The Influence of Travel Motivation and Destination Image on Destination Choices of Backpackers in Tainan

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Abstract

Due to the development of high technology, we have been going to networking era and the relationship are very close through E-mail, Facebook and Line. Not only the various telecommunication products are improvement day by day and also tourism industries are become popular. Tourists are easy to get travel information so that travel styles become diversified. Backpackers are different from group tourists. They are flexible and personalized to organize their own schedule that they are interested in. Their purposes for traveling is to have more interactive experiences with locals and explore more about cultures in the world. Because of this reason, there are more and more people become backpackers to have amazing travel experience. Thus, the backpacker market is one of important travel markets. The study is to research the influence of travel motivation and destination image on destination choices of backpacker in Tainan. The quantitative research is used to analysis data. There are 300 questionnaires are distributed and 268 questionnaires are received which are analyzed through Spas system to examine descriptive analysis, T-test, Anova and regression analysis. The study results indicate as follows. The different education degree and transportation are resulted in difference in travel motivation, the different education degree, occupation, transportation and income are resulted in difference in travel destination choices. The different age, residential area, occupation, transportation and income are resulted in difference in destination choice. Travel motivation influenced travel image and destination choice. Destination image influenced travel and destination choice.

Key Words: backpacker, travel motivation, destination image, destination choice
1. Introduction

In Tainan visitors are attracted from other cities, because there are unique historical sites, natural resources, ecology, tourism facilities and local delicacies with a visit. Tainan possesses the largest number of cultural treasures in Taiwan which have been accumulated over many years. The city features more than 130 historic sites, buildings, and museums. One fourth of these sites have been declared national historic monuments. It is therefore no wonder that the Michelin Green Guide, a prestigious international travel publication, has recommended Tainan as a three-star tourist destination. Tainan was also selected as one of the must-visit cities by Lonely Planet, while the Chihkan Tower, the Grand Matsu (Sea Goddess) Temple, the Guan Gong (God of War) Temple, Confucius Temple, and the Nankunshen Temple have been awarded the maximum of three stars. Most tourists select destinations based on image and attraction (Smith & Colgate, 2007; Rudež, 2014). The impression that tourists have of a place reflects how they see its development and their experiences there (Hunt, 1975). As a tourism alternative for small host communities, especially those without high-quality amenities, backpacker tourism can contribute significantly to a local region, with spending largely concentrated on locally produced goods and services and accommodation facilities run by local families (Scheyvens, 2002). By studying backpackers who had visited Tainan, we try to find out the following questions.

. To understand backpacker’s travel motivation, destination image and destination choices in Tainan Area.
. To examine the influence of travel motivation, destination image on destination choice.

2. Literature Review

2.1 Backpacker

The term “backpacker” has been widely used throughout academic research, despite the lack of consensus existing among researchers on its actual meaning. At one end of the spectrum, it has been defined by Tourism Research Australia (2006, p. 1) as simply “a person that spends one or more nights in either backpacker or hostel accommodation”. More complex and inclusive definitions have also been developed, such as the social criteria for backpackers by Pearce (1990), which defines backpackers as predominantly young travellers on extended holidays with a preference for budget accommodation, a flexible and informal travel itinerary and an emphasis on meeting people and participating in a range of activities. According to the several summaries of literature review (Loker-Murphy, 1995; Keeley 2001; Reisinger and Mavondo 2002; Nash, Thyne, and Davies, 2006), the backpacker’s definition will be as follows.

. preference for budget accommodation.
. An emphasis on meeting other travelers.
An independently organised and flexible travel schedule
Aged between 20 to 24, but can range from 15 to 60 years of age.
Longer rather than brief holidays.
An emphasis on informal and participatory holiday activities

2.2 Travel Motivation

Motivation is a state of need or a condition that drives an individual toward certain types of action that are seen as likely to bring satisfaction (Moutinho, 2000). Motivation has also been defined as a force within an individual that causes him or her to do something to fulfill a biological need or psychological desire (Fridgen, 1996). Travel motivation relates to why people travel (Hsu and Huang, 2008).

A list of travel motivations might include: relaxation, excitement, social interactions with friends, adventure, family interactions, status, physical challenges, and escape from routine or stress (Esichaikul, 2012). Pearce (1982) applied Maslow’s hierarchy to tourist motivation and behavior, and argued that tourists were attracted to destinations because of the possibility of fulfilling self-actualization, love and belongingness, and physiological needs.

McIntosh and Geoldner (1986) distinguished between travel motivations in terms of auto-definitions and meanings, that is the ways tourists define their activities and situations. Accordingly, they summarized motivation for travel and tourism activities into five basic needs: physical, cultural, interpersonal, commercial and status/prestige. Several theories have been proposed in the attempt to provide explanation for the factors influencing tourism destination choice. Implicit in these theories is the recognition of the individual tourist needs – ‘push’ factors – and the attributes of destination attractiveness – ‘pull’ factors (Dann 1987). However, more recent theoretical approaches (Pearce 1993; Dann 1996) favour greater integration of both abstract factors (tourists’ needs and motivations) and tangible factors (destination attributes) in explaining tourists’ destination choice.

The central postulate of these theories is that satisfaction is a post-transactional emotional reaction directly related to motivation and performance. Expectancy-valence theory is one of the cognitive theories which attempts to explain an individual's attitude, motivation, performance and satisfaction and is considered highly valid in explaining and predicting a consumer's cognition of a product image (Kye-Sung Chon, 1990).

H1: Travel motivation influences destination image.
H2: Travel motivation influences destination choice.

Laio (2005) travel motivation of visitors are "interpersonal relationship and to expand knowledge", "interest and hobby", "to relax stress", and "to add family's feelings". Before to go to wine village, visitors will be search something about wines village through public medium, and assess criterion is “convenient traffic and abundant resources”, “the natural environment and characteristic of wine village”, “far away from crowds”, "travels with the
By Reviewing construct of Travel motivation from Esichaikul(2012), McIntosh & Geoldner(1986) and Liao(2005), the backpacker travel motivations are as follows.

- Physical motivation: Rest and relaxation/Get away from stress/ Improve health and well-being / Exercise physically
- Cultural motivation: Visit to new places/Learn and experience new things
- Interpersonal motivation: meet friends and relatives
- Social component: Meet people and socialization / Seek intellectual enrichment
- Stimulus-avoidance: Escape from day-by-day activities Visit relatives and friends

### 2.3 Destination Image

Destination Image is an important concept in consumer behavior (Dobni and Zinkhan, 1990). The most common and widely accepted definition of brand image is “the perceptions about a brand reflected as associations existing in the memory of the consumer’ (Keller, 1993). Image is the sum of the beliefs, impressions, viewpoints and feelings that people have about certain objects, actions or events (Crompton, 1979). Much empirical research support the premise that destination image consists primarily of two components: cognitive and affective (Crompton, 1979).

As a traveler is deciding a travel destination among alternative choices, the subjective judgment he/she makes about the alternatives available to him/her depends on a number of factors, among which the most important of these is the image about each alternative (Hunt, 1975 and Kye-Sung Chon, 1990).

The central postulates of the destination image studies are that a destination image has a crucial role in an individual’s travel purchase related decision making and that the individual traveler’s satisfaction/dissatisfaction with a travel purchase largely depends on a comparison of his expectation about the destination, or a previously held destination image, and his perceived performance of the destination. It is theorized that this occurs because the consumer often has very limited personal experiences concerning the destination he is considering: a decision maker acts upon his image of the destination rather than objective reality. Thus, it is argued in many of these studies that in order to effectively market a travel destination area, it is essential for a marketer in travel and tourism to identify the images associated with his respective destination area (Leisen, 2001).

Image is the sum of the beliefs, impressions, viewpoints and feelings that people have about certain objects, actions or events (Crompton, 1979). Image is an important representation of how tourists feel about a destination (Hunt, 1975; HU & BAI, 2013). According to Crompton (1979), image refers to an individual’s beliefs, thoughts and impressions about a location, and provides tourists with a certain feeling of anticipation (Fakeye & Crompton, 1991). It also represents their expectations of a destination, which can
motivate them to make a visit (Leisen, 2001). Chon (1990) finds that the most popular themes emerging from these studies are the role and influence of destination image on traveler’s behavior and satisfaction. The image of a destination influences tourists’ choice processes, the evaluation of that destination and future intentions (Bigne’ et al., 2001).

According to the push and pull theory (Dann 1977; Crompton 1979; Iso-Ahola 1982; Uysal and Jurowski 1993), tourists’ motivation relates to the pull factors attracting tourists to the destination; these pull factors are, in essence, tied to tourists’ perceived image of a destination. Thus, understanding tourists’ perceived images should help researchers better comprehend tourist motivation.

H1: Destination image will influence destination choice.

H2: Destination image will influence travel motivation.

2.4 Destination Choice

The number of alternative destinations which were considered and the role of attitudes toward each alternative in selecting the set of alternative destinations. These studies attempted to apply the concept of evoked set to the tourism field, but their conclusions were based upon a hypothetical destination choice process rather than an actual destination choice process Um and Crompton (1990).

Nicolau and Ma’s (2006), research has defined choice alternatives (destinations) based on destination type (nature parks) or administrative unit (countries) as being amongst the most important preferences.

Culture & historical resources- An Ping area
Quality & variety of food – Garden Night Market
Rest & Relaxation- Taijian National (Ecological) Park
Good shopping- Hsiao His Men
Health & Fitness –Kuan Tsu Ling Hot Spring

3. Methodology

3.1 Measurement

The study was carried out through three-stage process. Firstly, a review of literature on travel motivations, destination images and destination choices was conducted to identify travel motivations, destination images and destination choices performed in backpacker market.

A questionnaire was developed to collect quantitative data. The questionnaire instrument consisted of five parts, personal characteristics of the respondents, travel motivations, destination images and destination choices.

Travel motivation are measured with 4 constructs (Esichaikul,2012 ; McIntosh & Geoldner,1986 and Liao,2005).
Physical motivation: Rest and relaxation/Get away from stress/ Improve health and well-being / Exercise physically

Cultural motivation: Visit to new places/Learn and experience new things

Interpersonal motivation: Meet friends and relatives

Social component: Meet people and socialization / Seek intellectual enrichment

Stimulus-avoidance

To understand tourists’ destination imagines in Tainan, the study employ cognitive image and affective imagine for measurement in reference of the research from Fakeye & Crompton(1991) and Hsieh(2008).

Cognitive imagine
Affective imagine

Destination choices will include 4 attractions as follows

Culture & historical resources- An Ping area
Quality & variety of food – Garden Night Market
Rest & Relaxation- Taitian National (Ecological) Park
Good shopping- Hsiao His Men
Health & Fitness –Kuan Tsu Ling Hot Spring

Backpackers were asked to give opinions on a five-point Likert scale (1- strongly disagree to 5 - strongly agree).

3.2 Data

The samples for this study were 300 backpackers to be interviewed to fill out the questionnaire in four areas in Tainan city, aged 20-60 years old. Reliability analysis, descriptive analysis, T-test, Anova, and regression analysis will be performed through SPSS system in the study.

4. Results and Discussion

Reliability of these questionnaire items was assessed by calculating Cronbach’s alpha coefficients. The result of the reliability test was at 0.8 above, which meant that the questionnaire was reliable as an instrument for data collection. Male backpackers are 56.2% and female are 43.8%. It is the point that male tourists are prefer to backpacker than female tourists. Backpackers from 20~30 years old are 64%. It’s mean that young generation from 20~30 years old are more interested in backpacker traveling Tainan. There are 83% backpackers will select motorcycle as transportation, because the public transportation is not so convenient.

Hypatheses validating are performed as follows:

1. The different education degree and transportation are resulted in difference in travel motivation.
2. The different education degree, occupation, transportation and income are resulted in difference in travel destination choices.

3. The different age, residential area, occupation, transportation and income are resulted in difference in destination choice.

4. Travel motivation influenced travel image and destination choice.

5. Destination image influenced travel and destination choice.

5. Recommendations

The results of this research provide some insight information of backpacker tourists for planners and marketers. In this case, it is necessary for Tainan City Government to develop certain policy measures and strategies in public and private sectors. Important policies include tourism promotion. Physical improvement of tourist destinations, safety protection, development of easy and convenient accessibility, support for cultural attractions, and facility improvement should be taken into consideration so that Tainan city could attract more backpacker tourists.

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