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Marketing implications of Chinese tourists' motivations to visit Penghu, Taiwan

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An analysis of Chinese tourists' motivations to visit Penghu indicates that knowledge is the most important push factor in motivating travelers to visit the island. However, novelty was not determined by this study to be a significant push factor. This stands in contrast to previous studies conducted in Hong Kong as well as in other countries, which identify novelty as the major push factor. The relationship between demographic variables and push-factor motivations is also tested. Tourism policy makers and marketers are advised to develop marketing strategies that emphasize cultural heritage perception when marketing Penghu tourism to Chinese tourists. The study has crucial implications for cultural heritage tourism, and marketing strategies are recommended.

Key words: Travel motivation, push factors, Chinese tourists, Penghu Island.

INTRODUCTION

Taiwan's Penghu Island has also been called Ocean Silk Road and Oriental Bermuda because of its advantageous position in the middle of the Taiwan Strait. The geographical conditions enrich Penghu with abundant ocean resources for tourist activities like snorkeling, sea kayaking or parasailing. In recent years, the local government has capitalized on these advantages to develop the tourism industry on Penghu. However, the number of tourists has decreased from 501,197 in 2006 to 488,590 in 2007 to 479,992 in 2008 (Penghu National Scenic Area, 2009). Consequently, the local government is exploring ways to bring more visitors to Penghu and revive the tourism industry.

Political relationship improvement between Taiwan and China has benefitted the tourism industry in Taiwan. In 2001 Executive Yuan permitted tourism activities for mainlanders, opening the huge market of Mainland China to Taiwan's tourism industry. Another significant

opportunity opened up for Penghu's tourism industry in 2007, when the Taiwanese government allowed Chinese tourists living in Fuchen to visit Taiwan through Kinmen and Matsu. This was called the Mini Three Links (postal, air traffic and trade links) policy. These two policies paved the way for the Taiwan tourism industry to more effectively target Chinese tourists. In December of 2008, the Three Direct Links policy was applied more widely to both sides of the Taiwan Strait, allowing Chinese tourists to travel to Penghu through direct and chartered flights. In 2007, there are 1,090 mainlanders visited Penghu (about 1.3% of total visitors to Taiwan). In 2008, the number went up to 2,727 (3% of visitors to Taiwan). As of September 2009, 1,904 Chinese tourists (Tables 1 and 2) had traveled to Penghu so far that year (Penghu Tourism Bureau, 2008; 2009; 2010).

In 2009, 3,030 people visited Penghu through Xiamen and 1,978 people departed from Magong City. The Three Direct Links policy has obviously benefited the Penghu tourism industry by increasing the number of Chinese tourists to the island (Table 3).

Given the importance of the tourism industry to Penghu's economy and the intense market competition, it

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Table 1. Chinese tourists visiting Penghu through Mini Three Links policy in 2008.

2008	Number in group	Application filed	Application Approved	Arrival	Departure
January	4	84	84	84	84
February	7	154	153	153	153
March	10	165	160	160	160
April	10	236	229	224	224
May	17	396	394	371	371
June	10	242	234	228	228
July	18	441	416	407	407
August	15	309	289	278	278
September	20	426	247	224	224
October	14	320	318	315	315
November	5	77	37	37	37
December	-	-	-	-	-
Total	130	2,850	2,561	2,481	2,481

Data source: Penghu Tourism Bureau (2009).

Table 2. Chinese tourists visiting Penghu through Mini Three Links policy in 2009.

2009	Number in group	Application filed	Application Approved	Arrival	Departure
January	-	-	-	-	-
February	-	-	-	-	-
March	2	27	27	27	27
April	10	230	230	230	230
May	8	214	214	214	214
June	18	437	417	417	417
July	6	128	127	127	127
August	22	569	558	558	558
September	16	332	328	328	328
Total	82	1,937	1,901	1,904	1,904

Data source: Penghu Tourism Bureau (2010).

Table 3. Chinese tourists visiting Penghu through Three Direct Links policy in 2009.

Date in 2009	Arrival from Xiamen	Departure from Magong City
3/26	17	-
3/29	10	-
4/21	-	923
4/22	895	-
5/26	-	1,055
5/27	734	-
6/20	752	-
9/23	622	-
Total	3,030	1,978

Data source: Penghu National Scenic Area Administration (2010).

is essential for Penghu tourism marketers to develop effective marketing strategies to attract more Chinese tourists to the island as well as to develop tourism

products responding to the needs of the target tourists. In order to be successful in attracting Chinese tourists, tourism marketers should understand travel needs and

behaviors of the target markets. However, a literature review indicates that few studies have been done on the tourism interaction between Mainland China and Penghu. History shows that the relationship between the two cultures, vacillates between alienation and intimacy. Moreover, because of Penghu's superior strategic/ geographical position, its development can be traced back 400 years earlier than that of Taiwan. Existing research focuses only on the background of Penghu and the influence of the Mini Three Links policy on Taiwan. Relative studies on Taiwan are easy to find but researchers focus neither on the motives of mainlanders who visit Penghu nor on their impressions of Penghu. Therefore, this study provides new and critical information about Chinese tourists for tourism policy makers and marketing agents.

The intention to analyze by comparison

Previous research indicates that tourists from the same region (such as Asia or Europe) may have some similarities with regard to travel related-behaviors such as travel motivations and/or travel preferences due to commonalities with the core culture (Kim and Lee, 2000; Kim and Prideaux, 2005; Lee, 2000). In other words, motivation dimensions may be unique to tourists from different countries under the similar culture. This result appears to agree with that of Seddighi et al. (2001), who found that the cultural background of tourists influences destination choice. Furthermore, some studies argue that the importance of travel motivation can be different for tourist groups from different countries or regions (Hanqin and Lam, 1999; Kim and Jogaratnam, 2002). However, there is no study that addresses how tourists choose destinations with a culture similar to their own. In addition, the literature reveals that most studies on tourist-related behaviors are primarily focused on tourist groups from different countries or regions, rather than examining or comparing tourist groups from one single market (one country) with different tourism destinations. This study compares explores travel motivation in situations where the destination has a similar culture to that of the tourist.

Hong Kong is a frequent vacation destination for Chinese tourists. Hanqin and Lam (1999) analyzed Chinese tourists' motivation to visit Hong Kong and found a significant relationship between travel motivations and socio-demographic factors. The results of Hanqin and Lam's study have a significant bearing on this paper for several reasons. As it is for Hong Kong, the Chinese market is also important to Penghu's tourism industry, and tourist number from Mainland China has increased in both places; moreover, both of the percentages of tourist arrivals from Mainland China have increased in these years. The timing of the research is also similar. Hong Kong returned to China in 1997, and the study was done two years later. This study is based on data collected in

2009, two years after the Taiwan government opened Penghu to Chinese tourists. Finally, both locations are of course affected deeply by Chinese culture. Therefore, it is worth further comparison of Penghu and Hong Kong to obtain a more detailed understanding of Chinese tourists' travel motivations.

Cross-strait historical and cultural background

The historical relationship between Taiwan and Mainland China can be divided into a period of military conflict (1949 to 1978) and a period of non-mutual contact (1979 to 1987). Taiwan and Mainland China have thus been politically separated since the civil war between the Nationalists and the Communists in the 1940s. Travel accessibility during this period could be described as unofficial relations. After almost forty years of separation, travel from Taiwan to the mainland was first permitted in 1987 and later, selected mainland residents were permitted to visit Taiwan. Since 2002, the Taiwan government opened Taiwan to more mainland people for sightseeing. In the near future, the government's policy concerning travel and tourism activity of mainland people will continue to allow mainlanders even wider access to Taiwan for the estimation of 1.1 million tourists annually. This policy trend further emphasizes the importance of the Chinese market to the tourism industry in Penghu.

By examining the reactions of South Korean tourists who have visited North Korea, Kim et al. (2007) suggest that there are positive indications of an opportunity for tourism to facilitate better intergovernmental relations. Tourism thus has been speculated to act as a positive tool for reducing tension and suspicion (Richter, 1989; Var et al., 1989). In the case of Taiwan and Mainland China, Chen (2010) argues that low-politics activity or people-to-people contact can be an effective force to reduce tension between partitioned governments across the Taiwan Strait. Moreover, Yu (1997) claims that the tide of travel across the Taiwan Strait remains difficult to reverse even if serious tensions continue to exist. Since the travel across the Taiwan Straits was strictly controlled by both governments in the past, few studies have been conducted to investigate why many Chinese tourists come to Penghu. Despite political tension, cultural ties between Taiwan and China have been relatively strong in recent years of interaction. The factor of culture has therefore become one of important issues in facilitating tourism cooperation, politics and peace between Taiwan and Mainland China (Guo et al., 2006).

In addition, the abundance and diversity of historical and cultural heritages are widely recognized as essential tourism assets for countries to attract international tourism (Yang et al., 2010). Thus this study, on the basis of cultural-heritage view, examines mainlanders' motivation to visit Penghu. Based on the examination of the influence of cultural heritage and cross-strait history

on Chinese tourists, marketing strategies are recommended. The findings of the study will provide policy makers and destination marketers with a better understanding of travel motivations of Chinese tourists to Penghu and assistance in formulating appropriate tourism policies and strategies to effectively capture the Chinese tourist market.

Laws and regulations of mainland tourists to Penghu

Cross-strait tourism interaction was once stagnant because of hostile political and military attitudes between Taiwan and China. When Taiwan allowed its residents to visit relatives in China, the 40-year deadlock was broken. Meanwhile, China's economic reforms have raised its citizens' living standards and financial abilities. China's recent participation in WTO (World Tourism Organization) has loosened the restrictions of out-bound traveling, even promoting international tours. Consequently, Mainland China has become the most important market for the Taiwan tourism industry. To actively develop a promising cross-strait interaction, the Taiwan government removed the ban on mainlanders' travel to Taiwan. In 2001, Mini Three Links was launched to allow regional and non-official exchange, which included travel to Penghu. The exchange was not formalized until 2008 when mainlanders could go to Penghu directly or through Kinmen and Matsu. At the end of 2008, mainlanders could come to Penghu by direct or chartered flights (Taiwan Mainland Affairs Council, 2004).

The cross-strait Mini Three Links policy between Kinmen-Matsu and China was launched on January 2, 2001, when Chinese tourists arrived in Kinmen-Matsu by boat. The deadlock was finally broken after 50-year indifferences held toward each other between Kinmen-Matsu and ten-knot-away Fuzhou. At the end of the same year, two bills were passed to provide detailed regulations on Chinese tourists' travel to Taiwan, "*The Promotion Project of Opening Tourism Markets to China Tourists*" and "*The Regulations on the Permission of China Tourists' Traveling in Taiwan*." In 2004, the Executive Yuan expanded Mini Three Links policy by means of then measures, as illustrated in Table 4. Chinese tourism policy follows the principle that tourism markets should be organized, well-planned and adequately controlled. First, the travel destinations are places where there are many Chinese visitors. Second, the destinations are politically friendly to China. Third, the destinations are attractive with facilities suitable for Chinese visitors. Fourth, they are safe places with no discrimination against Chinese in law, administration, or gender. Fifth, destinations are easily assessable with simple procedures. Sixth, adjustments are made to keep international travel from causing tourism trade deficit or influencing China's foreign exchange. Seventh, take the advantage of important out-bound tourism to achieve the

goal of stimulating in-bound tour (Guo et al., 2004).

Therefore, China issued an order, "Regulations of Mainlanders' Traveling to Taiwan," in 2006 to realize the goal that mainlanders can travel to Taiwan as early as possible. It requires that mainlanders visiting Taiwan leave and return as a group coordinated by a travel agency and with a limited number of tourists (Taiwan Affairs Office of the State Council, 2009). At this time, only qualified mainlanders living or studying abroad can visit Penghu alone, and even those tours are very restricted.

Purposes of the study

The purposes of this study are, first, to explore how well travel motivation factors, as identified by Hanqin and Lam's (1999) Hong Kong study, can be applied to Chinese tourists visiting Penghu; and second, to compare the results to Hanqin and Lam's. Relationships between geographic variables and travel factors of visiting Penghu are also examined. In addition, where Hanqin and Lam's Hong Kong research is limited to tourists from Guangdong Province, this study considers several major sectors of the Chinese market, including northern, eastern, central, east northern, west northern, and west southern areas. This study also examines the nostalgic attractiveness of Penghu's unique cultural heritage in the context of the years of political separation. Finally, marketing implications and strategies based on these considerations are discussed.

Push-factors: China tourists' traveling in Penghu

The examination of travel motivations is an important aspect of understanding travel needs and tourists' travel-related behaviors (Cha et al., 1995; Crompton, 1979; Kau and Lim, 2005; Yoon and Uysal, 2005). The awareness of travel motivations could be regarded as the key to the success of tourism marketing programs (Cha et al. 1995; Jang and Wu, 2006). Not only do travel motivations help explain tourists' internal needs to travel, but they are also associated with what motivates them to visit a particular destination, that is, tourist destination choice (Compton, 1979; Dann, 1977). Thus, the knowledge of travel motivations would enable tourism marketers to better satisfy travelers' needs and requirements, and also to develop appropriate marketing programs to effectively reach the target markets (Andreu et al., 2006; Green et al., 1984; Jang and Cai, 2001).

The theory of push and pull factors (Crompton, 1979; Dann, 1977; Forness, 1994; Yoon and Uysal, 2005) is a common and useful approach to the study of travel motivation and has been widely accepted in tourism literature (e.g., Pearce and Caltabiano 1983; Yuan and McDonald 1990). This theory helps explain why people travel and where they go; and it provides insights into

Table 4. Taiwan Executive Yuan's ten measures expanding the Mini Three Links policy.

S/No.	Measures
1	Agree to conduct a case-by-case review to allow the import of aggregate from Mainland China. The ship after going through inspection at Fuau Harbor can leave for Chungchu Harbor in Tongyin, Biaufan Harbor in Chichan and Mongau Harbor in Tongchan.
2	Plan to start the direct transport of luggage for tourists transferring in Kinmen.
3	Within limits of total amount and controlling requirements, allow the import of small amounts of duty-free agriculture produce and fish and simplify the immigration and quarantine program.
4	Loosen the conditions to allow overseas Chinese to visit Taiwan on important holidays through Kinmen and Matsu. The application can be reviewed case by case in a way that visitors' arrive and depart as a group.
5	Encourage children of entrepreneurs from Taiwan to receive elementary education in Kinmen and Matsu.
6	People in Taiwan can enter Mainland China through Kinmen and Matsu after filing applications. A passport will replace the Kinmen-Matsu immigration certificate for further inspection.
7	Allow a transfer in Kinmen-Matsu. More are allowed to come, such as Taiwanese entrepreneurs, retired soldiers and their family members from Fujen Province, and businessmen.
8	Develop an information packet on reviewing and managing Chinese tourists' visiting Kinmen and Matsu.
9	Based on the law of "Regulations of Establishment and Management of Duty-Free Shops," Shueitou Harbor of Kinmen and Fuau Harbor of Matsu can be registered as duty-free shops with approval from Customs."
10	Gradually lift the ban on the scope of visitors' identities so that people from Mainland China who are married to Penghu residents are able to enter China from Kinmen and Matsu. Mainland spouses are allowed to enter the Mainland via the same channel. Those who receive a Taiwan Resident Identification Card can enter or leave Mainland through Kinmen and Matsu when accompanied by their Taiwanese spouses or children.

Data source: Taiwan Mainland Affairs Council (2004)

tourists' travel decisions. According to the theory, push factors are related to travel motives (why people travel) while pull factors are associated with tourism attractions (what attracts people to visit a destination). In general, when considered together, push and pull factors are believed to significantly affect tourists' travel decision making and destination choices. However, mainlanders visiting Penghu are required to travel as part of a tour group coordinated by a travel agency. This definitely limits tourists' freedom, and the significance of pull factors may be influenced by such limitations. Moreover, taking Chinese tourists' nostalgic emotion toward Penghu into consideration, this study focuses on push-factors, which are more person-specific, to examine the internal forces that motivate a person to take a vacation. In order to understand travel needs of Chinese tourists, and to develop effective marketing programs, this study employs the theory of push factors to investigate travel motivations of Chinese tourists to Penghu.

Context of cultural heritage tourism

A broad conceptual definition of cultural heritage is the result of human interaction with the environment and one another. The outcome of these interactions is reflected in a number of ways and is generally divided into two types of cultural heritage: tangible (e.g., built environment, sites, landscape, objects, and artifacts) and intangible (e.g., language, folklore, skills, and customs) (Pearson and Sullivan, 1995). Local tradition and heritage can be a push factor for Chinese tourists. Heritage tourism includes folk customs, arts and crafts, tribal history, social customs and cultural festivals. Travel to Penghu is facilitated by its central position in the Taiwan Straits as well as its involvement in the policies of opening Taiwan to tourists from the mainland. Because of its military importance as a heavily fortified area, Penghu is rich in Chinese culture, such as abundant historical heritage, antiques and ancient towns, to attract Chinese tourists.

In addition, the historical and social outcomes of war as a human experience and event, as well as the indirect outcomes of warfare—artifacts, nostalgia, reunions and physical sites with broader historical or environmental significance—serve as resources that can be positioned to stimulate tourism in formerly war-torn regions (Bigley et al., 2010). After World War II, Taiwan and Mainland China were separated when communist states were in conflict with the democracies of the West. Consequently, a hostile separation existed between Mainland China and Taiwan since 1949. A gradual reconciliation commenced in 1979 when both sides began contacts and cooperation (Yu, 1997). Due to the historical bond between Taiwan and Mainland China, this study considers the influence of cultural heritage nostalgia when analyzing the travel motivations of Chinese visitors to Penghu.

METHODS

Questionnaire design and data collection

A questionnaire was used to collect primary data by convenient sampling of Chinese tourists. The questionnaire consisted of two parts, the scales of travel motivation and demographics. First, five push factors proposed by Hanqin and Lam (1999) to measure motivations of Chinese people traveling to Hong Kong were applied to this study. The five factors are knowledge, prestige, and enhancement of human relationships, relaxation, and novelty. A confirmatory factor analysis was conducted to construct a model to compare with the results of Hanqin and Lam (1999). Responses were measured using a 5-point Likert-type scale (from 1 = strongly disagree to 5 = strongly agree). Second, demographic data, consisting of five factors -- gender, age, marriage, monthly income and occupation -- was gathered.

Pre-test A pre-test was conducted from August 5 to August 14 of 2009. A total of 90 questionnaires were distributed. After invalid and incomplete questionnaires were discarded, 80 questionnaires remained for further analysis for a return rate of 88.9%. The formal study was conducted from August 20 through October 15, 2009. This time 400 copies were distributed, and 314 copies were analyzed after discarding invalid questionnaires. The return rate was 78.5%. In accordance with government regulations, package tours, coordinated by travel agencies of Taiwan and Mainland China, provide the only opportunities for most Chinese tourists to visit Penghu. This study thus targeted the participants who bought package tours of Penghu. The survey was conducted at Magong airport and port in Penghu.

The theory of travel motivation was adopted to design the questionnaire. With the content validity, the pre-test data was analyzed by independent T-test and item analysis to examine the construct value. After summing and ranking, 25% of participants ranking on the top and the bottom scores are listed, the critical ratio (t-value) should be over 3 to reach discrimination. If not, the statement will be deleted. Therefore, the critical ratio of each item on the Travel Scale is between 2.500 and 9.654 ($p < 0.001$) and the correlation coefficient is between 0.268 and 0.653 ($p < 0.001$). The results revealed that item A1 and A16 were not qualified ($t > 3$, $R > 0.3$). Therefore, these two items were deleted and the rest of the items were kept on the scale. Appendix 1 shows the results of item analysis. As for the credibility of the pre-test scale, Cronbach α is 0.872. Regarding the formal questionnaire, Cronbach α of the Travel Scale is 0.902, with the coefficient of each construct reaching over 0.7. The validity and credibility test demonstrate the research instrument is reliable.

Data analyses

The analysis focused on the perceptions of a targeted tourist sector—Mainland China—regarding the importance of travel motivation, and the comparison between two tourism destinations—Penghu and Hong Kong. SPSS 17 and LISREL 8.80 were used to analyze the data. Three steps were taken to analyze the data. First, the percentages of demographic factors were presented by descriptive statistics. Second, confirmatory factor analysis was conducted to construct a measurement model for travel motivation, which explains the motivations of Chinese tourists visiting Penghu. Finally, independent T-test and one-way ANOVA were used to measure the distribution of demography and examine the relationship between demographic factors and travel motivation.

RESULTS

Demographic information

The personal background information collected includes variables like sex, age, marital status, occupation, education background, residential location, and monthly income (RMB). There were a total of 314 valid samples. The results of descriptive statistics are shown in Table 5.

Among the Chinese tourists who submitted valid questionnaires, 50.3% were females and 49.7% were males. The most common age group, at 22.9% of those surveyed was from 41 to 50 years old, and 60% of the participants were either middle-aged or senior citizens. Most respondents, 81.5 %, were married; 31.2% were university graduates, and 60% were graduates of college (2-year), vocational, and senior and junior high school. Approximately half of the participants were technicians and unspecified employees. More than half (51.9%) live in eastern China. 15.3% of participants, ranking the top of all choices, receive monthly payment between 2001 and 2500 RMB.

ANOVA could not be used to analyze occupation and residential location, because of insufficient data on one item. In order to run ANOVA, the several occupations were combined: producing staff, transportation operation staff and soldiers. The central southern and east northern areas were also combined.

Mean rankings of push factors

Table 6 shows the mean rankings of each push factor as perceived by Chinese tourists visiting Penghu. Knowledge has the highest mean score among factors ($m = 4.09$), and novelty, with the lowest mean score, was deleted after CFA was conducted. “Experiencing a different lifestyle” ($m = 4.36$), “fulfilling my dream of visiting a place” ($m = 4.21$), “being able to share my travel experiences after returning home” ($m = 4.31$), and “physically resting/relaxing” ($m = 4.07$) had the highest respective means within each factor. Overall, “experiencing a different lifestyle” is the most important of push factors.

Table 5. Profiles of participating Chinese tourists and respondents.

Variables	n	Percent	Variables	n	Percent
Gender			Marital status		
1. Female	158	50.3	1. Single	58	18.5
2. Male	156	49.7	2. Married	256	81.5
Total	314	100	Total	314	100
Age			Residential location		
1. ≤ 20 yr	24	7.6	1. Northern area	10	3.2
2. 21-30 yr	39	12.4	2. Eastern area	163	51.9
3. 31-40 yr	50	15.9	3. Central southern area	25	8.0
4. 41-50 yr	72	22.9	4. East northern area	1	0.3
5. 51-60 yr	61	19.4	5. West northern area	0	0
6. ≥ 61 yr	68	21.7	6. West southern area	115	36.6
Total	314	100	Total	314	100
Education			Monthly income (RMB)		
1. Junior high school	58	18.5	1. < 500 RMB	26	8.3
2. Senior high school	49	15.6	2. 501-1,000 RMB	15	4.8
3. Vocational	26	8.3	3. 1,001-1,500 RMB	15	4.8
4. College (2 years)	58	18.5	4. 1,501-2,000 RMB	40	12.7
5. University (4 years)	98	31.2	5. 2,001-2,500 RMB	48	15.3
6. Master	15	4.8	6. 2,501-3,000 RMB	29	9.2
7. PhD	10	3.2	7. 3,001-3,500 RMB	30	9.6
Occupation			8. 3,501-4,000 RMB	17	5.4
1. Enterprise or boss	59	18.8	9. 4,001-4,500 RMB	16	5.1
2. Professional/technician	77	24.5	10. 4,501-5,000 RMB	16	5.1
3. Company clerk	14	4.5	11. 5,001-5,500 RMB	14	4.5
4. Business/employee	41	13.1	12. 5,501-6,000 RMB	14	4.5
5. Farmer or laborer	22	7.0	13. 6,001-6,500 RMB	34	10.8
6. transport operator	18	5.7	Total	314	100
7. Soldier	1	0.3			
8. Others	82	26.1			
Total	314	100			

Table 6. Mean rankings of push-factor motivations (N = 314).

Item	Mean	S.E.	Rank
Knowledge	4.09		
2. Seeing something different.	4.21	0.77	2
3. Increasing knowledge about a foreign destination.	3.88	1.15	4
4. Experiencing a different lifestyle.	4.36	0.67	1
5. Visiting places my friends have not been to.	3.90	1.04	3
Prestige	4.03		
6. Fulfilling my dream of visiting a place.	4.21	0.79	1
7. Visiting a destination which most people value and/or appreciate.	4.06	0.88	2
8. Going to places my friends want to go.	3.89	0.94	4
9. Visiting a destination that would impress my friends or family.	3.97	0.94	3
Enhancement of human relationship	3.97		
10. Facilitating family and kinship ties.	3.96	1.01	3
11. Meeting new people.	4.03	0.94	2

Table 6. Cont'd.

12. Being able to share my travel experiences after returning home.	4.31	0.69	1
13. Visiting friends or relatives.	3.59	1.10	5
14. Being with my family.	3.95	1.06	4
Relaxation	3.90		
15. Escaping from daily routine.	3.60	1.11	3
17. Physically resting/relaxing	4.07	0.96	1
18. Releasing work pressure(s).	4.04	1.02	2
Novelty	3.10		
19. Finding thrills or excitement.	3.22	1.25	1
20. Being daring and adventuresome.	2.99	1.27	2

Table 7. Overall CFA for the modified measurement model.

Latent variable	Factor loading	S.E.	T-value	Reliability coefficient
Knowledge	0.89	0.21		
2. Seeing something different.	0.56	0.69		
3. Increasing knowledge about a foreign destination.	0.59	0.65	8.96	0.71
4. Experiencing a different lifestyle.	0.64	0.59		
5. Visiting places my friends have not been to.	0.68	0.54		
Prestige	0.90	0.19		
6. Fulfilling my dream of visiting a place.	0.67	0.55		
7. Visiting a destination which most people value and/or appreciate.	0.76	0.43	11.33	0.84
8. Going to places my friends want to go.	0.82	0.33		
9. Visiting a destination that would impress my friends or family.	0.74	0.46		
Enhancement of human relationship	0.91	0.17		
10. Facilitating family and kinship ties.	0.78	0.39		
11. Meeting new people.	0.77	0.41	13.36	0.79
12. Being able to share my travel experiences after returning home.	0.52	0.73		
14. Being with my family.	0.71	0.50		
Relaxation	0.22	0.95		
15. Escaping from daily routine.	0.56	0.69	3.20	0.78
17. Physically resting/relaxing.	0.70	0.50		
18. Releasing work pressure(s).	0.93	0.13		

Measurement of push- factor motivation

Confirmatory factor analysis with maximum likelihood estimation was conducted to construct a measurement model of Chinese tourists' travel motivation when visiting Penghu. The findings are shown in Table 7. However, those do not fit completely with the measurement of travel motivation initiated by Hanqin and

Lam (1999). After the modification, the fit indices of measurement model are acceptable: $\chi^2 = 241.28$, $df=86$, $RMSEA=0.076$, $GFI=0.91$, $SRMR=0.055$, $CFI=0.96$, $NNFI=0.95$, $PNFI=0.77$, $PGFI=0.65$, $\chi^2/df = 2.81$. Moreover, construct reliability and convergent validity of this model are satisfied. The reliabilities of four latent variables are 0.71, 0.84, 0.79, and 0.78 respectively,

Table 8. Comparison of HK and Penghu on push factors by age, income, and education.

Push factor	Age	Income	Education
Group1: Knowledge			
HK study	0.1736	0.7829	----
Penghu study	0.000***	0.065	0.009***
Group 2: Prestige			
HK study	0.0002***	0.1182	----
Penghu study	0.000***	0.091	0.079
Group 3: Enhancement of human relation			
HK study	0.3973	0.2634	----
Penghu study	0.000***	0.016**	0.012**
Group 4: Relaxation			
HK study	0.1184	0.2127	----
Penghu study	0.045**	0.284	0.007***
Group 5: Novelty			
HK study	0.0055***	0.0043***	----
Penghu study	----	----	----

which are above 0.60, the criterion that Bagozzi and Yi (1988) pointed. On the other hand, t-value of all variables are higher than 1.96. It means that are all statistically significant ($p < 0.05$).

The result of confirmatory factor analysis indicates that the fifteen items used for the modified measurement model are applicable for explaining travel motivations of Chinese tourists visiting Penghu. However, through the display of MI index, two items of novelty did not fit well and were deleted. In addition, the factor loading of relaxation is 0.22, the lowest among four latent variables. Therefore, knowledge, prestige, and enhancement of human relationship are major push factors of travel motivation to visit Penghu. In contrast to the Hong Kong study (Hanqin and Lam, 1999), novelty is not a motivating factor and the motive of relaxation is too weak to explain the reasons that Chinese tourists visit Penghu.

Relationship between demographic variables and push motivations

This study also examined the relationship between push factors and demographic variables such as gender, age, marital status, monthly income, education, occupation and home region. According to a confirmatory factor analysis test, this study identifies three major push-factor motivations, knowledge, prestige, and enhancement of human relationship; and one weak factor, relaxation. T-testing and one-way ANOVA indicate that age, monthly

income, and education have the greatest impact on push-factor motivations. Table 8 reveals the comparison with Hanqin and Lam's (1999) Hong Kong results. Both studies find that age influences push-factor motivations. But this study emphasizes that the influence of a tourist's age is significant to all of push factors except novelty. However, none of the factors, except novelty, were perceived to be as significantly in the Hong Kong study. In addition, a tourist's education has a significant influence on knowledge, enhancement of human relationship, and relaxation.

There are significant differences among tourists of different age, income, and education levels in their perceptions of travel to Penghu. Table 9 reveals the mean score of significant push factors among groups of each demographic variable. First, people aged 61 and older are more likely to perceive push factors of travel motivation to visit Penghu than other age groups. This is indicative of the effects of war-related nostalgia, similar culture, or heritage tourism on older Chinese tourists. Second, it is interesting that the group with the highest income ($\geq 6,001$ RMB) does not perceive enhancement of human relationship as a very important motivation to visit Penghu. This may be because that people with higher incomes have more opportunities to travel around the world. Finally, people with lower education levels perceive knowledge and enhancement of human relationship to be very important factors when choosing to visit Penghu. It may be due to their demand for learning. The same group does not perceive relaxation as an important factor when

Table 9. ANOVA test of push factors among groups of age, income, and education.

Socio-demographic variable	Knowledge	Prestige	Enhancement of human relation	Relaxation
Age				
1. ≤ 20 years old	4.02	3.85	3.97	3.74
2. 21- 30 years old	3.74	3.67	3.64	3.97
3. 31- 40 years old	3.72	3.73	3.64	3.65
4. 41- 50 years old	4.11	4.10	4.15	3.62
5. 51- 60 years old	4.32	4.20	4.29	3.74
6. ≥ 61 years old	4.35	4.31	4.34	4.06
LSD test	F>B,C	F>B,C	F>B,C	F>B,C,D
Income				
1. RM $\leq 1,000$	----	----	4.10	----
2. RM 1,001- 2,000	----	----	4.25	----
3. RM 2,001- 3,000	----	----	4.16	----
4. RM 3,001- 4,000	----	----	4.11	----
5. RM 4,001- 5,000	----	----	3.88	----
6. RM 5,001- 6,000	----	----	3.87	----
7. RM $\geq 6,001$	----	----	3.76	----
LSD test			B,C,D>G	
Education				
1. Junior high school	4.35	----	4.31	3.39
2. Senior high school	4.13	----	3.96	3.83
3. Vocational school	4.10	----	4.33	4.14
4. 2- year university	4.01	----	4.03	3.78
5. 4- year university	3.92	----	3.90	3.92
6. Master	4.20	----	4.07	3.84
7. PhD	4.20	----	4.15	3.93
LSD test	A,B,C>D,E		A,C>E	

traveling to Penghu.

DISCUSSION AND MARKETING IMPLICATIONS FOR CULTURAL HERITAGE TOURISM

The results of the confirmatory factor analysis provide empirical verification of the measurement model of push-factor motivations for Chinese tourists traveling to Penghu. Furthermore, the results also show the significance of demographic characteristics on travel motivation.

Overall, the results of push factor analysis indicate that the motives to travel to the two destinations, Hong Kong and Penghu, are somewhat similar, although there are some differences between and within motives. Knowledge, prestige, and enhancement of human relationship are three major push factors that motivate Chinese tourists to visit Penghu, and relaxation is a weak motivating factor. Both studies find that knowledge is the most important push factor stimulating Chinese tourists to travel. This finding implies that Chinese tourists expect to

learn something when traveling. Hence, the adaption of push-factor the conceptual framework is supported. However, this study does not find novelty to be a significant push factor, which is in contrast to studies revealing that novelty is the major motive for many tourist groups traveling to overseas destinations. Lee (2000) reveals that novelty was the major push factor among international tourists visiting South Korea. Cha et al. (1995) and Jang and Wu (2006) also find that novelty and knowledge seeking are the key push factors for Japanese and Taiwanese tourists traveling abroad. In general, these studies indicate that novelty seeking, or the desire to experience something new, exciting or different seems to be the major push factor stimulating people to travel to different countries or regions. The travel purpose is probably to experience something that is not available in their home environment. Although it is surprising that the findings of this study reveal that Chinese tourists were not motivated by novelty to travel to Penghu, there is a prerequisite that if they wish to experience something that is different from their own cultures or surroundings. Accordingly, marketing implications driven by our findings

are based on the complicated cross-strait history, and consider the influence of nostalgia and cultural heritage on Chinese tourists.

Comparison of socio-demographic backgrounds on travel motivations of Chinese tourists reveals that tourists over age 40 are more motivated than those under 40. In terms of educational level, junior-high-school graduates are significantly more motivated by factors of "knowledge" and "enhancement of human relation" than university graduates. Therefore, tourists who are less educated and/or middle-aged reveal great possibilities to meet their needs through traveling. In the case of older Chinese tourists, it seems that they are more likely to appreciate Chinese cultural and historical attractions as the major pull factors drawing them to Penghu. Because of its special geographic location and historical complex, it is important to discuss Penghu's cultural heritage attraction for Chinese tourists. Therefore, the results of the study indicate that many Chinese tourists perceived Penghu's cultural/historical attractions as a very important factor in their decision to visit Penghu.

The findings discussed above provide some market implications for cultural heritage tourism in Penghu. Some studies examining travel motivations indicate that cultural and/or historical attractions are common tourist-drawing destinations. For example, Yavuz et al. (1998) discloses that European travelers perceive cultural attractions of Cyprus as more important than any other attractions as a pull factor. Furthermore, You et al. (2000) argues that culture and heritage attractions appeal strongly to international tourists. This type of attraction could be ranked among the top destination attributes attracting travelers to overseas destinations (You et al., 2000). In the case of Chinese tourists to Penghu, novelty is not significant enough to be considered. This finding is especially impressive in comparison to the Hong Kong study, considering that both studies were conducted within two years after the government enacted policies to open the respective communities to Chinese tourists (Hong Kong: 1997; Penghu: 2007). Chinese respondents may appreciate Penghu as a distinct destination in Taiwan area that is rich in history and unique culture (e.g. the ballad, Grandma's Penghu Bay). Another argument could be that Penghu is one of the few regions in China that has been colonized by mixed cultures of eastern and western influence (i.e., Netherlands and Japan). This phenomenon affects the nature of the land, culture, history and people of Penghu to this day, making it different from other Taiwan attractions and attractive to many Chinese tourists. The findings of this study relate directly to marketing strategies using cultural heritage tourism to attract Chinese tourists to Penghu.

First of all, focus on the preferences of middle-aged and senior tourists. The socio-demographic background of Chinese tourists reveals that the average Chinese tourists are less educated people ranging in age from 41 to 60. Since Penghu tourism activities are dramatically

influenced by environmental and seasonal factors, tourism between July and September is heavily relied upon. Therefore, the findings of this study, conducted during the peak tourist season in Penghu, can be generalized. It is hoped that future studies on cultural heritage tourism can investigate the preferences of each age group to help develop the tourism industry in Penghu.

Second, control the marketing channels. Sparks and Pan (2009) found that television programs are an important source of information used by Chinese people to learn about travel destinations. The role of the Internet as an information source was also shown to be substantial and stands to have a stronger impact over time. In addition, travel agencies are the primary channel by which tour information is obtained (Sparks and Pan, 2009). That is, tourists' initial impression of a destination relies heavily on the impression given by the travel agency. Although other marketing channels are equally important, the priority is to control the dissemination of information. Therefore, strengthening relationships with travel agencies and constructing a well-designed tourism website for Penghu would allow Chinese tourists to have a general picture of Penghu before they visit. To enhance the experience of visitors to Penghu, interpretation and tour guide services should be enhanced to deepen understanding, and appeal to the emotional aspects of cultural heritage tourism. For example, local residents can work as tour guides and local governments can offer residential life experience courses and build a data base of Penghu. Pine II and Gilmore (1998) argue that experience comes from economic side products of service. It is derived from customers' consumption experience, then displays their experience, and finally creates an unforgettable experience.

Third, create an atmosphere of traditional nostalgia to encourage longer visits. Marketing strategy should include nostalgic effect of landscape appearance and traditional culture so that tourists can experience history, humanity, and local character in Penghu. Heritage maintenances require not only a good preservation but also tourists' understanding of how it is completed. Creating a culture environment that tourists are reluctant to leave and maintaining the environmental uniqueness of Penghu are two ways to encourage tourists to arrange longer visits.

Fourth, encourage local residents to participate in the creation of nostalgia emotion. Officials in charge of Penghu's tourism should study and strengthen what triggers tourists' nostalgia. When Penghu becomes a place of fond memories, tourists will want to return. That is to say, to attract more Chinese tourists, the Penghu government should take the advantage of its unique position across the Taiwan Strait to devote itself to the administration and management of Chinese traditional culture nostalgia. The Penghu government should take many aspects into consideration, including home-stay

community, tourism industry, public sectors, and tourist benefits. The tourism industry should be developed with consideration of local residents. Therefore, local residents' participation should contribute to the stable development of Penghu's cultural heritage tourism.

Finally, promote public tourism departments. It seems that marketing campaigns by the Tourism Bureau of Taiwan has an impact on Penghu's cultural image among Chinese tourists. The campaigns in the Chinese market can be found and supported by various types of activities using Chinese cultural, historical and/or heritage themes as the key marketing tools attracting Chinese tourists to Taiwan. These marketing tools have been widely recognized and successful with regards to Chinese tourist market. Therefore, it is not surprising that many Chinese tourists visit Taiwan because of the Chinese cultural/historical attractions. Together with Chinese culture, the unique cultural festivals in Penghu, like the Fireworks Festival, the Seafood Festival and the Earth Art Festival, can stimulate nostalgia in Chinese tourists.

CONCLUSIONS AND SUGGESTIONS FOR FUTURE STUDY

This study examines Chinese tourists' motivations for visiting Penghu and discusses the effectiveness of a measurement model of travel motivation for different tourism markets. The results are compared to a study of Chinese tourists to Hong Kong to identify the differences in travel motivations between the destinations of Penghu and Hong Kong. Recommendations for governments and the tourism industry are provided. Finally, suggestions for future studies will be presented based on the research limitations.

First, target older tourists in the search for potential visitors. According to the demographic data collected for this study, the majority of Chinese tourists traveling to Penghu are married and between the ages of 40 and 60. Therefore, it is recommended to focus on the preferences of this demographic group and design suitable tour activities. Well-designed tour packages are also necessary to attract other potential visitors such as family tour groups and adults under 40. Moreover, travel agents can match Chinese tourists' backgrounds with travel motivations to come up with suitable tour packages because the current itineraries lack of changes. It is thus recommended that itineraries should have a feature in accordance with the market segmentation.

Second, create an environment that will trigger Chinese tourists' travel motivations. Different backgrounds and characteristics of tourists affect their motivations to visit Penghu. Knowledge is the most common push factor, while relaxation is the least common, which is in contrast with previous studies. Obviously, Chinese tourists' motivation to visit Penghu is not necessarily the same as that of tourists from other countries. Hence, in order to

satisfy Chinese tourists' desire to acquire knowledge about new places and things, local government and travel agents are advised to provide tourists with ways to experience different lifestyles and traveling mode. Multi-dimensional development and service can help increase Chinese tourists' motivation to visit Penghu. Furthermore, the attitudes of Penghu residents and people working in the tourism industry may have an impact on Chinese tourists' perceptions of Taiwan tourism. Such factors are worth further investigation.

This study has two identified limitations: (1) The sample is based on Chinese tourists traveling in Penghu only from August to October. The findings cannot be regarded as opinions of Chinese tourists year round. Therefore, it is suggested that future studies extend the sampling period. (2) In confirmatory factor analysis, the factor loadings of the second-order potential variable are too low compared to that of the first-order potential variable in relaxation and novelty. This implies that the scale could not completely meet the Chinese tourists' travel motivation types developed by Hanqin and Lam (1999). New scales should be developed for future studies to obtain more accurate results.

Finally, existing literature has neglected the influence of cultural heritage tourism on the motivation of Chinese tourists when choosing vacation destinations. Even though Penghu is rich in historical heritage, antiques, and old towns, their truly nostalgic significance to visitors are hardly discussed (Masburg and Silverman, 1996). Future studies should explore these aspects of cultural heritage when analyzing Chinese tourists' motivation to visit Penghu. Comparisons can be made to heritage tourism in places similar to Penghu so that the results will have higher accountability and generalizability.

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APPENDIX

Appendix: Item analysis of travel motivation.

Code	Item	T-value	Sig. (two-tailed)	Score- related	Reliability coefficient
A1	Visiting cultural and historical attractions.	2.500	0.016	0.268	0.872
A2	Seeing something different.	3.575	0.001	0.301	0.871
A3	Increasing knowledge about a foreign destination.	4.712	0.000	0.339	0.873
A4	Experiencing a different lifestyle.	6.188	0.000	0.569	0.865
A5	Visiting places my friends have not been to.	6.741	0.000	0.506	0.865
A6	Fulfilling my dream of visiting a place.	4.876	0.000	0.476	0.867
A7	Visiting a destination which most people value and/or appreciate.	4.843	0.000	0.381	0.869
A8	Going to places my friends want to go.	6.720	0.000	0.518	0.865
A9	Visiting a destination that would impress my friends or family.	5.261	0.000	0.475	0.866
A10	Facilitating family and kinship ties.	7.161	0.000	0.571	0.863
A11	Meeting new people.	9.654	0.000	0.653	0.860
A12	Being able to share my travel experiences after returning home.	7.163	0.000	0.513	0.866
A13	Visiting friends or relatives.	5.670	0.000	0.581	0.862
A14	Being with my family.	5.367	0.000	0.540	0.864
A15	Escaping from daily routine.	7.385	0.000	0.641	0.860
A16	Getting some exercise.	2.855	0.007	0.281	0.877
A17	Physically resting/relaxing.	5.246	0.000	0.463	0.867
A18	Releasing work pressure(s).	4.291	0.000	0.414	0.868
A19	Finding thrills or excitement.	4.726	0.000	0.502	0.865
A20	Being daring and adventuresome.	5.406	0.000	0.575	0.863