The second part covers the frequency of watching Storytelling Travel Vlogs and the

average time spent looking at Storytelling Travel Vlogs. The final details contain 30 items covering eight constructs: relevance, timeliness, accuracy, comprehensiveness, source expertise, trustworthiness, destination image, and tourists' intention. A five-point Likert scale from 1(strongly disagree) to 5 (strongly agree) is used to measure the items, and prior researchers have utilized the variables. According to the item relevance, timeliness, accuracy, comprehensiveness, source expertise, and trustworthiness, twenty things have been adopted from Arora et al. 2020 and Cheung et al. 2008 [18, 25]. As for the destination image, seven items for each construct have been adopted from Nazir et al. 2021. Consequently, three things have been adopted from Cheung et al. 2008 to measure the tourists' intention toward destination choosing [25, 31].

3.3. Data Analysis

The data analysis for the current study consists of two stages. Firstly, SPSS was applied to explore factor analysis to identify the underlying correlation between information quality, destination image and tourists' intention. SPSS is proper and adequate for complex models and has been widely utilized in social sciences research. Then, the confirmatory factor analysis was then adopted to test whether the variables represented the constructs and ensure the model was a good fit.

4. RESULT

The proposed hypothesis of the current research was tested by utilizing linear regression analysis. In statistical modeling, linear regression analysis illustrates and reflects the different kinds of influence relationships by forming the expression form of the regression equation. It allows researchers to visually understand the influence degree and direction between other variables or different items. Generally, the regression model is consists of three main pillars. Firstly, the regression model summary reflected the strength of the relationship between the model and the dependent variable. In addition, by looking at the Adjust R-squared in the regression model, the researchers could measure the goodness-of-fit of the linear regression models. In the second section, the Anova analysis is predominate used to prove the scientific rationality of the regression model. It is dependent on the significance of the regression model; if the P-value (P), which shows as the symbol sig in figure 2, is less than 0.05, the regression model represents it as scientific, reasonable, and acceptable. While if the P-value is more than 0.05, interpreting that the dependent variables were statistically insignificant with independent variables. In the final part, the coefficients table reflects the regression coefficient and significance level of independent variables.

Table 1 describes the relationship between independent variable relevance, timeliness, information

accuracy, information comprehensiveness, information trustworthiness and the dependent variable destination image. The regression coefficients (B) of relevance, timeliness, information accuracy, information comprehensiveness, and information trustworthiness illustrate as 0.149, 0.259, 0.341, 0.292, 0.177 respectively, were found to be statistically positively significant (P<0.05) and demonstrate the 52.6% variance of the destination image. However, the information source expertise (0.785) was found statistically insignificant (P>0.05) and did not show influence on destination image, witnessing regression coefficients as 0.024. Therefore, the result shows that if the information with greater relevance, better timeliness, more accuracy, and report more comprehensiveness and trustworthiness impact on destination image more significant. In contrast,

the source expertise of Storytelling Travel Vlogs was not influenced by destination image. Furthermore, table 2 demonstrate that the destination image was statistically significant (P<0.05) and explained the 32.8% variance in tourists' intention to travel. Besides, the regeneration coefficients (B) show at 0.637, meaning that if the place has a better destination image, the travelers' visit intention will be more strongly. Consequently, the result concludes that the content of Storytelling Travel Vlogs is relevance, timeliness, information accuracy, information comprehensiveness, and information trustworthiness will influence the destination image that impacts generation Z's travel intention, proving the research hypothesis. However, the source expertise of Storytelling Travel Vlogs was not influenced by destination image.

Table 1. Result of Structural model

		Coefficients[a]						
Variables		Unstandardized Coefficients		Standardized Coefficients	t	Sig.*	Collinearity Statistics	
		B	Standard Error	Beta			Tolerance	VIF
1	(Constant)	-.685	.458		-1.495	.138		
	Relevance	.149	.069	.152	2.149	.034*	.942	1.062
	Timeliness	.259	.074	.259	3.497	.001**	.858	1.165
	accuracy	.341	.075	.364	4.549	.000***	.732	1.367
	comprehensiveness	.292	.074	.304	3.955	.000***	.794	1.259
	Source expertise	.024	.087	.019	.273	.785	.976	1.025
	Trustworthiness	.177	.077	.159	2.290	.024*	.972	1.029

a. Dependent Variable: Destination image

b. sig=significance *< 0.05, **<0.01, ***< 0.001

Table 2. Result of Structural model

		Coefficients[a]						
Variables		Unstandardized Coefficients		Standardized Coefficients	t	Sig.*	Collinearity Statistics	
		B	Standard Error	Beta			Tolerance	VIF
1	(Constant)	1.346	.325		4.138	.000***		
	Destination Image	.637	.091	.573	6.993	.000***	1.000	1.000

a. Dependent Variable: tourists' intention

b. sig=significance *< 0.05, **<0.01, ***< 0.001

5. DISCUSSION

The current research has adopted the destination image theory and extended the information adoption model to identify the elements influencing destination image and tourists' destination select intention. This

research illustrates that travel Vlogs' content significantly impacts the destination image of Travel Vlogs for tourists' purposes. The proposed relationship between relevance, timeliness, information accuracy, information comprehensiveness and information trustworthiness was statistically significant, revealing that destination image

influences travel Vlogs content. The results of this research are consistent with previous researchers [15, 18, 25]. However, the source expertise of travel Vlog was not found significant with destination image, which is quite in contrast with the prior research [15, 18, 25]. Moreover, the relationship between destination image was significant in describing that positive destination image may motivate tourists' travel intention, consistent with the previous study [10, 27].

6. CONCLUSION

This study investigated the correlation between Storytelling Travel Vlogs, destination image, and tourists' travel indention in China. The conceptual model is established on the theoretical framework of information adoption and combines designation theory with exploring how Storytelling Travel Vlogs influence destination image that impacts Generation Z tourist travel intention towards destination choosing in China. In such a case, the study collected the 102 qualified responses through the online survey and then used linear regression analysis to investigate the correlation between variables. Consequently, the research finds that if the information from Storytelling Travel Vlogs with greater relevance, update timely and correctly, comprehensiveness and trustworthiness will impact destination image more importance. In comparison, the source expertise of Storytelling Travel Vlogs was not influenced destination image from tourists perceived. Furthermore, the result demonstrated that the destination image would also impact tourists' destination intention toward traveling. Hence, the development of the research shows is consistent with previous hypotheses except for the variable source expertise.

The current study proved diverse implications for practitioners. With the evolution of web 2.0 technology, Generation Z has significantly relied on online information and has become an online content generator consumer. Compared with the data from the official website, the large population tends to believe online content generated by other users. This research proves that the Storytelling Travel Vlogs influence destination image and hence, this substantial impact on the numbers of tourists arrivals. In such a case, relevant practitioners such as local tourism organizations and marketers can use Storytelling Travel Vlogs as marketing tools and recovery strategies to increasingly attract tourists and withstand the negative impact of COVID-19 during the pandemic.

However, the research consistent with some limitations as well. Firstly, the theoretical model of the current study consists of six dimensions which witness 52.6% of the variance in the destination image, 32.8% in travel intentions which demonstrate some of the significant elements that might be missing. Furthermore, the sample size may consider small relatively due to the

research focus on Generation Z segmentation and Storytelling Travel Vlogs; thus, the result of the research may not be generalized. Besides, the factors that affect tourists' destination intention vary, such as gender and personal cognition. In this light, future studies can consider it as well. Besides, this study only focused on the intention of tourists. In terms of further research, the analysis can extend the current model by examining the correlation between destination intention and final decision making.

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