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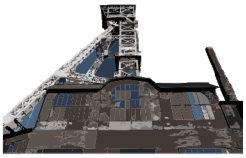

Visitors to water-based attractions – relations between motivation and satisfaction

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Abstract

The impact of motivation factors on the satisfaction with a visit was observed in 26 locations of 10 types of tourist attractions related to the water in mountain and sub mountain areas. Factors of push and pull motives were measured by means of 5-point Likert-like scales (16 plus 15 items). Satisfaction was measured using the 5-point scale of perceived value of the visit. In each location 64 guided interviews were realised. Factor analysis has identified four factors of pull motives and five factors of push motives. By means of a one-way analysis of variance differences were detected among particular groups of manifestations of water in the landscape in case of all detected factors of pull motives. Multiple linear regression identified dimensions of the possibility of a pleasant experience, possibility to gain new knowledge and a change of environment to be the most important factors of satisfaction with a visited location.

Keywords: motivation, satisfaction, attractions, tourism
Klíčová slova: motivace, spokojenost, atraktivita, cestovní ruch

1. Introduction

Among central approaches when studying the basic problems of the tourism geography, e.g. visitor's relationship with a visited location (Veal 1997; Williams 1998), is research on perception and image of visited locations, motivations, preferences and experience of visitors (Hughes, Morrison-Saunders 2003).

The key concept for our research solving themes of the above mentioned relationships are attitudes, that are defined as a relatively lasting cluster of feelings, beliefs, and behaviour tendencies directed towards specific persons, ideas, objectives or groups (Baron, Byrne 1984), and which are classified as acquired behaviour (American psychological association 2010). As stated by Spooncer (1992) an attitude comprises three parts: the affective (emotional) component (verbal statements of feelings); the behavioural (verbal statements about intended behaviour) and the cognitive component (the storage component where we organize information about our attitudes towards an object, measured e.g. by perception of site attributes). Attitudes are strongly influenced by culture (Crang 1998), which also influences other parts of this concept (Knox, Marston 2001), especially the expectations that develop in push motivations (e.g. Yoon, Uysal 2005), perception of locality (destination) in situ (e.g. Chhteri et al. 2004; O'Leary, Deegan 2005), image of destination (e.g. Riley 1995; Apostolakis 2003; Hsu, Wolfe, Kang 2004; Bonn, Joseph, Dai 2005), and pull motivations (e.g. Hughes, Morrison-Saunders 2003). Current circumstantial events and situations also act as external stimuli (Smyth 2004) and are dependent on many factors, e.g. weather or overcrowding as well as on its physical essence, too. This essence should be categorised according to the type of attraction (Ritchie, Crouch 2003) and as the type differs, so, the visitors differ (Goeldner, Ritchie 2009).

The work of the Department of Trade and Tourism at the University of South Bohemia (thereinafter KOD) is oriented on the assessment of the whole of these complex factors (e.g. Navrátil et al. 2009, Navrátil et al. 2010) which is currently explored within the project GAČR 403/09/P053 and which has the characteristics of a, mostly, basic research. This one is oriented primarily on the human geographical problems (Knox, Marston 2001).

Undermentioned is a presentation of working results of a partial problem, which is solving relations between motivations and satisfaction, since the motivations form one of the substantial components of the interest relation, visitor vs. visited location – tourists are pushed by emotional needs and pulled by emotional gains (Goossens 2000). The main motivation elements, which attract visitors, are the tourism attractions (Richards 2002) and the most important role is played by so-called icons (Becken 2005). Namely, the understanding of the tourists' decision-making (McCabe 2000; Bansal, Eiselt 2004), planning of a holiday (Stewart, Vogt 1999) and loyalty to a destination (Yoon, Uysal 2005), which are all closely related to the motivations.

The aim of this article is to present a working version of a basic model of the impact of motivation to visit on the

satisfaction with the respective visit to chosen types of locations – attractions in the mountain and sub mountain areas linked with the water component of the landscape.

2. Methods

Motivation to a visit is observed by means of a structured tool using five-point scales and comprising both "push" and "pull" motives (16 plus 15 items) determined on the base of the study of literature (particularly Yoon, Uysal 2005; Ballantine et al. 2008). The satisfaction was measured using a five-point scale of the degree of perceiving the value of a visit (Yoon, Uysal 2005).

Research into these problems has been conducted continually by the Department of Trade and Tourism since 2005 (e.g. Navrátil et al. 2009) until the present. The papers introduce working results from a part of the locations that were explored in 2009, when the query tool was definitely finished, which identified, globally, a whole concept of the structure of tourists' attitudes to a visited location. A pilot research proceeded on a thirty-member sample in May 2009 and, on the basis of that, the final version of the query tool was prepared. The field survey itself was done by students of the department in the period July – September 2009 directly in particular locations.

Basic conditions of the selection of particular locations for the survey are representation of particular types of attractions and availability of the locations with regards to tourist signs. The paper introduces working results from 26 locations representing 10 types of following water-related attractions: stony rivers in deep valleys, rivers in flat and wide mountain valleys, canals, waterfalls, lakes, ponds, peat bogs, water in close fusion with a historical monument, view-point on a water-course in deep timbered valleys, wide view-points on a dominant water level. In each location 64 guided interviews were undertaken, over at least two days (working day, weekend) and the inquirers addressed each fifth or tenth visitor (according to the visit rate of the particular location). Locations were selected in the areas of Šumava mountains, Šumava foothills, Novohradské hory mountains, Novohradské podhůří foothills and the basin of Třeboň.

Complex components of both push and pull motives were identified by means of explorative factor analysis, the main components method. Only the factors with a value greater than 1 according to the eigenvalue were assessed and the results were rotated (Robinson 1998). Consequently, the indicators of particular factors were calculated as the average values of scales under consideration with the charge given by the factor greater than 0.5. With regards to the fact that pull motives are a reflection of the tourists' ideas about the structure of a destination place (about its offer of possibilities to undertake specific kinds of activities), the impact of the type of destination place on factors of pull motives on a visit was tested using a one-factor analysis of variance with Tukey's post-hoc test for unequal n values with regard to the unequal number of observed locations in particular types (Zvára 2004).

The selection of satisfaction assumption was done by means of the multiple linear regression (Meloun, Militký 2006), into which all factors of pull and push motives formed by at least two elements and with the value of reliability greater than 0.5 have been entered (Chen, Tsai 2007).

3. Results

A Cronbach's alpha value for the whole set of measured scales of pull motives is 0.762 and is therefore at the border of reliability of measurement and thus acceptable for further analysis. On the basis of a factor analysis, four factors of pull motives explaining 51.1 % of the total variability were identified (Table 1): pleasure (25.9 % of variability, Cronbach's alpha 0.682) history (10.1 % of variability, Cronbach's alpha 0.725), accessibility (8,2 % of variability, Cronbach's alpha 0.607) and proximity (6,9 % of variability).

Table 1 Factor loads of scales of pull motives.

	Pleasure	History	Accessibility	proximity
Location is situated in an interesting landscape.	0.729			
Environment is pleasant here.	0.703			
It is quiet.	0.682			
Location is culturally/artistically interesting.		0.869		
Location is related to an interesting history.		0.828		
It is on the way that we have planned.			0.662	
Location is accessible.			0.631	
Information is provided in this location (by means of a nature trail, information board or a guide)			0.605	
It is fun here.			0.564	

It is quite close to our accommodation/home.				0.865
It is a protected area/ancient monument.				
Possibility of a spiritual experience during the contact with nature, culture, history, landscape.				
Because this place is right.				
The location is scientifically interesting (flora, fauna).				
I have learnt that this location is interesting.				
Eigenvalue	3.882	1.516	1.228	1.031
% of total variance	25.882	10.109	8.186	6.875

Pull motives reflect the visitors' ideas about the structure of the type of destination location and that is why the impact of the type of destination location was tested. Differences were detected by all four components of pull motives among observed types of location (Table 2). The possibility of a pleasantly spent time is the most important for locations in flat and wide valleys, by canals and at lakes. A historical aspect is important in locations related with history – canals are above all historical constructions associated with wood floating or – in case of Nová řeka ("New river") linked with the pond Rožmberk and the name of Jakub Krčín. The importance or (Do you mean of?) accessibility expresses itself first of all in dependence on accessing of particular locations, especially by means of roads – particularly noticeable is the difference between wide and deep valleys. Motivation for a visit given by proximity is defined especially by the factor of accessibility – proximity is more important for locations where the accessibility is less important.

Table 2 Differences in factors of pull motives among particular types of attractions (averages marked by the same letter do not differ significantly according the Tukey's post-hoc test for unequal n values, p < 0,001; SD = standard deviation).

	Pleasure			History			Accessibility			Proximity		
	Mean		SD	Mean		SD	Mean		SD	Mean		SD
Lake	4.43	a	0.72	2.97	b	1.37	3.76	bc	0.80	2.41	a	1.32
Waterfall	4.00	bc	0.81	2.20	c	1.16	3.45	ab	1.08	3.07	b	1.40
Flat and wide valleys	4.54	a	0.66	2.29	c	1.33	4.16	c	0.87	2.32	a	1.36
Stony rivers	4.34	acd	0.63	3.13	ab	1.09	3.70	abc	0.89	2.49	ab	1.50
Peat bogs	4.07	bcd	0.78	3.03	ab	1.03	3.74	abc	0.91	2.96	ab	1.38
Canals	4.53	a	0.78	3.58	a	1.04	3.71	abc	0.93	2.32	a	1.30
Wide view-point on a dominant water level	4.27	acd	0.64	3.63	a	0.97	3.54	ab	0.86	2.93	ab	1.52
Pond	4.33	ad	0.75	3.23	ab	1.28	3.69	abc	1.05	2.61	ab	1.54
Water with a historical monument	3.72	b	0.85	3.38	ab	1.13	3.26	ad	0.89	2.74	ab	1.36
View-point in deep timbered valleys	3.85	b	0.85	3.43	ab	1.10	2.91	d	0.92	3.05	a	1.38

Remarks: Original scales were five-points. It holds, therefore, in the table, that with an increasing value, the rate of a perceived importance of a given factor is increasing as well.

For assessment of push motives to the visits to locations, the same procedure was used as in the scales of pull motives. The value of reliability of the measurement tool is not too high, it is superior, however to the border of 0.7 so it is then possible to use (Yoon, Uysal 2005). Using the factor analysis, five factors of push motives were identified which explain 55.7 % of variability of the set (Table 3): social relations (21.3 % of variability, Cronbach's alpha 0.664), change of environment (11.7 % of variability, Cronbach's alpha 0.627), self-reflection (8.6 % of variability, Cronbach's alpha 0.383), new knowledge and experience (7.6 % of variability, Cronbach's alpha 0.579) and relaxation (6.4 % of variability).

Table 3 Factor loads of scales of push motives.

	Social relations	Change environment	Self-reflection	New knowledge and experience	Relax
Be with friends.	0.817				
Talk with friends during the journey about experience.	0.725				
Enjoy.	0.548				
Free ourselves of a stereotypical sort of day-to-day life and job..		0.728			
Visit interesting places.		0.654			
Change environment.		0.652			
Relax through a physical recreational activity.		0.511			
Reflection on siteabout the "good old times". .			0.788		
Possibility to be myself.			0.617		
Gain new knowledge.				0.725	
Get to know new locations.				0.588	
Experience an adventure.				0.578	
Do nothing, just relax.					0.807
Meet new people.					
Visit places that friends and acquaintances have never visited.					
Be with family.					
Eigenvalue	3.408	1.872	1.381	1.228	1.030
% of total variance	21.298	11.698	8.632	7.673	6.437

Correlation of defined factors with satisfaction is not very high and our model that is created by means of a multiple linear regression, explains only a small part of variability of the satisfaction rate (Table 4). However, it was proven that the rate of satisfaction with a visit relates above all directly proportional to the possibility of realization of a pleasant experience, and then directly proportional to the possibility of gaining new knowledge and a change of environment (Table 4). Visitors thus attribute a higher value to a visit of a location, where they could spend a pleasant time, where they gain some new (interesting) knowledge and which is different from their current environment.

Table 4: Relations between the perceived value of a visit and the factor of motivation to the visit. Result of a multiple linear regression. R^2 = 11,4 %; F (3, 1660) = 70,946.

	b	S.E.	t	p
abs.	3.034	0.102	29.858	0.000
Pleasure	0.217	0.025	8.777	0.000
New experience	0.073	0.018	3.967	0.000
Change of environment	0.073	0.025	2.864	0.004

4. Conclusion

On an example of a relatively narrow spectrum of the water-based tourist attractions in mountain and sub mountain landscapes, there was proven to be a difference

in pull motives to visit such locations. Both push and pull motives have impact on the rate of satisfaction with a visit.

It is for practitioners of destination management and marketing, where these findings represent an advice, to pay necessarily attention to the partial elements of attractions respective to the localisation presumption, as these elements tend to be underestimated by tourism managers and marketers when considering them as geographical and, thus primarily unsubstantial.

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