

# A Study on the Differences in Regional Attractiveness of Recognized Local Stories

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**Abstracts:** Regional visit satisfaction of visitors can be increased by raising the regional attractiveness of recognized local stories. The purpose of current study is to explore the internal suitability of a confidence level for analyzing impacts to recognized local stories' regional attractiveness empirically and the Cronbach's alpha for the questions related to recognized local stories elements of a regional attractiveness showed good internal suitability with 0.905 and 0.874. As a result of proceeding with a regression analysis for verifying a study model, the power (the factors which are uniqueness, portrayal, understandability, and sensibility) of the recognized stories suggested from the study model and the regional attractiveness (the factors which are education, significance, and experientiality) are selected as they affect significant impacts. Local brand creations and expansions can be important cultural values for vitalizing a local economy via the study of the relationships (differences) between recognized local stories and regional attractiveness. In this study, the validity of each measure's variable used for the study's basic static analysis and each scale construction, and the credibility whether the measures variables are consisting of latent variables consistently were verified. And it is experimented if the recognized story's regional attractiveness relationships (differences) can be applied to this study by suggesting the hypothesis adoption status via regression analysis verifying causal impacts between variables. These were very meaningful in this study. Because if we study that regional story content elements are very effective in regional activation by increasing regional attractiveness for visitors then it might be able to be systemized theoretically and be used for practical businesses.

**Keywords:** Recognized Local Story, Storytelling Elements, Regional Attractiveness, Local Brand, Regional Revitalization.

## 1. INTRODUCTION

A lot of cities are encouraging the introduction of visitors via stories based on corresponding regions and increasing their awareness and values. This is the power of the recognized regional story content. The content of stories increases their value and helps visitors show positive attitudes. According to this, national local governments recently are developing recognized regional story content as a key method to be more competitive in the region-based culture tourist industry actively. But their effort actually doesn't work very well. Even unique and differentiated cultural goods the first time, are generalized and declined because similar content is produced via benchmarking at competing regionals as time goes by.

To overcome this reality, it is necessary to develop new and differentiated cultural goods by using recognized regional story content such as fables, folktales, and myths related to historic cultural heritages in regions. It is important since not only does it bring an economic activation of the nation and regions but helps to secure an identity of local native cultures. So in this study, we are reviewing the differences in recognized local stories' regional attractiveness and proving the importance of the relationship. And it is expected as not only systemizing related fields theoretically but also contributing at a field work.

## 2.Theoretical background

### 2.1. Theoretical background and study methods

A recognized local story content means that if the nature of stories can bring interest basically or not. Stories and imaginations based on true stories can be reproduced in various forms via a lot of media and it can be the most effective method to bring a bond of sympathy by appealing to human emotions. If the stories are fantastic and help

people feel a sense of kinship and excitement to the stories, people can immerse in them. So it is natural that the people who want to promote tourist spots and develop visiting places have an interest in the recognized stories. The local brand's attraction can be defined as attraction power bringing visitors to local communities. Its key is providing attractive factors by using the ability scale to understand visitors unique characters, visiting benefits, and what kind of local community's attractiveness visitors want. The range of the local community's attractiveness is very wide and varies [1] [2,367~384][3, 25-34] from social and cultural attractiveness to natural or artificial attractiveness.

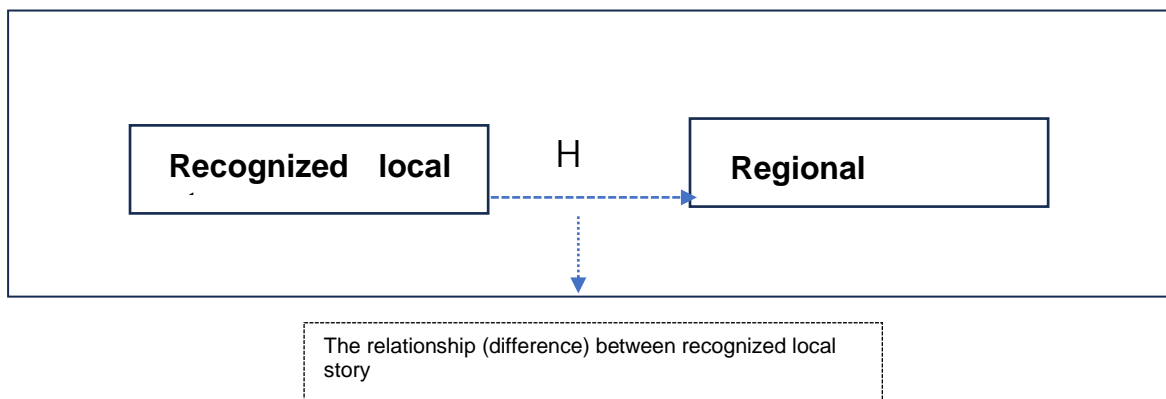
When it comes to the relationship between recognized local story content factors and regional attractiveness, visitors can't accept the story content related to the local community passively but make their own meaning of the local community story content. If the unique cultural event of the local community can proceed with more structured story content, visitors will recognize the corresponding area as more attractive with these cultural products than other competitive areas. So, the local story content can connect visitors emotionally and increase the local community's attractiveness. With this, we can find out that an unique local community and local community's cultural art event story content factors are very effective to improve local community's attractiveness by making a strong relationship with visitors.

For this study, theoretic consideration and preceding research will be explored through documentary survey for various concepts which are the major of the study. Especially, documentary collection and probe study methods were used mainly by referring to papers deducing the theoretic background. Next, in this survey design, a research model and hypothesis are set, questionnaires are constructed, survey research is performed and data is collected and analyzed [4]. It researches about recognized local story's regional attractiveness differences which are the study purpose by selecting about 150 people as the study target sample. Descriptive statistical analysis will be performed as a survey analysis method. And credibility and validity of measurement tools will be verified by understanding general characters to analyze average values and frequency, calculating Cronbach's alpha figures for verifying credibility, and analyzing exploratory factor for verifying validity. It achieves specific research purposes of variables including a model of this study and suggests the adoption status of the hypothesis with regression analysis validating casual impacts between latent variables corresponding to the differences between recognized local story content and regional attractiveness.

**2.2. Analyze of hypothesis and relationship between recognized local story and regional attractiveness**

In this study, the hypothesis, "the recognition and local story significantly impact on the regional attractiveness" was set for analyzing this study's relationship between recognized local story and regional attractiveness.

The impact of power [5][6][7][8][9][10][11][12][13] and regional attractiveness [14][15][16][17][18][19] [20] of story suggests the preceding research as a research model and hypothesis for the baseline data.



**Figure 1.** Set a research model and hypothesis.

Since we can connect the recognized story power and the visitors of the local community more emotionally, we could increase the local attractiveness more. It means that if the recognized story power combines to the cultural

events using the regional attractiveness, the visitors can recognize the community as more attractive than other competitive local cultural events[21, 91-101] [22][23]. So, we could learn that the recognized story power factor of the local community's cultural events can form a strong relationship with visitors to increase the regional attractiveness effectively. The credibility analysis for the impact relationship between hypothesis and recognized story power, and the regional attractiveness is as the table 1[24].

**Table1. Reliability analysis**

<i>Question</i>	<i>Standard deviation</i>	<i>Cronbach's alpha</i>
<i>Storytelling-powerful elements</i>	.738	.905
<i>Local Attractiveness elements</i>	.742	.874

Credibility means measuring the actual value of the measurement fraction. Cronbach's  $\alpha$ 's coefficient is between 0 to 1 and if the value is high, it means the result is more credible. For the whole questionnaires, we can say the result is reliable if the Cronbach's  $\alpha$ 's coefficient is over 0.5, and for the separate questionnaires, the coefficient is over 0.6.

The Cronbach's alpha for the questions related to recognized local stories elements of a regional attractiveness showed good internal suitability with 0.905 and 0.874. As a result of proceeding with a regression analysis for verifying a study model, the power (the factors which are uniqueness, portrayal, understandability, and sensibility) of the recognized stories suggested from the study model and the regional attractiveness (the factors which are education, significance, and experientiality) are selected as they affect significant impacts.

## **CONCLUSIONS AND IMPLICATIONS**

In this study, we could check the internal fit of credibility for an empirical analysis what kind of impact occurs to the regional attractiveness of recognized local story and as a result of proceeding with a regression analysis for verifying a study model, the recognized stories (the factors which are uniqueness, portrayal, understandability, and sensibility) suggested from the study model and the regional attractiveness (the factors which are education, significance, and experientiality) can be checked that they affect significant impacts.

Local brand creations and expansions can be important cultural values for vitalizing a local economy via the study of the relationships (differences) between recognized local stories and regional attractiveness. In this study, the validity of each measure's variable used for the study's basic static analysis and each scale construction, and the credibility whether the measures variables are consisting of latent variables consistently were verified. And it is experimented if the recognized story's regional attractiveness relationships (differences) can be applied to this study by suggesting the hypothesis adoption status via regression analysis verifying causal impacts between variables. These were very meaningful in this study. Because if we study that recognized regional story content elements are very effective in regional activation by increasing regional attractiveness for visitors then it might be able to be systemized theoretically and be used for practical businesses. But there was a limitation in this study. First, because of the data limitation, we could induce the analyzed results by performing regression analysis understanding each respondent recognition on recognized local story factors and regional attractiveness, but we could only understand the relationship between the recognized local story and the regional attractiveness. If we systematize, actualized, and subdivided more for each variable of recognized local story and regional attractiveness, we could induce the result by connecting the impact relationship with difference analysis via interrelation analysis. Second, we couldn't exteriorize for the differences of background variables with recognition differences per item because of the limitation of data scales and questionnaires. Further research is necessary if there is a difference between relationships per background variable by making up for the limitation in the future.

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