

Aspects of Tourist Behavior

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Edited by

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Aspects of Tourist Behavior, Edited by Metin Kozak and Nazmi Kozak

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INTRODUCTION

As a particular subject of social or economic psychology, consumer behavior gained the attention of academia dating back to the 1960s (Engel, Blackwell, & Miniard, 1968; Howard *et al.*, 1969). This particular subject was then able to attract the attention of tourism scholars commencing from the late 1970s and early 1980s (Pizam, Neumann, & Reichel, 1978; Woodside & Pitts, 1976; Woodside & Sherrell, 1977; Woodside, & Lysonski, 1989). However, due to growing importance in an efficient marketing and management of tourism operations, the part of its empirical investigation has gained a speedy momentum since the beginning of the new millennium and now we are likely to see an incredible number of journal papers, book chapters and conference presentations taking the subject of tourist behavior into the central part of tourism, hospitality and leisure studies (for a selected list articles see *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *International Journal of Hospitality Management* and so forth).

The last decade has also witnessed an increase in the number of book proposals on tourist behavior (e.g. Decrop, 2006; Bowen & Clarke, 2009; Kozak & Decrop, 2008; Pearce, 2011; Pizam & Monsfeld, 1999; Swarbrooke & Horner, 2007) and/or consumer psychology in tourism (Crouch, Purdue, Timmermans, & Uysal, 2004; Mazanec, Crouch, Ritchie, & Woodside, 2001). A rapid development of IT applications and also rapid changes of needs and wants have influenced consumers for the behavior of information search, decision making, consumption, and post-consumption etc. While the most frequently researched subjects include motivations, information search, choice, satisfaction and loyalty, the rest of the consumer behavior model has still remained as the potential topics to be investigated further, e.g. the evaluation of alternatives and experience (or consumption).

With few exceptions (e.g. Kozak & Decrop, 2008), the literature on tourism studies, to a great extent, lacks using a very basic model developed by Engel, Blackwell and Miniard (1968). Without having any prior familiarity with this model as the background of tourist behavior research, the audience is unlikely to have a clear picture in their minds while following a book on tourist behavior. Thus, this book has been developed for the purpose of differentiating itself from other books in the

way that it has a greater focus on understanding the real experience. Within this in mind, it encompasses a collection of 13 chapters addressing various aspects of tourist behavior varying between need recognition and post-consumption, supported through the selected practical examples in an international context.

Specifically, in this volume, you will find full papers that have been accepted for an oral presentation at the *6th World Conference for Graduate Research in Tourism, Hospitality and Leisure*, held in Turkey, April 2012. We are proud to emphasize that the methodologies of the contributing authors include both qualitative and quantitative methods of the scientific inquiry ranging from survey and interview methods to case studies. The coverage of chapters addresses diverse subjects of tourist behavior research, e.g. heritage motivation, media and image formation, online purchasing behavior, cruising behavior, learning process, expectations and experiences, tourist identity, authenticity, and repeat visitation.

With this collaboration, tourist behavior and its major components are analyzed by both an institutionally and geographically diversified group of prospective and potential researchers affiliated with many institutions from west to east including Italy, Malaysia, New Zealand, Portugal, South Africa, Spain, Taiwan, Turkey, UK, USA among others. With such a larger scope in geography, the target readership of this book includes both faculty members and postgraduate students around the world who would prefer deepening their research expertise in the field of consumer behavior in tourism, hospitality and leisure services.

Last but not least, the book, systematic in structure and thorough in content, is very useful for people who would prefer updating their current knowledge of tourist behavior and also carrying out further research to advance the field by focusing upon both current and emerging issues.

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Co-editors

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CHAPTER ONE

THE DEVELOPMENT OF A HERITAGE VISITOR SCALE OF MOTIVATION: RESEARCH IN PROGRESS AT NEW ZEALAND SITES OF HERITAGE AND CULTURAL INTEREST

THU THI TRINH AND CHRIS RYAN

Abstract

This chapter reports initial findings from a study into the motives and evaluations made by visitors to three locations of heritage and cultural importance in New Zealand. The sample comprises 1066 respondents, including international as well as domestic tourists. An exploratory factor analysis indicates five dimensions underlying a scale of 23 items, and an interest in the past combined with locations being able to add value to a holiday are seen as possessing importance in explaining variance within the scale. The proposed scale scores highly in measures of reliability and the derivation of the scale is explained in the paper. Visitors to the sites indicated that they possessed a general interest in history, and the variables help explain a predisposition to recommend the sites to others. **Keywords:** Heritage, culture, history, tourist motivations, New Zealand.

1. Introduction

The purpose of this chapter is to report interim findings from a project that was completed late in 2012. The project relates to the motives for visiting places of historic and heritage importance in New Zealand and data are being drawn from over 1,000 respondents to three key locations as described below. The structure of the paper is to first identify some of the key literature in heritage tourism, then to describe the locations where data were collected and the mode of data collection and research design. Next,

the sample characteristics are described and finally results from an early stage of analysis will be provided.

2. Literature Review

Investigating the main reasons or motivations for travel is arguably important as researchers commonly agree that fundamental motives are the driving forces behind all leisure and tourism activities (Crompton, 1979; Hsu, Cai, & Mimi, 2010). Consequently research on the motivations for visiting heritage settings is in itself a continuing theme in heritage tourism research (Poria, Reichel, & Biran, 2006; Prentice, Guerin, & McGugan, 1998; Richards, 2002) as in other areas of tourism.

Researchers are also classifying different concepts and dimensions when exploring tourists' motivation at heritage settings. The literature suggests that historic places are visited for a wide range of reasons (Timothy & Boyd, 2003). For example, McCain and Ray (2003) identify the motives for engaging in genealogical endeavours – to search for information or simply feel connected to ancestors and ancestral roots. According to Uzzel (1996), the same historic location (battlefield) may be visited for different reasons at various points of time as tourists from one generation may come to pay homage and remember, while younger ones may view the visit as day trip or excursion. Another example is that given by Davies and Prentice (1995) who provided a theoretical background for understanding why people do and do not visit museums. They regarded a visit to a museum as a leisure activity, seeing museums as 'heritage attractions' (Davies & Prentice, 1995) while Kerstetter, Confer and Graefe (2001) suggest that tourists visiting heritage sites are characterised by their interests in history *per se*. Prentice (1993) suggests that the heterogeneity of heritage attractions would imply that it should not be assumed that the reasons given by tourists for visiting different types of heritage attractions are generally the same for each given classification of tourists.

Similarly, it is argued that exploring reasons or motives for visiting heritage destinations is critical for a better understanding of heritage tourism. For example, one dimension is whose heritage is on display – is it that of the visitor, or a culture or heritage different to that of the visitor (Poria, Butler, & Airey, 2004). Hence some studies are often based on spaces classified as "heritage", but may have nothing to do with an individual's own heritage (Jansen-Verbeke & van Rekom, 1996). Indeed heritage may have little to do with the motive for visiting a cultural site. For example, Verbeke and Rekon (1996), in their research about the role of museums, identified motivations such as 'to escape from daily routine'

and 'to be in the open air' as reasons for making a visit to a museum, but such motivations have nothing to do with the heritage that lies at the heart of the site. However, Poria *et al.* (2004) argue that it is doubtful if such motives would apply for understanding visitation patterns of Jews to Nazi-related spaces or of New Yorkers to the memorial site built for those who were killed in the attack on the Twin Towers. In such cases any interpretation of the reasons for travel based only on concepts derived from leisure and recreation may not be relevant (Poria *et al.*, 2004).

Such observations also raise issues pertaining to the temporal elements of a site, in that those things of recent history may be interpreted by visitors differently to those sites of greater antiquity. There is also a cultural component. In New Zealand Maori have a concept of time based on a seamlessness of inter-generational contact to the land, and thus they may interpret sites differently to New Zealanders of a European or Asian extraction (Ryan, 1997). Moscardo (1996) emphasizes two main motivations at heritage attractions: the educational and entertainment/social motives. Similarly, Poria (2004) states that it seems that the two most common reasons to visit a heritage site reported in the literature are education (i.e. the tourists' willingness to learn) and entertainment (i.e. the tourists' desire to be entertained). Poria *et al.* (2004) further indicate that Prentice's 1993 list of motivations of tourists visiting heritage attractions, namely: pleasure of viewing, education, information, relaxation, entertainment and exercise, may be applicable to any form of heritage. Additionally, Prentice (2004) indicates that not all tourists are mindless, nor are all primarily motivated by escape and the desire to consume unreal dreams as a form of self-delusion. Nor are all passive or accepting only of essentially visual experiences. Experiential learning has been frequently found as a motivator for tourists visiting heritage attractions, with processes of reflection prompted by spotting items familiar from a tourist's past or prompting conscience (Herbert, 2001; McIntosh & Prentice, 1999; Prentice *et al.*, 1998). On the other hand, general findings through this literature review appear to replicate similar patterns in the motivations for heritage tourism visitation, specifically tourists to historic properties can mainly be motivated for educational, learning, entertainment, and social reasons or may be motivated by reasons of having interest or connection to historic properties as part of their own heritage. However, it is likely that the compositions or connotations of motivational factors vary from specific destination to destination or from different country to different country.

In the design of this research project an examination of the literature and the themes contained within it are listed in Table 1.

Table 1 – Items derived from Literature and Preliminary Study

1. Tourist motivation items

No	Scale items	Source
1	For an interest in its historic background of this property	Prentice (1993), Prentice, Witt & Hamer (1998), Davies & Prentice (1995), Kerstetter, Confer & Graefe (2001), Poria, Butler & Airey (2004), Poria, Reichel & Biran (2006a, 2006b), Ryan & Hsu (2011).
2	To learn about this property's historic background.	
3	To see how people worked and lived in other times in this property.	
4	As part of a holiday	
5	For pleasure in viewing gardens and surroundings of this property.	
6	Just as an exercise in walking.	
7	As part of a day out	
8	To show this property to my children or family members.	
9	To spend time with my family.	
10	Because this property is part of my own heritage	
11	Because this property relates to my identity.	
12	For a particular interest in old items, paintings and furniture of this property.	

2. Enduring involvement items

No	Scale item	Source
1	Visiting this property is important to me	Vaughn (1980), Kapferer & Laurent (1985), Reid & Crompton (1993), Csipaket et al (1995), Green & Chalip (1998), Hwang, Lee & Chen (2005), Gross & Brown (2008).
2	I give myself pleasure by getting involved in the various things to do in this property.	
3	Visiting this property is a bit like giving a gift to oneself.	
4	That I visit this property gives people an indication of the type of person/family I am.	
5	Where I visit this property says something about me.	
6	You can really tell a lot about a person/family by whether or not they visit this property.	
7	It is extremely annoying to choose a visit to this property that is not suitable.	
8	When I visit this property, I am never sure of my choice	
9	It's rather hard to choose this property as a holiday destination.	

3. Perceived value items

No	Scale items	Source
1	This property had an acceptable level of quality.	Howard & Sheth (1969), Sanchez <i>et al.</i> (2006), Apostotolakis & Jaffry (2005).
2	The tour in this property was well- organised	
3	The entrance fee is reasonably priced.	
4	I think that given whole services features, my experience was an acceptable value for the money, time, and effort I spent.	
5	I feel that this visit would make a good impression on other people	
6	This property is a place where I want to visit	

4. Satisfaction items

No	Scale item	Source
1	Dissatisfied- satisfied	Baker & Crompton (2000), de Rojas & Camarero (2008), van Dolen <i>et al.</i> (2004).
2	Displeased- pleased	
3	Negative – positive	

5. Benefits gained items

No	Scale items	Source
1	I had an insight into how people used to work and live	Ryan & Dewar (1995), McIntosh & Prentice (1999), Bigné <i>et al.</i> (2005), Kim, Airey & Szivas (2011), Chen & Ryan (2012).
2	I was able to show children how people used to live	
3	I learnt about social history.	
4	I enjoyed reliving memories.	
5	I shared memories or life experiences with others.	
6	I draw comparisons between life then and now.	
7	I had fun	
8	I spent time with family or friends.	
9	I spent time in pleasant surroundings.	

6. Loyalty items

No	Scale items	Source
1	I would like to revisit this property.	Prentice (1993), Behoo & Prentice (1997), Oliver (1997), McKercher (2002a, 2000b), Chen & Gursoy
2	I would like to recommend this property to my friends or my relatives.	
3	I would like to commit to be a Trust's member.	
4	I would like to visit other similar historic properties at other places.	
5	I would like to seek similar experience as this property at other places.	

6	I would like to visit other destinations nearby this historic property in this region.	(2001), Petrick (2004), Evanschitzky <i>et al.</i> (2006).
7	I am willing to pay a higher entrance fee to preserve this property.	
8	I would like to make donation to preserve this property.	
9	I would be interested in doing volunteer work for any historic properties	
10	I would like to buy souvenirs at this property's gift shop	

3. Methodology

Data for the main survey were collected from three sites, namely the Rangiriri Battlefield site, Te Puia and the Rotorua Bath House Museum (see Figure 1, map of study area). Specifically, these sites represent New Zealand's heritage and history in the period of the Maori Land Wars and the Colonial period at the latter part of the nineteenth century. Rangiriri Battlefield is considered to be the site of one of the more important battles of the New Zealand Wars. There is a cemetery in Rangiriri township containing the graves of British soldiers and memorials. Across the road from the cemetery is the Rangiriri Battle Site Heritage Centre and teashop which has a model of the Pa and an audiovisual presentation of the battle. The Battlefield Heritage Centre contains displays, artefacts and information about the site including the battle. The second heritage site, the Rotorua Bath House Museum, was originally erected in 1885 and is a rare and unique example as a Spanish Mission-style geothermal baths in New Zealand, and highly unusual in an international context. Its design is significant for reflecting a move in public buildings from British architectural models to those incorporating American and international influences, itself part of a broader cultural shift. It also incorporates Maori influences, such as in a carved face above its main door, which was one of the first times the Crown made reference to Maori in the design of a public building. Indeed, the building is nationally and internationally significant for its associations with the history of tourism, and for its rarity as a building type. The last heritage site is Te Puia established by an Act of Parliament in 1963 to provide training to Maori in carving and weaving. Its purpose was to ensure the continuance of Maori culture at a time when it was feared these skills might be lost, and today visitors are informed of these skills and other aspects of Maori culture set in a geo-thermal valley.



Figure 1 – Three History and Heritage Sites in New Zealand

A convenience sampling method was used, but has the advantage of being comparatively large, totalling 1067 respondents.

4. Results

Table 2 shows that the number of female respondents (586) was higher than male respondents (476), representing a ratio of 55.4% and 44.6% respectively. In terms of age, the majority of respondents are between 46-65, accounting for nearly 40% of the sample, and respondents aged between 56-65 account for 21.1%. This implies that tourists interested in heritage and historic attractions are more likely to belong to an older age group which is not inconsistent with findings by, for example, Chen and Kerstetter (2001). In terms of education, respondents were mostly well educated as more than 60% respondents had completed a diploma/bachelor degree and strikingly 38.2% completed a postgraduate degree. With regard

Table 2 – Demographic Characteristic of Respondents

Demographics	Frequency Count	%
Gender (n= 1062)		
Male	476	44.8
Female	586	55.2
Age group (n=1062)		
<18 years old	76	7.2
19 - 25 years	107	10.1
26 - 35 years	180	16.9
36 - 45 years	167	15.7
46- 55 years	194	18.3
56 - 65 years	224	21.1
>66 years old	113	10.6
Presence of children under the age of 16 years on this visit (n=1044)		
Yes	167	16.0
No	877	84.0
Educational background (n=1017)		
Primary school	45	4.4
High school	323	31.8
Under-graduate	261	25.7
Post graduate	388	38.2
Income levels		
Below average	72	7.0
Average	535	52.1
Above average	307	29.9
Significantly above average	112	10.9
Usual place of residents (n=1063)		
United Kingdom	172	16.2
New Zealand	414	38.9
North America	62	5.8
Australia	169	15.9
South Africa	4	0.4
South America	7	0.7
Europe	170	16.0
China	24	2.3
Middle East	4	0.4
Other Asian	32	3.0

to income levels, table 3 indicates that the highest percentages perceived themselves as earning an “average” income, followed by “above average” and “significantly above average” income (52.1%, 29.9% and 10.9% respectively). In term of presence of children under the age of 16 years on

this visit, 84% of the visitors were unaccompanied by children. Table 3 also reveals that the international visitors account for 61.1% of the sample, reflecting the choice of Te Puia and Rotorua as sites of data collection. The majority of international visitors came from the UK, Australia and Europe (16.2%, 16.0% and 15.9% respectively) while the Asians are under-represented, comprising only 5.7 % of the sample. This was expected due to the mode of data collection at Te Puia in the café area as most Chinese visiting that site tend to do so as part of coach parties and do not use the café facilities, while their coach parties also tend to avoid the museum.

In assessing the reliability and validity of the data, a conventional means of analysis is to undertake a factor analysis to reduce the number of dimensions and to simplify possible modeling. Prior to undertaking this the Kaiser-Meyer-Olkin test of sampling adequacy was calculated using SPSS 20 with the result that the KMO equaled 0.92 and the Bartlett Test of Sphericity equaled 11140.44 with $p < .001$. This last test is to assess whether variables are truly independent of each other within the sample and yet correlate within themselves – that is the diagonal within a matrix has a value of 1.0. This condition was achieved. A further check is to examine the item to scale correlations and the values of scale alpha coefficients if a variable is deleted. The overall scale alpha coefficient, calculated as:

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Yi}^2}{\sigma_x^2} \right)$$

where K is the number of components (K -items or testlets), σ_x^2 is the variance of the observed total test scores, and σ_{yi}^2 the variance of component i . The alpha coefficient for the current sample was 0.90 for the scale of 22 items used in the questionnaire. This is deemed to be a good result, for anything higher than 0.95 represents the possibility of a unidimensional scale. Equally the alpha coefficient did not fall below 0.87 if an item was deleted. In addition, item to scale correlations tended to be acceptable other than the items ‘This is just a place to see while on my holiday’ ($r=0.10$) and ‘This is just a pleasurable place to visit’ ($r=0.28$). The implications of this are discussed below with reference to the exploratory factor analysis that was conducted.

Given that these initial tests were satisfactory, as was the size of the sample, the descriptive statistics are provided below as the first set of findings. The first aspect to note is that there exists a slight negative skew,

Table 3 – Scale – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness
I would recommend this place to my friends	1060	5.69	1.35	-1.21
Historic places help you to capture a sense of the past	1061	5.67	1.25	-1.14
I find the service here to be very good	1060	5.63	1.19	-1.07
I enjoy learning about a place's history and heritage	1061	5.55	1.34	-0.96
I like to have a sense of the past	1061	5.52	1.29	-0.92
I thought the displays here were interesting	1056	5.34	1.35	-1.01
I think this place represents good value	1058	5.30	1.35	-0.72
I have an interest in visiting historical places	1064	5.29	1.35	-0.67
This visit helps me to enjoy my holiday	1051	5.27	1.45	-1.08
I thought the interpretation offered here was interesting	1052	5.16	1.44	-0.89
This location enables me to imagine the past	1062	5.06	1.51	-0.77
This is just a pleasurable place to visit	1057	5.05	1.48	-0.77
I actually learnt a lot by coming here	1060	5.00	1.55	-0.69
I often visit historical sites	1055	4.88	1.57	-0.58
Because visiting historic places helps create sense of place	1048	4.87	1.51	-0.69
Based on my visit here I will visit other historic locations in NZ	1059	4.78	1.68	-0.58
I often visit museums	1063	4.69	1.65	-0.39
The prices here are quite reasonable	1059	4.41	1.53	-0.25
Because visiting historic places helps create sense of self	1056	4.35	1.63	-0.29
This is just a place to see while on my holiday	1049	4.28	1.83	-0.33
Coming here gave my group interesting things to talk about	1022	4.01	1.92	-0.24
My interest in history is especially specific to this place	1055	3.39	1.70	0.31
I would like to be a member of the NZ Historic Places Trust	1043	2.38	1.71	1.11

that is, scores tend to the higher half of the scale for most items. Items at the bottom of the list tend to normal distribution but the item on membership of the New Zealand Historic Places Trust is positively skewed with a low mean score, clearly indicating a lack of interest in membership, and by implication, a lack of serious involvement in historic places. One potential explanatory factor is the high numbers of international visitors as explained above.

Equally what is clear is the level of interest and enjoyment that people obtain from visiting historic places, and it is planned that future analysis will seek to better identify the degrees of interest exist, given the point just made that 'serious' involvement tends to be lacking in terms of membership of a formal organisation associated with such places. It is also notable that historic and heritage places have a role in adding to the enjoyment that people obtain from their holidays.

However, prior to undertaking a further interpretation of these results, an exploratory factor analysis was undertaken as a test of convergent reliability: that is, the separate items converge to form a logical smaller set of dimensions. A rotated varimax principal components analysis was undertaken using the conventional cut off point of eigenvalues having values greater than one. The results are shown in Table 4. The five factors were found to explain 62.3% of the total variance in the scale. Equally commonalities tended to be high, comfortably 'explaining' over 50% of the variance within individual items for all of the items in the scale. Correlations between the identified factors were generally less than 0.3 other than between factors one and two, where $r=0.48$, albeit at a non-significant level.

The factors within the scale thus appear to measure 'visitation to historical places through creating a sense of place and its history, and relationship to it'. Arguably it represents a form of historical place attachment as described in the environmental psychological literature that relates to residents' sense of place (Gu & Ryan, 2008), but with visitors seeking to capture a sense of the past of the places they visit. The second factor relates to 'learning' – both for its own sake and as a source enjoyment. Third, there is the issue of 'price and value for money', fourth 'formal involvement' and last 'holiday enjoyment'. With reference to the comment about low item to scale correlations for these two items it can be seen from table two that the eigenvalues for factor five on the other factors are very low, and indeed the correlation matrix confirmed this factor was independent of the remaining four factors.

Table 4 – Exploratory Factor Analysis

	Component				
	1	2	3	4	5
I often visit historical sites	0.817	0.119	-0.036	0.085	0.085
I have an interest in visiting historical places	0.803	0.217	0.107	0.066	-0.033
I enjoy learning about a place's history and heritage	0.793	0.259	0.131	0.060	-0.004
I like to have a sense of the past	0.773	0.184	0.133	0.072	-0.124
Historic places help you to capture a sense of the past	0.760	0.230	0.140	-0.033	-0.061
I often visit museums	0.698	0.129	0.028	0.141	0.105
Because visiting historic places helps create sense of place	0.664	0.252	0.027	0.243	0.071
Because visiting historic places helps create sense of self	0.571	0.181	0.073	0.423	0.129
I thought the interpretation offered here was interesting	0.174	0.776	0.124	0.089	0.102
I actually learnt a lot by coming here	0.208	0.763	0.226	0.173	-0.034
I would recommend this place to my friends	0.274	0.680	0.205	0.023	0.110
This visit helps me to enjoy my holiday	0.188	0.673	-0.022	0.035	0.373
I thought the displays here were interesting	0.204	0.670	0.280	0.060	0.032
Based on my visit here I will visit other historic locations in NZ	0.284	0.612	0.080	0.264	0.010
Coming here gave my group interesting things to talk about	0.169	0.504	-0.033	0.452	0.180
This location enables me to imagine the past	0.364	0.495	0.241	0.133	-0.229
The prices here are quite reasonable	0.071	0.072	0.798	0.186	0.149
I think this place represents good value	0.124	0.431	0.720	0.113	-0.022
I find the service here to be very good	0.205	0.477	0.615	-0.025	-0.039
I would like to be a member of the NZ Historic Places Trust	0.107	0.022	0.122	0.799	-0.094
My interest in history is especially specific to this place	0.016	0.305	0.148	0.592	0.061
This is just a place to see while on my holiday	-0.003	0.088	-0.076	-0.037	0.813
Eigenvalues	8.32	2.39	1.35	1.17	1.09
Percentage of variance	36.19	10.42	5.87	5.10	4.77
Alpha coefficients	0.90	0.87	0.76	0.45	0.42

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 8 iterations.

The strength of the first factor and the role of the sense of history can be shown graphically, as in Figure 1. By collapsing the factors into two the integrity of the first factor is clearly demonstrated, but what is of interest is the graphical location of membership on the Historical Places Trust as falling below the 45 degree line. This has significance for future examination of the data for a New Zealand sub-sample.

Indeed, examining factors that might determine serious involvement as characterized by membership of the New Zealand Historic Places Trust was one motivating factor for the research. Using the variables identified in Table One with such membership being the determined variable generated an adjusted coefficient of correlation of 0.13. The highest beta coefficient was for having a specific interest in the site ($\beta=0.17, p<.001$), and the overall graphic of residuals is shown in Figure 3.

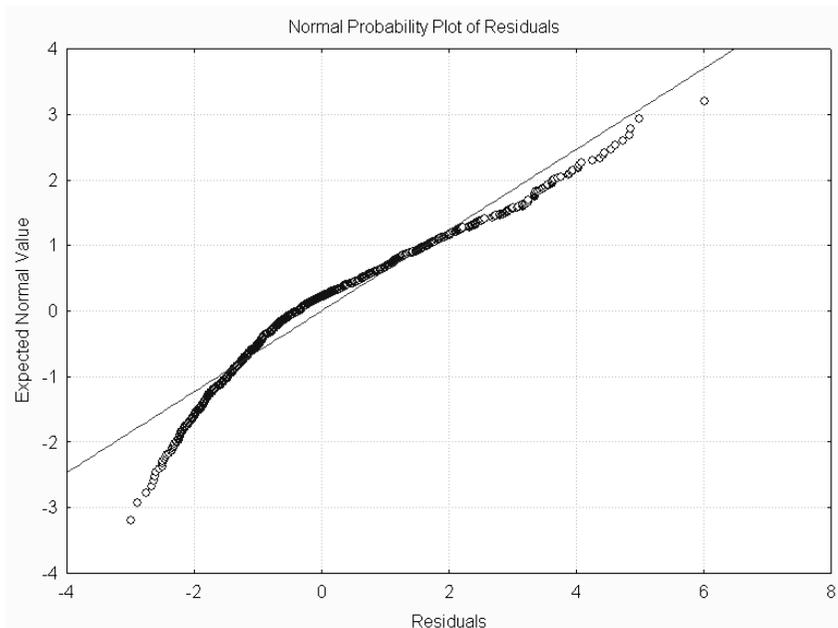


Figure 2 – Factor Loadings

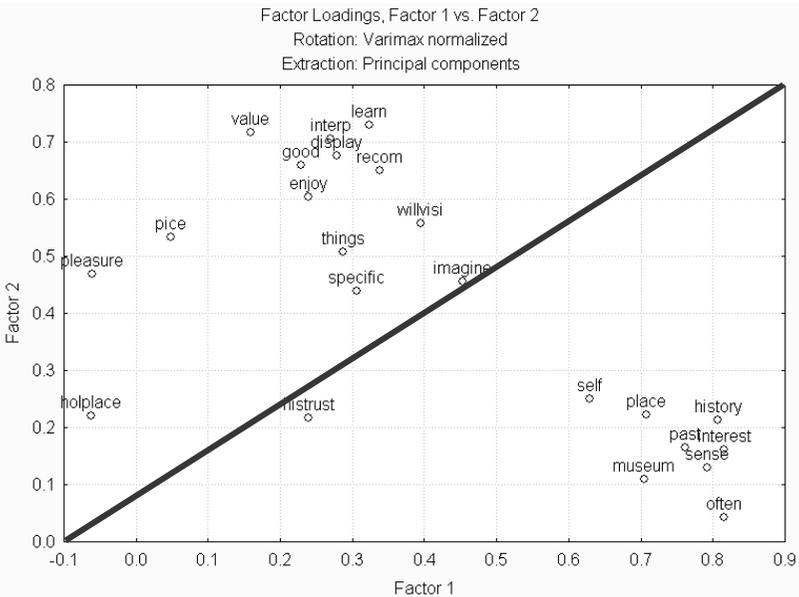


Figure 3 – Normal probability plot of residual

Examining possible determinants of a willingness to become a member of the New Zealand Historic Places Trust meant recoding the item on that willingness into three categories, namely 'low' (scores 1 to 3), 'medium' (4) and 'high' (5-7) to permit the use of multinomial regression techniques that also permitted the use of socio-demographic data as determining variables. This provided data of interest for future analysis with a Cox and Snell Pseudo Coefficient of Correlation on 0.25 and an overall correct classification of cases to the 'membership' classification of 76.2%. The statistically significant Likelihood Ratio tests are shown in Table 5 and it is suggested that both a general interest in visiting historical places and a specific interest in a given location are key drivers of possible interest in membership, and that these are reinforced by the possible social interactions that such interest can give rise to. There is, therefore a consistency in the data. That normal place of residency is important is not unexpected, with New Zealanders indicating a higher interest. However, while these data are of interest, a more careful analysis will be undertaken in the future because the data are problematical for this form of analysis because the small numbers of those indicating strong interest in such membership mean that many cells in the matrix being analyzed have less

than 5 members, and this is also something else to which the authors will have to pay future attention.

Table 5 -- Likelihood Ratio Tests

	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	1078.303(a)	.000	0	.
I have an interest in visiting historical places	1093.456	15.153	2	.001
My interest in history is especially specific to this place	1087.224	8.921	2	.012
I would recommend this place to my friends	1089.560	11.258	2	.004
Coming here gave my group interesting things to talk about	1088.480	10.177	2	.006
The prices here are quite reasonable	1089.024	10.721	2	.005
Where are you normally resident?	1118.481	40.178	18	.002

5. Conclusion

As stated at the outset, this paper reports only the first results of an analysis of data that at the time of writing has been collected and collated, and its initial concerns are to assess whether the scales possessed validity and reliability prior to conducting later analysis. The analysis indicates that further analysis is permissible. In terms of current findings, degrees of self-selection and self-reinforcement are being found, that is, those people with an interest in history and heritage are being attracted to heritage sites in New Zealand regardless of their nationality. Nonetheless the visitor experience is also being enhanced by factors such as modes of presentation. These modes of interpretation can be reinforced by effective story-telling, and in the case of cultural sites relating to the culture of indigenous peoples where oral traditions remain strong, the incorporation of guided tours by such people telling those stories can evoke not only cognitive but also affective responses on the part of visitors. Such positive emotional responses can only add to the visitor experience.

Another factor that is implicit in the data is the role of social interaction within the group visiting a site. The dataset also included information about the composition of the groups and there is evidence to

suggest that the way in which people interact within their groups helps establish degrees of satisfaction. One implication for site management is that the posing of questions, whether by guides, or in written materials, that encourages visiting group members to talk about exhibits is another way of increasing enjoyment derived from a visit. Encouraging such enjoyment also increases the predisposition to recommend a site to others, thereby reinforcing the 'word of mouth' mode of encouraging future visitation by tourists. This confirms earlier work such as that of Ryan, (1992), and Ryan and Hsu (2011).

Table 3 also raises a further interesting observation in that the mean score on the sites being 'value for money' ($m=5.30$) is higher than the mean score given to the item 'The prices here are quite reasonable' (4.14). While obviously a score of 4.14 is higher than the mid-point of the 7-point scale being used (where 7 is the highest score) and seems to imply that the admission prices are not being regarded as unreasonable, nonetheless given a standard deviation of 1.53 it can be said that at least for some, the admission price is grudgingly being paid. Two issues arise here, one being that what is a reasonable price for overseas tourists may be regarded as a high price by domestic tourists, or alternatively, with the growing strength of the New Zealand dollar, repeat visitors to New Zealand may come to view New Zealand as being more expensive than in the past. Setting aside such complexities, the results do indicate that post-visit resistance to what may be regarded as a moderately high price can be overcome if tourists value their visit highly. In other words, tourists will pay prices above what they may think initially are relatively high if they feel that the visit is 'value for money' and go onto recommend a site in spite of prices being higher than those they might query. Such conclusions however need to be tempered by consideration of the sample, namely that it is of people who had entered the sites, and hence the sample does not include people who had chosen not to visit Te Puia or the Museum.

These findings in themselves confirm the existing literature, but also leave unanswered other questions such as the nature and depth of interest and the respective roles of passing and serious interest in history. The full data set will permit examination of those and other questions using not only quantitative but also qualitative data, and it is the authors' expectation that future publications will be able to tease out some of these relationships.

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