

A Study on the Affect of Tourism Motivation on Tourism Satisfaction : Focused on Senior Tourists

Younghwan Oh¹, and Soowook Lee^{1*}

**Kwangwoon Academy, Kwangwoon University*
e-mail: oyh1982@naver.com, wook@kw.ac.kr

Abstract

The tourism motivations of the senior tourists were used to analyze the effect on the tourism satisfaction. As result of the analysis, the rest motivation and knowledge expansion motivation bring positive effect except the social connectedness motivation. The senior tourist wanted to have their own time and preferred the tourism program focused on the leisure. They also seemed to have comparably high self-esteem. The self-development programs should be made and good relationship through the tourism satisfaction must be developed. The result of the study shows that the senior tourists are exhausted mentally and physically, and this fact affected a lot on the rest motivation which is one of the tourism motivations.

Key words: *Tourism Motivation, Tourism Satisfaction, Rest Motivation, Knowledge Expansion Motivation, Social Connectedness Motivation*

1. Introduction

Though the role of the senior tourist industry which has high value in many overseas countries gets attention, the study for the policy, theoretical approach and positive analysis about this are inadequate. This research is to investigate the effect of the senior tourists' motivations on the tourism satisfaction. It is meant to theoretically organize the senior tourists' tourism motivation and satisfaction, understand their tourism motivations and develop the appropriate senior tourism product model. It organized the theoretical concepts from the literature review, deduced the research model and implemented the actual investigation using the survey method targeted the senior tourists.

2. Theoretical background

2.1 Concept of the senior tourists

The senior tourist is the compound word of the senior and tourist. The senior tourist has the positive image of young and mentally and physically healthy people with economic capacity.

2.2 Concept of the tourism motivations

The tourism motivations can be largely divided into 4 categories; physical motivation, cultural motivation, relational motivation, and authoritative motivation. First, due to the tension, stress, and pressure taken from the current industrial society of industrialization, urbanization and automation, one's mind and body need more rest and refreshment more often than before. Secondly, the fresh air and sun, and the mild weather are important elements for the individual's health. Thirdly, there has recently been a trend of increasing popularity in tourism that provides the sports activities such as hiking and skiing. Fourthly, the most important thing among the fundamental tourism motivations is the pure joy. Fifthly, the fundamental motivations of tourism are the curiosity and interest for the unknown world. Sixthly, some may travel to visit close friends or make new friends, but a few may also travel to free themselves from the dull daily life, family and neighbors. Seventhly, visiting a country for the religious purpose is also an important tourism motivation [1].

2.3 Concept of the tourism satisfaction

The concept of the satisfaction is the important element for not only the marketing thoughts and reality, but also the tourism. It is one of the important evaluation standards for the tourist to assess the tourism service. In fact, the satisfaction has received attention in the tourist research due to its potential effect on the tourist's intention of action and customer maintenance [2][3]. It is for the tourist to evaluate the image after experiencing the tourism and is defined to be a kind of attitude for the overall tourism experience. The tourism satisfaction shows that the positive emotional condition is achieved as the result of the leisure experience in the individual's tour [4.] The tourism satisfaction can be defined as the degree of general joy or please felt by the customers as the result of the service performance to satisfy the customers' expectation and desire [5], and said to be one's feeling about the joy or disappointment resulted through comparison of the service performance to the expectation [6].

By using the expectation-performance paradigm as the concept of tourism satisfaction, it is for the tourists to form the predetermined expectation for the tourism behavior performance before visiting the tour site and their satisfaction is decided by the difference with the actual performance after the visit. For instance, if the evaluation after the visit to the tour site is better than the predetermined expectation, the satisfaction is fulfilled, and if not, they will not be satisfied [7].

3. Research Model and Hypothesis Establishment

3.1. Research Model

As shown on Figure 1, this research operated the analysis of actual proof from the senior tourists and made a model to understand their psychology and status. It is expected to help the researchers to analyze the senior tourism and the results from the quantitative investigation are expected to be the foundation for vitalization of senior tourism in the future. Therefore, in this research, how the tourism motivations of the senior tourist who experienced the tourism affect the tourism satisfaction is analyzed.

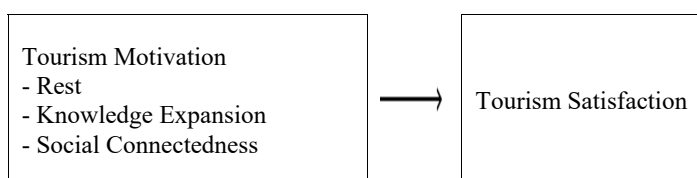


Figure 1. Research Model

3.2 Hypothesis Establishment

There have been many studies that focused on the relationship between the tourism motivations and satisfaction for the general tourists, not the senior tourists. For tourism, the experience and motivation are the important variables for the tourism satisfaction. Also, the fulfillment of the predetermined expectation or the desire may be understood as the satisfaction and with this perspective, the hypothesis that states it conforms to the psychological factor of the predetermined motivation desire can be made. To investigate the tourist's motivation and satisfaction factor, the research about the motivation before the tour and the satisfaction after the tour are important. When the tourist's tourism motivation factors are accurately comprehended, the advertisement may be practiced more efficiently. If the desire of the tourist can be easily grasped, the alternative way to accurately satisfy the desire may also be suggested. Therefore, the hypothesis that states the senior tourist's tourism motivation will give some meaningful effects to the tourism satisfaction is established [8-11].

4. Results of the analysis of actual proof

Based on the analysis on the statistical factor in the study, it is found 44.0% are men and 56.0% are women. In the age sector, 60% of the age between 54 and 59 and 40% of the age between 60 and 64 are found. For the level of education, there were 75.1% of less than college degree and 24.9% of more than university graduation. In the job sector, the youth retirement was 32.0% and in-office was 68.0%. In the income sector, more than 2,510,000 won was 57.7% which is the highest percentage among all and less than 2,500,000 won was 42.3%.

Table 1. Frequency

Category		Frequency	Percentage
Gender	Male	154	44.0
	Female	196	56.0
Age	54-59	210	60.0
	60-64	140	40.0
Education	Below College	263	75.1
	Above Graduate	87	24.9
Job	Employment	238	68.0
	Retirement	112	32.0
Income (Korea Won: thousands ₩)	Below 2,500	148	42.3
	Above 2,501	202	57.7
Total		350	100.0

Table 2. Descriptive statistics

Category	N	Minimum	Maximum	Mean	Standard Deviation
Tourism Motivation	350	1.00	5.0	3.08	0.77
Tourism Satisfaction	350	1.00	5.0	3.44	1.16

The average tourism motivation and satisfaction of the senior tourists were both above 3.0 and the standard deviations were found to be 0.77 and 1.16 each.

Table 3. Factor Analysis

Factor	Item	Communality	Eigenvalue	Cumulative %	Cronbach's α
Rest	M3*	.908	2.868	28.677	.836
	M2	.834			
	M1	.765			
	M4	.596			
Knowledge Expansion	M6	.896	2.030	48.982	.738
	M8	.844			
	M7	.538			
Social Connectedness	M13	.894	1.916	68.145	.663
	M12	.641			
	M14	.571			

*M: Motivation

As results of the analysis on primary factor about the tourism motivation of the senior tourists, 3 primary factors were found, and the trust values were found high of 0.836, 0.738, and 0.663 respectively.

Table 4. Correlations

Category	Tourism Motivation	Tourism Satisfaction
Tourism Motivation	1	
Tourism Satisfaction	.408***	1

*: $p < 0.10$, **: $p < 0.05$, ***: $p < 0.01$

The correlation coefficient of the tourism motivation and satisfaction of the senior tourists was found to be 0.408 and have the positive relationship in the 1% significance level.

Table 5. Regression¹⁾

Model	Unstandardized Coefficients		Standardized Coefficients	R ²	t-value	F-value
	B	Std. Error	Beta			
Constant	1.395	.217		.296	6.440	48.403
Rest	.664	.064	.560		10.356***	
Knowledge Expansion	.132	.061	.112		2.164*	
Social Connectedness	-.194	.067	-.159		-2.907**	

1) Dependent Variable: Tourism Satisfaction

*: $p < 0.10$, **: $p < 0.05$, ***: $p < 0.01$

As results of the analysis for the effect of the tourism motivation of the senior tourists on the satisfaction, the explanation power of the regression model was found to be 29.6% and F-value was 48.403 which proved the regression model was significant.

5. Conclusion

This research analyzes the effect of the tourism motivation of the senior tourists on the satisfaction. It analyzed the tourism motivation of the senior tourists with change in the conditions for the senior tourism and deduced the implications. Based on the results of analysis for the statistical factor in study, women, age of 54-59, less than college degree, in-office, and over 2,510,000 won for income were the favored. The tourism motivation and satisfaction of the senior tourists all came out above the average and the deviation was not that great.

As the results of analysis on the tourism motivation of the senior tourists, 3 primary factors were found, and they were analyzed to be reliable. The positive relationship was found by the correlation coefficient of the tourism motivation and satisfaction of the senior tourists. Lastly, the analysis on the effect of the tourism motivation on the satisfaction for the senior tourists showed the explanation power of the regression model was 29.6%, which tells the model was significant.

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