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Travelling and Adventure
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Agrotourism can contribute to regional development, a priority goal of each country in the region. Very similar to ecotourism, agrotourism emphasizes on cultural aspects of the rural areas that also help in improving the economy of the area, yet promoting agrobiodiversity. Rural tourism also encompasses ethnotourism, project tourism, health tourism, historical tourism, cultural tourism or adventure tourism. Therefore researches relating to rural tourism and agrotourism hope to bring awareness to the farmers, tourists and people concerned with the fate of both the people in and our mother planet. Furthermore, cultural and biological conservation in the rural areas can be harmonized.

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A STUDY OF TRIBAL PEOPLE EMPLOYED IN TOURISM INDUSTRY IN CHIANG MAI, THAILAND

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ABSTRACT

There are a number of tribal people living in Thailand, especially in the northern part of Thailand. Due to the rapid growth of tourism industry, this group of tribal people has been promoted as a cultural tourism attraction and has, as a consequence, been the focus of a range of research studies. This paper aims to extend our knowledge by considering them not as an ‘attraction’ but as employees in tourism industry located in Chiang Mai, Thailand. The analysis discusses the perceptions of tribal employees, working for tourism enterprises owned or managed by Thai nationals from outside their villages. The analysis focuses upon the tribal people perceptions of the nature of their employment, their reasons for working with these external tourism actors (ETAs) and their degree of involvement. As the existing literature suggests that the measurement and understanding of perceptions plays an important role in maximising benefits while minimising conflicts within a multi-cultural work place. In addition to an analysis of secondary data two focus groups were undertaken and 200 questionnaires administered, 100 to each tribal group. The research clearly demonstrated that although ‘hill tribes’ are often considered as comprising a single homogenous minority group, living in the same locality, the history, cultural backgrounds and ethnicities of different tribes do effect their perceptions resulting in significant differences in their views of employment with these ETAs.

Keywords: Ethnicity, Tribal people, Tourism, Service, Employment, Perception

INTRODUCTION

In recent years there has been a growth in multi-cultural working environments (Fine \textit{et al.}, 1990; Triandis \textit{et al.}, 1993), not only in the developed world (Berry, 1997) but also in less developed countries and regions, (Wilson \textit{et al.}, 2001). Vergunst (2008) argues that as societies develop economically there is an increased demand for resources, including human resources and as a result, there is an increased degree of interaction between people from more developed, often urban areas and those from the less developed, often rural areas, despite similarities or dissimilarities in culture and/or ethnicity. Many countries in both the developed and
developing world view the tourism industry as an agent for developing rural areas and in some countries, including Thailand, tourism is associated with the development of remote areas inhabited by hill tribes (Rajani, 2002). The Thai government has for some time recognised tourism as an opportunity for reducing the prosperity gap between urban and rural areas, retaining the population and improving the welfare of rural communities (Community Based Tourism Institute (CBTI), 2008). Therefore, the Thai government promotes the development of hill tribe tourism to both private and public sector investors in order to create job opportunities and thereby improve the incomes of local people.

The relationship between tourism and tribal people can be examined from a number of different angles. Some of these have been well explored over a relatively long period. For example, tribal craft studies and tribal tourism impacts have been undertaken in the late 1970s and 1980s (Cohen, 2000). Previous tourism impact studies (Cohen, 1979; Dearden, 1992; Parnwell, 1996) have examined the perceptions of host populations towards their involvement in the tourism industry in general. Specific research on the perceptions of employment by minority population groups such as tribal people with incoming external tourism actors has, however, not been reported. In this research ‘external tourism actors’ (ETAs) are defined as Thai entrepreneurs who tend to dominate a host community due to their higher social status and wealth when compared to the tribal people. They are individuals from outside the tribal community who are not tourists, who are not there for leisure purposes and who tend to stay for longer than 12 months. They are attracted by the opportunity to develop their businesses in a new location. In Doi Inthanon they have sought to develop tourism enterprises which include accommodation, catering outlets, tour operations, souvenir shops, spas and tourism adventure activities.

The perceptions and attitudes of residents towards tourism employment has been investigated in a number of studies (Andriotis, 2005; Lankford, 1994; Pizam, 1978). However, relatively little research has thus far been conducted on the perceptions of a tribal peoples who work with ETAs, let alone comparing perceptions of two different tribal groups towards tourism employment with ETAs, hence the purpose of this study was to improve our knowledge about the experience of tribal communities as they integrate into Thai society. Two hypotheses were considered; one (H0) is that the respondents from each of the different tribes have similar perceptions and values in relation to employment with individuals from outside their community. The alternative hypothesis (H1) is that ethnic tribal and cultural differences will result in differences in their views of their employment by individuals of another culture in this instance Thai national who are the majority of the Thai population.

**LITERATURE REVIEW**

This paper will review the literature relevant to a study of tribal people’ perceptions from the interaction with ETAs.

**Definitions of perception**

Markin (1974); Mitchell (1987); Moutinho (1987); Truong and King (2006) among others refer to perceptions as the processes that shape and produce what people actually experience. Cole and Scriber (1974) partially agree with the previous definitions yet have proposed a slightly different one that “...perceptions, memory and thinking all develop as part of the general socialisation...and are inseparably bound up with...social relations...”. According to Hargie (1986, p. 47) “perceptions are the impressions people form of one another and how interpretations are made concerning the behaviour of others” while according to Smith (2002) perception is a primary aspect of judgment. Perception is significant in supporting the views of an individual, and their thinking, about the world.
It determines how individuals experience objects or events (Haakonssen, 2006). The emphasis of these later definitions are particularly relevant to this investigation.

Influences of perception

Bronfenbrenner (1977, 1979) states that perception is not totally objective, it depends on neonatal, childhood, and later experiences (Freud, 1930, 1953-7; Klein, 1959, 1986). According to Supaap (1993) there are five determinants of changes in perception; these are family, friends, school, career and the media. Pert (1997) affirms that perception is selective in what it wishes to allow in, it also puts its own interpretation on what it lets in. Thus perception is the link between the internal world of an individual and their external worlds, these perceptions are heavily affected by emotions (Rungapadiachy, 1999). According to Reisinger and Turner (2003) perceptions are influenced by a number of external factors, economic, social, cultural, geographical, and internal factors, demographic, psychographic, behavioristic. Samovar and Porter (1991) point out that one of the main factors that directly influence perception is culture. They explain that culture strongly influences the environment in which people are raised, in that it exposes them to experiences and produces meanings. Therefore, the perceptions of an individual can be determined by culture, from which it can be concluded that, people may have different perceptions because they have different views of the world which are constructed by their own culture (Brislin and Cushner, 1996; Krench and Crutchfield, 1948; Robertson, 1970).

In terms of perceptions of tourism development, several scholars (e.g., Ap and Crompton, 1993; Brougham and Butler, 1981; Husbands, 1989; Lawson et al., 1998; Murphy, 1983; Pizam, 1978; Ryan and Montgomery, 1994; Thomason et al., 1979; Tyrell and Spaulding, 1984) have focused on the perceptions of tourism held by residents of the same destination community and as with Ryan and Montgomery (1994) in their study in the English Peak district, found that residents held different perceptions and interests. Therefore, it can also be concluded that people who live in the same community and share the same culture do not necessarily have shared interests or perceptions and they often hold very mixed views (Hall, 1994).

Cause of cultural diversities in the workplace

According to Tung (1993) a cross-cultural work group often forms after an organization recruits people from different cultures to work together. Granrose and Oskamp (1997) highlight several factors as reasons for cultural diversity in the workplace explaining that some groups voluntarily come to live together while others are involuntary. Some groups come into contact with other societies because they have migrated to a new location which could be permanent or temporary. While there are other groups that have had the new culture brought to them (Granrose and Oskamp, 1997). Despite different factors leading to the establishment of plural societies, Berry and Sam (1996) suggest that the fundamental processes of intercultural relations and psychology adaptation appear to be common among these groups, what is different is the degree of interaction of each group which can result in different outcomes.

Granrose and Oskamp (1997) explain that the outcome of contacts in culturally plural societies can be divided into two domains; acculturation and ethnic relations. Berry (1990a) points out that when individuals or groups have continuous intercultural contact, this may result in changes in them he supports the idea by suggesting that minorities often become part of the mainstream culture. However, Granrose and Oskamp (1997) assert that the results from the interaction could vary due to a number of factors, social, political and psychological factors that characterize the two groups in contact. Granrose and Oskamp (1997) argue that acculturation and
ethnic relations in plural societies can result in outcomes that range from conflict and stress to mutual accommodation and adaptation.

**Social Exchange Theory**

Sutton (1967) asserts that host and guest contact can be compared to a social exchange, therefore, the social interaction between outsiders and host residents can be assessed in terms of perceived costs and benefits. Social exchange theory (SET), a model rooted in social psychology was first developed by Emerson (1962) and has been widely used in tourism research to determine resident’s perceptions in tourist destinations (Allen et al., 1993; Andereck and Vogt, 2000; Ap, 1992; Nash, 1989; Perdue et al., 1987). Several researchers have applied this theory to study diversity of perceptions in a single community (Ap, 1992; Jurowski et al., 1997; Madrigal, 1993; Perdue et al., 1987; Riley, 1995; Snepenger et al., 1998). These studies found that host residents favor tourism when the benefits they acquire from tourism is greater than their losses. The theory assumes that people select exchanges having assessed the rewards and the costs (Ap, 1992). Theoretically, residents who view the results of tourism as personally valuable and believe that the costs do not exceed the benefits will perceive more positively and favor the introduction of tourism (Ap, 1992; Turner, 1986) and these studies support this hypothesis. Reisinger and Turner (2003) suggest that the measurement of the perceived costs and benefits depends upon the cultural similarity and differences between participants. The more similar people are the more likely they perceive their interaction as rewarding, and the more different they are the more likely they perceive their interaction as being costly for them.

Many tribal areas of Thailand have a great diversity of natural resources and this together with the cultural features, and traditions of the hill tribes, combine to make them attractive tourist destinations. The range of actual/potential tourism activities in hill tribe locations are not only interesting for tourists but also for stakeholders, investors and businessmen who foresee the opportunities to develop tourism businesses (Cohen, 2002). One result of this interest has been that the ETAs provide employment opportunities for local hill tribe residents and as a result have created multi-cultural work places in the host hill tribe community (Kaewnuch, 2010). Due to the potential for hill tribe tourism to generate income for the nation, different organizations, including the Thai Royal Family, the government, private sector investors and various NGO’s, have become involved with these destinations. More recently many ETAs have entered these hill tribe areas with the intention of developing tourism businesses (Chareonchai, 2002; Sabphiboonpol, 2001; Sithikan, 2001; Thai Development Research Institute (TDRI), 1997).

**METHODOLOGY**

A two stage integrated methodology was adopted to gather primary data. In the first stage focus groups were conducted with respondents from each tribe who were employed by ETAs. The village headman from each tribe assisted in bringing together individuals who work with ETAs and who were willing to participate in the focus group. A focus group comprising six Karen villagers were conducted in the Karen village headman’s home, while the focus group with Hmong took place in the resting area in the Hmong village. The profiles of the focus group respondents are given in Table 1.
The focus group discussions explored the following themes; types of tourism businesses, degree of involvement and reasons for working with ETAs. The data from these focus groups were analyzed, using content analysis, and grouped together to identify the major themes relating to the respondents experience of employment with ETAs a number of which had not emerged from the preceding review of the literature. These findings together with the findings of the literature review were used to create and design a questionnaire which was distributed to a sample of respondents in the selected communities in order to identify the perceptions and attitudes of Karen and Hmong respondents. The respondents were asked to indicate their level of agreement with a series of statements relating to: 1) the types of tourism businesses, 2) their degree of involvement, 3) their reasons for working with ETAs, 4) the conflicts they encountered with ETAs, 5) their proposed solutions. Each statement was evaluated on a five point Likert scale, where 1=strongly disagree and 5=strongly agree.

A pilot study leading to a modification of the questionnaire was undertaken with a sample of respondents who had experienced the role of ETAs in the expansion of tourism in Doi Inthanon and were therefore able to relate to the questionnaire. The results from the pilot tests demonstrated that some further clarification was required and also demonstrated that face-to-face interviews would be essential as some of the respondents had difficulties in understanding the Thai language and others did not like to read the questions, hence in order to gain as accurate information as possible interviewer completion was essential.

It was clear from the focus groups and general observations in the villages that the majority of both tribes are still employed in agriculture or other non ETA-related jobs. Unfortunately no records or data exists as to how many of the Karen and Hmong in Doi Inthanon work with ETAs. An estimate of made by the village headmen from both tribes indicated that approximately 150 of their tribal members work for ETAs, representing approximately 15% of each tribal community. Based upon this information a sample size of 100 respondents from each tribe who work for ETAs was agreed. Logistical and pragmatic factors, not least the difficulty of finding respondents at home during daylight resulted in a snowballing approach to sampling being applied in order to reach 100 respondents from each tribe who were working with ETAs.

Table 1. Focus groups participant profiles

<table>
<thead>
<tr>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>ETA related job</th>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>ETA related job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ying</td>
<td>Female</td>
<td>18</td>
<td>a food server</td>
<td>Pai</td>
<td>Female</td>
<td>19</td>
<td>a food server</td>
</tr>
<tr>
<td>Rongroj</td>
<td>Male</td>
<td>23</td>
<td>a guest house manager</td>
<td>Pee</td>
<td>Male</td>
<td>24</td>
<td>a campground supervisor</td>
</tr>
<tr>
<td>Mam</td>
<td>Female</td>
<td>27</td>
<td>a resort manager</td>
<td>Sae-Ya</td>
<td>Male</td>
<td>25</td>
<td>a singer</td>
</tr>
<tr>
<td>Ae</td>
<td>Female</td>
<td>34</td>
<td>A housekeeper/farmer</td>
<td>Sit</td>
<td>Male</td>
<td>27</td>
<td>a tour guide</td>
</tr>
<tr>
<td>Somran</td>
<td>Male</td>
<td>34</td>
<td>a porter/farmer</td>
<td>Nikom</td>
<td>Male</td>
<td>29</td>
<td>a hotel sous chef</td>
</tr>
<tr>
<td>Tong</td>
<td>Male</td>
<td>42</td>
<td>a homestay manager/trekking guide</td>
<td>Nong</td>
<td>Female</td>
<td>31</td>
<td>a homestay manager</td>
</tr>
</tbody>
</table>
Data was analyzed using SPSS Version 16. Descriptive data including frequency, mean score and median were used in discussing the distribution of responses gathered during the quantitative survey. Differences between the samples were determined based upon the Mann Whitney U test. In addition to the Mann-Whitney U test, the chi-square test was used in the analysis of the nominal and categorical data collected (Field, 2006). In both cases the significant value for rejecting the null hypothesis was 0.05 (Bryman and Cramer, 2001; Field, 2006; Pallant, 2001).

RESULTS AND DISCUSSIONS

Type of tribal people employment with ETAs

Data collected in the first stage of data collection through focus groups demonstrated that the types of tourism businesses run by ETAs in the study area were accommodation units, travel companies, tour business, entertainment providers, museums, spas, souvenir shops, and catering outlets. Employment in this range of tourism businesses were confirmed by the survey respondents with work in accommodation/hospitality being the most common type of employment undertaken by both the Karen (n=37) and Hmong (n=49). Catering represented the second highest form of employment employed by Karen (n=24) and Hmong (n=25). However, Karen were employed in a greater variety of tourism related activities such as traditional dancers, singers, performers, museum staff, masseurs and souvenir shop assistants, when compared to the Hmong. The results also demonstrate that among the survey respondents, more Hmong females than males were working for ETAs in every sector except tour-related businesses.

Due to the small numbers of the respondents in many of the recognized career types it was not acceptable to run a chi-square test on each individual type of employment hence the Chi-square test was performed only on the total employment data. The result (p<0.001) indicated a significant difference between Karen and Hmong in regard to type of employment they had with ETAs. That the Karen captured a wider range of employment opportunities, may well reflect their community being a more established tourist destination presented a wider range of opportunities but also because they were more knowledgeable and aware of tourism related employment opportunities which generally they welcomed. According to Inthanon (2007), the level of development of tourism in the Karen community in Doi Inthanon has increased the demand for sightseeing tour guides, trekking guides and other jobs such as porters who help with the carrying of food during the trek and help the guide to cook for tourists. By contrast the Hmong community was at an earlier stage of tourism development and the majority of the Hmong worked for ETAs in homestay businesses, the establishment of which is a necessary first step in attracting tourists to visit hill tribe villages (TAT, 2009). To be noted, the homestay business was also the first tourism business for the Karen and ETAs to work together in late 1990s (Chareonchai, 2002; Sabphiboonpol, 2001).

Patterns of Employment

Two thirds of the Karen (68%) were working full time for ETAs and 32% were working part-time or seasonally while only 39% of the 100 Hmong respondents were working full-time with ETAs and 61% were working part-time or seasonally. These differences are statistically significant (p<0.05). A possible reason advanced by Inthanon (2007) and TAT (2009), is that tourism jobs have become the main source of income for many Karen people as their community has developed into a well known tourist destination. Conversely, the Hmong village studied was still in its early stage of tourism development; therefore, most of the villagers are engaged in their traditional
occupations such as agriculture (Chalermrat and Narumon, 2007; Lee, 2007; Sutamongkol, 2006).

Another possible reason may have to do with the differences in characteristics of Karen and Hmong and their cultural values. That the Karen people in Doi Inthanon are more flexible and willingly to cooperate and undertake any job opportunity offered by the ETAs was evident during the interviews in that the Karen’s sense of appreciation for the employment opportunities given by the ETAs was much stronger than those of the Hmong people who would rather be independent and were determined to build their own success. Nonetheless, the development of tourism and arrival of ETAs has given the Hmong opportunities to earn a supplementary income in addition to farming by working in tourism businesses as their second job with the result that they were less financially dependent upon the ETAs.

**Reasons given for working with ETAs**

Previous studies (Choy, 1995; Lucas, 2004; Marshall, 1999; Pizam, 1982; Riley *et al.*, 2002; Sindiga, 1994; Szivas and Riley, 1999; Tribe and Lewis, 2003; Vaugeois and Rollins, 2007; Wright and Pollert, 2006) have examined perceptions of working in the tourism industry. Their studies found that people generally viewed certain aspects of working in the tourism industry unfavorably and concluded that these factors accounted for negative attitudes towards tourism careers (Jiang and Tribe, 2009). These factors may result in negative influences and demotivate individuals from working in the industry (Parsons and Care, 1991). However, this study of Karen and Hmong showed that they currently overlook the negative issues of tourism employment and still choose to work for ETAs due to reasons they perceived as rational wherein the benefits they obtained from their actions outweighed the costs.

The reasons given for working with ETAs by the focus groups respondents were: economic, employment, self-esteem and self-improvement. However, there is only one economic factor that was equally valued by Karen and Hmong: the opportunity to receive a regular income (daily, weekly or monthly) (mean>3.5). This reason also emerged during the focus groups in the first stage of data collection, namely, that ‘receiving regular pay’ resulting from working for ETAs, compares favorably with agricultural work where they have to wait for the harvest season.

In terms of employment factors, both groups agree that the work offered by ETAs is easy and desirable and many part-time and seasonal jobs are available. The availability of part-time and seasonal jobs is the most important reason given by both Karen and Hmong to work for ETAs (mean>4), while the chance to pursue a dream job is the least important reason given for them working with ETAs (mean<2). Conversely ‘the chance to become more ‘Thai like’ and be accepted by Thai society’ was the most important of the self esteem factors for both Karen and Hmong respondents. These factors emerging from the study are consistent with the social exchange theory and the fact that they perceive the benefits outweighing the costs is instrumental in their decision to work with ETAs. However, this finding regarding cultural assimilation is rarely discussed in the literature of tourism employment, which generally argues that the primary reason for host residents to work in tourism industry is to boost their economic status and to earn supplementary income for a better life (Allen *et al.*, 1988; Cooper *et al.*, 2008; Hitchcock *et al.*, 1993; Macleod, 2004; Sharpley, 1994; Theobald, 1998; Tomljenovic and Faulkner, 2000).

Having looked at the similarities in their reasons for working with ETAs, now let us turn to significant differences in the reasons given by Karen and Hmong explaining their reasons for working with ETAs. The findings of this study demonstrate that economic reasons, frequently mentioned in the literature, are not the primary reason to work in the tourism industry for these particular groups of hill tribe people in Doi
Inthanon. They are, nevertheless, one of the factors that influence Karen and Hmong in deciding to work for ETAs. However, the two groups have clearly different reasons and place completely different values upon the economic considerations that encourage them to work for ETAs. For example, the Karen value the opportunity to earn money to support themselves and family, while the Hmong value the chance to save money for creating their own businesses. This later finding is supported by Rajani (2002) and Sutamongkol (2007b) that the Hmong are one of the tribes with a better economic status because of their diligence and ambition. This study found that a cash income is important for both Karen and Hmong as they perceive it as one of the reasons to work for ETAs. It is equally apparent that culture plays an important role in differentiating what they value. As has been shown in the case of these hill tribe peoples, different cultures, beliefs and historical backgrounds have led them to justify their needs for cash differently. This finding provides support for previous study results (Collins et al., 2002; Johnson et al., 2004; Hofstede, 1980; Luria, 1976; Prensky, 2001; Samovar and Porter, 1991) that the environment and culture in which people are raised affects and even determines many of their thought processes, meaning, people who grow up in different cultures tend to think differently. Earley and Randel (1997) also note that differences in judgments of self and others have to do with differences in their cultures.

In regard to the nature of their employment, Hmong people were less concerned about career progression than were Karen people and this may well be the reason why Hmong people did not agree with Karen people in regard to statements about opportunity to get a higher position in the tourism career and obtain a good resume from working with ETAs both of which are clearly important to the Karen. Yet, Hmong rather pay more attention in setting up their own businesses. This reflects what Hmong people value in life, as they are more independent, self-sufficient and therefore, by having their own business can reflect their prosperity and sense of achievement. This finding is confirmed by previous studies (Rajani, 2002; Leepreecha, 2006) that the main characteristics of Hmong people are hard working and independent. These results are partially supported by Granrose and Oskamp (1997) who argue that each person has a different perspective and interprets the world differently, especially those with different cultural backgrounds. LeBaron (2003) also offers a similar view by suggesting that culture plays a vital role in shaping people’s perceptions, judgments and actions.

In terms of self-improvement factors, Karen people considered a chance to learn new skills in order to do something else apart from agriculture important, while the Hmong were more concerned about a chance to gain new skills and work experience before opening their own business. This is consistent with Hofstede’s (1980) thesis that perceptions and expectations come primarily from their own socialization, which predisposes them to view the world from a particular perspective. Again these findings reflect the rational choice theory; both tribes decided to work for ETAs due to different reasons they thought could benefit them. Individuals are seen as motivated by the wants or goals that express their preferences (Elster, 1986, 1989; Hindess, 1988). Social exchange theory suggests that individuals anticipate the outcomes of alternative courses of action and calculate which ones will be best for them (Carling, 1992; Coleman, 1973; Heath, 1976). These findings have confirmed that the Karen and Hmong choose the alternative that is likely to fulfill their purpose and give them the greatest satisfaction.
CONCLUSIONS AND RECOMMENDATION

The results indicate that the differences in their views of the impacts of employment between the Karen and Hmong are due to their differences in culture and historical backgrounds. Therefore, the null hypothesis that all tribal people living together among Thai people, hold similar values and perceptions of their employment experience from working with the Thai, is rejected and the hypothesis that tribal cultural differences result in differences of their views of employment is accepted. The findings give support to the argument that it is inappropriate to view the culture of tribal people’ as being homogenous and confirm the view of Mayo and Jarvis (1981) that culture causes different nationalities to arrive at similar perceptions. Each tribe has its own culture and values and therefore they often think and behave differently. However, the results can only be generalized cautiously as applying to the Karen and Hmong tribes since it was based on the perceptions of particular groups of Karen and Hmong from Doi Inthanon, Chiang Mai, Thailand. Therefore, future studies are needed to consider different locations or different groups of respondents comparing differently variables such as, their length of employment in the tourism industry, the age and gender of the respondents it maybe that younger hill tribe members (adolescents and youth) might embrace the ways of outsiders more readily than older hill tribe members. Different levels of education can be another aspect that may have an influence on tribal people perceptions and their choice of actions.

REFERENCES


PROMOTING TOURIST SATISFACTION THROUGH TOURIST MOTIVATION, TOURISM IMAGE AND EXPERIENTIAL VALUE: A CASE STUDY OF PENGHU ISLAND TAIWAN

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ABSTRACT

The objective of this study is to examine the relationships among tourists’ satisfaction, tourism image, experiential value and tourists’ motivation. The empirical data was collected from 6 Basalt Geological parks in Penghu inlands, Taiwan. A total of 586 questionnaires were returned and the data was analyzed using Structural Equation Modeling (SEM). The results showed that: First, visitors’ cognitive tourist motivation had direct and positive impact on image. Second, experiential value had positive impact on tourist image. Third, differing from previous research, tourist motivation had no direct impact on tourist satisfaction. Fourth, tourist image had significantly positive influence on tourist satisfaction. Last, experiential value had direct and positive impact on tourist satisfaction. Base on the results, recommendations and implications were provided to both local government and tourism industry. First of all, in term of the tourist motivation, it is recommended to design the itinerary so that tourists can relax while enjoy the amazing scenery. Regarding to tourism image, it is suggested to protect and to maintain simple and original unique resources of Penghu Geological Park. Third, with respect to experiential value, it is valuable to provide professional and excellent service and most of all to create an unforgettable atmosphere. Eventually, it is necessary for local government and tourist association to work together to promote Penghu Geological Park as world-class vacation resort with UNESCO Seal of Excellence.

Keywords: Penghu Basalt Geological Park, Tourist motivation, Tourism image, Experiential value, Tourist satisfaction
INTRODUCTION

Tourist’s behavior decision-making process has been an important research topic in tourism domain (Chi & Qu, 2008). Sirakaya and Woodside (2005) also emphasized that “The future research direction for tourism industry is to explore and understand the variables exist in tourist destine decision-making process and to investigate the complex relationships between the variables”. Chi & Qu (2008) believes that tourist satisfaction is the most important attribute to understand tourist decision-making process. It is also the fundamental business objectives for tourist and service industry.

Oliver (1980) described satisfaction as “a judgment that a product or service feature, provides pleasurable consumption related fulfillment”. Satisfaction is thus conceived as a fulfillment response employed to understand and evaluate the consumer experience. Additionally, consumer satisfaction is an attitude change resulting from the consumption experience (Oliver, 1981). Once consumers are satisfied with a service and its associated products, they become more likely to re-purchase or shop, which then increases company profits (Gupta et al., 2007; Heskett et al., 2004).

Tourist motivation is the drive, which causes the tourist to travel in order to satisfy the society or the psychological needs (Kim & Lee, 2002). Tourist motive is the control factor of tourism behavior. Along with past tourism experience, personal characteristics and tourism expectation, tourist motive drives different tourism behaviors. The most important element to understand tourist behavior is to study tourist motivation and satisfaction (Dunn and Iso-Ahola, 1991). The same way, only by understanding the motives and needs of tourists, to take corresponding measures and services, can the tourist industry meet the needs of tourists (Hsieh, 1994). This study focuses on the motives of tourists who come to Penghu Basalt Geology Park.

The topic of Image has been discussed for many years in the fields of Social Study, Psychology Study, Marketing Study and Consumer Behavior Study. Tourism Image is the cognition and emotion appraisal of an individual or association toward a specific place through multi-stratification concept of knowledge, impression, prejudice, imagination and emotion (Martin & Del Bosque, 2008). Kotler, Bowen, and Makens (2003) thought the reason that many tourism attraction places were unable to effectively plan marketing strategy was due to not able to recognize its special characteristic. Therefore, it is very important for tourism spot to grasp its own unique image to carry on the effective propaganda.

Experiential Marketing has been the new trend for many industries. Companies have moved away from traditional “features-and-benefits” marketing toward creating experiences for their customers. This shift toward experiential marketing has occurred as a result of three simultaneous developments in the broader business environment: The Omnipresence of Information Technology, The Supremacy of the Brand and The Ubiquity of Communications and Entertainment (Bernd Schmitt, 1999). This intangible experiential value creates even more economic benefit than product or service to the customer. The unique experiential value is what the tourist love to pursue.

After reorganizing amusement and tourism related documents, this study examines the relationships among tourist motivation, experiential value, tourism image and tourist satisfaction, taking Penghu Basalt Geological Park as research focus area, and understands the following questions:

1. What is tourist motivation? Does it have an effect on tourism image?
2. What is the effect of experiential on tourism image?
3. Does tourist motivation have an effect on tourist satisfaction?
4. What is tourism image and how does it affect tourist satisfaction?
5. Does experiential value have an effect on tourist satisfaction?

LITERATURE REVIEW

This study uses Structural Equation Modeling. SEM verifies potential causal relationship between variables namely: tourist motivation, tourism image, experiential value and tourist satisfaction. According to the conceptual framework, this research brings up 5 hypotheses. The research hypotheses supporting this model are then as follows:

Relations of Tourist Motivation and the Tourism Image

Beerli and Martín (2004) empirically studied tourists to Lanzarote Island in Spain, and found that travel motivation significantly influenced tourism image. This finding was also supported by study of Martín and del Bosque (2008). In his research of the destination image of scenic locations in Spain he concluded that travel motivation affects tourism image. The above listed researches all suggested that “tourist motivation and tourism image are relevant; the formation of tourism image is under the influence of motivation”. Therefore, this study suggests that the assumption:

H1: Travel motivation will have a positive effect on tourism image.

Relations of Experiential Value and Tourism Image

Gartner and Hunt (1987) measured of Utah’s image changes over the past twelve years. In the study they found that Utah’s tourist image tourists have significantly improved. The tourists with more traveling experiences give higher image score and have better impression of the state. Wang (2005) in his study of residential boarding, discovered experience to have remarkable positive influence on tourism image.

The above research literatures concluded experiential value and tourism image is relevant. Therefore, this study suggests that the assumption:

H2: Experiential Value has positive effect on Tourism Image.

Relations of Tourist Motivation and Tourist Satisfaction

Scholars in various countries have found that travel motivation can influence travel satisfaction (Prebensen, 2007; Yoon & Uysal, 2005). Huang (2003) in his study of motivation, customer satisfaction and loyalty for the Gold Medal Fitness Club members, after using structural modeling for data analysis concluded that member participating motivation had significant correlation on satisfaction. Therefore, this study suggests that the assumption:

H3: Tourist Motivation has a positive effect on Tourist Satisfaction.

Relations of Tourism Image and Tourist Satisfaction

Bigne et al. (2001) thought tourism image has positive effect on tourist satisfaction, willingness to revisit and recommendation. Enrique and Javier (2001) in the study of tourism image and purchase behavior concluded that tourist image quality positively affects recreation satisfaction and revisit intention. The above listed researches all suggested that tourism image and tourism satisfaction are relevant. Therefore, this study suggests that the assumption:

H4: Tourism Image has positive effect on Tourist Satisfaction.

Relations of Experiential Value and Tourist Satisfaction

Gallarza and Gil-Saura (2006) proposed that perceived value is a direct antecedent of consumer satisfaction. Moreover, Sparks et al. (2007) found that consumer experiential values positively and significantly correlate with
satisfaction with timeshare product. The above research literatures concluded, experiential value and tourist satisfaction is relevant. Therefore, this study suggests that the assumption:

H5: Experiential Value has positive effect on Tourist Satisfaction.

METHODOLOGY

Locale of the Study

This study chose these six initiated sites of Penghu National Geology Park as locale of study. These six sites are: in Makong County the Tongpanyu, in Husi County the Kuibishan and Chiyu, in BaiSha County the Jibeiyu, in Xiyu County the Xiaomenyu, in Wangan County the Tiantaishan and Qimei North east Coast.

Population and Sampling Procedures

After further analyzed relevant literature, this study uses questionnaire to collect information. Based on the limitation of human, financial and other practical conditions, this study used purposive sampling as sample method to interview tourists of 15 years and older at Penghu Geology Park. From September 15, 2011 to November 15, 2011 two months period research personnel distributed 600 modified Questionnaires. After deleting incomplete questionnaire 586 valid questionnaires were collected, representing a response rate of approximately 98%. At the exit gate of each site, research personnel asked every 5th tourists who came out of the park if they were willing to participate in the survey. If the answer was yes, research personnel asked the tourists to complete the questionnaire and collected back.

Measurement of Variables

Tourist Motivation

Four dimensions were used to measure Tourist Motivation: “Knowledge”, “Relaxation”, “Recreation” and “Interpersonal”. Out of the four dimensions, three dimensions were referred to tourist motivation scale study of Beerli and Martin (2004). The forth one “Interpersonal” was referred to tourist motivation study of Canzhuo McIntosh (1977). Take into consideration the special natural resource characteristics of Penghu National Geology Park, 15 questions were included in the questionnaire.

Tourism Image

Five dimensions were used to measure Tourism Image: “Cultural Resources”, “Tourism and Leisure Facilities”, “Atmosphere”, “Social Environment” and “Natural Landscape”. Out of the five dimensions, four were referred from tourism image scale study of Beerli and Martin (2004). The fifth one, “Natural Landscape” dimension was referred to the tourism image formation study of Hong Dong Tao (2003). 19 questions were included in the questionnaire.

Experiential Value

Four dimensions were used to measure Experiential Value, mainly referred to the study of Mathwick et al. (2001): “Consumer Return on Investment”, “Service Excellence”, “Aesthetics” and “Playfulness”. 12 questions were included in the questionnaire.

Tourist Satisfaction

Three Dimensions were used to measure tourist satisfaction: “Landscape Attraction dimension” in reference to Gunn (1988); “Facilities Dimension” in reference to Lin Qian Qi (2006) and “Service Dimension” in reference to Chu Peiying (2003). 18 questions were included in the questionnaire.

Tourist Background and Travel Characteristics

Tourist Background was referred from Beerli & Martin (2004), 7 questions were included in the questionnaire. For Travel
Characteristics, 13 questions were included in the questionnaire.

Analysis of Data

This study used SPSS 12.0 (Statistical Package for the Social Science) software to conduct basic analysis of the variables. The properties of the four research constructs: Motivation; Tourism Image, Experiential Value and Tourist satisfaction in the proposed model were tested with a LISREL procedure of Structural Equation Modeling (SEM) (Joreskog & Sorbom, 1996), and the Maximum Likelihood (ML) method of estimation and the two-stage testing process were adopted. Correlation matrices and standard deviations were used to test a hypothesized model in Structural Equation Modeling. Finally, completely standardized solutions was utilized in reporting the results.

SEM is designed to evaluate how well a proposed conceptual model that contains observed indicators and hypothetical constructs explains or fits the collected data (Hoyle (1989a) and Bollen (1989b); Hoyle, 1995; Yoon, Gursoy & Chen, 2001). It also provides the ability to measure or specify the causal relationships among sets of unobserved (latent) variables, while describing the amount of un-explained variance (Davies, Goode, Mazanec & Moutinho, 1999; Turner & Reisinger, 2001). The SEM procedure was an appropriate solution for this proposed hypothetical model.

RESULTS AND DISCUSSIONS

This study used four constructs: tourist motivation, tourism image, experiential value and tourist satisfaction to test the proposed hypotheses. The results of SEM analysis were depicted in Fig. 1. The fit indices of the model were summarized in table 1 and Table 2.

Figure 1. Standardized parameter estimates of the structure model
Table 1. Goodness of fit indices of the model

<table>
<thead>
<tr>
<th>Goodness of Fit Index</th>
<th>Criteria</th>
<th>Indicators</th>
<th>The results after correction</th>
<th>Conformity assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$-test</td>
<td>$\chi^2$</td>
<td>$p&gt;0.05$</td>
<td>0.000</td>
<td>Nonconformity</td>
</tr>
<tr>
<td></td>
<td>$\chi^2$/d.f.</td>
<td>$&lt;5$</td>
<td>4.852</td>
<td>Conformity</td>
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<tr>
<td>Fit Indices</td>
<td>GFI</td>
<td>$&gt;0.90$</td>
<td>0.871</td>
<td>Approach</td>
</tr>
<tr>
<td></td>
<td>AGFI</td>
<td>$&gt;0.80$</td>
<td>0.823</td>
<td>Conformity</td>
</tr>
<tr>
<td></td>
<td>PGFI</td>
<td>$&gt;0.5$</td>
<td>0.634</td>
<td>Conformity</td>
</tr>
<tr>
<td></td>
<td>NFI</td>
<td>$&gt;0.80$</td>
<td>0.858</td>
<td>Conformity</td>
</tr>
<tr>
<td>Alternative Indices</td>
<td>CFI</td>
<td>$&gt;0.80$</td>
<td>0.876</td>
<td>Conformity</td>
</tr>
<tr>
<td></td>
<td>RMSEA</td>
<td>$&lt;0.08$</td>
<td>0.100</td>
<td>Nonconformity</td>
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<tr>
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<td>RFI</td>
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<tr>
<td></td>
<td>PNFI</td>
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<td>Conformity</td>
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<td></td>
<td>PGFI</td>
<td>$&gt;0.5$</td>
<td>0.634</td>
<td>Conformity</td>
</tr>
</tbody>
</table>

Table 2. Summary of hypothesis testing results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path Coefficients</th>
<th>t-value</th>
<th>Testing result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Travel motivation will have a positive effect of tourism image.</td>
<td>0.376</td>
<td>7.786*</td>
<td>Supported</td>
</tr>
<tr>
<td>H2: Experiential Value has positive effect on Tourism Image.</td>
<td>0.764</td>
<td>10.958*</td>
<td>Supported</td>
</tr>
<tr>
<td>H3: Tourist Motivation has a positive effect on Tourist Satisfaction.</td>
<td>-0.093</td>
<td>-1.872</td>
<td>Not supported</td>
</tr>
<tr>
<td>H4: Tourism Image has positive effect on Tourist Satisfaction.</td>
<td>0.326</td>
<td>3.524</td>
<td>Supported</td>
</tr>
<tr>
<td>H5: Experiential Value has positive effect on Tourist Satisfaction.</td>
<td>0.625</td>
<td>7.271*</td>
<td>Supported</td>
</tr>
</tbody>
</table>

* $p<0.001$
CONCLUSION AND RECOMMENDATION

Summary

This study used Taiwan Penghu Geological Park as study scope to structure a model to understand Tourist Satisfaction. After successfully collect 586 valid questionnaires, through the analysis of SEM, the result show that the four hypotheses of this research were supported. The following explains the conclusion, suggestion, study restriction and future research direction.

The sample of this study shows, in Gender, Female and Male are about the same; in Marriage Status, Unmarried are majority; in Age, 21-30 are majority; in Occupation, Student are majority; in Education Level, College are majority; in residence, Northern Division are majority; in Average Monthly Income, NT $30,000 and Under are majority. The varieties of exciting outdoor activities also attract many younger generations to come to Penghu Geological Park. Besides all these facts, we also find out that younger generation people are more willing to participate in the survey and finish the questionnaire as requested. The sample of this study shows, in Information Resources, Friend/Relative Referral are majority; in Travel Companion, Friend are majority; in Times Visit Geo Park, majority are first timers; in Ever Visit Other Geo Park, most answered “YES”; in Number in Group, 1-5 are majority; most tourists spent One to Two Hours in the Geological Park. The result also shows majority visitors get their information from friends or relatives. This result has two meanings for the industry: Satisfied customer with the words of mouth will bring return customer and new customer to Penghu Geo Park; more information and advertisement should be available to general public through multiple media to reach potential customer.

Implication

1. Travel Motivation will positively influence Tourism Image. This result is consistent with the studies of Baloglu and McCleary (1999), Beerli and Martín (2004), Martín and del Bosque (2008). Therefore, to promote “Knowledge”, “Relaxation”, “Recreation” and “Interpersonal Dimension” four sub dimensions of Travel Motivation will positively improve Tourism Image of Penghu Geological Park.

2. Experiential Value will positively influence Tourism Image. This result is consistent with the study of Gartner and Hunt (1987). Therefore, to improve the experience of tourists in “Return on Investment”, “Service Excellence”, “Aesthetics”, and “Playfulness” will promote Tourism Image for Penghu Geological Park.

3. Travel Motivation will not influence Tourism Satisfaction. This result differences from the study of Prebensen (2007), Yoon & Uysal (2005). The reason might be the mediator in between Travel Motivation and Tourism Satisfaction. However, Travel Motivation will positively influence Tourism Satisfaction through Tourism Image and Experiential Value. For instance, Travel Motivation through the Aesthetics of Experiential Vale might influence Tourism Satisfaction.

4. Tourism Image will positively influence Tourism Satisfaction. This result is consistent with the study result of Bigne et al. (2001), Chi and Qu (2008). Therefore, emphasize tourist’s “Cultural Resources”, “Tourism and Leisure Facilities”, “Atmosphere”, “Social Environment” and “Natural Landscape” five sub dimensions of Image will promote Tourism Satisfaction for Penghu Geological Park.

5. Experiential Value will positively influence Tourism Satisfaction. This result is consistent with the study result of Gallarza and Gil-Saura (2006), Mano and Oliver (1993), Sparks et al. (2007). Therefore, improving the tourist Experiential Value in consumer “Return on Investment”, “Service Excellence”, “Aesthetics” and “Playfulness” will positively
improve tourist satisfaction for Penghu Geological Park.

Recommendations

This research result indicates for tourists who came to Penghu Geological Park, majority got their information from friends and relatives. The administrators of Penghu Geological Park might not have done adequate advertisement or broadcast. They can improve this by setting up a web site to provide detailed information regarding sightseeing, activity, transportation, catering and accommodation for tourist. They can also cooperate with local media to broadcast through radio and TV to introduce Penghu Geological Park. And last they can prepare some well-designed brochures to display at airport or tourist information center.

Since Motivation is the driving force for tourist to come to Penghu Geological Park, it is important to promote Tourist Motivation. For tourist who wants to gain new knowledge about Penghu Geological Park, the administrator should improve the professional knowledge of the tour guide by offering training classes. For tourist who wants to relax, we suggest that travel agent should carefully design the itinerary so the tourist can have enough time to relax while enjoy the amazing Penghu Geological Park. For tourist who wants to pursue entertainment and excitement, we suggest travel agent or administrator to design some activities so the tourist can gain some dramatic experience while enjoying the scenic. Thorough the activities can also build up friendship for tourists who are seeking to make new friend.

Since Tourist Image has positive influence on Tourist Satisfaction, local government and tourism industry has to promote awareness of Tourism Image in order to promote Tourist Satisfaction for tourist who come to Penghu Geological Park. For the natural, cultural and geological resources, Penghu government should make extra effort to protect the unique resources thus to sustain image of Penghu Geological Park. For tourism facilities, the travel agent and government should work together to provide integrated service such as transportation, catering and accommodation to tourists thus to improve tourist image of Penghu Geological Park. For atmosphere, travel business should try to build romantic and paradise atmosphere. For social environment, clean, safety and friendly is most important to tourists. For natural landscape, try to maintain simple and original. Also travel business and government should work together to improve the personnel quality, not only the service quality but also, very important, the language ability. To promote Penghu Geological Park the image as an international attraction.

This study proofs that tourism image and experiential value positively influence Tourist Satisfaction. To achieve highest satisfaction for tourist, the proposal by Schmitt (1999) suggested promoting consumer return on investment, service excellence, aesthetics and playfulness. The travel business and Park Administer can work together to lower the travel cost, improve service quality, and design attractive activities and most of all to create an unforgettable atmosphere for tourists who come to Penghu Geological Park. The questionnaire result shows tourist re-visit intension to Penghu Geological Park is pretty high. The unique unforgettable memory and experience of Penghu Geological Park is what bring tourist high satisfaction.

In order to promote tourist satisfaction, Penghu local government should establish Cross-Strait tourism channel complaints and disputes coordination mechanism as soon as possible before the complaints pipeline, and to set up tourism crisis management and emergency rescue systems to enhance the service quality in the future.

In conclusion, by understanding the tourist characteristics and travel behavior, both Penghu local government and tourist association can work together to focus on marketing strategies to promote tourist satisfaction, in the meantime to preserve the magnificent natural resources of Penghu. Furthermore, it is necessary to consolidate
Penghu’ image as world-class vacation resort to the world through various accessible media.

**Recommendations for Further Research**

This study only focuses on tourists who come to 6 initial site of Penghu Geological Park, which does not include other Geo Parks. Future study can include YieLiu Geological Park and ChaoLing Geological Park. This study focuses on relationships between Tourist Motivation, Tourism Image, Experiential Value and Tourist Satisfaction. Future study can include Experiential Marketing, Consumer Loyalty and Revisit Intention. This study uses quantitative questionnaire to collect data. Future study can use both Quantitative and Qualitative Analysis to better understand Tourist Behavior. This study failed to verify Tourist Motivation positively influence Tourist Satisfaction. The reason could be the Mediators in between the two constructs. Future study can further analyze the intervening variables in between Tourist Motivation and Tourist Satisfaction.

**REFERENCE**


THE RESEARCH PARADIGMS IN SERVICE QUALITY MANAGEMENT STUDIES

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ABSTRACT

The purpose of this paper is to map the intellectual structure of Service Quality Management and to investigate the key concepts, themes, and their relationships of Service Quality Management literature in the past decade. In this study, bibliometric and social network analysis techniques are used to investigate the intellectual pillars of the Service Quality Management literature. By analyzing 83,498 citations of 1,396 articles published in SSCI journal in Service Quality Management area through 2002 to 2011. The results of the mapping can help identify the research direction of Service Quality Management research and provide a valuable tool for researchers to access the literature in this area. This article dwells upon the wide spreading social tags of website applications. By so called “crowd wisdom”, the tag cloud analysis reveals the preliminary investigation from a social network viewpoint, provides researchers with profiles of Innovation and Entrepreneurship related subjects and theories, and sheds light on future directions of studies. The contribution of this study is to provide important insights and implications of current and future research paradigms for both management scholars and practitioners.

Keywords: Citation, Co-citation, Service quality management, Social network, Network of knowledge, Tag cloud analysis, Factor analysis

INTRODUCTION

If I have seen further, it is by standing on the shoulders of giants (Sir Issac Newton, 1645-1736). It’s said —stand on the shoulders of giants (the under-box slogan of Google Scholar®)” in which giants means the highly cited authors, papers and books. By the following reasons shown in below INK poem inspired by Kotler (1972), we have realized via INK model (Etemad, McLee, 2003) could help a novice like a brand new doctoral student in nurture process to escape from vicious cycle of chick-egg with clear scientific map at hand first to navigate the blue ocean of knowledge domain in which novice is knowing nothing (Wang, McLee, 2007; Wang, McLee & Kuo, 2011):

I don’t know in which field I am.
I don’t know who are in that field.
I don’t know what theory in the field is.
I don’t know where to get readings of the field.
I don’t know when they created good theories.
I don’t know why are they important?
Now, what was it you wanted to tell me?
How to do? How to start-up a cost-effective research? How to take-off fast?

Looking back over the past decade, we cannot imagine a more opportune time for the field of Service Quality Management studies. What we must ask is: what do we know and what should we know about service quality? The strategic management perspective on service quality management development, as a function of corporate organization, we show that research on service quality management development’s impact remains puzzled. The past decade has seen active research in service quality management and thus produced an impressive array of literature in service quality management studies. While research findings in service quality management can be disseminated to scientists and practitioners in the form of journal articles, papers, books, and other documents, people are easily confused with the subjects and their contributions to the development of service quality management when faced with hundreds of such publications. Great efforts have been made to explore these issues, yet all the issues are usually discussed solely based on the subjective assessment of different experts, which often leads to many controversies in the service quality management area. To approach these issues in a more objective manner, a generic model of invisible network of knowledge (INK) is proposed in this paper that can be used to map the intellectual structure in the service quality management area. With citation and co-citation analysis, this model is able to explore the intellectual structure of any existent field, delineate its knowledge network, and further portrait its knowledge diffusion process. The invisible network of knowledge is defined in this paper as a set of interlinked invisible nodes represented by the publications with their frequency of citations as well as the correlations of different publications.

The aim of this study is to provide a unique map for the researchers who are in the Service Quality Management field with a better understanding to the related publications and to provide a systematic and objective mapping of different themes and concepts in the development of Service Quality Management field. This study also attempts to help identify the linkage among different publications and confirm their status and positions in their contribution to the development of Service Quality Management field. The principal methods used are citation and co-citation analysis, plus a factor analysis which is performed to identify the invisible network of knowledge generation underlying the Service Quality Management literature.

LITERATURE REVIEW

There are a number of techniques that can be used to study a body of literature. Most frequent is the simple literature review where a highly subjective approach is used to structure the earlier work. Objective and quantitative techniques have recently become popular with more databases available online for use. These techniques adopt 3 author citations, co-citations, and systematic review (Compain, 2001) to examine the invisible knowledge network in the communication process by means of written and published works of a given field. These techniques are attractive because they are objective and unobtrusive (Garfield, 1979).

Several studies have used the bibliometric techniques to study the literature of management research. For example, Ponzi (2002) explored the intellectual structure and interdisciplinary breadth of knowledge management in its early stage of development, using principle component analysis on an author co-citation frequency matrix; Etemad (2004) identified the most influential authors and studies in electronic
commerce field by using citation analysis; Ramos-Rodriguez and Ruiz-Navarro (2004) examined the intellectual structure change of strategic management research by conducting a bibliometric study of the Strategic Management Journal; Acedo and Casillas (2005) explored the research paradigms of international management research by applying factorial analysis techniques in an author co-citation study. Chan, Seow and Tam (2009) used citations from accounting dissertations completed during 1999-2003 to provide a ranking of accounting journals. To the best of our knowledge, no similar study has been conducted on the current research of Service Quality Management. Therefore this study aims to fill a gap in Service Quality Management literatures by applying citation and co-citation analysis to a representative sample of recent research on Service Quality Management collected by the database of Social Sciences Citation Index (SSCI).

METHODOLOGY

The citation data used in this study included journal articles, authors, publication outlets, publication dates, and cited references. Based on the objective of this study, the authors explored the intellectual structure of Service Quality Management between 2002-2011. This time period was chosen because contemporary Service Quality Management studies of the last five years represent the most update and probably also the most important research on Service Quality Management. Citation and co-citation analysis is the main method for this study. First, the databases were identified as the sources of Service Quality Management publications. Then data collection and analysis techniques were designed to collect information about topics, authors, and journals on Service Quality Management research. In the second stage, the collected data were analyzed and systematized by sorting, screening, summing, subtotaling, and ranking. After a series of operations, key nodes in the invisible network of knowledge in Service Quality Management were identified and the structures developed. In the final stage, the co-citation analysis was used and the knowledge network of Service Quality was mapped to describe the knowledge distribution process in Service Quality Management area. In this study, the Social Sciences Citation Index (SSCI) was used for analysis. The SSCI are widely used databases, which include citations published in over 8,000 world’s leading scholarly journals. While there are arguments that other online databases might also be used for such analysis, using SSCI provided the most comprehensive and the most accepted databases of Service Quality Management publications.

Unlike other prior studies, the data used in this study were not drawn from journals chosen by peer researchers (Walstrom, Leonard, 2000). Instead, the entire database of SSCI from 2002-2011 served as the universe for analysis. In order to collect the data, we used “key word” method which utilizes the SSCI databases key word search in article’s title and abstract. Using “Service Quality Management” as key word, this study collected 1,396 journal articles which further cited 83,498 publications as references. The cited references in these papers included both books and journal articles.

RESULTS AND DISCUSSIONS

Phase I: Citation Analysis

To identify the key publications and scholars that have laid down the ground work of Service Quality research, citation data were tabulated for each of the 1,396 source documents and 83,498 references using the Excel package. The citation analysis produced interesting background statistics, as shown in the following tables. Table 1 lists the top 30 most cited journals in Service Quality Management area in the past decade, among which Journal of Marketing, Journal of Retailing and Journal of Marketing
Research are the top three most cited journals, followed by Journal of Academy Marketing Science, Journal of Consumer Research, Journal of Business Research and International Journal of Service Industry Management. The general pattern of the most cited journals shows that Service Quality Management research features strategic and management specific journals.

Table 1. The Most Frequently Cited Journals: 2002-2011

<table>
<thead>
<tr>
<th>Cited order</th>
<th>Journal Title</th>
<th>Total Citation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Journal of Marketing</td>
<td>2164</td>
</tr>
<tr>
<td>2</td>
<td>Journal of Marketing Research</td>
<td>1018</td>
</tr>
<tr>
<td>3</td>
<td>Journal of Retailing</td>
<td>876</td>
</tr>
<tr>
<td>4</td>
<td>Journal of the Academy of Marketing Science</td>
<td>568</td>
</tr>
<tr>
<td>5</td>
<td>Journal of Consumer Research</td>
<td>554</td>
</tr>
<tr>
<td>6</td>
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<td>337</td>
</tr>
<tr>
<td>7</td>
<td>Journal of Applied Psychology</td>
<td>313</td>
</tr>
<tr>
<td>8</td>
<td>Management Science</td>
<td>309</td>
</tr>
<tr>
<td>9</td>
<td>Harvard Business Review</td>
<td>306</td>
</tr>
<tr>
<td>10</td>
<td>International Journal of Service Industry Management</td>
<td>305</td>
</tr>
<tr>
<td>11</td>
<td>MIS Quarterly</td>
<td>298</td>
</tr>
<tr>
<td>12</td>
<td>Marketing Science</td>
<td>279</td>
</tr>
<tr>
<td>13</td>
<td>Journal of Service Research</td>
<td>216</td>
</tr>
<tr>
<td>14</td>
<td>Total Quality Management</td>
<td>214</td>
</tr>
<tr>
<td>15</td>
<td>European Journal of Marketing</td>
<td>211</td>
</tr>
<tr>
<td>16</td>
<td>Psychological Bulletin</td>
<td>208</td>
</tr>
<tr>
<td>17</td>
<td>Decision Sciences journal</td>
<td>203</td>
</tr>
<tr>
<td>18</td>
<td>The Academy of Management Journal</td>
<td>198</td>
</tr>
<tr>
<td>19</td>
<td>The Academy of Management Review</td>
<td>190</td>
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<tr>
<td>20</td>
<td>Journal of Personality and Social Psychology</td>
<td>189</td>
</tr>
<tr>
<td>21</td>
<td>Journal of Services Marketing</td>
<td>184</td>
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<tr>
<td>22</td>
<td>Sloan Management Review</td>
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<tr>
<td>23</td>
<td>The Strategic Management Journal</td>
<td>136</td>
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<tr>
<td>24</td>
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<tr>
<td>25</td>
<td>Communications of the ACM</td>
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<tr>
<td>26</td>
<td>Advances in Consumer Research</td>
<td>120</td>
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<tr>
<td>27</td>
<td>Psychology and Marketing</td>
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</tr>
<tr>
<td>28</td>
<td>The Journal of the Academy of Marketing Science</td>
<td>110</td>
</tr>
<tr>
<td>29</td>
<td>Service Industries Journal</td>
<td>109</td>
</tr>
<tr>
<td>30</td>
<td>International Journal of Research in Marketing</td>
<td>108</td>
</tr>
</tbody>
</table>
The most influential documents with the most citation and the most influential scholars were then identified by their total counts of citation within the selected journal articles. As shown in Table 2, the top 3 most cited Service Quality Management publication between 2002-2006 (the 1st five years) was “Parasuraman A, 1988, Journal of Retailing”, “Parasuraman A, 1985, Journal of Marketing” and “Cronin JJ, 1992, Journal of Marketing”.

<table>
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<th>Cited order</th>
<th>Journal Title</th>
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</tr>
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<tbody>
<tr>
<td>1</td>
<td>Journal of Marketing</td>
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</tr>
<tr>
<td>2</td>
<td>Journal of Retailing</td>
<td>2101</td>
</tr>
<tr>
<td>3</td>
<td>Journal of Marketing Research</td>
<td>1958</td>
</tr>
<tr>
<td>4</td>
<td>Journal of the Academy of Marketing Science</td>
<td>1501</td>
</tr>
<tr>
<td>5</td>
<td>Journal of Business Research</td>
<td>1185</td>
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<tr>
<td>6</td>
<td>Journal of Consumer Research</td>
<td>1078</td>
</tr>
<tr>
<td>7</td>
<td>International Journal of Service Industry Management</td>
<td>903</td>
</tr>
<tr>
<td>8</td>
<td>Journal of Service Research</td>
<td>880</td>
</tr>
<tr>
<td>9</td>
<td>European Journal of Marketing</td>
<td>865</td>
</tr>
<tr>
<td>10</td>
<td>Journal of Services Marketing</td>
<td>768</td>
</tr>
<tr>
<td>11</td>
<td>Journal of Applied Psychology</td>
<td>721</td>
</tr>
<tr>
<td>12</td>
<td>Harvard Business Review</td>
<td>640</td>
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<tr>
<td>13</td>
<td>Management Science</td>
<td>551</td>
</tr>
<tr>
<td>14</td>
<td>The Academy of Management Journal</td>
<td>502</td>
</tr>
<tr>
<td>15</td>
<td>Marketing Science</td>
<td>499</td>
</tr>
<tr>
<td>16</td>
<td>MIS Quarterly</td>
<td>496</td>
</tr>
<tr>
<td>17</td>
<td>Tourism Management</td>
<td>458</td>
</tr>
<tr>
<td>18</td>
<td>Managing Service Quality</td>
<td>450</td>
</tr>
<tr>
<td>19</td>
<td>Psychology and Marketing</td>
<td>435</td>
</tr>
<tr>
<td>20</td>
<td>Service Industries Journal</td>
<td>432</td>
</tr>
<tr>
<td>21</td>
<td>Industrial Marketing Management</td>
<td>426</td>
</tr>
<tr>
<td>22</td>
<td>The Academy of Management Review</td>
<td>399</td>
</tr>
<tr>
<td>23</td>
<td>Psychological Bulletin</td>
<td>389</td>
</tr>
<tr>
<td>24</td>
<td>International Journal of Bank Marketing</td>
<td>345</td>
</tr>
<tr>
<td>25</td>
<td>African Journal of Business Management</td>
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<td>26</td>
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<td>27</td>
<td>Journal of Personality and Social Psychology</td>
<td>314</td>
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<tr>
<td>28</td>
<td>Information Systems Research</td>
<td>297</td>
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<td>29</td>
<td>Total Quality Management</td>
<td>292</td>
</tr>
<tr>
<td>30</td>
<td>Strategic Management Journal</td>
<td>283</td>
</tr>
</tbody>
</table>
### Table 2. Highly Cited Documents: 2002-2006 (Citation>50)

<table>
<thead>
<tr>
<th>FQ</th>
<th>Author</th>
<th>Year</th>
<th>Full Article Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>179</td>
<td>Parasuraman A</td>
<td>1988</td>
<td>SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, J RETAILING, V64, P12</td>
</tr>
<tr>
<td>146</td>
<td>Parasuraman A</td>
<td>1985</td>
<td>A Conceptual Model of Service Quality and Its Implications for Future Research, J MARKETING, V49, P41</td>
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<tr>
<td>121</td>
<td>Cronin JJ</td>
<td>1992</td>
<td>Measuring Service Quality: a Reexamination and Extension, J MARKETING, V56, P55</td>
</tr>
<tr>
<td>84</td>
<td>Zeithaml VA</td>
<td>1996</td>
<td>The Behavioral Consequences of Service Quality, J MARKETING, V60, P31</td>
</tr>
<tr>
<td>65</td>
<td>Boulding W</td>
<td>1993</td>
<td>A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions, J MARKETING RES, V30, P7</td>
</tr>
<tr>
<td>62</td>
<td>Fornell C</td>
<td>1981</td>
<td>Evaluating Structural Equation Models with Unobservable Variables adn Measurement Error, J MARKETING RES, V18, P39</td>
</tr>
<tr>
<td>57</td>
<td>Parasuraman A</td>
<td>1991</td>
<td>Refinement and Reassessment of the SERVQUAL Scale, J RETAILING, V67, P420</td>
</tr>
<tr>
<td>56</td>
<td>Oliver RL</td>
<td>1980</td>
<td>A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, J MARKETING RES, V17, P460</td>
</tr>
<tr>
<td>51</td>
<td>Carman JM</td>
<td>1990</td>
<td>Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions, J RETAILING, V66, P33</td>
</tr>
<tr>
<td>51</td>
<td>Churchill GA</td>
<td>1979</td>
<td>A Paradigm for Developing Better Measures of Marketing Constructs, J MARKETING RES, V16, P64</td>
</tr>
<tr>
<td>50</td>
<td>Anderson EW</td>
<td>1993</td>
<td>The Antecedents and Consequences of Customer Satisfaction for Firms, MARKET SCI, V12, P125</td>
</tr>
<tr>
<td>50</td>
<td>Cronin JJ</td>
<td>1994</td>
<td>SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality, J MARKETING, V58, P125</td>
</tr>
</tbody>
</table>

For the 2nd five years (2007-2011), as shown in Table 3, The top 3 most influential documents with the most citation and the most influential scholars still was “Parasuraman A, 1988, Journal of Retailing”, “Parasuraman A, 1985, Journal of Marketing” and “Cronin JJ, 1992, Journal of Marketing”.

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**International Journal of Agricultural Travel and Tourism**


The Research Paradigms in Service Quality Management Studies

H. K. Kao and Y. McLee

ISSN: 1906-8700
Combined the journal articles and books, the top ten most cited scholar between 2002-2011 were listed in Table 4. Compare these two periods, the status of the most important scholars were almost maintained the same. On the other hand, these scholars have the most influence in the development of Service Quality Management area and thus collectively define this field. Their contributions represent the focus of the main research in the field and thus give us an indication of the popularity of certain Service Quality Management topics as well as their historical values.
Although the citation analysis does not eliminate the bias against younger scholars, a paper-based ranking (as in Table 2 & 3) places more emphasis on the quality (as opposed to the quantity) of the documents produced by a given scholar than a ranking of authors based on the frequencies with which a particular author has been cited (as in Table 4). In addition, Table 2 and 3 represent the key research themes in a field and give us an indication of the popularity of certain Service Quality Management topics. The readers can find high citations are associated to what can be termed field-defining titles and they lay down the ground work for the understanding of Service Quality Management as a distinct phenomenon. A comparison between Table 2 and 3 reveals some interesting patterns from the first five years (2002-2006) to the second five years (2007-2011). First, the top five most influential publications in the last five have changed slightly, indicating their dominant status for the past decade in Service Quality Management studies. Second, on the other hand, the most cited publications in the first five years have relatively smaller number of citations, comparing with the publications in the second five years.

The gradual increase in the total citations supports the evolving process of Service Quality Management research as an academic field and the process of gaining more and more recognition in the literature. That is to say the most influential papers and authors in the first five years and the second five years did not change much. This indicates the development in Service Quality Management is very steady. More efforts and theoretical breakthrough are thus needed in order to further advance the development of Service Quality Management research.

### Phase II: Factor Loading Analysis

In this stage, three factors were extracted from the data in the first five years (2002-2006), and all of them explained over 85.6% of the variance in the correlation matrix. Table 5 lists the three most important factors along with the authors that had a factor loading of at least 0.5. We tentatively assigned names to the factors on the basis of our own interpretation of the authors with high loadings. Our interpretation of the analysis results is that...
Service Quality Management research in this period is composed of at least three different sub-fields: Quality, Service, Customer Satisfaction, as showed in Table 5.

**Table 5. Author Factor Loading: 2002-2006**

<table>
<thead>
<tr>
<th>Factor 1 Quality</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oliver RL</td>
<td>0.972</td>
</tr>
<tr>
<td>Cronin JJ</td>
<td>0.957</td>
</tr>
<tr>
<td>Bitner MJ</td>
<td>0.956</td>
</tr>
<tr>
<td>Gronroos C</td>
<td>0.936</td>
</tr>
<tr>
<td>Rust RT</td>
<td>0.936</td>
</tr>
<tr>
<td>Boulding W</td>
<td>0.925</td>
</tr>
<tr>
<td>Bolton RN</td>
<td>0.914</td>
</tr>
<tr>
<td>Zeithaml VA</td>
<td>0.890</td>
</tr>
<tr>
<td>Teas RK</td>
<td>0.884</td>
</tr>
<tr>
<td>Babakus E</td>
<td>0.865</td>
</tr>
<tr>
<td>Spreng RA</td>
<td>0.864</td>
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<tr>
<td>Schneider B</td>
<td>0.845</td>
</tr>
<tr>
<td>Carman JM</td>
<td>0.843</td>
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<tr>
<td>Kettinger WJ</td>
<td>0.830</td>
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<tr>
<td>Reichheld FF</td>
<td>0.803</td>
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<tr>
<td>Mittal V</td>
<td>0.772</td>
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<tr>
<td>Babin BJ</td>
<td>0.768</td>
</tr>
<tr>
<td>Fornell C</td>
<td>0.738</td>
</tr>
<tr>
<td>Berry LL</td>
<td>0.694</td>
</tr>
<tr>
<td>Anderson JC</td>
<td>0.641</td>
</tr>
<tr>
<td>Churchill GA</td>
<td>0.589</td>
</tr>
<tr>
<td>Westbrook RA</td>
<td>0.587</td>
</tr>
<tr>
<td>Nunnally J.C.</td>
<td>0.549</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor 2 Service</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nunnally J.C.</td>
<td>0.795</td>
</tr>
<tr>
<td>Bagozzi RP</td>
<td>0.760</td>
</tr>
<tr>
<td>Churchill GA</td>
<td>0.730</td>
</tr>
<tr>
<td>Davis FD</td>
<td>0.722</td>
</tr>
<tr>
<td>Anderson JC</td>
<td>0.701</td>
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<tr>
<td>Fornell C</td>
<td>0.608</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor 3 Customer satisfaction</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westbrook RA</td>
<td>0.597</td>
</tr>
<tr>
<td>Berry LL</td>
<td>0.594</td>
</tr>
<tr>
<td>Babin BJ</td>
<td>0.540</td>
</tr>
</tbody>
</table>

Similarly, studies on Service Quality Management also clustered on different research themes between 2007-2011 and together they explained over 89.4% of the variance in the correlation matrix of the second five years. Table 6 lists the two most important factors along with the authors that had a factor loading of at least 0.5. We also tentatively assigned names to the factors on the basis of our own interpretation of the authors with high associated loadings. Our interpretation of the analysis results is that Service Quality Management research at this stage is composed of two key subfields: Quality, Service.
Phase III: Tag Cloud Analysis

1. The meaning of the tag cloud
   The tag cloud is the common display mode for the search results in folksonomy-based websites, presenting tag sizes according to the frequency and the popularity of the key words. It is called the weighting detailed list in the visual design domain, one of user interface main design elements, uses for the achievement to describe the website content vision tool (Furner, 2010). According to Rivadeneira, Gruen, Muller & Millen (2007), the tag cloud presents for the writing collection vision, usually for the tag collection which chooses based on some kind of reason, using the size, the weight, the color attributes and so on, to take the correlation character word the characteristic. While some people regard as the tag cloud as a thing semantics field the vision symbol (Marinchev, 2006). In other words, the tag cloud is one kind the sole glossary, demonstrated by the different color size font, encircles the shape with the succinct sole vision to present the subject index the network application way, may let human one see the popular tag, each tag all is a directional same subject group linking, simultaneously also is one kind of survey tool. A tag cloud is a visual representation for summarizing text data, used to depict keyword metadata (tags) on websites. Typically, the tag size in a collection (cloud) signifies its frequency of use. It offers a spatial view of the frequency of keywords and draws our attention to high frequency ones in a specific area (Hassan-Montero, Herrero-Solana, 2006; Slingsby, Dykes, Wood & Clarke, 2007; Sinclair, Cardew-Hall, 2008). Early application is Web 2.0 sites such as Flickr, del.icio.us and Technorati. E-Commerce websites such as Amazon or O’Reilly Media successfully provide tag clouds service to help users navigate through aggregated data (Aouiche, Lemire, & Godin, 2008).

2. The Finding from Tag Clouds Analysis
   Tag clouds are an excellent way to display long lists of tags. It was surprising to observe that tag clouds are not used more. The combination of tag clouds offers a spatial view of the frequency of words and draws our attention to high frequency words in a specific geographical area.

Based on the results of tag cloud analysis, there is clearly an immediate visual impact of these tag clouds that identifies dominant words, making what was tacit within the document more implicit. This study looks at changes in the use of words over time, describes the tag clouds for the individual documents, and identifies the prominent messages. (Figure 1, Figure 2, Table 7) The largest tag in the Stage 1 analysis which indicated the most frequently used term is “quality” (184). The words “service” (178), “customer” (104), “satisfaction” (78), and “management” (47) are also dominant.

<table>
<thead>
<tr>
<th>Factor 2 Service</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podsakoff PM</td>
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</tr>
<tr>
<td>Anderson JC</td>
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</tr>
<tr>
<td>Nunnally J.C.</td>
<td>0.703</td>
</tr>
<tr>
<td>Bagozzi RP</td>
<td>0.677</td>
</tr>
<tr>
<td>Fornell C</td>
<td>0.623</td>
</tr>
<tr>
<td>Churchill GA</td>
<td>0.589</td>
</tr>
</tbody>
</table>
In Stage 2, there is a tag cloud of the 30 most popular title analysis in the selected number possible words (Figure 5, Figure 6, and Table 10). The largest tag is “service” (195→378), followed by “quality” (170→389), “customer” (84→202), “satisfaction” (63→162), “study” (35→73).

Figure 1. Keyword Analysis of Tag Clouds from 2002-06: Showing Top 30 Possible Words

Figure 2. Keyword Analysis of Tag Clouds from 2007-11: Showing Top 30 Possible Words

Table 7. Keyword Analysis of Comparison Chart from 2002-11: Showing top 20 possible words

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>quality</td>
<td>184</td>
<td>548</td>
<td>+364</td>
</tr>
<tr>
<td>2</td>
<td>service</td>
<td>178</td>
<td>474</td>
<td>+296</td>
</tr>
<tr>
<td>3</td>
<td>customer</td>
<td>101</td>
<td>395</td>
<td>+294</td>
</tr>
<tr>
<td>4</td>
<td>satisfaction</td>
<td>78</td>
<td>282</td>
<td>+204</td>
</tr>
<tr>
<td>5</td>
<td>management</td>
<td>47</td>
<td>124</td>
<td>+77</td>
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<tr>
<td>6</td>
<td>marketing</td>
<td>38</td>
<td>92</td>
<td>+54</td>
</tr>
<tr>
<td>7</td>
<td>services</td>
<td>33</td>
<td>171</td>
<td>+138</td>
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<td>8</td>
<td>information</td>
<td>29</td>
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<td>value</td>
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<td>performance</td>
<td>23</td>
<td>55</td>
<td>+32</td>
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<tr>
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<td>operations</td>
<td>21</td>
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<td>Na</td>
</tr>
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<td>loyalty</td>
<td>19</td>
<td>Na</td>
<td>Na</td>
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<td>13</td>
<td>analysis</td>
<td>19</td>
<td>68</td>
<td>+49</td>
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<td>internet</td>
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<td>+35</td>
</tr>
<tr>
<td>15</td>
<td>electronic</td>
<td>19</td>
<td>Na</td>
<td>Na</td>
</tr>
</tbody>
</table>
CONCLUSION AND RECOMMENDATION

The past decade years have seen extensive research on Innovation and Entrepreneurship. This study investigates in the Service Quality Management research using citation and co-citation data published in SSCI between 2002 and 2011. In this study, a generic invisible network of knowledge (INK) model is proposed based on which citation and co-citation analysis is used to trace and document the development path of knowledge creation in a given field. Then using the Service Quality Management studies between 2002 and 2011 as an example, this study demonstrates the application of the INK model in identifying the most influential scholars and publications that have defined the development and growth of the Service Quality Management studies and further in mapping an intellectual structure in Service Quality Management area. The mapping results clearly showed clusters research topics in different period in the Service Quality Management studies and reflected the shift in research paradigm. In addition, this model can help us obtain a better understanding of the concepts, ideas, frameworks, and theories of Service Quality Management by tracing the research path and mapping the paradigm shift through the cited references. The development of such a model is an important step forward in systematizing the use of citation data for the study of Service Quality Management research.

The contribution of this paper is thus to provide valuable research directions in the Service Quality Management studies field, and to propose an objective and systematic means of determining the relative importance of different knowledge nodes in the development of the Service Quality Management studies subfield of management. This study offers value added, not only because it is the first study to apply citation and co-citation data, With a factor analysis of the co-citation data, it complements and improves the findings of other studies that have approached the subject from the qualitative perspective. Besides the importance of the intellectual structure of knowledge production of Service Quality Management studies revealed in this paper by using the INK model, this model also has important implications for the epistemology of any scientific field.

This study constructs the INK of Service Quality Management studies for the period 2002-2011. Moreover, the so-called research procedures provided in the INK model can be applied to other fields of research. This methodology can easily be applied to other disciplines and provides a powerful research tool for understanding the epistemology of a field as it evolves. By tracing the research path of a specific field in which they are interested, researchers would be able to navigate through time to discover how certain ideas may have evolved into respected scientific concepts, theories, or practices. Researchers can also use this methodology to explore the knowledge network of their own fields so as to gain a vantage position with respect to their field and conduct seminal research.
REFERENCES


A STUDY ON ELDERLY PEOPLE’S LEISURE ATTITUDE AND LEISURE BENEFITS

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ABSTRACT

Those people of baby boom generation have been getting older and belong to one of the most pivotal group. Hence, the elders’ leisure activity service and environmental preference are important issue. This study aims to investigate the relationship between leisure attitude, and leisure benefits of elderly people in Taiwan. Study subjects are elder aged over 65 years old. A total of 2,000 questionnaires are distributed. In this study, the statistical software, SPSS 19.0, is adopted as a data analysis tool. The applied analytical methods include the reliability analysis, factor analysis, correlation analysis and regression analysis. The research results indicate that there is a correlation between the leisure attitude and the leisure benefits. Moreover, the leisure attitude exist positive influence on the leisure benefits. Therefore, the elderly people with positive leisure attitude are conducive to physical and mental health.

Keywords: Leisure attitude, Leisure benefits, Elderly people

INTRODUCTION

In recent decades, with the decline in birth rates and the extension of average life expectancy, therefore, the aging population has become an inevitable trend in Taiwan. According to the official statistics from the Ministry of the Interior in 2008, Taiwan has entered into an aging society as defined by the United Nations since 1993, that is, one in which more than 7% of the total population is over the age of 65. Based on the current demographic trends, it is estimated that Taiwan will step into an aged society in 2018 (the population of aged 65 and over is greater than 14%), and in 2026 Taiwan will become a super-aged society (the population of aged 65 and over is more than 20%). If the trends remain unchanged, by 2050, the elderly population is projected to increase up to 35% of Taiwan’s total population. Then, in Taiwan, there will be an old man in every three people, which is just lower than in Japan and far higher than in other developed countries. In light of this, the elderly population in Taiwan will increase very rapidly, indicating that the older people will be the majority in the future market, and under this circumstance, it will not only indirectly affect the leisure industries, but will also provide the unlimited opportunities for the leisure industries.
The older people must face their life after retirement and adapt to the emptiness when their children are not around; participating in recreational activities can get rid of one’s loneliness and give you the sustenance in the life. According to prior researches, it showed that older persons with good self-rated health and better physical mobility would have a high level of participation in leisure activities (Chou et al., 2004; Zimmer & Lin, 1996).

This study will investigate the leisure activities for the elderly people and uses the research results as a reference for constructing the leisure environment for both the middle and old aged people in the future.

LITERATURE REVIEW

Elderly people

In many countries, time of retirement is traditionally considered as the beginning of the senior years, that is, the age when most people would actually stop working and getting a pension; and the retirement age varies from country to country. As to the statutory retirement age in the major countries, in which, Japan is currently planning to extend the compulsory retirement age from 60 to 65 years and Germany, Sweden, USA, and Canada initially chose 65 as its retirement age. However, the United States is planning to extend its default retirement age to 67 years, but Germany will lower its retirement age from 70-year-old back to 65-year-old (Council for Economic Planning and Development, Executive Yuan, 2012). In 1956, the United Nations had designated the age of 65 as the beginning of old age, and in Taiwan, the default retirement age is 65. According to Atchley (1994), the 65-year-old to 75-year-old was deemed to be “the young-old person”; 75 years to 84 years was deemed to be “the middle-old person”; and 85 years was known as “the old-old person”. In this study, the elderly person is defined as the retired population aged at least 65 years (inclusive) or older.

Leisure attitude

Attitude is an individual’s tendency of potential psychological reactions to people, matters, and things in the outside world, it is resulted from the experience accumulation and learning. This kind of reaction will lead to an individual’s explicit behaviors and performance. While analyzing the development process of leisure attitudes in view of the theory of psychological development, it was believed that a person’s leisure attitude was developed through learning, and the leisure attitude was defined as an individual’s special thoughts, feelings and behavioral performance on the leisure activities (Neulinger, 1981). Ajzen and Fishbein (1980) pointed out that individual background characteristics could affect one’s attitude-behavior relationship, and different attitudes would then result in different behaviors. Ragheb and Beard (1982) as well as Neulinger (1974) believed the leisure attitude was the facts, knowledge and belief or emotions, and personal status of preparation toward leisure activities, and wherein, the structure of leisure attitudes could be classified into three dimensions: (a) Cognitive: it referred to knowledge and belief in a leisure activity. (b) Affective: it referred to personal feelings for the leisure activities, the degree of preference of leisure activities and experiences, including the assessment for leisure experiences and activities, degree of preference, and direct feelings. (c) Behavioral: it referred to the individual’s tendencies in the past, present and future toward participation in the leisure activities, including the description relating to the tendency of leisure activities and choices; the previous and present status of leisure activity participation and experiences.

In 1982, Ragheb and Beard had prepared a Leisure Attitude Scale (LAS), in which, there were 31 experts and scholars who studied the leisure attitudes and social psychology commonly
involved in the preparation process, the overall scale contained 36 items; and then the Leisure Attitude Scale was partitioned into cognitive, affective and behavioral dimensions by means of the factor analysis.

In this study, the leisure attitude is defined as the partition of the middle and old aged people in leisure activities as well as the different levels of performance assessment in the dimensions of “cognitive”, “affective” and “behavioral” attitudes. Wherein, the higher score represents the more positive attitudes toward the leisure activities; on the contrary, a lower score represents the negative attitudes toward the leisure activities.

Leisure benefits

Benefits, in terms of the improvement of individuals, groups, social, economic, substantive environments or other situations, could be considered as a benefit (Driver, 1997; Driver & Burns, 1999). Benefits of leisure implies a goal to be reached, including the achievement of participating in recreational activities, and the participants also believed that leisure activities would be able to help them to achieve their goals. Driver (1997) emphasized that “benefits” for the people or the environment indicated getting a positive change to their needs, which comprised the interpersonal relationships, physical fitness, the prevention of social problems or stabilized communities, etc. On a personal level, it was an experience of subjective psychological satisfaction, for instance, good feelings after leisure activities, an invigorating experience, the improving the relationships with friends and family members. When people participating in leisure activities, they would be stimulated or transformed by the surrounding environments, activity contents as well as time and moods, and it would lead to the subjective improvements for psychological, physical, environmental, economic and social levels and resulting in so-called benefits of leisure through the assessment (Mannell & Stynes, 1991).

Bammel (1992) disclosed that the benefits of leisure were the benefits obtained from the participation or experience in the leisure activities. The assessment for the benefits of leisure was a very subjective feeling of personal experience. It had to assess whether leisure activities would be able to help individuals to reach their goals for leisure-time activities or not. Everyone had different feelings about benefits of leisure; therefore, the benefits of leisure might play an important role (Heady and Wearing, 1992; Argyle, 1996).

Wankel and Berger (1991) revealed that the participation in leisure-time physical activities could bring many physiological benefits, such as the benefits of leisure including enhancing cardiorespiratory fitness, to exercise muscles, to improve muscular endurance, to promote flexibility, to strengthen the skeleton as well as weight management. Cordes and Ibrahim (1999) explored the benefits of leisure in four aspects, they believed that with the participation in leisure activities, the people might obtain the physical, emotional, psychological and social benefits. Bright (2000) pointed out that the benefits of leisure for human life including mental benefits, physiological benefits, social benefits, economic benefits, and environmental benefits. Driver, Brown, and Peterson (1991) classified the benefits of leisure into the physiological, psychological and social benefits.

In light of the above, this study will explore or discuss the benefits of leisure based on three dimensions including the physiological benefits, psychological benefits and social benefits.

Leisure attitude and leisure benefits

Leisure attitudes are the most important factor affecting the individual’s participation in the leisure activities. Factors like leisure experience, personal characteristics will affect the individual’s leisure cognition, and then affecting both the affective and behavioral attitudes. The affection was a driving force behind behavior, when an individual tended to
have emotions that are more positive; the tendency for the leisure behaviors would become more significant (Fishbein & Ajzen, 1975). Lloyd and Auld (2002) also proposed that leisure attitude was an indicator for the quality of life, a positive attitude towards leisure could bring the benefits of leisure to a person, and thereby, enhancing the life satisfaction. Therefore, if an individual can maintain a positive attitude toward leisure activities, he/she may be able to get a positive benefit of leisure, and vice versa, if an individual has a negative attitude toward leisure activities, such person will not get any leisure benefit at all. Thus, this study suggests that there is a mutual influence existing between leisure attitudes and benefits of leisure, meanwhile, the leisure attitudes will have a positive correlation with the benefits of leisure.

In summary, the present study will present a series of hypotheses as follows:

**H1:** Leisure attitudes have a significantly positive correlation with the benefits of leisure.

H1-1: The “leisure cognition” in leisure attitude has a significantly positive correlation with the “psychological”, “physiological”, and “social” benefits within the benefits of leisure.

H1-2: The “leisure affection” in leisure attitude has a significantly positive correlation with the “psychological”, “physiological”, and “social” benefits within the benefits of leisure.

H1-3: The “leisure behavior” in leisure attitude has a significantly positive correlation with the “psychological”, “physiological”, and “social” benefits within the benefits of leisure.

**H2:** Leisure attitudes have a significantly positive influence on the benefits of leisure.

### METHODOLOGY

#### Data collection and sampling

In this study, the elderly population in Taiwan will be used as the research subjects. According to an official report from the Council for Economic Planning and Development, Executive Yuan, the number of older people, aged 65 and older, was about 2.602 million in 2012 (Council for Economic Planning and Development, Executive Yuan, 2012). Hence, this study aims at the older population in Taiwan, aged 65 years and older, as our research subjects, and stratified random sampling will be used as a sampling method in this study:

The survey areas are partitioned into following five sub-regional populations according to its statistical area, wherein, cities and counties in each region will be stratified into several layers; the relevant layers are classified as follows:

**Northern Region:** Taipei City, New Taipei City, Keelung City, Hsinchu City, Yilan County, Taoyuan County, and Hsinchu County.

**Central Region:** Taichung City, Miaoli County, Changhua County, Nantou County, and Yunlin County.

**Southern Region:** Kaohsiung City, Chiayi City, Tainan City, Chiayi County, Pingtung County, and Penghu County.

**Eastern Region:** Hualien County, and Taitung County.

**Kinmen & Lienchiang Area:** Kinmen County and Lienchiang County.

Questionnaire data was collected through the Active Aging Learning Centers, Active Aging Universities, Evergreen Senior Citizens’ Universities, Evergreen Learning Institutes, nursing organizations, veteran’s homes, nursing homes, and senior associations etc. in each county and city. To prevent from the generation of excessive missing values, therefore, the respondents will be accompanied by the interviewers to complete the questionnaire together. A total of 2,000 questionnaires were
distributed, and a total of 1,538 questionnaires were recovered after deleting the invalid questionnaires.

**Measures**

This study conducted a questionnaire-based survey and the data analysis by means of SPSS 19.0 software after receiving the returned questionnaires. The questionnaire had been considered as the primary research tool in this study, in which, the Leisure Attitude Scale (LAS) and Leisure Benefits Scale (LBS) used on the questionnaires were measured by using a 5-point Likert Scale: Where 1-Strongly Disagree, 2-Disagree, 3-Neither Agree nor Disagree, 4-Agree, and 5-Strongly Agree, in which, a higher score reflected a higher level of agreement of each item.

**RESULTS AND DISCUSSIONS**

**Descriptive Statistics**

In each dimension of leisure attitude, as shown in Table 1, wherein, they experienced the feeling in the highest degree in relation to the “leisure cognition”, the next was “leisure affection”, and the “leisure behavior” was the lowest, which indicated that older people had a sense of identity on the recreational sports. Overall, the elderly people, in their evaluation, would have more positive feelings associated with the recreational sports or the leisure travel experiences; in other words, the leisure behavior had the lowest score was because they might worry about the physical conditions so that it led to a lower level of willingness to participate in leisure activities.

In each dimension of the leisure benefits, in which, they experienced the feeling in the highest degree in relation to the “social”, the next was “psychological”, and the “physiological” was the lowest, indicating that the participation in the leisure activities could actually strengthen the older people’s interpersonal exchange relationships and interactions. As a whole, the elderly people would experience a positive feeling about the leisure activities associated with the social benefits; in other words, the reason why the “physiological” had a lowest degree was probably due to the physical conditions of elderly people were normally as good as before, therefore, it could lower their effectiveness of participation in leisure activities.

**Table 1. Descriptive Statistics**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure cognition</td>
<td>4.3077</td>
<td>0.59431</td>
</tr>
<tr>
<td>Leisure affection</td>
<td>4.2861</td>
<td>0.58476</td>
</tr>
<tr>
<td>Leisure behavior</td>
<td>3.9197</td>
<td>0.64179</td>
</tr>
<tr>
<td>Leisure attitude</td>
<td>4.1712</td>
<td>0.52507</td>
</tr>
<tr>
<td>Psychological</td>
<td>4.0574</td>
<td>0.66116</td>
</tr>
<tr>
<td>Physiological</td>
<td>4.0124</td>
<td>0.70400</td>
</tr>
<tr>
<td>Social</td>
<td>4.0644</td>
<td>0.73745</td>
</tr>
<tr>
<td>Leisure benefits</td>
<td>4.0447</td>
<td>0.65084</td>
</tr>
</tbody>
</table>
Reliability analysis and factor analysis

Before conducting the factor analysis, it is necessary to determine whether there was a common variance existing in the observation or score between each variable. In general, while measuring the sampling adequacy, the Bartlett’s test of sphericity and KMO (Keiser-Meyer-Olkin) can be used to examine the assumptions relating to the appropriateness of the factor analysis. In this study, in the pre-testing process, KMO values of the scale were 0.898 and 0.863, which were greater than 0.7. In addition, the results of Bartlett’s test of sphericity also reached a significant level (p-value<0.001), when pre-testing the questionnaire data associated with the leisure attitudes and the benefits of leisure, it was found that the results were in line with the conditions of conducting factor analysis.

As for the reliability analysis of leisure attitudes, overall Cronbach’s Alpha value was 0.921; each Cronbach’s α value for leisure attitudes were 0.904, 0.833, and 0.736 respectively. Nunnally (1994) believed that the 0.7 and above was an acceptable reliability coefficient, and the results showed that all Cronbach’s Alpha values were greater than 0.7, indicating that internal reliability of the questionnaires used by this study had reached a certain level, therefore, relevant test results must be very stable and reliable. There were three factors generated after performing a factor analysis, which was respectively referred to the “leisure cognition”, the “leisure affection”, and the “leisure behavior”; and the cumulative percentage of explained variance was of 32.281%, 49.738%, and 66.525%, respectively.

Correlation analysis

The correlation is an indicator used to measure the changes in the degree of consistency between two variables, this study used the statistical method of product-moment correlation developed by Pearson to analyze and calculate the correlation coefficients between different variables. The correlation coefficient, and analyze whether the significant correlation between variables. The number statistics used to describe linear relationships between two variables is called the correlation coefficient (r), its value is between 1 and -1, in which, a positive value for a correlation indicates a positive correlation, on the contrary, a negative value for a correlation indicates a negative correlation. The greater the absolute value of a correlation coefficient, the stronger the linear relationship between two variables, when its value is equal to zero or close to zero, it means that there is no discernible relationship between the two variables.

This study used the Pearson’s product-moment correlation to measure the degree of correlation between variables, the results showed that the correlation coefficient for the leisure attitudes and leisure benefits was r=0.415 (P<0.01), that is, the leisure attitudes had a positive correlation with the benefits of leisure. The stronger positive correlation with the older people’s leisure attitudes, there were more advantages the leisure activities would create. Hence, hypothesis H1 was supported by the data.

In this study, the Pearson’s product-moment correlation was used to measure the degree of correlation between variables, the results are shown in Table 2, wherein, the correlation coefficients related to the “leisure cognition”...
associated with the leisure attitudes as well as the “psychological”, the “physiological”, and the “social” factors included in the leisure benefits was \( r=0.259 \) (P<0.001), \( r=0.251 \) (P<0.001), and \( r=0.266 \) (P<0.001). Whereas, the correlation coefficients are positive which indicated the higher score for the “leisure cognition” associated with the elderly people’s leisure attitudes, the scores for the “psychological”, the “physiological”, and the “social” factors associated with the leisure benefits were higher as well, and thus, hypothesis H1-1 was supported by the data.

The correlation coefficients related to the “leisure affection” associated with the leisure attitudes as well as the “psychological”, the “physiological”, and the “social” factors included in the leisure benefits was \( r=0.472 \) (P<0.001), \( r=0.526 \) (P<0.001), and \( r=0.488 \) (P<0.001). It showed that the higher level of “leisure affection” associated with the leisure attitudes, the stronger positive correlation with the factors of the “psychological”, “physiological” and “social” related to the benefits of leisure, thus, hypothesis H1-2 was supported by the data.

The correlation coefficients related to the “leisure behavior” associated with the leisure attitudes as well as the “psychological”, the “physiological”, and the “social” factors related to the leisure benefits was \( r=0.207 \) (P<0.001), \( r=0.344 \) (P<0.001), and \( r=0.214 \) (P<0.001). It indicated that the higher level of “leisure behavior” associated with the leisure attitudes, the stronger positive correlation with the factors of the “psychological”, “physiological” and “social” related to the benefits of leisure, therefore, hypothesis H1-3 was supported by the data.

### Table 2. Correlation analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Leisure cognition</th>
<th>Leisure affection</th>
<th>Leisure behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychological</td>
<td>0.259***</td>
<td>0.472***</td>
<td>0.207***</td>
</tr>
<tr>
<td>Physiological</td>
<td>0.251***</td>
<td>0.526***</td>
<td>0.344***</td>
</tr>
<tr>
<td>Social</td>
<td>0.266***</td>
<td>0.488***</td>
<td>0.214***</td>
</tr>
</tbody>
</table>

*** Indicates that the correlation is significant when the level of significance is 0.001.

### Regression analysis

The influence of leisure attitudes on the leisure benefits was shown in Table 3. Wherein, F-value was 320.170 (P<0.001), \( \beta=0.515 \) (P<0.001), which indicated the leisure attitudes had a positive significant influence on the leisure benefits. The leisure participants would have a more positive leisure attitude, so that the level of willingness to participate in leisure activities would be higher too, and thus, they could experience more benefits resulting from the participation in recreational activities. Therefore, H2 was supported by the data.

### Table 3. Regression analysis

<table>
<thead>
<tr>
<th>Independent variables</th>
<th>Dependent variables</th>
<th>R²</th>
<th>( \beta ) coefficient</th>
<th>F-value</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure attitude</td>
<td>Leisure benefits</td>
<td>0.172</td>
<td>0.515***</td>
<td>320.170</td>
<td>P&lt;0.001</td>
</tr>
</tbody>
</table>

*** are used to indicate: P<0.001
CONCLUSION AND RECOMMENDATION

Having the right attitude toward the leisure activities, the older people will have a more positive evaluation of leisure sports, which will lead to a sustained participation and hence gaining much more benefits from participating in recreational sports. Through the participation in the recreational sports, it will make people feel good, helping them to relieve the pressure in their lives as well as achieving fitness results. Therefore, the participation of various leisure activities is indeed a specific feasible approach, it not only can assist the elderly people to maintain both physical and mental health, but also it will promote a healthy procedure towards normal and successful aging. Therefore, the senior associations can offer a variety of leisure activities to meet the various recreational needs for the older people. Meanwhile to stimulate the participation and willingness of the elderly population and to create an exclusive stage for them, so that it will be able to increase their self-identity with a sense of accomplishment, and then enriching both the mental life and enjoyment of recreational sports for the elderly people.

Due to the score relating to the physiological dimension of leisure behavior within the leisure attitudes and leisure benefits seems a little bit low; it is suggested that most elderly people shall develop their leisure-time exercise habits as early as possible. To achieve physical fitness and health promotion through the participation in the recreational sports, and in this way it will be able to prevent chronic diseases as well as to improve the results of rehabilitation treatment and achieve the goal of successful aging.

As for the limitations of this study, the quantitative measurement used in this study was subject to the data collected through the questionnaires, therefore, bias were unfortunately probable existing in the model resulting from the subjective opinions of research subjects and their answering attitudes, which was the inadequacy of this study. Thus, it is suggested that follow-up researchers can conduct the qualitative measurement method by adopting the participant observation or in-depth interviews in order to better understand the idea for the elderly population, so that the research tends to be perfect.

REFERENCE


DEVELOPING HAKKA ECO-INTELLIGENCE IN AGRICULTURE AS A TAIWAN TOURIST ATTRACTION

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ABSTRACT

Taking a case study of Softpond Leisure Agricultural Region from Taichung City in Central Taiwan, the purpose of this paper is tracing the Hakka ecological intelligence in agriculture and transforming it as a tourist attraction to strengthen the development of the region. Farmers in the region are outstanding experts of planting various kinds of fruit tree such as pear, persimmon, tangerine and loquat. They knew very well that their aptitude in planting is advantaged with ecological intelligence as a kind of Hakka habitus sustained by their ancestors. Their inspiring accomplishments in agriculture achieved from ecological intelligence probably interest the tourists. But the problem is how to develop Hakka ecological intelligence in agriculture as tourist attraction.

Since most Hakka historical buildings in Tungshih had collapsed at the Earthquake 921 already, it can be redeemed by using stories through interpreting with trained interpreters acting by the local Hakka peasants including women.

Nowadays, consumers have relied on the internet as their primary source of information, niche online marketing is crucial to agritourism marketing. It is efficient to make full use of niche online marketing package in addition to fill up the content with amazing Hakka ecological intelligence in agriculture.

Keywords: Agritourism, Hakka ecological intelligence, Historical memory, Niche online marketing, Taiwan

INTRODUCTION

While developing a leisure agricultural region, the heritage and features of local culture should be conserved creatively. If sustainable management strategies are adopted to develop leisure farms with combination of cultural tourism project taking LOHAS (Lifestyles of Health and Sustainability) as the theme, local culture and local history will kept vivacious by promotion of cultural tourism, so become attractive tourism resources.
Respects local culture is one of the characteristics of agritourism which is the possibility to satisfy the human cognitive need within ethnography. Agritourism gives a chance to learn about the lives of rural people, their culture and customs, (Sznajder, Przezborska and Scrimgeour, 2009) It is close related to ethnic tourism which focusing on the customs of indigenous and exotic peoples. (Hollinshead, 2004)

The body is the “feeling-subject”. (Seamon, 1979) In relation to the culture, the body becomes a “display” of personal identity such as taste, distinction, etc. (Bourdieu, 1984). Tourism is an effective way used in search of authentic self. (Wang, 2004)

**LITERATURE REVIEW**

Taking a case study of Softpond Leisure Agricultural Region from Taichung City in Central Taiwan, the purpose of this paper is tracing the Hakka ecological intelligence in agriculture and transforming it as a tourist attraction to strengthen the development of the region. Farmers in the region are outstanding experts of planting various kinds of fruit tree such as pear, persimmon, tangerine and loquat. They knew very well that their aptitude in planting is advantaged with ecological intelligence as a kind of Hakka habitus sustained by their ancestors. Their inspiring accomplishments in agriculture achieved from ecological intelligence probably interest the tourists. But the problem is how to develop Hakka ecological intelligence in agriculture as tourist attraction.

Since most Hakka historical buildings in Tungshih had collapsed at the Earthquake 921 already, it can be redeemed by using stories through interpreting with trained interpreters acting by the local Hakka peasants including women.

**METHODOLOGY**

The research objective of this dissertation is to discover various effectual ways to transform the Hakka eco-intelligence in agriculture as a focal tourist attraction in the development of Softpond Leisure Agricultural Region (SLAR). There are four sides of the topic including supply side, marketing side, demand side and backing side. This dissertation discusses the research questions as follows:

Firstly, what is the content of Hakka eco-intelligence in agriculture at SLAR? Additionally, how to enrich the content by collecting much more evidences from SLAR? Concretely speaking, what kind of tourism services, products and education derived from Hakka eco-intelligence in agriculture can be offered to visitors/consumers with unforgettable experience through creative design?

Secondly, how to promote agritourism of SLAR with Hakka eco-intelligence in agriculture? Since today’s consumers have already relied on the Internet as their primary source of information, niche online marketing is indispensable to agritourism marketing nowadays. What should be considered is how to make full use of niche online marketing package in addition to fill up the content with amazing Hakka eco-intelligence in agriculture. Its mean this research want to find out what kind of services, products and education about Hakka eco-intelligence in agriculture intend to provide in SLAR may interest the potential consumers with memorable experience? Besides, what kind of niche online marketing package to send information of SLAR may appeal to the potential consumers?

**Definition of the Terms**

Hakka agritourism with ecological intelligence is a kind of intangible cultural capital which sustaining in Hakka habitus. According to Pierre Bourdieu (1990: 54), “The habitus, a product of history, produces individual and collective practices-more history-in accordance
with the schemes generated by history. It ensures the active presence of past experiences, which, deposited in each organism in the form of schemes of perception, thought and action, tend to guarantee the ‘correctness’ of practices and their constancy over time, more reliably than all formal rules and explicit norms”. Habitus can be defined as a system of dispositions such as lasting, acquired schemes of perception, thought and action.

Hakka agritourism with eco-intelligence belongs to agritourism as well as ethnic tourism, and to some extent related to ecotourism, so it interconnects with ethnic tourism, agritourism and ecotourism. This interconnection see figure 1.

David Weaver (2006) generalized from the previous definitions of ecotourism to three criteria including nature-based attractions, educational interaction as well as environmental and socio-cultural sustainability.

The first criterion of ecotourism implies a form of tourism visiting feeble, unspoiled, and typically protected areas, which expected as a low impact and regularly small scale, classically engages travel to destinations where all the plants or animals of scarce species that grow in a particular place, or cultural heritage is the core attraction. Although Softpond has a good ecological environment, it is just a protected area of water source for reservoir. Strictly speaking, it does not match the first criterion of ecotourism. Nevertheless, to some extent, it matches the second and third criteria. Owing to Softpond does not provide the archetypal ecotourism, it is not suitable to use the title of eco-agritourism to indicate the combination of agritourism and

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**Figure 1.** Interconnection among Hakka agritourism with eco-intelligence, ethnic tourism, agritourism and ecotourism
ecotourism. It is more appropriate to call it as agritourism with ecological intelligence.

Dealing with tourism of regional culture, it is complex to differentiate ethnic tourism from cultural tourism. Robert E. Wood (1984) discriminated them with the deviation between direct and indirect experience respectively. He exemplified that what appreciated in ethnic tourism is direct experience such as visiting ethnic settlement, chatting with local people gleefully, having a meal and getting accommodation at local place, whereas the appreciation in culture tourism is indirect experience through materialized exhibition about ethnic clothes and ornaments, handicrafts, manifestation in life. This argument may be criticized that tourists may also gaze at ethnic handicrafts, clothes and ornaments during ethnic tourism even though it is not necessary.

However, Wood’s proposition can be justified by the following argument: Tour guide usually plays the role as a culture mediator in the package tour of cultural tourism. The information of local culture which tourists received almost comes from the rough oral description given by Tour guide.

Tourists rarely have any chance to interact with local people; as a result, tourists obtain indirect experience throughout cultural tourism. On the contrary, local people act as an interpreter of local culture during ethnic tourism, tourists can communicate with local people straight forwardly. Therefore, all through ethnic tourism, tourists can attain direct experience as they want. Likewise, agritourism can also offer the direct experience to contact with local people too. A comparison among ethnic tourism, agritourism and cultural tourism see table 1.

Table 1. Comparison among ethnic tourism, agritourism and cultural tourism

<table>
<thead>
<tr>
<th>Tourist experience</th>
<th>Direct</th>
<th>Indirect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnic tourism</td>
<td>Cultural tourism</td>
<td></td>
</tr>
<tr>
<td>Agritourism</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RESULTS AND DISCUSSIONS

Methods adopted in this paper includes case study, questionnaire survey, Statistical Package for the Social Sciences (SPSS) and SWOT analysis.

This paper discusses topic by taking a case of Softpond Leisure Agricultural Region, Tungshih District, which lies in the east hilly ground of Taichung City, where is the important fruit planting area in Central Taiwan.

The main survey was conducted between 2011 and 2013 in Dongshi District, Taichung City. Especially, I made intensive interviews conducted from February to April, 2013. This is a case study for SLAR, and in-depth interview techniques have been used to collect relevant data and information. Case studies have frequently been equated with qualitative methods, especially participant observation and unstructured, in-depth interviews. (David A., de Vaus, 2001: 230) point out of the identification is no doubt partly because some of the early, influential case studies used participant observation methods.

Face to face was adopted by the main kind of interview. The participants came from SLADA, each discussion were recruited to represent what could be explained as the well-informed key person and opinion leaders, participants who could provide rich information and critical perspectives. Accordingly, three different types of interviewees were identified for this study: the farmers, enthusiastic people in local affairs and representative of government commissioned units. I tried to find interviewees of officials, but no result. But official reports are able to use in this research. Data came from Taichung District Agricultural Research and Extension Station, Council of Agriculture, Executive Yuan. (http://tdares.coa.gov.tw/2013/05/06)

The main criterion for selection of the farmers was the participants’ engagement in agricultural activities as their primary employment. Most of participants in this interview were
introduced by SLIDA, especially farmers. They have their farm in SLAR. The purpose of interviews is to pursue the Hakka eco-intelligence in agriculture and try to transform it as motivating factor for tourists in the development of SLAR. Wisdom of farmers cannot be displayed by quantitative method. In-depth interviews were constituted a flexible strategy for discovery when the purpose is to explore and describe a phenomenon at a deeper level.

This study adopted semi-structured and unstructured interviews. While a structured interview has a rigorous set of questions which does not allow one to divert, a semi-structured interview is open, allowing new ideas to be brought up during the interview as a result of what the interviewee said. This research was following figure 2 (Relationship between SLAR’s network and desired outcomes) conducted interview procedures.

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**Figure 2.** Relationship between SLAR’s network and desired outcomes
Research Design

The design for this study can be categorized as naturalistic as well as descriptive whose overall objective is to provide a picture of a phenomenon as it naturally occurs. After I made some research about SLAR, I am converging and clarifying the research questions. The study is following Gayle, J. (2001) research process to redesign as follows:

![Research process](image1)

Data analysis

Script analysis would be classified when these audio records had made by main objective point. In-depth interviews were conducted to obtain detailed personal accounts of farmers’ entrepreneurship, development, and eco-intelligence in agriculture. Specific objectives of the SLIDA were to: 1) identify key issues that are pertinent to the development of sustainable agritourism in Dongshih, 2) generate ideas about they noticed the ecological crisis in Dongshih, 3) generate ideas for improving the policy environment to create agriculture and tourism linkages.

I transcribed the data including all the verbatim. Although the process of transcribing video data is very tedious, it provided raw data in its wholeness and original form and therefore the analysis base on fresh ideas.

![Six-Node Index of Hakka Eco-intelligence](image2)
The answers given by Focus farmer group were summarized to six-node index of Hakka eco-intelligence at figure 4. There are six points:
1. Mutually symbiosis
2. Organic farming
3. Tree planting
4. Remediation
5. Firefly festival
6. Share good things

This paper analyzes the reason why local tourist industry of Softpond undeveloped by using the method of SWOT analysis, and discusses how to solve this problem. A SWOT analysis of Softpond’s tourist development was listed as follows:

**SWOT Analysis for SLAR**

**Table 2. SWOT Analysis development of Leisure agritourism for SLAR**

<table>
<thead>
<tr>
<th>Internal (attributes of the organization)</th>
<th>Helpful (to achieving the objective)</th>
<th>Harmful (to achieving the objective)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
<td>(1) Streams converge, clean water, suitable for the development of organic agriculture. Plum wine, plum vinegar, and grape wine and other agricultural products. &lt;br&gt; (2) Beautiful natural scenery &lt;br&gt; (3) Cultural resources of traditional Hakka life in rural areas, temples, Hakka cuisine &lt;br&gt; (4) Rich ecological environment may attract school groups to visit, suitable for the development of natural ecological teaching and agricultural experience activities &lt;br&gt; (5) Attractions are close together, it will generate cluster effect.</td>
<td><strong>Weakness</strong> (1) Outflow of youth human power, uncultivated agricultural land influence negatively to the environment and landscape for the development of leisure agriculture. &lt;br&gt; (2) Old farmers usually are deficient in background knowledge of leisure agriculture and refined agriculture. &lt;br&gt; (3) Public facilities are insufficient to meet the needs of tourists.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>External (attributes of the environment)</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) People living standards have been improved. Two-day weekend offer better travel conditions. &lt;br&gt; (2) Rich agricultural resources. Local people and local government units are working together to develop new types of leisure agriculture. &lt;br&gt; (3) Leisure agricultural industries are run by local residents with a strong ambition, the goals of local self-management can be implemented. &lt;br&gt; (4) Attraction routes are connecting with transportation to make travel arrangement easier by tourists themselves.</td>
<td>(1) Exodus of agricultural area population and low birth rate are a serious dilemma which leading to the fallowness of agricultural areas &lt;br&gt; (2) Government grants, expert assistance, natural resources are all competing goals for each operator. &lt;br&gt; (3) Problems such as environmental pollution are caused during competition of operators. &lt;br&gt; (4) Tourists have increasing demand for high quality on leisure travel environment.</td>
<td></td>
</tr>
</tbody>
</table>
There are 6 points of action strategies as following:

(1) Developing the leisure agriculture region with retaining traditional Hakka culture.

(2) Extending the activities and education of the agricultural industries, leisure tourism and Nature conservation.

(3) Recovering the industrial culture and historical memory of Softpond.

(4) Promoting local economic development with taking advantage of local industries combined with cultural resources.

(5) Acting in concert with government policies to improve employment opportunities and attract the reflux of youth. Attract elderly people who lived in Taiwan or abroad come to settle down here for pension. Coordinate with relevant policies of Council of Agriculture, such as: The Plan of Cultivation for Agriculture Successor, and evangel Plan, Gardeners Plan, Forestry Study Tour and Long Stay. (NPUST, 2011: 96-97)

(6) For the agricultural sector to satisfy demands from the tourism sector, an internal capacity evaluation is necessary to prove at the focus sections, Tourism gaze, Women Empowerment, Public infrastructure constructions.

CONCLUSION AND RECOMMENDATION

Summary

The opinions generalized from responds of respondents during the in-depth interviews and the speeches given by the participants at the forum in 2012 Central Taiwan Hakka Culture Conference can be categorized into six key issues including mutually symbiosis, organic farming, tree planting, remediation, firefly festival and share good things. They all focus on environment protection which reflects the Hakka habitus obviously. Hakka people are fond of contented calm rural life, so they love the land very much. They like the lifestyle of autarky and making foodstuff for their family to eat, so they are sensitive to safety of food. When they realized the seriousness of pesticides on food safety
hazards, even though organic farming is thorny, they still devoted to study it together with sharing their co-intelligence. They restore the good ecological environment, maintain clear water in the streams, plant a lot of trees and let the fireflies reappear. What they want is just to let all of us living in a peaceful safe environment. This is the goal of SLAR. The stories of their endeavor are incredibly touching. But they seldom tell the other people except their like-minded friends. They are too busy to do their work and do not know how to make use of Internet. If the touching stories are spreading with online marking with the theme of Hakka co-intelligence, the potential agritourists will sure be attracted. When the crowd is coming, interpreters will be urgent required. So the training for interpreters should be done in advance. The members of classrooms for mother are mostly willing to accept training as interpreters. The potentiality of SLAR is strong, but it requires a tough theme such as Hakka co-intelligence, and the preparation of online marking and interpreter training as well.

Implication

1. The opinions addressed in the responds of respondents during the in-depth interviews and the speeches given by the participants at the forum in 2012 Central Taiwan Hakka Culture Conference showed clearly that Hakka people lived in Dongshih are gifted with co-intelligence.

2. There are plenty of touching stories about the practice of environment protection including their implement of mutually symbiosis with planting a lot of tree selflessly, keeping the streams and land unpolluted to restoring fireflies, and striving for organic farming based on the Hakka habitus of sharing good things.

3. The goal of SLAR is offer a peaceful place with safe fruits for people to relax.

4. Members of SLAR are bashful, which is also a kind of Hakka habitus, to tell the customers about the goal of SLAR as well as the touching stories about their practice of environment protection.

5. Members of SLAR are too busy to do their work without a break, which is another Hakka habitus, and do not know how to make full use of Internet.

6. Leaders of SLAR do not have the concept of marketing about differentiation. SLAR is unattractive to tourists because what they do with hard labor is similar to the other leisure farms.

Recommendations

1. Hakka co-intelligence is a suitable theme for SLAR since the environment protection practice of SLAR is incredibly touching for agritourists.

2. Online marking package should be amply utilized to tell the potential agritourists about the touching practice of environment protection doing by SLAR.

3. Sufficient training for adequate interpreters should be done in advance to cope with the large number of visitors in the near future.

Recommendations for further study

Since this dissertation is just a case study to explore the feasibility of utilizing Hakka eco-intelligence in agriculture as core attraction for ethnic agritourism, it requires further investigations such as the content and means of supply in detail, the concrete demand of consumer, marketing tactics, and how to get backing from government agencies at present time.
REFERENCES


EXAMINING THE RELATIONSHIPS AMONG DESTINATION IMAGE, PERCEIVED QUALITY, TOURIST SATISFACTION AND POST-VISITING BEHAVIORAL INTENTIONS

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ABSTRACT

This study was designed to test a theoretical model determining the relationships among destination image, perceived quality, tourist satisfaction and post-visiting behavioral intentions. The structural relationships between the variables were examined by employing a structural equation modeling (SEM) approach in a context of coast holiday resorts. The results showed that 1) destination image has a positive effect on perceived quality and tourist satisfaction; 2) destination image has not a positive effect on post-visiting behavioral intentions; 3) perceived quality has a positive effect on tourist satisfaction but has not a positive effect on post-visiting behavioral intentions; 4) tourist satisfaction has a positive effect on post-visiting behavioral intentions; 5) tourist satisfaction fully mediates the relationship between destination image and post-visiting behavioral intentions.

Keywords: Destination image, Perceived quality, Tourist satisfaction, Post-visiting behavioral intentions

INTRODUCTION

Kotler, Bowen and Makens's research (1996) on purchase behavior proposed the link relationships among image, quality, satisfaction and post-purchase behavior. Kotler et al. (1996) found that (1) image would positively affect how customers perceive product’s or service’s quality; (2) perceived quality will in turn determine the satisfaction of consumers; (3) quality and satisfaction mediate the relationship between image and post-purchase behavior respectively. Bloemer and de Ruyter (1998) also concluded that service quality and satisfaction act as mediating variables between image of product and brand loyalty. Similarly, Bigné, Sánchez, and Sánchez (2001) empirically investigated structural interrelationships among image, quality, satisfaction, and behavioural variables. However, the linkage between these variables in the context of coast holiday resorts has not yet been thoroughly investigated. In this study, the proposed causal relationships among destination image, perceived quality, tourist
satisfaction and post-visiting behavioral intentions were developed from theory and examined empirically.

LITERATURE REVIEW

Conceptual background and hypotheses

Destination Image

Since destination image is defined by many authors as an individual’s overall perception or total set of impressions of a place (Hunt, 1975; Phelps, 1986; Fakeye and Crompton, 1991, cited in Ibrahim and Gill, 2005) and as the mental portrayal of a destination (Crompton, 1979; Woodside and Ronkainen, 1993; Kotler et al, 1993; Milman and Pizam, 1995; Alhemoud and Armstrong, 1996; Seaton and Bennett, 1996, cited in Ibrahim and Gill, 2005), it is logical to suggest that it would exert some influence on tourists’ behavior (Bigné et al., 2001; Cooper, Fletcher, Gilbert, & Wanhill, 1993). In fact, destination image influences the individual’s subjective perception and consequent behavior and destination choice (Chon, 1990, 1992; Echtner & Ritchie, 1991; Stabler, 1988; Telisman-Kosuta, 1989).

Consequences of Destination Image

Based on Kotler’s et al. (1996) model, image positively affects quality. Also, destination image exerts a positive effect on perceived quality and satisfaction (Font, 1997; Phelps, 1986), as suggested by Grönroos (1984). Additionally, Court and Lupton (1997) found as a result of their study of the image of New Mexico, that destination image has a positive effect on the intention to revisit in the future.

On the basis of these arguments, we offer the following four hypotheses:

H1: Destination image has a positive influence on perceived quality.

H2: Destination image has a positive influence on tourist satisfaction.

H3: Destination image has a positive influence on post-visiting behavioral intentions.

Kotler et al. (1996) found that quality and satisfaction act as mediating variables between image and post-visiting behavior. On the basis of these arguments, we offer the following:

H4: Perceived quality has a mediated effect on destination image and post-visiting behavioral intentions.

H5: Tourist satisfaction has a mediated effect on destination image and post-visiting behavioral intentions.

Perceived Quality

Perceived quality has been widely accepted as a comparison between expectations and the performance perceived by the consumer in the marketing literature (Parasuraman, Zeithaml & Berry, 1985, 1988). Perceived quality of service is a type of attitude, related to but not the same as satisfaction (Rowley, 1998). Thus, the two constructs are related and have the causal direction, because well perception of tourism quality lead to high satisfaction.

Consequences of Perceived Quality

The research by Bigné et al. (2001) and Lee et al. (2005) ascertained that higher trip quality could lead to both higher satisfaction and more positive behavioral intentions in general. Boulding et al. (1993) also asserted that service quality positively affects import behavioral outcomes such loyalty and positive word-of-mouth. Thus, we offer the following:

H6: Perceived quality has a positive influence on tourist satisfaction.

H7: Perceived quality has a positive influence on post-visiting behavioral intentions.
Tourist Satisfaction

Bitner and Hubbert (1994) described customer satisfaction as a feeling or an attitude of a customer towards a service after it has been used. Zeithaml and Bitner (2003, p. 86) indicated that it is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment. It is important to assess tourist satisfaction since some research has proved the relationship between tourist satisfaction and future buying behavior (Juaneda, 1996; Kozak and Rimmington, 2000). In this particular article satisfaction is based on post-consumption judgments of the visit. And it is also widely accepted that satisfaction is a post-purchase and post-consumption evaluation (Hunt, 1977; Oliver, 1981).

Consequences of Tourist Satisfaction

Several studies provide evidence for the significant influence of satisfaction on loyalty and word-of-mouth communication (Hennig-Thuraus, Gwinner and Gremlle, 2002, p.232). Thus, tourist satisfaction is conceived as the key determinant of tourists’ likelihood of recommending and revisiting a particular destination (Hui, Wan, & Ho, 2007; Yoon & Uysal, 2005; Yuksel, 2001). Consistent with these arguments, we propose the following:

H8: Tourist satisfaction has a positive influence on post-visiting behavioral intentions.

Post-visiting Behavioral intentions

In the analysis of consumers' post-purchase behavior, the variables “intention to return to the destination (i.e., loyalty)” and “willingness to recommend it or positive word-of-mouth communication (i.e., positive word-of-mouth)” have been most used as indicators of consumer behavioral intentions (Boulding, Kalra, Staelm, and Zeithaml, 1993; Cronin & Taylor, 1992; Parasuraman, Berry, & Zeithaml, 1991; Swanson & Davis, 2003; Zeithaml et al., 1996).

Following previous post-visiting behavioral intentions research, the current study used post-visiting behavioral intentions (including both the intention to return to the destination and the willingness to recommend it) as the final dependent variable.

In this research, we referred to the model of “Image–Quality–Satisfaction–Post-purchase behavior” which was addressed by Kotler et al. (1996) and then constructed the theoretical framework of this research as the figure 1 showed.

Figure 1. The theoretical model of the study
METHODOLOGY

Questionnaire Design

The questionnaire consisted of five sections: destination image, perceived quality, tourist satisfaction, post-visiting behavioral intentions, and basic information of the respondents.

For the constructs considered, all of the items for each construct were borrowed from previous research and measured on five-point Likert-type scales, from ‘strongly disagree (1)’ to ‘strongly agree (5)’.

Pretest questionnaires were given to forty visitors in Kengtin region, Taiwan. Thus, a few corrections and adjustment in the wording and structure of the questionnaire were made in response to respondents’ suggestions. Moreover, two sets of analyses were conducted to assess the construct reliability in the pretest stage: the corrected item-total correlation and the Cronbach alpha. Results indicate that all the items had corrected item-total correlations greater than 0.35, which represents the cutoff suggested by McKelvey (1976). The results of the Cronbach's alpha test for the different constructs were as follows: destination image 0.881, perceived quality 0.832, tourist satisfaction 0.901, post-visiting behavioral intentions 0.861, and were above the cut-off criterion of 0.7 recommended by Nunnally (1978). Thus, all items for the four constructs were kept in the pretest stage and were used in subsequent analysis.

Sample Design and Data Collection

The visitors who were visiting Kengtin region, a famous seashore holiday resort in southern Taiwan, at the time of the survey were considered to be the sampling framework. Questionnaires were distributed and collected by research interviewers between March 30 and April 28 of 2013 (a period of about 1 month). 210 valid questionnaires were collected.

Data Analysis

The data was processed with the statistical package SPSS 18.0 and AMOS 18.0.

RESULTS AND DISCUSSIONS

Descriptive Statistics

The respondent profile is as follows. 73.9% of the sample was between the ages of 21 to 40 years with a slight majority of male visitors (54.0%). In all, 71.1% had a college degree or higher qualification. Student (36.2%), services industry (15.2%), industry (12.4%), and others (11.1%) were the main divisions of occupation for respondents. 14.8% of visitors was the first time to visit the Kengtin region. Most visitors were from the west (91.8%) of Taiwan.

Explanatory Factor Analysis

In this study a multi-attribute approach was employed to measure destination image. Destination image was measured using a 18-item scale. Employing the principal components factor analysis, four factors with an eigenvalue greater than one explained 59.2% of the variance of destination image scale. The varimax-rotated factor pattern implies that the first factor concerns "destination brand" (5 items). The second factor relates to "entertainment and atmosphere” (7 items). The third factor consists of characteristics of the "nature and culture” (3 items). The fourth factor relates to "sun sea and sand” (3 items). The arithmetic means of the four multi-item factors were used to build the construct destination image for subsequent analysis.

Reliability and Validity

First, a Cronbach alpha test was used to determine the internal consistency for each of these four constructs.
The results of the Cronbach’s alpha test for the different constructs were as follows: destination image 0.875, perceived quality 0.850, tourist satisfaction 0.894, post-visiting behavioral intentions 0.870. Besides, the results of the Cronbach’s alpha test for the four sub-dimensions making up the destination image scale were: 0.612 in the destination brand sub-dimension, 0.708 in the entertainment and atmosphere sub-dimension, 0.776 in the nature and culture sub-dimension and 0.634 in the sun sea and sand sub-dimension.

Out of the eight constructs and sub-dimensions, six constructs and sub-dimensions were above the cut-off criterion of 0.7 recommended by Nunnally (1978) while two was just below this level. However, Peterson (1994) suggested that a value of 0.6 is the ‘criterion-in-use’. Therefore, it suggests that all sub-dimensions were well above the ‘criterion-in-use’ and thus acceptably reliable.

The validity of the constructs was tested using the procedure recommended by Fornell and Larcker (1981). Then, confirmatory factor analysis (CFA) was conducted using AMOS 18.0 with covariance matrix to test the convergent and discriminant validity of the constructs used in subsequent analysis. The output generated by CFA indicated that each construct has well convergent and discriminant validity.

After making sure that the internal consistency, convergent validity and discriminant validity were acceptable, the structural model that specifies the relationships between the constructs was tested. Figure 2 presents the structural diagram of the theoretical model in this study.

![Figure 2. The theoretical model of the study](image)

(The dotted lines represent the path is not significant)

The fit indices of the model were summarized in Table 1. The overall model indicates that $\chi^2$ is 133.710 with 59 degrees of freedom (d.f.) ($p<0.001$). Technically, the $p$-value should be greater than 0.05, i.e., statistically insignificant. However, in practice the $\chi^2$-value is very sensitive to sample size and frequently results in the rejection of a well-fitting model. Hence, the ratio of $\chi^2$ over d.f. has been recommended as a better goodness of fit than $\chi^2$ (Hair et al., 1998). A common level of the $\chi^2$/d.f. ratio is below 3. The $\chi^2$/d.f. ratio of the model is 2.266 (i.e., 133.710/59), indicating an acceptable fit. Furthermore, other indicators of goodness of fit are GFI=0.912, AGFI=0.865, PGFI=0.592, NFI=0.930, CFI=0.960, RMSEA=0.078, IFI=0.960, RFI=0.908, PNFI=0.704, and PGFI=0.592. Comparing these with the corresponding critical values shown in Table 1, it suggests that the hypothesized model could fits the empirical data well.
Within the overall model, the estimates of the structural coefficients provide the basis for testing the proposed hypotheses. The results showed that destination image significantly influenced perceived quality (γ=0.767; t=9.939) and tourist satisfaction (γ=0.507; t=5.105). However, destination image had no positive effect on post-visiting behavioral intentions (β=0.004; t=0.036). In addition, perceived quality significantly affected tourist satisfaction (β=0.275; t=3.966) but did not significantly influence post-visiting behavioral intentions (β=0.213; t=0.066). Lastly, there was a significant relationship between tourist satisfaction and post-visiting behavioral intentions (β=0.943; t=6.900). In addition, based on the mediator conditions proposed by Baron and Kenny (1986), research findings suggested that perceived quality didn’t mediate the relationship between destination image and post-visiting behavioral intentions. However, tourist satisfaction was found to fully mediate the relationship between destination image and post-visiting behavioral intentions.

**DISCUSSION**

This paper has attempted to investigate the tourist behaviors by constructing a model considering destination image, perceived quality, tourist satisfaction, and post-visiting behavioral intentions. The structural relationships between all variables in the study were tested using data obtained from a visitor questionnaire survey in Kengtin region, Taiwan. The structural relationship analysis indicates that destination image is a direct antecedent of perceived quality and tourist satisfaction. The result is consistent with Bigné et al. (2001). In addition, destination image was found to have no direct effect on post-visiting behavioral intentions and perceived quality doesn’t mediate the relationship between destination image and post-visiting behavioral intentions. However, tourist satisfaction has a positive effect on post-visiting behavioral intentions and tourist satisfaction fully mediates the relationship between destination image and post-visiting behavioral intentions. Besides, perceived quality has a positive effect on tourist satisfaction.
Therefore, in order to improve the visitors’ post-visiting behavioral intentions, the tourism destination managers should increase the visitors’ positive destination image and create higher tourist satisfaction. That is, endeavors to build or improve the image of a destination increase tourist satisfaction, which in turn facilitates post-visiting behavioral intentions. In other words, the main focus of destination managers should be to build up and improve destination image dimensions such as offering diverse entertainment and atmosphere, creating more positive destination brand, the maintenance of the nature and culture, and offer exciting water activities.

Also, with regard to the sequence “image→quality→satisfaction→post-visiting behavioral intentions”, suggested by the review of the literature, the analysis of the interrelationships as a whole confirms this sequence.

Finally, regarding the relationship between destination image and post-visiting behavioral intentions and that between perceived quality and post-visiting behavioral intentions, the structural equation model showed that such relationships cannot be satisfactorily proved. Although these results do not sustain these hypotheses, we think that further research should be carried out, extending the study to different types of destinations and deepen the multidimensional nature of the variables.

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THE CREATION DEVELOPMENT OF A COOPERATION MARKETING MIX NETWORK BETWEEN LOCAL COMMUNITY AND ENTREPRENEUR FOR SUSTAINABLE TOURISM DEVELOPMENT IN GEUD CHANG SUB-DISTRICT, MAETAENG DISTRICT, CHIANG MAI PROVINCE, THAILAND

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ABSTRACT

Objectives of the research are, first to study the context of implementing tourism business of entrepreneurs by the local community and tourism entrepreneurs in Geud Chang. To survey the needs, cooperation in managing the components of tourism marketing or tourism business by local community and businessmen in Geud Chang. To study the levels of cooperation in building the cooperative marketing mix network of local community and businessmen in Geud Chang. To evaluate the cooperative marketing mix network of local community and entrepreneur toward sustainable tourism in Geud Chang. This research is about building a network as a cooperative on marketing mix on tourism between a local community and entrepreneurs in tourism for sustainable tourism in Geud Chang sub-district, Maetaeng district, Chiang Mai province which has been implementing various tourism activities by the local community and entrepreneurs. A total from 56 respondents are those involved in tourism business together with the government units in Geud Chang sub-district who have needs in cooperating in the cooperative marketing mix network. Evaluation of the model of networking as a cooperative marketing mix network for sustainable tourism in Geud Chang was done from: group of academicians/researchers who are experts in community development and marketing group from the local community composed of the following: community leader entrepreneur government officer. This research is on research and development using qualitative research and action research applying Research instrument are Structured interview Questionnaire Stage forum, small group meetings and AIC procedure. Data were analyzed by collecting data. Data analyzed qualitatively were from a sample. The researcher will evaluate and analyze to come up with conclusion following the objectives. In the discussion of the results from interviews will be analyzed by quantitative analysis with the following statistical parameters: frequency, percentage, mean, standard deviation. Data gathering by Participatory observation Non-participatory observation results showed that majority of the tourism entrepreneurs in Geud Chang sub-district have SME businesses and have been doing the businesses for at least 1 year and as long as 20 years and having staff of at least 3 persons and most at 70 persons. The characteristics of the business are mostly hired temporary jobs using local labors. The types of tourism jobs are accommodations, food and
beverages, tourism activities using elephants float on the rapids, bamboo rafting, rubber rafting, Thai massage, ATV cars, and others. Income of the entrepreneurs ranges between 10,000 to 1,500,000 baht per year, depending upon the size or capacity of the business. Concerning problems of tourism business in the locality are as follows: competition in the business, communication, decreasing number of tourists, inconvenience due to transport facilities, marketing problems, coordination or cooperation with the local people.

Surveying on the needs, cooperation in the management of cooperative marketing mix network those involved with tourism business both the private and government sectors are as follows: 1) cooperation in the products and services, 2) cooperation in marketing channels, 3) cooperation in the promotion or advertisement, 4) cooperation in pricing, 5) cooperation in process of services, 6) cooperation in improving work efficiency, 7) cooperation in staff or human resources in tourism. Results of the research showed that the almost all of the local entrepreneurs in tourism have the need for the cooperative marketing mix network except in other aspects such as human resources in tourism. Respondents to the survey have the opinion that the need would be depending on the specific need and may not be on all aspects.

Cooperation in the establishment of the network for the management of cooperative marketing mix network in tourism among tourism entrepreneurs and the people in the locality engaged in tourism activities results of the research showed that after the meeting or brainstorming among the tourism entrepreneurs and the local people. Characteristics of the network for the locality will have the joining together of small groups of the community or village that its resources such as the forest, river, where in each group will have its own network of three (3) groups. Then each group will have a network at sub-district level where Gued Chang Sub-district Administration Organization serving as the coordinator and also a unit or section that will develop the local area that gives advice on the network.

After having the form or model of the cooperative marketing mix network for tourism in the locality a survey on the opinions of the respondents toward cooperation in the management of the network showed that the respondents wanted to know the roles of the network members and the other sectors involve who are non-members in the management following 4P. In establishing the network research results showed that almost all of the respondents expressed that the cooperation will be as follows:

The researcher will make a form of instrument in the evaluation of the network as expected and make a plan for the evaluation.

**Keywords**: Creation network, Cooperation network, Marketing mix, Local community, Entrepreneur, Sustainable tourism

**INTRODUCTION**

Tourism industry has become more essential in the global economy, a fact realized by all nations. It has progressed that it has become a main product in international business fast and in many countries tourism industry that ranks its worth at level 1-3 of the first 10 industries of every country. Also, tourism industry has contributed by increasing income or gross national product of many countries. Travel and tourism are the biggest industries globally and can create all jobs both at the national and regional levels. In small, medium size businesses, travel and tourism are therefore economies that support sustainable development. Tourism is an industry that consists of several businesses such as transportation, accommodation, food and tours packages and the product that tourist buys most directly is service, indirectly is manufactured products including buying goods
and service tourism as tourism industries with a great deal of vital roles in national economic development. Therefore, since tourism industry is a source of income in foreign currencies it can help in building stability/balancing finance well. Income is distributed to the people in the rural areas/grassroots level by bringing jobs and occupations an industry that has no limitations in aspect of trade and promotion. With low investments it can be an alternative job/occupation including revival using art and traditional culture of the local community as well as fostering peace among travelers/tourists (JongkolpatchJettanajit 2003).

Tourism in the 21st century in many countries in the world tends to develop further toward sustainable tourism. As more tourism products are introduced the government policy also gives value to tourism by putting tourism as a main machinery/mechanism in socio-economic development. Thus, there is a policy in developing and maintaining tourism that give rise to sustainable tourism to distribute progress/expansion of economy to the rural areas/communities. With this policy, by connecting through various activities that the government has programmed or prepared more local community is allowed to have cooperation/participation in tourism management more. Effects subsequently are not only better economy of the local community but also consciousness in natural resource conservation of their own is advocated and tourism development in the community becomes more diverse that can attract tourists which conforms to Yotsantsombat et al (2001) who prescribed that sustainable tourism is a way of seeking the path for deciding the way for self development on top of/under the foundation of culture and various traditions of the community as an effort in preserving and restoring natural environment simultaneously. In many rural conditions in the country which are facing many problems/crises in terms of poverty, nature deterioration, sustainable tourism development is a concept that has given meaning in providing income from tourism for community development projects in many forms/models, producing funds for the community. Occupation development and craftsmanship in invention, handicraft can transform, revive the learning process of the community in the aspect of resource management/conservation.

As mentioned previously, tourism has an important role in the national economy of the since tourism is involved with various production areas causing high compensation. Another reason is Thailand has the high potential and competitive edge on receiving tourists both local and foreign. Developing tourism and tourist destination mainly for receiving tourists who go to various tourist destinations are increasing. Since 1987 as an example, the number of foreign tourists that arrived in Thailand had an increasing rate continually based from statistics of TAT (2003). Aside from this, local tourists have been increasing for the past eight years although some years, like in 2005, the rate had decreased that produced an income of only 5.51% when the tourist spent in average per person per day decreased at 4.51% due to tsunami that hit Thailand in 2004 including many factors that resulted to political unrest in the three provinces in the South of Thailand, increasing oil prices, bomb threats in many key tourist spots especially Bangkok. Nevertheless, the Tourism Authority of Thailand (TAT) and the private sector offices are trying to promote tourism, restoring/building assurance, providing safety standards for the foreign tourists by public relations/through media as well as encouraging travel and tourism to be more wonderful attracting more tourists during long holidays such as summer break, Songkran festival, including Bangkok as the venue for the 2005 Miss Universe Pageant. Although in some instances, there were negative effects but in the whole picture the growth rate is still in the good direction. It can be seen that despite many events that occurred affecting tourism industry yet in the end income from tourism still an increasing trend (Suwassa Wisetdulpinej, 2009). In the past, the tourism sector of Thailand was affected negatively in many aspects due to world economic crises, political instability, and disease
epidemics so that the government has given priority to the tourism sector of the country when the Ministries have agreed last April 17, 2009 and announced that tourism is national agenda in order that each sector of the tourism industry will try in every way to recover from crises conforming with Chumphon Silapa-acha (TAT, 2010) who stated that “at present it is well understood that tourism industry is a key industry in the world economy and has grown so impressively that it is considered as one of the main products in international business especially Thai tourism industry especially in the past century when it was counted as a driving force or a stimulator in expanding the economy and creating jobs/occupation, distributing income and investments in many industries involved in tourism and building assurances to the people that tourism can lead to success in lifting/improving the quality of life of the Thai people. However, at present, it is found that tourism industry is highly competitive especially in environment friendly tour packages and the valued tourist destinations. But due to world economic crises businesses involved with tourism industry are affected as Somdee Hongpaisanwiwat (2007), stated that in the present economy, world businesses should face crises and changes in the economic society, politics and environment; nature in the past changed fast and intense that is difficult to control and expected that the environmental change has the trend to expand continuously that affect the market and bring about risk in business management more. Only strong business organization can go on in constantly changing situations: survey found that company does not succeed in the work due to lack of knowledge even in the process of doing business. At the start is by setting target groups ahead then the company uses guideline on marketing by coordination or thinking together the activities until duties of many sectors/section be in one system (integration among activities and action).

In tourism development of a country, development and solutions to problems like separating ------- will see that some activities although have been developed already still meet problems like tourism product and service culture tradition and management of environment as examples which is true but problems involved are connected even under the responsibility and supervision of various offices. Aside from this, it is still found that various offices that conduct tourism work still have various characteristics of each person’s thinking/deeds not conforming to tourism as a cycle and not looking at destination/terminal point at country level as main or not even at local level. Problem in management of tourism resources due to deterioration or misunderstanding on the process of management have connecting link effect as a chain reaction.

As mentioned previously, problem at region level that arise from work processing, every part involved with tourism in which every part turns about/around and cooperate together and coordinate with one another in a manner of networking at community level, region level, and country level will see way/path of solving various problems and the direction toward development that conform to national tourism development following concretely set policy (Rapipan Thongho et al, 2009).

Marketing expansion advancement in tourism development is crucial to its success. The Tourism Authority of Thailand or TAT is the office that takes care of and responsible for tourism by setting policies and marketing plan (2007-2011) with the policy prescribed as: Promoting tourism with the role of improving the quality of life of the people in each region in Thailand and serves as a focal tool in driving forward the economy by creating jobs and increasing the income of the country. Enhancing the growth of Thai tourism in a sustainable manner by expanding the market base of quality tourists and specific group in the new areas build a strong Thailand brand always. Tourism as part of Thai lifestyle can be stressed through coordinating between government with private networks, stimulating a tourism that leads to learning and creativity benefits to the family and society as a whole, building and encouraging
environment conservation consciousness, as well as instilling love and pride in the identity/uniqueness of Thai culture. Campaigning for tourism toward second-rate/inferior tourist destination more in order to create balance between area in economy, society and environment by stressing connection between province group and jumping over region also connect with neighboring countries by joining or doing marketing together in order to encourage travel/tourism within the region and outside the region. As a consequence this will lead to tourism development with a high standard as a system as driving force and help increase competitive capabilities in the global market. ------By focusing on the development of organization that is efficient in handling/managing work has potential in competing at the international level under the tenets of ethical way including developing the strength of the organization in the role of technical knowledge organization that is involved with marketing. Develop system of information technology for tourism (e-tourism) to increase efficiency in advertising/public relations of Thailand and support establishing marketing potential by IT and maintain (public) facilities/conveniences and safety of tourist by coordinating with one another and solving problems concerned with tourism with the assistance of the government and private offices (TAT, 2010). For the National Tourism Development Plan (2012-2016) it prescribed that if in need of setting tourism plan that conforms to changes and trends of tourism can solve basic problems on tourism, developing tourism for a long range of time/sustainably and bringing income for a stable/strong national economy. The thing that tourism industry should give importance/attention to are as follows: development of structure, foundation and conveniences (facilities), development and revival/restoration of tourist destination to be sustainable, developing the product and services and factors supporting tourism, building assurance and support tourism and support process participation of government, people and governing body in managing tourism resources by emphasizing on building and developing mechanism/office of tourism management for/in order to conduct work on tourism have unity, integration/preventing/decreasing overlapping of businesses and give opportunities to every part/sector participate in each level of management.

Chiang Mai has high tourism potential in Thailand be it in terms of tourism resources such as places/venues as tourist destinations on nature, history, archaeology community-based tourism, man-made tourism. In Chiang Mai there are various and diverse tourist destinations such as Night Safari Zoo, Rachapleuk Horticulture Expo, hotels, hostels, guesthouses, resorts. Based from 2008 data on Chiang Mai there are 410 accommodation places, a total of 22,493 rooms, guest/day averaging 1.81 days where in 2008 there were 455,497 Thai guests; 507,226 foreign guests or a grand total of 962,723 guests. Infrastructure and logistics of Chiang Mai by air, train, public bus and accessibility to tourist destination in each locality in Chiang Mai is easy to do due to connection of convenient traveling. In aspect of organizations that manage/arrange tourism services, tour companies, and tour guides who are responsible in arranging tour packages for tourists are conducted by private sector and there are private organizations such as associations, clubs that directly, take care of tourism services, conveniences (facilities) such as immigration services, safety of tourist/people and property, information services/news update on tourism, restaurant services, food, entertainment and services on souvenir shops plus tourism marketing, advertisement, public relations through various mediamanagement of selling products. Thus, there are more tourists who travel to Chiang Mai and bringing in huge amount of income that makes Chiang Mai earn the high tourism potential.

Geud Chang sub-district, Maetang district, Chiang Mai province is an area flourishing with abundant, ideal natural resources, forests, water sources, including people of diverse ethnicity such as Kariang, Lisu, Lahu, Mong, Akha, and therefore it has been developing as tourist destination
on nature that are transformed into tourism businesses in that area such as Elephant Camp, rafting, short rapids rafting, forest trekking, accommodation, homestay where almost all of them use nature tourism resources and local culture. However, people who are running these businesses/tourism activities are the local people in the area and organizations inside and outside the community. The tourism management model in the community focuses on supporting tourism policy of Thailand that is community-based tourism that aims on economic benefits. And those involved in tourism management in the area should have a way of thinking and viewing that natural resource management used in tourism has a high value more than the real monetary value which on the other hand can lead to scrambling/fighting for the natural resources and benefits from the area.

Offices that can develop tourism marketing have an advantage and can generate profit from tourism more than the tourism businessmen from outside the community controlling tourism marketing of the community more even if there is sharing of profits for improvement of the places for the community. But this is incomparable with tourism resources in the community that deteriorate more and more which result to conflict and utilization of resources like “open/freely.” The people in Gued Chang sub-district have changed their occupation from farmers to laborers of tourism which resulted positively and made economy and quality of life (life conditions) better. But negative effect is an absence of income distribution and also that did not occur as expected resorted to accept migration of people into the community. Many sectors came to the community who are involved in tourism. There were scrambling for resources and benefits that give rise to more conflicts and also competition in tourism development in other areas in Chiang Mai and nearby regions.

Therefore, sustainable tourism development in Gued Chang sub-district can continue and conform to the TAT policy concerning the following: 1) extend tourism as a part of Thai lifestyle by emphasizing on coordination between networks of government and private sectors to stimulate or encourage local tourism (in Thailand), generate learning/knowledge and creativity. Benefits for the families and society by cooperating together will build and stimulate consciousness on environmental conservation as well as instilling love and pride for the Thai culture identity/ uniqueness. There should be community development as base having people participation in the community in each step of the process and allowing the Sub-district Administration Organization (SAO) in the localities have part in making development plans on tourist destination management in many forms that already exist/ available starting from managing own business including working with offices before as committees or teams whether it is members or committee chairs or work teams will be in the form of mixing between central management with SAO management (Manas Suwan, 1998). Aside from these there should be coordination with private organizations that come to work in the area/locality in order to come up with a concrete model of coordination and pave part/participation in the development of tourism marketing in an atmosphere of high competition with areas nearby Gued Chang sub-district.

There will be tourism development in the area that is expanding when tourists will have many choices. If the community is not strong in developing it cannot compete with the changing economy. Office of Tourism Development (2007) reported that for tourism development to succeed it should have process of work with all complete groups until the community is prepared. An organized marketing needs a strong community. The 9th National Socio-economic Development Plan (2002-2006) sets the strategic plan in managing an area in a new dimension by developing a strong community where people in the community think together, work together, be responsible together in solving problems and leading the potentials of the community. By analyzing the problems,
activities are organized following capabilities of the community and relying upon the resources that are already available with the participation of each sector as mentioned in the beginning that Geud Chang sub-district had diverse tourism development be it from the community/locality and business men running his business independently. Scrambling for resources in the same area result to misunderstandings, lack of cooperation; helping one another in solving problems/difficulties, lack of cooperation in working.

Networking is an important tool that can generate power/energy in problem solving together because the network will connect the people or organizations. There is opportunity of contacting/coordinating work, exchanging ideas, opinions, skill/capabilities, experiences, various services and transferring things that one has with others, can build understanding with one another that lead to working together for the benefit of each sector. Conducting/implement work in one’s group, organization, it is necessary to have network of cooperation, helping one another in working because by leading own opinion about network in conducting activities one’s group/organization. Solving the problem in tourism marketing in the community is by the community. The researcher therefore, has a concept that if tourism can be developed in the area where the process of working by each section involved with tourism is done if each section turn and cooperate and coordinate by networking of the wholesub-district by looking into the problem, method of solving and direction in developing conforming with each other can develop the elements of tourism marketing in the locality in a concrete way that generate economic development of the community fairly including businessmen and owners of the area as well as assist in conservation and restoration of natural resources of the community make the local people and businessmen in the area join together/work together harmoniously leading to successful tourism development.

RESEARCH METHODOLOGY

This dissertation is a research and development study that used qualitative research and action research that categorize the methods to meet the following objectives: 1) to study the context of the tourism business managed by tourism businessmen in the local community and in Geud Chang sub-district, 2) to survey the needs, cooperation in managing the components of tourism marketing by the tourism businessmen in the local community and in Geud Chang district.

LOCAL OF THE STUDY

The research is conducted in Geud Chang sub-district, Maetang district, Chiang Mai province in eight local communities. Geographically, Geud Chang is mountainous with overlapping mountain ranges, with National Park, water sources and Taeng River originating from Wiang Haeng district flows through the districts of Chiang Dao, Maetang and Geud sub-district along a length of 45 kilometers. Before it reaching Ping River, Ban Pajeesanmahapon district, flourished with ideal natural resources - forests and water sources including people living if diverse ethnicity such as Kariang, Liso, Lahu, Mong, Akha that have been developed as nature tourist destination that produce many tourism businesses in the area such as Elephant Camp, rafting, short rapids rafting, forest trekking, homestayaccommodation which all use up natural resources and rely on local culture. All these businesses are managed by the local people, and tourism businessmen in and outside of the community

OBJECTIVE 1 AND OBJECTIVE 2

Researcher will apply non-experimental design mixed with search of research papers or secondary data for the theories and concepts. Qualitative research is done by in-depth interview face to face of key informants and other techniques.
For objective 1 and 2 From the tourism businessmen including local community population, purposive sampling is applied to get the sample population using discretion of the researcher in choosing the 32 members of the sample.

RESEARCH INSTRUMENT:

For objectives 1 and 2 is for secondary data by collected from literature or other media. Concerning primary data the researcher employs in-depth interview face to face asking lose ended questions on key topics.

DATA GATHERING:

For objectives 1 and 2 collection of qualitative data from related research results as secondary data is done. The researcher will make a document in the name of the Graduate School, Maejo University addressed to the community leader and research population sample to request permission and cooperation in collecting data.

DATA ANALYSIS:

Analyzes of data collected such as qualitative data from the group sample, the researcher will collect and analyze to come up with a conclusion following research topics. In gathering data from interview and doquantitative analysis to obtain statistical parameters such as frequency, percentage, mean, and standard deviation.

Objective 3: to study the levels of cooperation in building the cooperative marketing mix network of local community members and businessmen in Geud Chang sub-district, at this step the researcher will apply Participatory Action Research method where by a step in doing work in the process of AIC will use many processes, by conducting stage forum, for problem analysis way of solving them focus group discussion in order to find the model of suitable participation/cooperation. The method of developing the cooperative marketing mix network is done by the following steps: 1) prepare a statement of purpose, 2) define goals and objectives, 3) create an action plan, 4) establish ground rules and decision-making process, 5) prepare a communication plan, 6) choose an organizational structure, 7) mobilizing resources and employ interview to experience participation toward process of marketing mix in tourism.

POPULATION AND SAMPLE PROCEDURES

For objective 3 is business sector that needs cooperation in marketing mix in tourism and development office from the whole population of 40 individuals in the research study area.

RESEARCH INSTRUMENT

For objective 3 are as follows: stage forum, small group meetings, AIC procedure, build network stepwise, structured interview

DATA GATHERING

For objective 3 Participatory Observation – non-participatory observation. Organizing process of community by stage forum in order to analyze the problem situation and direction to solving the problem (Focus group discussion AIC (Appreciation Influence and Control)

DATA ANALYSIS

All collected data including data for objective 3 from recording of summaries of activities per time. Observations by participation and no participation, interview and secondary data. For analysis of data from interview content analysis is descriptive analysis, indicating characteristics especially remarks/meanings or content systematically which status of nature/character
and citing theoretical concept. Data reduction meaning choosing interesting point that is easily understood summarize adjust raw data coding test concept as group categorize as groups or parts write the tentative conclusion when groups are already clear separate as models look for interesting point and do data reduction again until ending up with acceptable conclusion for step 2 is data display is looking for data sample or IT summary of observation answers of interviewees or actions of informants can be used as evidence for making tentative conclusion to show results of the research and lastly is making the conclusion and verification.

Objective 4: to evaluate the cooperative marketing mix network of local community and entrepreneur toward sustainable tourism in Gued Chang will be conducted after building cooperation in managing components of tourism marketing between local community and tourism businessmen in the Gued Chang sub-district where the objective in the research is evaluating the effectiveness of creating a network and cooperation.

POPULATION AND SAMPLING PROCEDURES

For this objective, the researcher will do random sampling from the evaluators of 40 persons as follows: 1) expert in community development and professors involved with tourism marketing where the researcher will use intensity sampling of specific persons since the researcher wants to choose a group sample of experienced experts (Wawongrat Thaweerat 1997; Ongat Naipat 2006) total of 10 persons; 2) community group divided into three groups as follows: officer group in the government sector or SAO, tourism businessmen group and community leader group where each group applying stratified random sampling (Wawongrat Thaweerat 1997; Ongat Naipat 2006) that comprised of 30 persons.

RESEARCH INSTRUMENT

For this objective, will use evaluation of the network after evaluation by the experts.

DATA GATHERING

The researcher and the SAO officers call for a meeting with the evaluators and the researcher will join with the network for a stage forum on allowing the evaluators evaluate the network model.

DATA ANALYSIS

Analysis of the evaluation and seminar meeting where data collected from these are analyzed for their content.

RESULTS:

Objective 1: results showed that majority of the tourism entrepreneurs in Gued Chang sub-district have SME businesses and have been doing the businesses for at least 1 year and as long as 20 years and having staff of at least 3 persons and most at 70 persons. The characteristics of the business are mostly hired temporary jobs using local labors. The types of tourism jobs are accommodations, food and beverages, tourism activities using elephants float on the rapids, bamboo rafting, rubber rafting, Thai massage, ATV cars, and others. Income of the entrepreneurs ranges between 10,000 to 1,500,000 baht per year, depending upon the size or capacity of the business. Concerning problems of tourism business in the locality are as follows: competition in the business, communication, decreasing number of tourists, inconvenience due to transport facilities, marketing problems, coordination or cooperation with the local people.

Objective 2: Surveying on the needs, cooperation in the management of cooperative marketing mix network those involved with tourism business both the private and government sectors are as follows: 1) cooperation in the
products and services, 2) cooperation in marketing channels, 3) cooperation in the promotion or advertisement, 4) cooperation in pricing, 5) cooperation in process of services, 6) cooperation in improving work efficiency, 7) cooperation in staff or human resources in tourism. Results of the research showed that the almost all of the local entrepreneurs in tourism have the need for the cooperative marketing mix network except in other aspects such as human resources in tourism. Respondents to the survey have the opinion that the need would be depending on the specific need and may not be on all aspects.

Objective 3: cooperation in the establishment of the network for the management of cooperative marketing mix network in tourism among tourism entrepreneurs and the people in the locality engaged in tourism activities results of the research showed that after the meeting or brainstorming among the tourism entrepreneurs and the local people showed that the network should be as shown below:

Expectancy network
Characteristics of the network for the locality will have the joining together of small groups of the community or village that its resources such as the forest, river, where in each group will have its own network of three (3) groups. Then each group will have a network at sub-district level where Gued Chang Sub-district Administration Organization serving as the coordinator and also a unit or section that will develop the local area that gives advice on the network.

After having the form or model of the cooperative marketing mix network for tourism in the locality a survey on the opinions of the respondents toward cooperation in the management of the network showed that the respondents wanted to know the roles of the network members and the other sectors involve who are non-members in the management following 4P. In establishing the network research results showed that almost all of the respondents expressed that the cooperation will be as follows:

Objective 4: The researcher will make a form of instrument in the evaluation of the network as expected and make a plan for the evaluation.

Problems met during conducting the research:

Making an appointment for the group meeting per time was difficult because there was no common time for all those involved. Cooperation was received from Gued Chang SAO in joining the meeting and collecting data for each step of the research.

A change in concept on management based from POSDCORB management into 4M management since after implementation it showed that POSDCORB was not suitable for the locality because it was too meticulous while 4M was more comprehensive as the whole picture of management was clearer and easier for the local people to understand.

More solutions on the sample group since there were new entrepreneurs and closing of businesses in the local area

Met problem on conflicts in the community since there was lack of concrete coordination. The researcher will try to conduct the research following its research plan in order to finish the work following the schedule.

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CREATING LOYALTY BY ACTIVITY INVOLVEMENT AMONG FESTIVAL GOERS

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ABSTRACT

The objective of this study is to use Chiayi International Band Festival (CIBF) in Taiwan as an empirical case study to explore the relationships between activity involvement, experiential value, tourist satisfaction, place attachment, and tourist loyalty. This study used random sampling and surveyed 400 respondents. The findings of this study are all the hypotheses are supported by stepwise regression analysis. This study suggests the Chiayi City Government hosting the CIBF should more efficiently use their budget and other resources to create visitors’ activity involvement for well building tourist satisfaction, loyalty and place attachment on Chiayi City.

Keywords: Creating loyalty, Activity involvement, Festival goers

INTRODUCTION

Background

With tremendous and rapid changes in social environment and industrial structure, along with awaken consciousness in energy shortage and environmental issues in recent years, more concerns and warnings about destruction and the energy crisis on earth are made by all walks of life. Therefore, environmental friendly industries such as the knowledge-based industry and tourism industry are emerging and widely adopted as the strategies for economic development. Festivals and events became one of the rapidest growing types of tourism attractions (Thrane, 2002; Gursoy et al., 2004). For regional areas, festivals and special events is a unique type of travel attractions because of their little requirement on capital and physical development (Gursoy et al., 2004).

Art festival is one typical type of special events. Edinburgh Festival in England, Festival d’Avignon in France and Next Wave Festival in New York are successful examples of art festivals. By these events, not only distinct culture and attractions are carried forward, large revenues are also generated by thousands of foreign visitors. Usually, art festivals can influence several aspects. They affect art
Among Festival Goers
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However, not been reported. In this research with incoming external tourism actors has, minority population groups such as tribal people research on the perceptions of employment by Parnwell, 1996) have examined the perceptions impacts have been undertaken in the late 1970s explored over a relatively long period. For people can be examined from a number of approaches, investors in order to create job opportunities and thereby improve the incomes of local people.

The Thai government promotes the development of tourism in Chiang Mai, Thailand (Community Based Tourism Institute (CBTI), 2008). Therefore, the government has for some time recognised the welfare of rural communities (Community Based Tourism in Thailand, 2008). (Yuksel et al., 2010). (Yuksel et al., 2010) reports place satisfaction as a multidimensional summary decision setting of the perceived quality. One of the primary objectives of destination managers is the maximization of visitor satisfaction which comes from a strong relation between customer satisfaction and loyalty.

There is a gap in tourism literature related with activity involvement and loyalty. In this manuscript this research is trying to reduce this gap by examining the behavior model with the help of theoretical literatures and an empirical research which are the relationships between activity involvement, experiential value, tourist satisfaction, place attachment, and tourist loyalty.

Objectives of Study

Based on exploring the knowledge of relationship between Activity involvement, experiential value, Place Attachment, Tourist Satisfaction, and Tourist loyalty of the visitors for Chiayi International Band Festival (CIBF) in Chiayi, Taiwan, the research objectives of this study are to explore the relationship between CIBF visitors’ activity involvement and experiential value, activity involvement and place attachment, experiential value and place attachment, experiential value and visitor satisfaction, place attachment and visitor satisfaction, and, visitor satisfaction and visitor loyalty.

LITERATURE REVIEW

Content of the Conceptual Framework

Based on the above literature review, there are cause-effect relationship for activity involvement, experiential value, place attachment, visitor satisfaction, and visitor loyalty. For developing and understanding a behavior model for Chiayi International Band Festival (CIBF) visitors, this research developed six hypotheses and they are as Figure 3. H1: activity involvement positively impact experiential value, H2: activity involvement will positively impact place attachment, H3a: experiential value will positively impact place attachment, H3b: place attachment will positively impact experiential value, H4: experiential value will positively impact visitor satisfaction, H5: place attachment will positively impact visitor satisfaction, H6: visitor satisfaction will positively impact visitor loyalty.

![Figure 1. Conceptual Framework](image-url)
METHODOLOGY

Sampling Population and Procedures

Population: Each year there are several thousands of people performed for the Chiang Mai International Band Festival (CIBF). Most of the performers are from Thailand and some of them are from other countries in the world. According to the report, there are hundreds thousands of visitor attended the CIBF and most of them are from Chiang Mai, Thailand. Other visitor people are from the southern part of Taiwan.

Sampling Procedures: The sampling procedures include pretest and final data gathering. The pretest will be conducted in Chiang Mai, Thailand in the November of 2010. The pretest uses random sampling by 5 graduate students from National Chiayi University, Taiwan. They surveyed the respondents of every 10th tourists they meet in the band performance area of Chiang Mai International Band Festival (CIBF).

The official survey will be conducted from December 25, 2010 to January 3, 2011. As the same as the pretest, the survey will be conducted by random sampling. About 10 students were employed at different locations of the CIBF from morning to evening for collecting the data by surveying the respondents of every 10th tourists they meet at Chiang Mai International Band Festival (CIBF). At last 400 respondents were survey for this study.

Measurement of Variable

The contents of this survey include six sections: activity involvement, experiential value, tourist satisfaction, place attachment, tourist loyalty and demographics. Activity involvement contains 9 items (Hwang, Lee & Chen, 2005); experiential value contains 5 items (Holbrook & Corfman, 1985); tourist satisfaction contains 9 items, place attachment contains 9 items (Kyle, Mowen & Tarrant, 2004), tourist loyalty contains 6 items; and demographic contains 10 items. The first five parts were rated using a five-point Likert scale ranging from “very dissatisfied/disagree” to “very satisfied/agree”. The last part of the questionnaire was respondents’ demographic information, rated as categorical variables.

Analysis of Data

Analysis of study data was conducted on both descriptive and analytical levels. First, Cronbach α is used to test the reliability of the measuring instrument. Then, descriptive findings indicate demographic characteristics of respondents and evaluation of attributes’ importance and performance. At last the Regression Analysis and Structural Equation Model (SEM) was employed to test the hypotheses of this study.

RESULTS AND DISCUSSIONS

The Original Model Tested by Regression

The stepwise regression analysis showed in Table 1 was commenced to examine the casual relationship between visitor involvement and experiential value (i.e.: hypothesis H1). As indicated by the result, the visitor involvement items were found to possess significant influence on experiential value. The result of regression analysis showed that the eight independent variables together explained 67% of the variance in the overall visitors’ experiential value for CIBF, which was highly significant as indicated by the F-value of ANOVA table (F=89.69 with p=0.00).
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external tourism actors' (ETAs) have for some time recognised the role ETAs can play in the tourism industry in general. Specific impact studies (Cohen, 1979; Dearden, 1992; Fine, 1994; Truong and King, 2006) have been well documented, and Thai entrepreneurs who tend to dominate a host country’s tourism market have sought to develop their businesses in a new location. In this research, ETAs are defined as minority groups, living in the same locality, who work with ETAs, let alone comparing differences in their views of their employment by individuals of another culture in this instance Thai national, who are the majority of the Thai population.

Table 1. Effect of Activity Involvement on Experiential Value

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>(Constant)</td>
<td>Beta</td>
<td>SE</td>
</tr>
<tr>
<td>CIBF is an important event</td>
<td>0.11</td>
<td>0.10</td>
</tr>
<tr>
<td>CIBF makes me feel good</td>
<td>0.09</td>
<td>0.03</td>
</tr>
<tr>
<td>CIBF makes me feel fulfilled</td>
<td>0.02</td>
<td>0.03</td>
</tr>
<tr>
<td>CIBF is vital part of my life</td>
<td>0.09</td>
<td>0.02</td>
</tr>
<tr>
<td>Visit CIBF with my friends and relatives</td>
<td>0.08</td>
<td>0.02</td>
</tr>
<tr>
<td>I like to talk about CIBF with my friends</td>
<td>0.04</td>
<td>0.02</td>
</tr>
<tr>
<td>CIBF can relieves my stress</td>
<td>0.06</td>
<td>0.03</td>
</tr>
<tr>
<td>CIBF can do myself</td>
<td>0.06</td>
<td>0.02</td>
</tr>
<tr>
<td>CIBF shows the value of me</td>
<td>0.13</td>
<td>0.02</td>
</tr>
</tbody>
</table>

Adj. R²=0.67; F=89.69; Sig. value=0.00.

Table 2 examines the impact of activity involvement on place attachment (H2) by using regression analysis. Three activity involvement items were found to have significant impact on place attachment (R²=.36), which was fairly significant as indicated by the F-value of ANOVA table (F=26.38 with p=0.00). Compare to the previous table where activity involvement was also used as independent variable, one can start to observe certain consistencies.

Table 2. Effect of Activity Involvement on Place Attachment

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>Beta</td>
<td>SE</td>
</tr>
<tr>
<td>CIBF is an important event</td>
<td>0.15</td>
<td>0.05</td>
</tr>
<tr>
<td>CIBF makes me feel good</td>
<td>0.08</td>
<td>0.05</td>
</tr>
<tr>
<td>CIBF makes me feel fulfilled</td>
<td>0.02</td>
<td>0.05</td>
</tr>
<tr>
<td>CIBF is vital part of my life</td>
<td>0.04</td>
<td>0.04</td>
</tr>
<tr>
<td>Visit CIBF with my friends and relatives</td>
<td>0.10</td>
<td>0.03</td>
</tr>
<tr>
<td>I like to talk about CIBF with my friends</td>
<td>0.12</td>
<td>0.03</td>
</tr>
<tr>
<td>CIBF can relieves my stress</td>
<td>0.05</td>
<td>0.04</td>
</tr>
<tr>
<td>CIBF can do myself</td>
<td>0.01</td>
<td>0.04</td>
</tr>
<tr>
<td>CIBF shows the value of me</td>
<td>0.06</td>
<td>0.04</td>
</tr>
</tbody>
</table>

Adj. R²=0.36; F=26.38; Sig. value=0.00.
Table 3 examines the impact of experiential value on place attachment (H3a) by using regression analysis. Four experiential value items were found to have significant impact on place attachment ($R^2=.59$), which was highly significant as indicated by the F-value of ANOVA table ($F=115.61$ with $p=0.00$). Compare to the previous table where experiential value was used as independent variable, one can start to observe certain consistencies.

**Table 3. Effect of Experiential Value on Place Attachment**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beta</td>
<td>SE</td>
</tr>
<tr>
<td>(Constant)</td>
<td>0.43</td>
</tr>
<tr>
<td>CIBF has very good overall atmosphere</td>
<td>0.25</td>
</tr>
<tr>
<td>I enjoy the festivity of CIBF</td>
<td>-0.02</td>
</tr>
<tr>
<td>CIBF gives me a lot of pleasure</td>
<td>0.24</td>
</tr>
<tr>
<td>The performance of CIBF is great</td>
<td>0.18</td>
</tr>
<tr>
<td>Attending CIBF is worth it</td>
<td>0.20</td>
</tr>
</tbody>
</table>

Adj. $R^2=0.59$; $F=115.61$; Sig. value$=0.00$.

Table 4 examines the impact of place attachment on experiential value (H3b) by using regression analysis. Seven place attachment items were found to have significant impact on experiential value ($R^2=.61$), which was highly significant as indicated by the F-value of ANOVA table ($F=70.91$ with $p=0.00$). Compare to the previous table where place attachment was used as independent variable, one can start to observe certain consistencies.

**Table 4. Effect of Place Attachment on Experiential Value**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beta</td>
<td>SE</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.40</td>
</tr>
<tr>
<td>Chiayi is a place means a lot to me</td>
<td>0.15</td>
</tr>
<tr>
<td>I feel little sense of belonging to CIBF</td>
<td>0.07</td>
</tr>
<tr>
<td>I have a strong sense of the CIBF</td>
<td>0.06</td>
</tr>
<tr>
<td>I like the CIBF than any other activities</td>
<td>0.11</td>
</tr>
<tr>
<td>CIBF puts Chiayi on the map</td>
<td>0.07</td>
</tr>
<tr>
<td>CIBF is an unique event</td>
<td>0.04</td>
</tr>
<tr>
<td>I and F&amp;R have good memory of CIBF</td>
<td>0.06</td>
</tr>
<tr>
<td>CIBF gave me a lot of stories to share</td>
<td>-0.05</td>
</tr>
<tr>
<td>CIBF allows me to bond with buddies</td>
<td>0.12</td>
</tr>
</tbody>
</table>

Adj. $R^2=0.61$; $F=70.91$; Sig. value$=0.00$. 
Table 5 examines the impact of experiential value on tourist satisfaction (H4) by using regression analysis. Five experiential value items were found to have significant impact on tourist satisfaction ($R^2=.65$), which was highly significant as indicated by the F-value of ANOVA table ($F=145.02$ with $p=0.00$). Compare to the previous table where experiential value was also used as independent variable, one can start to observe certain consistencies.

**Table 5.** Effect of Experiential Value on Tourist Satisfaction

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beta</td>
<td>SE</td>
</tr>
<tr>
<td>(Constant)</td>
<td>0.38</td>
<td>0.12</td>
</tr>
<tr>
<td>CIBF has good overall atmosphere</td>
<td>0.24</td>
<td>0.04</td>
</tr>
<tr>
<td>I enjoy the festivity of CIBF</td>
<td>0.23</td>
<td>0.03</td>
</tr>
<tr>
<td>CIBF gives me a lot of pleasure</td>
<td>0.15</td>
<td>0.03</td>
</tr>
<tr>
<td>The performance of CIBF is great</td>
<td>0.18</td>
<td>0.04</td>
</tr>
<tr>
<td>Attending CIBF is worth it</td>
<td>0.08</td>
<td>0.03</td>
</tr>
</tbody>
</table>

Adj. $R^2=0.65$; $F=145.02$; Sig. value= 0.00.

Table 6 examines the impact of place attachment on tourist satisfaction (H5) by using regression analysis. Four place attachment items were found to have significant impact on tourist satisfaction ($R^2=.31$), which was highly significant as indicated by the F-value of ANOVA table ($F=20.59$ with $p=0.00$). Compare to the previous table where place attachment was also used as independent variable, one can start to observe certain consistencies.

**Table 6.** Effect of Place Attachment on Tourist Satisfaction

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beta</td>
<td>SE</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.87</td>
<td>0.15</td>
</tr>
<tr>
<td>Chiayi is a place means a lot to me</td>
<td>0.08</td>
<td>0.04</td>
</tr>
<tr>
<td>I feel little sense of belonging to CIBF</td>
<td>0.04</td>
<td>0.02</td>
</tr>
<tr>
<td>I have a strong sense of the CIBF</td>
<td>0.03</td>
<td>0.04</td>
</tr>
<tr>
<td>I like the CIBF than any other activities</td>
<td>0.07</td>
<td>0.04</td>
</tr>
<tr>
<td>CIBF puts Chiayi on the map</td>
<td>0.09</td>
<td>0.04</td>
</tr>
<tr>
<td>CIBF is an unique event</td>
<td>0.00</td>
<td>0.03</td>
</tr>
<tr>
<td>I and F&amp;R have good memory of CIBF</td>
<td>0.05</td>
<td>0.03</td>
</tr>
<tr>
<td>CIBF gave me a lot of stories to share</td>
<td>-0.05</td>
<td>0.04</td>
</tr>
<tr>
<td>CIBF allows me to bond with buddies</td>
<td>0.14</td>
<td>0.03</td>
</tr>
</tbody>
</table>

Adj. $R^2=0.31$; $F=20.59$; Sig. value=0.00.
Table 7 examines the impact of tourist satisfaction on tourist loyalty (H6) by using regression analysis. Five place tourist satisfaction item were found to have significant impact on tourist loyalty ($R^2=0.38$), which was highly significant as indicated by the F-value of ANOVA table ($F=28.42$ with $p=0.00$). Compare to the previous table where tourist satisfaction was also used as independent variable, one can start to observe certain consistencies. Visitor satisfaction showed fair level of effect on place attachment ($F=47; R^2=0.38$) and visitor loyalty ($F=59; R^2=0.38$). Furthermore, place attachment was showing significant positive impact on visitor loyalty.

Table 7. Effect of Tourist Satisfaction on Tourist loyalty

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>0.77</td>
<td>4.14</td>
</tr>
<tr>
<td></td>
<td>0.19</td>
<td>0.00</td>
</tr>
<tr>
<td>I satisfied with the price of the CIBF</td>
<td>0.14</td>
<td>0.17</td>
</tr>
<tr>
<td></td>
<td>0.04</td>
<td>3.41</td>
</tr>
<tr>
<td>CIBF F&amp;B pricing is satisfactory</td>
<td>0.12</td>
<td>0.15</td>
</tr>
<tr>
<td></td>
<td>0.05</td>
<td>2.30</td>
</tr>
<tr>
<td>CIBF souvenirs pricing is satisfactory</td>
<td>0.06</td>
<td>0.07</td>
</tr>
<tr>
<td></td>
<td>0.05</td>
<td>1.13</td>
</tr>
<tr>
<td>I am satisfied with CIBF’s parking</td>
<td>-0.02</td>
<td>-0.03</td>
</tr>
<tr>
<td></td>
<td>0.03</td>
<td>-0.51</td>
</tr>
<tr>
<td>I satisfied with the sign to the CIBF</td>
<td>-0.03</td>
<td>-0.04</td>
</tr>
<tr>
<td></td>
<td>0.04</td>
<td>-0.74</td>
</tr>
<tr>
<td>I satisfied with the band of the CIBF</td>
<td>0.15</td>
<td>0.21</td>
</tr>
<tr>
<td></td>
<td>0.04</td>
<td>4.38</td>
</tr>
<tr>
<td>CIBF environment is comfortable</td>
<td>0.06</td>
<td>0.08</td>
</tr>
<tr>
<td></td>
<td>0.04</td>
<td>1.67</td>
</tr>
<tr>
<td>CIBF has a good musical atmosphere</td>
<td>0.13</td>
<td>0.15</td>
</tr>
<tr>
<td></td>
<td>0.05</td>
<td>2.76</td>
</tr>
<tr>
<td>I like the cultural atmosphere of CIBF</td>
<td>0.14</td>
<td>0.17</td>
</tr>
<tr>
<td></td>
<td>0.04</td>
<td>3.42</td>
</tr>
</tbody>
</table>

Adj. $R^2=0.38$; $F=28.42$; Sig. value=0.00.

Table 8 summarizes the results of the regression analyses showed in the previous tables. Albeit all tests indicated that the casual relationships between the variables were significant ($p=0.00$), the level of predictability were different. As showed in Table 5, the $R^2$ value of hypothesis H1 was only .22 and only three out of nine items found with significance. This result suggested that visitor involvement was a rather weak contributor to visitor satisfaction. One the other hand, visitor involvement seemed to be a strong contributor for visitor loyalty ($R^2=.44$) and a fair contributor for place attachment ($R^2=.37$). As visitor involvement was only one of the antecedents of satisfaction and was often regard to possess indirect effect (Hou et al., 2005; Hwang et al., 2003), it was not surprising to found a relatively low $R^2$ value.
**CONCLUSION AND RECOMMENDATION**

**Conclusion**

By regression analysis, the research finding regarding the relationship of activity involvement, experiential value, place attachment, tourist satisfaction and tourist loyalty of this study can be concluded as below.

First, CIBF visitors’ activity involvement has strong positive impact on experiential value. Second, CIBF visitors’ activity involvement has fair positive impact on place attachment. Third, CIBF visitors’ experiential value has strong positive impact on place attachment. Fourth, CIBF visitors’ place attachment has strong positive impact on experiential value. Fifth, CIBF visitors’ experiential value has strong positive impact on visitor satisfaction. Sixth, CIBF visitors’ place attachment has fair positive impact on visitor satisfaction. Seventh, CIBF visitors’ visitor satisfaction has fair positively impact visitor loyalty.

**Suggestion**

Based on the above conclusions, this research makes suggestions below for the Chiayi City Government which hosts the Chiayi International Band Festival to improve the CIBF visitors’ tourist satisfaction and loyalty.

First, according to the H1, this study suggests the Chiayi City Government to well prepare CIBF activity to increase the visitors’ activity involvement so the visitors can have positive experiential value. The Chiayi City can promote to CIBF visitors (1) CIBF is an important event, (2) CIBF makes me feel good, (3) CIBF is vital part of my life, (4) Visit CIBF with my friends and relatives, (5) I like to talk about CIBF with my friends, (6) CIBF can relieves my stress, (7) CIBF can do myself, and (8) CIBF shows the value of me so they can have good experiential value.

Second, according to the H2, this study suggests the Chiayi City Government to well prepare CIBF to increase the CIBF visitors’ activity involvement so the visitors can have positive place attachment. The Chiayi City can promote to CIBF visitors (1) CIBF is an important event, (2) Visit CIBF with my friends and relatives, and (3) I like to talk about CIBF with my friends so they have good place attachment.

Third, according to the H3a, this study suggests the Chiayi City Government to well prepare CIBF to increase the CIBF visitors’ experiential value so the visitors can have positive place attachment. The Chiayi City can promote to CIBF visitors (1) CIBF has very good overall atmosphere, (2) CIBF gives me a lot of pleasure, (3) The performance of CIBF is great, and (4) Attending CIBF is worth it so they have good place attachment.

<table>
<thead>
<tr>
<th>Proposed Relationship</th>
<th>F</th>
<th>R²</th>
<th>I</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Activity involvement → Experiential value</td>
<td>89.69</td>
<td>0.67</td>
<td>8/9</td>
<td>Strong</td>
</tr>
<tr>
<td>H2 Activity involvement → Place attachment</td>
<td>26.38</td>
<td>0.36</td>
<td>3/9</td>
<td>Fair</td>
</tr>
<tr>
<td>H3a Experiential value → Place attachment</td>
<td>115.61</td>
<td>0.59</td>
<td>4/5</td>
<td>Strong</td>
</tr>
<tr>
<td>H3b Place attachment → Experiential value</td>
<td>70.91</td>
<td>0.61</td>
<td>7/9</td>
<td>Strong</td>
</tr>
<tr>
<td>H4 Experiential value → Tourist satisfaction</td>
<td>145.02</td>
<td>0.65</td>
<td>5/5</td>
<td>Strong</td>
</tr>
<tr>
<td>H5 Place attachment → Tourist satisfaction</td>
<td>20.59</td>
<td>0.31</td>
<td>5/9</td>
<td>Fair</td>
</tr>
<tr>
<td>H6 Tourist satisfaction → Tourist loyalty</td>
<td>28.42</td>
<td>0.38</td>
<td>5/9</td>
<td>Fair</td>
</tr>
</tbody>
</table>

I: items found significant/all items of a dimension

**Table 8. Summarized Results of the Regression Analyses**
Fourth, according to the H3b, this study suggests the Chiayi City Government to well prepare CIBF to increase the CIBF visitors’ place attachment so the visitors can have positive experiential value. The Chiayi City can promote to CIBF visitors (1) Chiayi is a place that means a lot to me, (2) I only feel a little sense of belonging to the CIBF, (3) I have a strong sense of the CIBF, (4) I like the CIBF than any other activities, and (5) CIBF put Chiayi on the map so they have good experiential value.

Fifth, according to the H4, this study suggests the Chiayi City Government to well prepare CIBF to increase the CIBF visitors’ experiential value so the visitors can have positive visitor satisfaction. The Chiayi City can promote to CIBF visitors (1) CIBF has very good overall atmosphere, (2) I enjoy the festivity of CIBF, (3) CIBF gives me a lot of pleasure, (4) The performance of CIBF is great, and (5) Attending CIBF is worth it so they have good tourist satisfaction.

Sixth, according to the H5, this study suggests the Chiayi City Government to well prepare CIBF to increase the CIBF visitors’ place attachment so the visitors can have positive visitor satisfaction. The Chiayi City can promote to CIBF visitors (1) Chiayi is a place that means a lot to me, (2) CIBF put Chiayi on the map, and (3) CIBF allows me to bond with friends of similar interest so they have good tourist satisfaction.

Seventh, according to the H6, this study suggests the Chiayi City Government to well prepare CIBF to increase the CIBF visitors’ satisfaction so the visitors can have positive visitor loyalty. The Chiayi City can promote to CIBF visitors (1) I satisfied with the price of the CIBF, (2) CIBF F&B pricing is satisfactory, (3) I satisfied with the band of the CIBF, (4) CIBF possess good musical atmosphere, and (5) I like the cultural atmosphere on the CIBF so they have good tourist loyalty.

REFERENCE


INVESTIGATING THE PURCHASE INTENTION OF TV SHOPPING MEMBERS IN TRAVEL PRODUCT

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ABSTRACT

Recently, TV shopping emerges as an important issue in the research area; however, few researches have done the topic on tourism. According to an internal survey of a TV-shopping company, travel product accounts for 8% of total revenue in 2003, which rises to 20% in 2010. This shows that there are huge markets potential for selling travel product in the TV-shopping channel. TV shopping let consumers ‘see’ travel products on a TV, hence reducing customers’ perceived risk in purchasing it. This study investigated factors that affect consumers’ purchase intentions on travel products. Data were collected from TV-shopping members who have no purchasing record on travel product. This study applies Structural Equation Model (SEM) to analyze the relationships between corporate image, service quality, customer satisfaction and behavioral intentions. The results provide practical suggestions for management.

Keywords: TV shopping, Travel product, Behavioral intention

INTRODUCTION

TV-shopping industry is a newly emerging type of business. TV shopping provides consumers with opportunities to purchase products through their TV remote control and phone so that consumers do not have to go outside of their houses to do the ‘shopping’ chore. In Taiwan, TV-shopping begins in 1990. In the beginning, only commodities are sold via the TV-shopping channel. But when consumers gain more experiences and confidences in TV-shopping, they are more willing to purchase diversified products through the new platform, such as diamonds and cars. Of course, TV-shopping also offers an opportunity for consumers to purchase tourism. In fact, the potential of selling travel via the television channel is massive in terms of sales and audience. Better, because travel industry is largely information-driven, TV shopping can provide a variety of information (e.g., audio, media, and text) through the platform so that consumers can fully understand and examine the information before making decisions.

According to an internal survey of the TV-shopping channel, travel product accounts for 8% of total revenue in 2003, which grow to 20% in 2010. TV-shopping channel becomes the fastest growing industry for tourism. Shopping via TV provides consumers with opportunities to experience convenience through reduced
shopping and physical efforts. In addition, featured with professional presenters, TV shopping attracts more consumers to buy tourism from it. However, the biggest challenge for TV-shopping company is how to convert TV browsers into TV buyers. To address this, this study collects respondents who bought a product through a TV-shopping channel, using structural equation modeling (SEM) to analyze the relationships between TV-shopping members’ perceived quality, corporate image, satisfaction and shopping intention of TV channel.

The research is structured as follows. Chapter 2 is the conceptual background and hypothesis developments. Chapter 3 describes the methodology. Chapter 4 reports the empirical results. Finally, conclusions are provided in Chapter 5.

**LITERATURE REVIEW**

**Satisfaction**

Customer satisfaction can be defined in two ways: transaction-specific and general overall aspects (Rosen and Suprenant, 1998). The transaction-specific concept of customer satisfaction refers to the assessment made after a specific purchase, whereas overall satisfaction concerns the customer’s overall rating based on all encounters and experiences. Woodside and Daly (1989) define overall customer satisfaction with the service as a function of overall service quality. Cumulative customer satisfaction can be distinguished from transaction-specific customer satisfaction, which is an immediate post-purchase evaluation or an affective reaction to the most recent transactional experience with the firm (Oliver, 1993). Anderson, Fornell, and Lehmann (1994) define overall customer Satisfaction (or cumulative customer satisfaction) as “an overall evaluation based on the total purchase and consumption experience with a good or service over time”.

**Behavioral intentions**

Zeithaml, Berry and Parasuraman (1996) propose behavioral intentions divide into two parts: (1) favorable behavioral intentions: when customers praise the firm, express preference for the company over others, increase the volume of their purchases, or agreeably pay a price premium, these indicate they are bonding to the company, and (2) unfavorable behavioral intentions: when customers perceive inferior service performance, they are likely to leave the company or spend less with the company. Oliver (1999) proposes the customer loyalty has four stages: cognitive loyalty, affective loyalty, conative loyalty and action loyalty. Action loyalty is the most difficult to measure. As a result, researchers employ only conative, i.e. behavioral-intentions, measure as a compromise of loyalty (Yang and Peterson, 2004).

Fornell (1992) suggest that customer satisfaction has a direct influence on customer’s behavioral intentions. Anderson and Sullivan (1993) further indicated the customer satisfaction directly influences the intention of repeat purchase.

**Corporate Image**

Walters (1978) defined that corporate image is subjective feelings and impressions of customers towards what a corporate’s business activities. Corporate image can influence evaluation of customer satisfaction, perceived quality and customer intentions (Andreasen and Lindested, 1998). Ruyter and Wetzels (2000) indicated that corporate image is extension of brand and it can reflect the reliability and expected service quality and future purchasing intention of the customers. Nguyen and Leblance (2001) defined it as an attitude or belief from the experience and interaction between customers and corporate. In addition, Kristensen, Martensen and Gronholdtvalso (2000) indicated that corporate image influences customer satisfaction.
in their research on European Customer Satisfaction Index (ECSI).

In sum, corporate image refers to the brand name and the kind of associations that customers get from it. It helps buyers to evaluate the quality of products, especially when they are unable to judge a product’s characteristics. It also helps reduce a buyer’s perceived risk of purchase. When customers regard the company as having a good image, they tend to perceive higher value in the products and services, to have a higher customer satisfaction level. Thus, corporate image is expected to have a positive impact on customer satisfaction level.

Service quality

Parasuraman, Zeithaml, and Berry (1985) has done the most famous and influential studies on service quality by developing SERVQUAL instruments. They found that ten factors characterize customers’ perceptions of service quality in their initial study. In their later study, they refined the ten dimensions of service quality to five specific components (i.e., SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988)). The SERVQUAL model was devised to assess the difference between quality expectations and perceived service across these five dimensions. Bitner and Hubbert (1994) argued the service quality is the good or bad impressions what customers receive from an organization.

Moreover, the service quality will influence customers’ evaluation of corporate image (Lehtinen and Lehtinen’s, 1982). Biter, Booms and Tetreault (1990) evidenced that the service quality is the formation of customer satisfaction. Rust and Oliver (1994) indicated that positive perceived quality can improve both corporate value and customer satisfaction. Cronin, Brady, and Hult (2000) indicated that positive service quality can influence evaluation of behavioral intention.

![Theoretical model](image.png)

**Figure 1.** Theoretical model
METHODOLOGY

A self-administered questionnaire of TV shoppers in Taiwan was conducted to collect the empirical data. Based on the result of literature review, expert review and consideration of specific research setting, the questionnaire consists of two parts. The first section included twenty-five questions measuring the respondents’ perceptions about service quality, corporate image, satisfaction and behavioral intention. All items were measured with ten-point Likert-type scales ranging from ‘strongly disagree’ to ‘strongly agree’. The constructs of service quality was adapted from PZBs’ SERVQUAL (1988) measuring tool, with eighteen items in five specific components. Corporate image and satisfaction were adapted from Hsu, Chen and Hsueh (2006). The instrument consisted of two items for the corporate image and three items for the satisfaction. Behavioral intention was measured with two items adapted from Gronholdt, Martensen and Kristensen (2000), which includes purchase intention and recommend to others. The second section of the questionnaire asked about the respondents’ information, and using categorical scale in seven items.

Data were collected from respondents who bought an accommodation product but not bought a travel product through a TV shopping channel. A questionnaire survey was employed by using convenience sample, and we obtained a final sample of 376 respondents. The period of data collection is 78 days, from May 15 to July 31 in 2011. Data was analyzed by software of SPSS 12.0 and PLS Graph 3.0, including description statistics, reliability analysis, and SEM.

RESULTS AND DISCUSSIONS

Sample characteristics

Among the 376 usable samples, females make up the great majority of the respondents (52.5%). Ages 31-40 (36.2%) and 21-30 (32%) account for the most portion of the sample, and followed by ages 41-50 (25.3%). In all, 56.2% hold a bachelor’s degree and higher, whereas 46.8% have achieved the education level of high school (junior or senior). The share of married respondents (56%) is larger than the unmarried (44%). Respondents with monthly income from 20,001-40,000 account for slightly more than half (54.5%) while service workers (36.1%) or clerical workers (26%) are respondents’ major occupation followed by self-employed (17%). Finally, near half of respondents (44.3%) have live in north, followed by middle (28.8%), southern (24.6%) and more than eastern (2.3%).

Testing the measurement model

The testing of the measurement model included the examination of internal consistency, convergent validity, and discriminate validity. Internal consistency of the constructs was evaluated with composite reliability, as defined by Fornell and Larcker (1981). Nunnally’s (1978) recommended a level of 0.7 for evaluating composite reliability can be used to assess internal consistency. Convergent validity indicates the degree to which multiple items measuring the same construct agree. Convergent validity is adequate when constructs have an Average Variance Extracted (AVE) of at least 0.5 (Fornell and Larcker, 1981). Convergent validity is also demonstrated when items load highly (loading>0.5) on their associated factors (Nunnally, 1978).

Table 1 indicates there is enough internal consistency and convergent validity. First, all factor loadings were greater than 0.5. Second, the composite reliabilities of all constructs were at least 0.70, showing adequate internal consistency. Most constructs have an AVE of at least 0.5. Clearly, convergent validity is satisfactory for the constructs in the measurement model.
Table 1. Measurement Model

<table>
<thead>
<tr>
<th>Construct</th>
<th>Mean</th>
<th>Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality (tangibles) CR=0.76 AVE=0.51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV shopping channel has up-to-date equipment</td>
<td>7.04</td>
<td>0.53</td>
</tr>
<tr>
<td>TV shopping channels’ host / hostess are well dressed and appealing</td>
<td>7.80</td>
<td>0.82</td>
</tr>
<tr>
<td>TV shopping channel actually show the destination scenery when sales.</td>
<td>7.13</td>
<td>0.74</td>
</tr>
<tr>
<td>Service Quality (reliability) CR=0.81 AVE=0.59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV shopping channel performs the frame contract. (the same with scenery)</td>
<td>6.85</td>
<td>0.76</td>
</tr>
<tr>
<td>TV shopping channel cooperate with dependable travel agency</td>
<td>7.01</td>
<td>0.71</td>
</tr>
<tr>
<td>When I have problems, TV shopping channel helps me solve them</td>
<td>7.00</td>
<td>0.81</td>
</tr>
<tr>
<td>Service Quality (responsiveness) CR=0.84 AVE=0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV shopping channel describes the manuals of their travel product explicitly</td>
<td>7.08</td>
<td>0.79</td>
</tr>
<tr>
<td>When I have problems, TV shopping channel will respond to my requests promptly</td>
<td>7.11</td>
<td>0.82</td>
</tr>
<tr>
<td>When I have problems, TV shopping channel will handle my complain promptly</td>
<td>7.04</td>
<td>0.81</td>
</tr>
<tr>
<td>Service Quality (assurance) CR=0.79 AVE=0.57</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV shopping channels’ host/hostess has professional knowledge</td>
<td>6.79</td>
<td>0.64</td>
</tr>
<tr>
<td>Employees of TV shopping channel are polite and passionate</td>
<td>7.20</td>
<td>0.84</td>
</tr>
<tr>
<td>Employees of TV shopping channel are familiar with service procedures</td>
<td>7.07</td>
<td>0.80</td>
</tr>
<tr>
<td>Service Quality (empathy) CR=0.85 AVE=0.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV shopping channel’s service is kind and sympathetic.</td>
<td>7.28</td>
<td>0.83</td>
</tr>
<tr>
<td>TV shopping channel will envisage positioning on me</td>
<td>6.47</td>
<td>0.81</td>
</tr>
<tr>
<td>TV shopping channel protects my personal privacy</td>
<td>6.78</td>
<td>0.83</td>
</tr>
<tr>
<td>Overall Service Quality CR=0.89 AVE=0.72</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As a whole, TV shopping channel provide a good service</td>
<td>7.45</td>
<td>0.86</td>
</tr>
<tr>
<td>TV shopping channel services meet my personal needs</td>
<td>7.32</td>
<td>0.88</td>
</tr>
<tr>
<td>TV shopping channel’s service is reliable</td>
<td>7.22</td>
<td>0.79</td>
</tr>
<tr>
<td>Corporate Image CR=0.86 AVE=0.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV shopping channels’ overall image is good.</td>
<td>6.90</td>
<td>0.92</td>
</tr>
<tr>
<td>TV shopping channels’ emphasis on public affairs.</td>
<td>6.57</td>
<td>0.78</td>
</tr>
<tr>
<td>Satisfaction CR=0.90 AVE=0.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV shopping channels’ overall satisfaction</td>
<td>7.06</td>
<td>0.87</td>
</tr>
<tr>
<td>TV shopping channels’ satisfaction level compared with expectation.</td>
<td>6.97</td>
<td>0.89</td>
</tr>
<tr>
<td>TV shopping channels’ satisfaction level compared with ideal ones.</td>
<td>6.97</td>
<td>0.86</td>
</tr>
<tr>
<td>Behavioral Intention CR=0.92 AVE=0.87</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will purchase travel products through TV shopping channel</td>
<td>6.69</td>
<td>0.94</td>
</tr>
<tr>
<td>I will recommend others purchase travel products through TV shopping channel</td>
<td>6.93</td>
<td>0.94</td>
</tr>
</tbody>
</table>
Discriminant validity is the degree to which items differentiate between constructs. Each item should correlate more highly with other items of the same construct than with items of other constructs. To assess discriminant validity, the square root of Average Variance Extracted (AVE) from the construct should be greater than the variance shared between the construct and other constructs in the model (Chin, 1998). Table 2 lists the correlation matrix, with correlations among the constructs and the square root of AVE on the diagonal. For adequate discriminant validity, the diagonal elements should be greater than the off-diagonal elements in the corresponding rows and columns. Clearly, the correlation between any two constructs was less than the squared root of AVE by the items measuring the constructs, indicating that the measurement model adequately discriminates between the constructs.

<table>
<thead>
<tr>
<th>Latent variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SQ (tangibles)</td>
<td>0.70</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. SQ (reliability)</td>
<td>0.12</td>
<td>0.77</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. SQ (responsiveness)</td>
<td>0.22</td>
<td>0.32</td>
<td>0.81</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. SQ (assurance)</td>
<td>0.24</td>
<td>0.21</td>
<td>0.51</td>
<td>0.75</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. SQ (empathy)</td>
<td>0.30</td>
<td>0.31</td>
<td>0.36</td>
<td>0.43</td>
<td>0.80</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Overall SQ</td>
<td>0.34</td>
<td>0.31</td>
<td>0.42</td>
<td>0.50</td>
<td>0.60</td>
<td>0.85</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Corporate Image</td>
<td>0.32</td>
<td>0.30</td>
<td>0.39</td>
<td>0.46</td>
<td>0.45</td>
<td>0.48</td>
<td>0.83</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Satisfaction</td>
<td>0.47</td>
<td>0.24</td>
<td>0.28</td>
<td>0.30</td>
<td>0.30</td>
<td>0.28</td>
<td>0.30</td>
<td>0.84</td>
<td></td>
</tr>
<tr>
<td>9. Behavioral Intention</td>
<td>0.41</td>
<td>0.10</td>
<td>0.17</td>
<td>0.19</td>
<td>0.22</td>
<td>0.24</td>
<td>0.30</td>
<td>0.64</td>
<td>0.92</td>
</tr>
</tbody>
</table>

### Statistical analysis

Partial Least Squares (PLS), a SEM technique, was used for testing the research model. PLS is a regression-based technique that originates from path analysis (Wold, 1985); however, it has emerged as a powerful approach to studying causal models involving multiple constructs with multiple indicators. This approach facilitates testing of the measurement model and the structural model simultaneously. The PLS approach was superior to other SEM approaches for this study because of its flexibility for distributional assumptions, its small sample size requirements, and its strength in handling complex predictive models (Chin and Newsted, 1999). The computer program used for this analysis was the PLS Graph version 3.0 (Chin, 2001), and the bootstrap re-sampling method (500 re-samples) determined the significance of the paths within the structural model. The sample size of 376 exceeded the recommended minimum of 50 and was adequate for model testing.

The test of the structural model includes estimating the path coefficients and the $R^2$ values. The path coefficients, which indicate the strength and direction of the relationships among the variables, should be significant and directionally consistent with expectations. The $R^2$, which represents the proportion of variance in the endogenous variables that can be explained by the antecedents, demonstrates the predictive power of the model. Collectively, $R^2$ and path coefficients indicate how well the model fits the empirical data. To assess whether the main effects were significant, bootstrap sampling was performed.

Figure 2 presents the results. The effect of Overall Service Quality (SQ) on Reliability is only marginal (path = 0.1, p > 0.1), but together...
five sub-constructs can still explain 39.2% of the variance in Overall SQ. As hypothesized, satisfaction had a significant effect on behavior intention (path=0.64, with p<0.001) with a total R² of 0.45, so Hypothesis 1 was supported. Corporate image and Overall SQ all contribute to satisfaction, thus supporting Hypotheses 2a and 4b. These factors had path coefficients of 0.45 (p<0.001) and 0.23 (p<0.01). Overall SQ has a significant effect on corporate image (path=0.30, with p<0.001), so Hypothesis 4a was supported. At last, the effects of corporate image and Overall SQ on behavior intention were insignificant, suggesting that Hypothesis 2b and 4c were rejected.

**CONCLUSION AND RECOMMENDATION**

TV-shopping channel becomes the fastest growing channel for selling tourism. As a result, this study investigates the relationships between service quality, corporate image, customer satisfaction, and behavioral intention of TV-shopping members.

In terms of service quality, the result suggests that tangible, responsiveness, assurance and empathy have positively effect on service quality, except for reliability. One of the possible reasons is that the TV-shopping company has provided enough reliability to customers (e.g., the company guarantees a money back if customers are not satisfied with the products within ten days) so that customers perceived that reliability is not such a critical issue.

In terms of the structural model, the result concludes that service quality has positive and direct effect on corporate image and customer satisfaction. Corporate image has positive and direct effect on customer satisfaction. Service quality has positive effect on corporate image, customer satisfaction and behavioral intention. In spite of the service quality and corporate image does not direct effect on the behavioral intention, but they will indirect effect on the behavioral intention through satisfaction.

Although this study only provides preliminary exploration into TV-shopping members’ intention to purchase travel products, this work generates important findings in the fields of behavioral intention in TV shopping travel products. Future research can incorporate other constructs (e.g., perceived ease of use and perceived usefulness) from Technology.
Acceptance Model (TAM), which propose by Davis, Bagozzi, and Warshaw (1989). For another is can discuss the effect of behavior intention by adding factor of “perceived enjoyment” which propose by Moon and Kim (2000).

REFERENCES


Integrating Global Perspectives into Curriculum of Tourism Industry

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ABSTRACT

The dramatic development of globalization facilitates the movement of people. People are no longer limited in one place. Instead, they move to other countries to study, to work, or to live a better life. As the global tourism market prosperous and diversified, the tourism industry has become one of the prior boosters for global economy. According to World Tourism Organization, the international tourist arrivals grew by 4% in 2012 to 1.035 billion. In order to adapt with globalization trend, tourism employees need to cultivate their global perspectives and strengthen their cultural understanding in facing in multicultural tourists. To integrating global perspectives into curriculum is crucial for universities to discipline potential workers (the students major in tourism) of tourism industry. In this case, this study intends to figure out how global perspectives integrate into curriculum of tourism industry.

The method of document analysis was employed in this study to explore how globals perspectives would be integrated into curriculum to develop students’ global perspectives. Through analyzing relevant documents and literatures, this study defines seven elements of global perspectives and tries to propose strategies to integrate these elements into curriculum to elevate students’ global perspectives. The outcome of this study indicate the strategies of reinforcing students global perspectives include situational language teaching method to offer authentic learning environment for students to experience the vivid situation, redesign teaching materials inclusive global perspectives, and creating thematic activities for students to understand how global perspectives are. With situational language teaching method, redesigning teaching materials which involve these seven elements of global perspectives, and creating thematic activities, students might enhance their global perspectives in some ways.

Keywords: Global perspective, Curriculum, Tourism industry
INTRODUCTION

The dramatic development of globalization facilitates the movement of people. People are no longer limited in one place. Instead, they move to other countries to study, to work, or to live a better life. Increased economic activities between countries bring about more opportunities for people to go abroad. As the global tourism market prospered and diversified, the tourism industry has become one of the prior boosters for global economy. The convenience of rapid transportation vehicles diminish the distance between different countries and increase the opportunity to travel aboard. Foreign tourists bring into opportunities for local shoppers to accumulate more money and stimulate the development of local economic. According to World Tourism Organization, the international tourist arrivals grew by 4% in 2012 to 1.035 billion. Traveling to other countries turns to be a trend in this global society.

In order to adapt with globalization trend, tourism employees need to cultivate their global perspective and strengthen their cultural understanding in facing multicultural tourists. With better understanding of the diversity of different cultures, it can reduce some troubles resulting from misunderstanding of communication. Students, especial in technological university which aims at training skilled potential employees for the industry, plan to integrate global perspectives into their curriculum so that the students with global perspectives can communicate well in this worldwide tourism industry. Developing students’ global perspectives turns to be an objective for many university. With an attempt to meet the need of this inevitable trend of globalization, integrating global perspectives into curriculum is crucial for universities to discipline potential workers (the students major in tourism) of tourism industry. In this case, this study intends to figure out how global perspectives integrate into curriculum of tourism industry.

LITERATURE REVIEW

Merryfield (1997) defined perspective consciousness as follows:

In simplified terms, perspective consciousness is the recognition that one’s own view of issues or events is not universally shared; others have profoundly different worldviews. Perspective consciousness has become one of the identifying characteristics of a global perspectives, and attention to its constructs such as perspective taking and multiple realities is often a component of teacher education programs” (p. 3).

Many scholars dedicated themselves to defining global perspectives in different aspects (Carano & Berson; 2007; Kim, 1998; Kniep, 1987; Lee, 1979). Becker (1979) advocated the definition of global perspectives as “Special interest to teacher educators who are looking for holistic approaches to global education that bridge several disciplines, provides teachers with multiple avenues for conceptualizing how global education can be infused into the social studies” (cited in Merryfield, 1997, p. 5). Generally, scholars defined global perspectives by virtue of its major themes and dimensions (Alger & Harf, 1986; Case, 1993; Harvey, 1975; Lamy, 1987; Merryfield, 1997). According to Merryfield’s (1997) definition, global perspectives included six dimensions: consciousness, state of the planet awareness, cross-cultural awareness, knowledge of global dynamics, and awareness of human choice. Case (1993) differentiated global perspectives between the substantive and perceptual dimensions. Lamy (1987) emphasized the strategies and skills in defining global perspectives. Table 1 presented the definitions of global perspectives according to themes and dimensions.
Table 1. Definitions of Global Perspectives According to Themes and Dimensions

<table>
<thead>
<tr>
<th>Scholar</th>
<th>Definition of Global Perspectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alger &amp; Harf (1986)</td>
<td>Five basic themes for global education including values, transactions, actors, procedures and mechanisms, and issues. These themes capture the essence of how different the world looks from a global perspectives as opposed to the conventional nation-state perspective.</td>
</tr>
</tbody>
</table>
| Lamy (1987)      | (1) Knowledge acquisition from multiple perspectives  
                   (2) The exploration of worldviews  
                   (3) The development of analytical and evaluative skills  
                   (4) Strategies for participation and involvement |
| NCATE (1987)     | Global perspective is defined as “the view point that accepts the interdependency of nations and peoples and the interlink age of political, economic, ecological and social issues of a transnational and global nature”. |
| Merryfield (1997)| (1) An appreciation of cultural differences and similarities, including ways to each multiple perspectives and perspective consciousness  
                   (2) The world as a system and the concepts of interdependence and interconnectedness  
                   (3) How students’ decisions locally both affect and are affected by global connections and people and organizations around the world. |
| Case (1993)      | Substantive and the perceptual dimensions. His development of the perceptual dimension to include open-mindness, anticipation of complexity, resistance to stereotyping, inclination to empathize, and non-chauvinism is an important contribution to the conceptual literature. |
| AACTE (1995)     | Globalization is said to necessitate changes in teaching, such as more attention to diverse and universal human values, global systems, global issues, involvement of different kinds of world actors, and global history. |
| Hsieh (2010)     | Different definitions of global perspectives implied different emphasis of the scholars. Global perspectives encompassed varied aspects, themes, and dimensions which identified different expectation of the scholars toward implementation of global perspectives in education. |
The aforementioned description of definition of global perspectives indicated five learning emphases or perspectives of global education.

1. Interdependence and globalization—an understanding of the complex social, economic and political links between people and the impact that changes have on each other, and an attention to diverse and universal human values, global systems, global issues, involvement of different kinds of world actors, and global history.

2. Identity and cultural diversity—an understanding of self and one’s own culture, and being open to the culture of others and enhancing the awareness of the difference between people.

3. Awareness of human choice, social justice and human rights—an understanding of difference choice from different people, and a realization of the impact of inequality and discrimination, the importance of standing up for our own rights and our responsibility to respect the rights of others.

4. Anticipation of complexity, peace building and conflict resolution—an understanding of the complexity and the importance of building and maintaining positive and trusting relationships and ways conflict can be prevented or peacefully resolved.

5. Sustainable future—an understanding of the ways in which we can meet our current needs without diminishing the quality of the environment or reducing the capacity of future generations to meet their own needs.

6. Moreover, most of the scholars regarded political, economical, cultural, ecological, social, psychological, and telecommunication as the most important aspects of global perspectives after analyzing the existed papers (Lee, 1979; Kniep, 1987; Kim, 1998; Carano & Berson, 2007). Teachers’ course design in this case should try to encompass these aspects and enrich the contents of teaching materials to assist the students to explore their global perspectives.

**METHODOLOGY**

The method of document analysis was employed in this study to explore how global perspectives would be integrated into curriculum to develop students’ global perspectives. Papers regarding global perspectives, tourism industry, and lesson plans for students of tourism industry, textbook adopted by the teachers, and teaching objectives for the students would be collected and analyzed in this study. Through cross comparison of these data, these strategies would be proposed to develop the global perspectives of students in Tourism industry.

**RESULTS AND DISCUSSIONS**

The outcome of this study indicate the strategies of reinforcing students global perspectives include situational language teaching method to offer authentic learning environment for students to experience the vivid situation, redesign teaching materials inclusive global perspectives, and creating thematic activities for students to understand how global perspectives are.

**Offering authentic learning environment for students to experience the vivid situation**

“Cognizing organisms possess an organizational cognitive function that causes individuals to strive for coherence between their cognitive structures and their experiences” (Ryne & Deci, 2002, cited in Darner, 2009, p. 42). In this regards, offering authentic learning environment for students to experience the vivid situations can act as a spring board in exploring their global perspectives. Language communication ability is an essential condition for potential employees in tourism industry. Language learning is closely related to the environment. Take FETs’ class as an example, interacting with FETs or international students
can provide the opportunity for the students to prove their previous study of the image of foreigners. Probing into different thoughts and behaviors from foreigners, students could hereafter reflect their own behavior and habits and depict the local value of their own culture. The cognitive process of building up ones’ own global perspectives required factors from internal and external environments.

When individuals encountered an optimally challenging situation—an experience that did not go with the individuals’ cognitive structure in a way that was resolvable—the learners modified and elaborated their cognitive structures to integrate the challenge into their understanding of the world (Darner, 2009). Authentic learning environment can provide vivid pictures for the students to practice and experience the real situation which might be happened in real life. In addition to English class, internship and visiting travel agency or the airport can help the students to experience what tourism industry is and observes the difference of different culture which might help to develop their global perspectives. Reading different novels or joining a drama might be another way to develop students’ global perspectives. To this extent, offering authentic learning environment for students to experience the vivid situation is a possible strategy to enrich global perspectives of the students in Tourism industry.

Redesigning teaching materials inclusive global perspectives

Since most scholars regard political, economical, cultural, ecological, social, psychological, and telecommunication as the most important aspects of global perspectives, issues of teaching materials for students in tourism industry should concentrate on these aspects. Trying to redesign teaching materials inclusive global perspectives is a direct way to assist the students to cultivate their global perspectives. Reading is a means of language acquisition, of communication, and of sharing information and ideas. Reading is a knowledge enhancement tool to develop cultural understanding and scientific knowledge, literature, works of art, and common knowledge. Extensive reading is crucial in developing background and expectations necessary for genuine comprehension. Reading is also a way for us to break down boundaries and create an imaginative world when reading a novel, fiction or drama (Anderson, 2006). Extensive reading enriches the content of information and knowledge. Through reading, same information and knowledge can spread the world and people can obtain various messages and information from all over the world. Designing reading materials is a possible way to root in the concept of global perspective. Through reading teaching material including political, economical, cultural, ecological, social, psychological, and telecommunication, students would possible to construct their global perspectives. Consequently, redesigning teaching materials inclusive elements of global perspectives is a procurable strategy to cultivate global perspectives of the students in tourism industry.

Creating thematic activities for students to understand how global perspectives are

Activity, which focuses on the achievement of a long-term goal, seems potentially powerful as it has previously been used to develop an understanding of complex roles and relationships in education. In coherence with Fernandez’s (2006) definition, the activities which combine cognitive, interpersonal, and intrapersonal dimensions of development to uncover the factors that contribute to an individual’s ability to engage in critical self-reflection and to act in culturally sensitive and informed ways.

On account of incorporating global perspectives into course design, activities or assignments designed with transverse integration which required the students to search for all kinds of data like population, history, economics,
politics, social behaviors, and cultures in an allocated country. For instance, in a class of International Affairs, teachers can allocate some countries which were small and hardly recognized by students as a topic for students to prepare. The presentation encompassed all aspects including population, history, economics, politics, food, society, and culture in a certain country which contributed to elevating students’ understanding of a foreign country from different backgrounds, and thus contributed to enlarging students’ global perspectives.

In the other hand, the other way of incorporating global perspectives into course design is vertical integration which means a discussion of one topic by means of articles or magazines through multinational perspectives to present different views from diverse countries toward the same topic, especially the topic about local society.

For instance, in a writing class, teachers can design a writing topic about casinos and collected articles from different countries to build a basis of knowledge for students in order to stimulate their critical thinking ability. Additionally, in Magazine English class, teachers likewise offer articles from different countries for an identical topic to emphasize the different viewpoints of different countries. Transverse integration of the course design facilitated students to discuss one event from different angles, different writing styles, and points of view. Students might also learn different emphases on one event from reading news from different countries.

Types of activities (e.g., presentations, discussions, pair-works, group-works, games, role-plays) which are aspects of classroom practice reflect teachers’ beliefs. The strategy for the activities utilized most by the teachers to explore global perspectives include presentations, reports, debates, speeches, and role plays, which offer a training in integrating materials compiled by the students. To this extent, creating thematic activities for students to understand how global perspectives are is a possible strategy to enrich global perspectives for the students in tourism industry.

**CONCLUSION AND RECOMMENDATION**

Since the global tourism market is prosperous and diversified, the tourism industry has become one of the prior boosters for global economy. The convenience of rapid transportation vehicles diminish the distance between different countries and increase the opportunity to travel abroad. The numbers of Tourists has been increased through convenient transportation and the need of work. Foreign tourists brings into opportunity for local shoppers to accumulate more money and stimulate the development of local economic. Trying to understand the diversity of different cultures turns to be a good way to improve communication problems. In order to adapt with globalization trend, tourism employees need to cultivate their global perspectives and strengthen their cultural understanding in facing multicultural tourists. To integrate global perspectives into curriculum is crucial for universities to discipline potential workers (the students major in tourism) of tourism industry.

The outcomes of this study indicate seven elements of global perspectives which include political, economical, cultural, ecological, social, psychological, and telecommunication. In addition, five learning emphases or perspectives of global education involving interdependence and globalization, identity and cultural diversity, the awareness of human choice, social justice and human rights, anticipation of complexity, peace building and conflict resolution, and sustainable futures are illustrated in this study. Consequently, this study indicates three strategies of reinforcing students global perspectives, they are situational language teaching method to offer authentic learning environment for students to experience the vivid situation, redesign teaching materials inclusive global perspectives, and creating thematic activities for students to understand how global perspectives are. With situational language teaching method, redesigning teaching materials which involve
of Tourism Industry

Integrating Global Perspectives into Curriculum

International Journal of Agricultural Travel and Tourism

with incoming external tourism actors has, minority population groups such as tribal people of host populations towards their involvement impact studies (Cohen, 1979; Dearden, 1992; and 1980s (Cohen, 2000). Previous tourism example, tribal craft studies and tribal tourism explored over a relatively long period. For investors in order to create job opportunities and hill tribe tourism to both private and public sector retaining the population and improving the prosperity gap between urban and rural areas, tourism as an opportunity for reducing the government has for some time recognised inhabited by hill tribes (Rajani, 2002). The Thai catering outlets, tour operations, souvenir shops, tourism enterprises which include accommodation, 12 months. They are attracted by the opportunity purposes and who tend to stay for longer than who are not tourists, who are not there for leisure are individuals from outside the tribal community wealth when compared to the tribal people. They Thai entrepreneurs who tend to dominate a host in some ways.

the seven elements of global perspectives, and creating thematic activities, students in tourism industry might enhance their global perspectives in some ways.

REFERENCE


(Appendix)
Guide to Authors

1. Submission of Manuscripts
Three (3) hard copies of manuscripts should be sent to the Editor-in-Chief. A soft copy of the article in RTF or MS Word compatible format should also be submitted with final revised version of manuscript.

2. Preparation of Manuscripts
The following instructions should be observed in preparing manuscripts. Articles that do not conform to these instructions may be returned to their authors for appropriate revision or may be delayed in the review process.

2.1 Readability
Manuscripts should be written in clear, concise and grammatically correct English (British or American English throughout). The editors can not undertake wholesale revisions of poorly written papers. Every paper must be free of unnecessary jargons and must be clearly readable by any specialist in Tourism management related disciplines. The abstract should be written in an explanatory style that will also be comprehensible to readers who are not experts in the subject matter.

2.2 General format
Articles should be typed double-spaced on one side of A4 paper using Times New Roman font. Margins of 3cm should be allowed on each side.
The order of the manuscript should be as follows: Title, Author(s), Abstract, Keywords, Main text (Introduction, Review of Literature, Definitions (if any), Materials and Methods, Results, Discussion), Acknowledgements (if any), References, Appendix (if any). This structure of the main text is not obligatory, but the paper must be logically presented. Footnotes should be avoided. The main text must be written with font size 12, justify, first indent 0.5 cm. Within each main section, two levels of subheadings are allowed and the titles must be with bold, bold and italic, italic respectively.
The manuscript should contain the following information:

a. Title
Title should be brief and informative. The title should reflect the most important aspects of the article, in a preferably concise form of not more than 100 characters and spaces. Font size 14, capital letters, center alignment.

b. By-line
Names (size 11), e-mail and addresses of the authors. Phone and fax number should be also given (size 11, italic). No inclusion of scientific titles is necessary. In case of more than two authors, the corresponding author should be indicated with * in superscript. Authors from different institutions must be labeled with numbers in superscript after their names.

c. Abstract
A summary of the problem, the principal results and conclusions should be provided in the abstract. The abstract must be self-explanatory, preferably typed in one paragraph and limited to maximum of 250 words. It should not contain formulas, references or abbreviations.

d. Keywords
Keywords should not exceed five, not including items appearing in the title. The keywords should be supplied indicating the scope of the paper. Size 10, italic, justify. Authors should include Abbreviations and Nomenclature listings when necessary.
e. Introduction
The introduction must clearly state the problem, the reason for doing the work, the hypotheses or theoretical predictions under consideration and the essential background. It should not contain equations or mathematical notation. The Introduction should also contain a brief survey of the relevant literature, so that a non-specialist reader could understand the significance of the presented results. Section numbering and headings begin here.

f. Materials and Methods
The Materials and Methods should provide sufficient details to permit repetition of the experimental or survey work. The technical description of methods should be given when such methods are new.

g. Results
Results should be presented concisely. Only in exceptional cases will it be permissible to present the same set of results in both table and figure. The results section should not be used for discussion.

h. Discussion
Discussion should point out the significance of the results, and place the results in the context of other work and theoretical background.

i. Acknowledgement (if any)
Acknowledgement should be placed in a separate paragraph at the end of the text, immediately before the list of references. It may include funding information too.

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Publications cited in the text should be listed in a separate page of references. In the list of references, the arrangement should be alphabetical; all co-authors should be cited. The following style should be adhered to in writing references:


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All Tables should be typed on a separate page and numbered consecutively according to their sequence in the text. The text should include references to all tables. Vertical lines are not allowed but horizontal lines should be used to separate headings and to demarcate the limits of the table. A short descriptive title should be given at the top.

l. Figures
This should be produced with a good printer. The title of each figure should be given at the bottom. One original plus three copies should be sent.

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