
고산지대 산악관광 동기와 제약요인에 대한 국제적 연구

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산악관광은 관광의 한 분야로서 지속적인 관광수요 창출과 함께 대표적인 관광개발의 대상이 되고 있다. 특히 최근에는 산악관광에 대한 관심과 투자가 급속한 증가 추세에 있고 그 가치와 중요성이 구체적으로 가시화되고 있다. 하지만 산악관광에 대한 선행 연구나 자료가 매우 빈약하고 그 내용 또한 제한적이다. 특히 고산지대 산악관광에 대한 단순한 여행 행태와 동기만이 제한적으로 연구되었다. 본 연구는 고산지대 산악관광의 동기와 제약요인을 규명하고 그 관계성을 검증하는 것을 주된 목적으로 한다.

본 연구를 위한 설문은 인구분포와 산악관광의 주목적지를 고려하여 한국과 인도(시킵), 그리고 네팔(카트만두)에서 조사되었다. 관광객의 산악관광 동기와 제약요인에 관련된 설문지가 제시되었다.

본 연구에서는 산악관광에 대한 한국인의 제약요인이 여타 관광객들에 비해 현저하게 높다는 분석결과와 함께 구조적인 제약요인이 가장 큰 요인임을 입증하였다. 또한 이 연구를 통해 한국인의 산악관광 동기는 건강과 즐거움 추구에 있는데 반해 인도인들을 비롯한 다른 국가의 사람들은 지식추구와 모험심에 기인한다는 결론은 도출하였다. 그리고 환경보존의 중요성은 모든 나라 사람들에게 가장 중요한 산악관광의 과제였음을 확인하였다.

〈색인어〉 산악관광, 관광동기, 제약요인

I. Introduction

The study is consisted of four parts. Part one provides theoretical introduction about the high altitude mountain. Part two discussed about literature review about tourism motivation, and constraint. In this Part, the literature related to this study is discussed. The research and development of mountain tourism of Himalayas is reviewed first. This is followed by discussion about the Himalayas Mountain as a destination zone of high altitude tourism. This Part further explores about the mountain tourism motivation and satisfaction that plays an important role to distinguish the destination zone. This part also examines different dimensions of constraints that influence the visitors and non-visitors of high altitude mountain. In addition, it emphasizes about constraints hypotheses from the literature review. It provides the brief analysis about different hypotheses set out for the study.

Part three provides a description to the methodology applied in this research. This part is concluded with limitations and ethical considerations to the research. Part four provide the detail of result and discussion obtained from the survey with focus on the seven hypotheses set out for the study. It completes the study by presenting conclusions to the research hypotheses as well as to the research question. Recommendation, limitation of research and future research plan are provided in summarizing the conclusions.

II. Literature review

2.1 Relation of Constraints and Motivation

The result of constraints perceived that the constraints has negative effect on leisure participation. However, Crawford, Jackson and Godbey(1991) stated that the study identified constraint, do not always prevent or reduce participation, rather an individual tries to overcome or negotiate the constraints. The relation between constraints and motivation had discussed by Jackson(1993) as the

individual crossed through the constraints is possible through the motivational factor. Whereas, Alexandris(1997) and Hubbard & Mannel(2001) stated the correlation in decision-making process between global motivation and constraints concept did not have any relationship. Several recent studies of Crompton and Kim(2004) introduced constraints as it inter-related between perceived constraint and leisure participations and argued that the constraint negotiation process can explain why more constraint does not necessarily mean less participation(Kim and Chalip, 2004). The self-determination theory used by Gordon J.Walker(2007) suggests that behaviour can be motivated intrinsically or extrinsically. According to Jackson(1991), positive or negative influence on motivation on level of participation might be affect by some type of constraints indirectly. Crawford et al,(1991) also stated that intrapersonal constraints probably affect commitment through their negative effect on motivation. The purpose of this research is to test the validity of the hierarchical model of leisure constraints in the high altitude mountain of Himalaya.

2.2 Motivation and Constraints selected for current study

Why do people take risk to travel to high altitude adventurous destination? The need of a tourist can pull or push him to the desired place but, advantageous tourism destination. The motivation refers to a set of needs that cause a person to participate in a tourism based activity, a psychological and social needs that inspire a person to experience (Park and Yoon (2004), Kim, Cohen(1974),Crompton & Botha(2000) Cha et.al (1995) which inspire tourist to choose the destination different from their usual environment, to experience extremely different (adventure) that drives them to high altitude away from the daily people residence. Prist(1992) describe the adventure experience paradigm. as "a graphical representation of the interactions of risk (the potential to lose something valuable) and competence(a combination of skill, knowledge, attitude, behavior, confidence and experience). Travelling for risk taking and competence is consider as push factor whereas the desire to escape, rest, relaxation, prestige, health and fitness, adventure and social interaction are as pull factors of motivation. External motivators are based on the attractiveness of a destination's attributes and relate to its tangible resources, the way in which

they are marketed and the perceived benefits(Uysal and Jurowski, 1994) and Internal motivation is determined by own values and goals identified.

The range of factors that can influence or constraint travel intention, as Ajzen,(1991) suggested that the people thinking(subjective norms) or barriers have the potential to impact travel intentions. It can be influenced by other, others behaviour as found by(Lam& Hsu,2006) in Taiwanese tourist are the social and individual norms of constraints for travelling outside the real residence (language, distance, cost etc). The study selected the motivation and constraints in altitude destination to analyze the motive, attitude, and constraints factor which impact a potential traveller's intention to travel to the target destination.

III. Research Methodology

3.1 The Instruments

The investigation is designed to further understand the tourism motivation and its constraints in Mountain region. A brief questionnaires survey employed to collect data associated with push and pull motivational dimensions of Mountain travellers and also from a wide range of literature review of Yoon, Y., & Uysal, M.(2005), Jang,S., & Wu(2006). Iso Ahola's theory and Witt and Wright(1992) has been reviewed to understand a little about psychological constraints and individual need. To measure the level and type of constraints on high altitude mountain tourism, the instruments followed the major constraints analysed by Crawford, Jackson and Godber's(1991) hierarchical model of leisure constraints. Three main constraints were focused viz. intrapersonal, interpersonal and structural constraints.

The instrument was prepared in english and it was reviewed by experts to ensure relevance, understanding and face validity. Some instruments for domestic travellers in Korea Mountain used the familiar terms like popular mountain names while translating in Korean language and again reviewed by bilingual korean professors of tourism department to ensure translation

corrections and comprehension.

Ground and online survey was conducted, using convenience sampling method. The self-administered intercept survey was conducted by travel agencies from Kathmandu, Sikkim, and Korea.

3.3 Study site

The selection of sampled destination was the result of combination of considerations. First, the study reported in this paper is altitude tourism. So, the survey was conducted in three different countries where the perception of high altitude tourism is taken in different ways.

The study is conducted in Korea, Indian state Sikkim and Kathmandu (Nepal). These three destination were selected because of its popularity and the major destination for High altitude tourism. The remotest Himalayan region attract growing numbers of tourist performing various forms of activities such as trekking, white water rafting, rock climbing and mountaineering(S Gyimothy, R J. Mykletun2004). Where as Korean being a developed country, are highly awareness of environmental importance and knowledge of relation between environmental activity with health. Therefore, Korean visitors were selected for particular native approach about altitude tourism because they travel to rural area for relaxation, socialization, learning, family togetherness, motivate to travel(D.B. Park, Y.S Yoon(2009).

3.4 Measurement of motivations, constraints and data collection

A set of 9 motives, 45 motivation items and 40 constraints was initially generated from a review of research pertaining to visitor motivation and constraints. They were considered to be the most appropriate for measuring visitors' motivations and constraints for experiencing High altitude mountain tourism. To assess the face validity of these 85 items, experts who had been conducting prominent research about motivations and constraints were asked to critique the proposed instrument. After their comments were studied and incorporated into the research design, a pretest was conducted on undergraduate students to further refine the list of items. Validity of dimensionality and inter

correlation was evaluated by factor analysis.

In the motivation section of the questionnaire, 45 items were measured on a five-point Likert-type scale: 1 = not at all, 2 = a little 3 = high and 5 = extremely high and the constraints section were measured on five-point 1 = you don't feel, 3 = you feel sometimes, 5 = you always feel. Respondents, were asked to indicate how strongly they agreed or disagreed with each item on the scale.

A total of 120 usable questionnaires were collected from Korean travellers, and from foreign visitors. Samples of foreign visitors consisted of Americans, Europeans, Japanese, Chinese, and other Asians.

IV. Result and Discussion

Data were analyzed in different stages. First descriptive statistics analysis was applied to the collected data to explore the overall sample profile. The first subjected variables of three different topics; 17 motivation, 24 importance and 40 constraints were extracted in total 17 sub-factors and finally main 9 factors had been identified using Principal component analysis(PCA). It had been used by different scholar to identify the motivational factor(Duk-Byeong Park and Yoo-Shik Yoon, 2009, Cha,S. McCleary, 1995, Kim, S. Lee 2002, Shoemaker, 1994). Motivational sub factors were placed as accessibility, popularity and identified as pull motivational factors. Where as, knowledge seeking or personal interest recommended as push motivational factors which is supported by the earlier research of Park and Yoon 2009, Kim, Cripton and Botha 2000, Cha (1995), Jang and Wu, 2006. Constraints factors were separated into major three dimensions Viz. intrapersonal, interpersonal and structural constraints.

Perceived importance analysed under four factor such as 'cultural, historical and environmental', 'time, cost and facilities', and 'space for pleasure'.

The multiple comparison test using Scheffe's has been conducted for computing a confidence interval and also for computing a critical difference, to allow to determine whether a difference can be considered to be significantly different or not. First of all, hypothesis has been decided after sampling the variances as intrapersonal constraints, interpersonal constraints and structural

constraints of three different surveyed as nationalities wise(Korean, Indian and others). Participants' socio-demographic characteristics age, gender, occupation, marital status, were calculated by three different groups.

The socio-demographic characteristics of the Mountain tourism in the sample with the mean scores of variables are presented in table1. The results of the demographic analysis. reflected general demographic information. Descriptive analysis of the sample showed that there were more male respondents(58.6%) than female. In this result majority of responded age ranged from 20-29(42%), in which majority of them were Korean(49.8% out of which 38.8% students), Indian and others respondents were 30-39 (42.3%) aged group. Only 13.9% were 50-60 aged group. Majority of them were Korean(12.4%) participants. Nearly fifty percent of Korean(49.9%) respondents earn between US \$ 25,000 very few Korean respondents(9.0%) earned more than US \$ 100,000 per annum mostly are professionals(23.2%). Among the Indian respondents(46.2%) earn below \$ 25,000 per annum, and remaining 46.2%, respondents earned below \$ 50,000, of which nearly 50% were professionals, only 11.5% were defence and army and students.

Table 1. Socio-demographic characteristics of respondents by nationality.

Variables	Korean (n=259)	Indians (n=51)	Others (n=34)
Age			
20 - 29	49.8%(129)	25.0%(13)	19.4%(7)
30 - 39	16.6%(43)	42.3%(22)	27.8%(10)
40 - 49	21.2%(55)	17.3%(9)	19.4%(7)
59 -60	12.4%(32)	15.4%(8)	25.0%(9)
60 above	nil	nil	8.3%(3)
Sex			
Men	55.2%(143)	75.0%(39)	61.1%(22)
Women	44.8%(116)	25.0%(13)	38.9%(14)
Marital Status			
Married	42.9%(111)	59.6%(31)	38.9%(14)
Single	148%(148)	40.4%(21)	55.6%(20)
			5.6%(2)

Table 1. Socio-demographic characteristics of respondents by nationality.

Variables	Korean (n=259)	Indians (n=51)	Others (n=34)
Occupation			
Professional	23.2%(60)	50.0%(26)	36.1%(13)
trans/communication	0.8%(2)	9.6%(5)	5.6%(2)
Athletes	nil	1.9%(1)	2.8%(1)
Businessman	1.5%(4)	5.8%(3)	22.2%(8)
Defense Army	0.8%(2)	11.5%(6)	nil
Pensioner/student	50.0%(118)	11.5%(6)	27.8%(10)
Not stated	28.2%(73)	9.6%(5)	5.6%(2)
Annual income (\$)			
25,000 or less	52.5%(136)	46.2%(24)	36.1%(13)
25,000 to 50,000	30.1%(78)	46.2%(24)	30.6%(11)
50,000 to 75,000	5.4%(14)	4%(1.5)	33.3%(12)
75,000 to 100,000	0.4%(1)	nil	nil
100,000 above	11.6%(30)	nil	nil

Age Korean travelers do not sum to 100% due to the elimination of a few minor cases.
 Not stated includes a few cases of public workers, family and unclassified category

The Carroll and Alexandris(1997) found, that the motivation decreased significantly in term of age groups. In this study of altitude tourism the majority of participants motivated are above 30-40, but below 30 years participants were less motivated.

Table 2. Differences in key trip-related behaviors of respondents by nationality

Variables for Motive or purpose of visit	Korean (n=259)	Indian (n=51)	Other (n=34)	(χ^2) Test
Trip Purpose				.000
Health	26.9%(194)	2.7%(4)	6.7%(7)	
Adventure	8.6%(62)	29.5%(44)	20.0%(21)	
Pleasure	31.2%(225)	10.1%(15)	23.8%(25)	
Natural environment	18.4%(133)	24.8%(37)	20.%(21)	
Sports	8.6%(62)	8.7%(13)	9.5%(10)	
Art	0.7%(5)	0.7%(1)	4.8%(5)	
Knowledge	1.5%(11)	19.5%(29)	9.5%(10)	
Religious	1.1%(8)	3.4%(5)	3.8%(4)	
Other	2.9%(21)	0.7%(1)	1.9%(2)	

Trip Party				.000
Single	6.2%(16)	3.9%(2)	17.1%(6)	
Couple	5.4%(14)	3.9%(2)	54.3%(19)	
Friend	42.5%(110)	nil	nil	
Group	33.6%(87)	88.2%(45)	28.6%(10)	
Other	12.0%(31)	3.9%(2)	nil	

Table. 3 visit re-visit and willing to visit

	Yes	No	Yes	No	Yes	No	t-test (sig)
Below 2500m	85.2%	14.8%	-	-			.000
Experienced	(184)	(32)					
Want to experience	96.3%	3.7%	-	-			
	(158)	(6)					
High Altitude above 2500m							.000
Experienced	50.3%	49.7%	71.4%	28.6%	70.6%	29.4%	
	(78)	(77)	(35)	(2)	(24)	(10)	
Want to experience	91.4%	12%	97.9%	2.1%	91.2%	8.8%	
	(128)	(8)	(47)	(2)	(31)	(3)	

Note: Other in trip purpose includes a few cases of business, family visit and unclassified category. Some percent of respondents are missing. Therefore, valid Percent has been used in the table.

Table 4. Relation of Motivation and Constraints with Altitude

Variables		Above 2,500 m			Below 2500m			sig
		M	SD	F test	M	SD	F test	
Intra-personal	Yes	2.7	.7	5.563	2.4	.7	10.715	.019
	No	2.3	.7		2.8	.7		
Structural	Yes	2.3	.7	5.526	2.6	.7	2.520	.020
	No	2.5	.7		2.9	.5		
Imp. cost facility safety	Yes	2.8	.8	4.624	3.2	.7	.915	.033
	No	3.0	.8		3.2	.6		
Pull factor	Yes	2.8	.9	5.506	3.4	.7	.613	.020
	No	3.1	.9		3.3	.7		

The study was conducted among the mountain club members of Korea and random open survey with in the student of Kangwon National University which

include 13 Chinese students. Indian participants were from the high hill mountains residence of Indian Himalayan region Sikkim who live within 3000m altitude. In this study almost half of the respondents never participated in high altitude tourism activities, while (69%) were already experienced and 64% were willing to experience or re-visit adventure tourism activity. Analyze of research of 14-day white-water kayaking tour of the South Island of New Zealand support the idea why people want to experience adventure. The study identified that adventure provide participants with experience of 'reality'(Maurice J. Kane and Hazel Tucker, 2004), enjoy the excitement and try something new and challenging(M R. Fluker and L W. Turner(2000). Whereas, experience below 25,00m is not considered as adventure tourism. Almost 63% of Korean respondents had already experienced the low altitude tourism destinations whose purpose was not adventure but they prefer to travel for health and pleasure. Re-visit or willing to visit (48%) clear the fact that purpose for climbing mountain also may have similar intention as recorded in rural tourism, such as natural and historic environment, cost facilities safety and accessibility(Jang and Wu, 2006).

Grafe (1977) investigated motivations of recreationist who participated in a float trip at Big Bend National Park in the United States and found eight motivational domains. Few similarity has been recorded in this study such as learning about nature and challenge-adventure achievement in Indian visitors, enjoyment, and autonomy enjoyment amongst Other(foreign tourist and Korean. However, stress release, self-awareness, status, intra-group affiliation were not significantly related with high altitude tourism.

Previous research conducted in Korea found that the major motivational factors influencing visits to Korean National Parks to be 'health enhancement', 'climbing', 'friendship building', 'escaping from everyday life', 'nature appreciation or study' and 'learning about one's religious heritage'(Ahn & Kim, 1996; Jeong, 1997; Kim, 1993;).

Another special finding of this study was that the altitude tourism above 2,500m found to have high level of intrapersonal constraints(M=2.7) because of the need of skill and risk taking activities. Ewert et. al.(1985) observes that experienced adventures seek out increased levels of risk as their skills improve.

On the other hand Indian whose purpose is to experience adventure (Table. 2) revealed the higher level of intrapersonal constraints could be due to cultural bound. As Alf H.Walle(1997) finding suggest that North American market may have cultural bound, the ultimate goal is to create and encourage orientation. Indians who live in high hill mountains of himalaya region also may have cultural bound to take challenges living years in mountain.

However, Korean(including 13 Chinese student) whose higher level of Motivation factor(3.4) and Structural factor(M=2.4) also clarify the fact that Jang and Wu's finding about rural tourism is applicable in below 2,500m. The motivating factor was pull(natural and historic environment, cost facilities safety and accessibility) in rural tourism. Which was similar in this study of altitude(accessibility and popularity) and become a major structural constraint(cost, time, facility) for climbing. The study suggest that 48% who willing to climb below 25,00m altitude were considered as walker, environment lover, or pleasure traveler to the popular place around with short distance and less cost. N.S Kim, L Chalip(2004) stated that risk is found in high altitude tourism whereas financial constraint is similar in low level altitude.

The significant difference is found in motivation pull and push factor. The result for pull factor (associability) showed similarity with the Z.Q. Hanqin, T Lam(1999) of Hongkong Visitor where as the push factors were not strongly related to low altitude climbers.

V. Conclusions

This research was intended to analyze the perceptions of visitors about the visiting motives, motivation, importance of place and constraints in high altitude destination. There was enough evidence to support the sub-hypotheses: the increased flow of visitors is the result of motivational factor. Locals from the most-visited site of Korea, India have their own prospective of motivational factor and motive to travel to mountain destination. The analyses identified the different motives to climb mountain. Korean travel to maintain for health and pleasure where as Indian travel to mountains for adventure and knowledge.

The study results indicate that a very strong relationship exists between pull factor (accessibility and popularity) with the climber below 25,000m. The climbers were considered as ordinary climbers, who prefer to climb for pleasure and health purposes. Whereas the highest mean of adventure shows that the adventure seeker wants to visit high altitude destinations to experience the adventure. Another exclusive finding is that the traveller considers main factors for travelling to altitude destinations as easy transportation and cost of the trip. The perceived importance (cost, route, safety) can be the constraints to travel to the distance (time / cost). The two main motivational factors observed in the study were pull and push which motivate participants to participate in high altitude tourism activities. The motives are suppressed by two major constraints, intrapersonal and structural. Comparing with the literature the three dimensions of structural constraints, (Lack of knowledge, lack of facilities and time) have high reliability coefficients. However the two sub dimensions of intrapersonal constraints, individual/psychological and lack of interest scored high.

The major constraints for traveling to high altitude destinations is analyzed as structural constraints which highly exist in Korea, India and others. The study identifies that the cost, facility and safety during the journey was an important factor for the attraction of tourists in the high altitude tourism. Although the cost and time are negotiating factors to the traveler. In these studies, intrapersonal constraints (psychological and lack of interest) appeared very high in the case of Korean and Indian visitors than others, which could be contributed by the socio-economic factors. Therefore, a detailed investigation of the intrapersonal constraints in the above mentioned issue are necessary in the future.

The desire to experience the high altitude tourism activity depends on particular interest and perception of constraints. The challenge of risk taking optimizes the adventure interest while minimizing the perception of constraints. This study suggests on the hypothesis that the strength of motivation to participate in high altitude activity can be only altered to overcome perception of constraints.

The limitations of this research suggest the need for further studies. This study analyzed constraints and motives of three aggregated groups but the need of dis-aggregated countries before generalization can be made. Therefore, the

relationship between high altitude tourism motivation and attitude and behavioral intentions, along with communities prospective suggested to be explored in future research.

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A Study on the High Altitude Mountain Tourism Motivations and Constraints

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Abstract

Mountain tourism is regarded as an important inbound tourist destination for the whole world. The Himalayan Mountains are house of world's highest peaks that includes over 100 mountains exceeding 8,500 meters. However limited dimension of visitors constraints and motivation has been reported about the high altitude mountain. This research work permits the identification of some of the motivation and constraints related to the decision making of tourism in high altitude mountains. The study was conducted in Korea, Indian state (Sikkim), and Nepal (Kathmandu) due to the popularity and the major destination for mountain tourism. A set of 9 motive, 45 motivation items and 40 constraints were initially generated from a review of research pertaining to visitor motivation and constraints. They were considered to be the most appropriate for measuring visitors motivation and constraints for experiencing high altitude mountain tourism. Validity of dimensionality and inter correlation was evaluated by factor analysis investigation and analysis of obtained data revealed that constraints of Korean are significantly higher than Indian and other inbound tourist. Among the major constraints structural constraints were recorded higher for Indian, Korean and other visitors. Similarly, motives of different visitors varied significantly. This analysis also revealed that Korean motives for travelling were influenced by health and pleasure, whereas, Indian and others motives were mostly related to knowledge seeking and adventure. The environmental importance were given priority by all the countries.

The purpose of this study includes; (1) To identify the motives of visitors in high altitude destinations. (2) To analysis the major motivation factor for the altitude

tourism. (3) To report the major constraints of visitors travelling to the high altitude. (4) To study whether the strength of motivation help to overcome the constraints.

Keywords: Motivation, Perceived Importance, Constraints.