

The Influences of  
Destination Experiences on  
Behavioural Intentions:  
An Investigation of  
MICE Travellers in Taiwan



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**The Influences of Destination Experiences on  
Behavioural Intentions: An Investigation of  
MICE Travellers in Taiwan**

By  
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Doctor of Philosophy

**School of Hospitality, Tourism and Marketing  
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## DECLARATION

“I, Che-Chao Chiang, declare that the PhD thesis entitled The Influences of Destination Experiences on Behavioural Intentions: An Investigation of MICE Travellers in Taiwan is no more than 100,000 words in length, exclusive of tables, figures, appendices, references and footnotes. This thesis contains no material that has been published by another person previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work.”

Che-Chao Chiang ..... Date, <sup>18.12.</sup>..... 2009

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## ABSTRACT

Meetings, incentives, conventions and exhibitions (MICE) has emerged as a critical component of Taiwan's tourism industry. However, capitalising on this growth has presented destination tourism marketers with the challenge of understanding the relationship between business and leisure related travel motivations. Previous research has examined the role played by motivations and satisfaction in predicting travel behaviour. However, the literature has not investigated how satisfactory MICE experiences influence subsequent travel intentions, particularly in the case of leisure-related activities. To understand the connection between motivations, satisfaction and future leisure travel intentions, the present research proposes a conceptual framework which incorporates: means-end theory, functional theory, expectation-disconfirmation model and Siegel and Ziff-Levine's (1990) model.

The present framework examines the influence of benefits-based motivation (push factors), destination attributes (pull factors), and satisfaction on subsequent leisure travel intentions. The conceptual model explains the mediating role of satisfaction in the relationship between motivation (push and pull factors) and behavioural intentions. The thesis contributes to the tourism literature by developing and testing a theoretically-based research framework and related hypotheses. The four major research aims are: 1) to investigate the influence of satisfaction associated with MICE tourism experiences on future leisure travel; 2) to examine the impact of motivations (push and pull factors) on relationships between satisfaction and behavioural intentions toward future leisure travel; 3) to identify any differences between benefits based motivation, perceived destination attributes, satisfaction and behavioural intentions between two groups of travellers (first-time and repeat); and 4) to segment the MICE market on the basis of travel motivations.

Statistical techniques were applied to test the proposed relationships in the research model and semi-structured interviews were conducted with tourism marketers to understand their knowledge about the main MICE traveller markets. It was found that push and pull factors have a significant influence on the relationship between the satisfaction and future travel intentions of MICE travellers to Taiwan. Satisfactory

MICE tourism experiences are an important determinant of subsequent leisure related travel. The results showed that MICE travellers are more likely to return to Taiwan when their travel expectations and satisfaction have been exceeded. The research identified three distinct MICE segments based on their motivation for travel namely; value seekers, no-value seekers and educational seekers.

Significant differences were identified between first-time and repeat MICE travellers. First-timers were more strongly motivated by the affective aspects of destination attributes and were more likely to be seeking new travel experiences. The semi-structured interviews draw upon the consumer insights of Taiwan's marketers. These insights supplement the recommendations that flow from the quantitative research and provide a more informed basis for the development of marketing strategy. The research concluded that Taiwan's tourism marketers should address the needs and wants of both first-timers and repeat travelers across the three different MICE segments.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Research

Over the past decade, meetings, incentives, conventions and exhibitions (MICE) has been the fastest growing sector in the domestic and international tourism industry, with total expenditure worldwide reaching US\$743 billion in 2007 (World Travel and Tourism Council, 2007). From an economic perspective, this rapidly emerging tourism sector has been generally acknowledged as a major contributor to the development of national economies in terms of jobs, taxes and GDP. In fact, by 2019, annual global demand for MICE tourism is expected to grow at an annual rate of 3.6% to more than US\$1376 billion (World Travel and Tourism Council, 2009).

The MICE industry has impacted on the global economy by delivering higher levels of income, employment and government revenue. It has become a crucial source of income for the development of many regions and countries (Lee and Back, 2005; Kim, Chon and Chung, 2003; Crouch and Ritchie, 1998; Grado, Strauss and Load, 1998). As has been noted by the Convention Industry Council (2004, p. 3),

“Taken as a whole, meetings, conventions, exhibitions, and incentive travel generated \$122.31 billion in total direct spending in 2004, making it the 29th largest contributor to the gross national product in the USA.”

A number of studies have proposed that the MICE sector should play a role in developing host societies (Weber and Ladkin, 2003; Weber, 2000). The economic impact of MICE tourism on host destinations can be illustrated by the fact that approximately 35% of MICE-related expenditure is spent in hotels and related facilities (Morgan and Condliffe, 2006). Wootton and Stevens also noted the following about the importance of the MICE industry (1995, p. 307):

“Conferences can be an important source of revenue for hotels and as venues for conferences they dominate the market accounting for nearly 80% of all venues, 85% of all delegate days and 68% of all delegate nights.”

Weber (2000) supported this notion by claiming that the MICE industry contributes substantially to both hotel revenues and to business travel. It accounts for as much as 35% of total sales volume in major hotels and related facilities, and about 14 % of sales in food and beverage outlet markets (Convention Industry Council, 2004). This rapid increase of MICE tourism activity has been a critical component in the development of many destinations.

In Asia, MICE tourism emerged in the late 1990s because of rapid economic development which impacted on inbound, outbound and domestic tourism (Swarbrooke and Horner, 2001). Cities located within the dynamic Asia-Pacific region are increasingly popular as destinations for international meetings and conferences (Yoo and Weber, 2005; Dwyer, Mistilis, Forsyth and Rao, 2001; Dwyer and Mistilis, 1999; Go and Govers, 1999). The MICE sector has expanded rapidly across the region, including in Taiwan as shown in Table 1.1 below.

**Table 1.1 ICCA Country and City Ranking Measured by Number of Meetings Organised in 2007**

<b>Rank</b>	<b>City</b>	<b>Meetings</b>
1	Vienna	154
2	Berlin	123
3	Singapore	120
4	Paris	115
5	Barcelona	106
6	Budapest	90
	Lisbon	90
8	Beijing	87
9	Amsterdam	82
10	Madrid	77
11	Copenhagen	76
12	Prague	72
	Hong Kong	72
14	Seoul	70
	Stockholm	70
	Bangkok	70
17	London	69
<b>18</b>	<b>Taipei</b>	<b>67</b>
19	Kuala Lumpur	66
	Istanbul	66
	Brussels	66

Source: The International Congress and Convention Association (2008).

According to the International Congress and Convention Association (2006), Taiwan was ranked 36<sup>th</sup> as a worldwide MICE destination on the basis of the number of

international conventions held, while Taipei was ranked 6<sup>th</sup> in Asia and eighteenth worldwide.

Reflective of the growing impact of the MICE sector, it was recently announced by the Taiwan Tourism Bureau that in order to attract more international MICE travellers, US\$642.42 million was being invested to build new exhibition centres and relevant facilities (Taiwan headlines, 2007; Hsu, 2007). According to a report issued by the International Congress and Convention Association (2008), Taipei was a notable newcomer in the top 20 destinations for 2007, having come in at 40<sup>th</sup> place in 2006. A survey conducted by the Taiwan Tourism Bureau (2006) provided insights into the rapid increase in inbound tourism to Taiwan, indicating that approximately 98% of inbound travellers were agreeable to revisiting Taiwan to experience tourism activities. Recognising the significance of MICE tourism, the Taiwan Tourism Bureau is committed to attracting those who have visited as MICE travellers to return to the island as leisure travellers.

Geographically, Taiwan is located along the southeast coast of the Asian continent. It sits at the western edge of the Pacific Ocean, between Japan and the Philippines, and right in the centre of the East Asian islands. Given its settings, Taiwan forms a vital line of communication in the Asia-Pacific region (Taiwan Tourism Bureau, 2007). Taiwan has considerable potential for the development of MICE tourism, based on a combination of its economic performance and scenic beauty. Despite the acceleration and increasing significance of MICE tourism demand in the Asia-Pacific region, few studies have been undertaken within the region. And regardless of the increasing importance of MICE events to Taiwan, little research has been undertaken to investigate motivations and satisfactions with travel experience in relation to the leisure intentions of MICE travellers. Rutherford and Kreck (1994, p. 52) have noted that: “The academic, theoretical and empirical literature is relatively sparse relating to the question of linkage of tourism activities with convention, meeting or event delegates”.

This thesis contributes to MICE tourism by examining the roles of benefits based motivation and destination attributes in determining MICE traveller experiences. The research also attempts to explore the effects of satisfaction associated with MICE

tourism experiences on future leisure travel. Many scholars have argued that the typical MICE traveller often spends more on accommodation, food and beverage, and local transportation, and stays longer than other types of travellers (Kulendran and Witt, 2003; Frechtling, 1999; Grado et al., 1998; Oppermann and Chon, 1997; Crompton and McKay, 1997). It has also been suggested that the demands of MICE tourism are less seasonal and cyclical than in the case of leisure tourism (Davidson, and Cope, 2003; Kulendran and Witt, 2003). On this basis, the MICE tourism sector has emerged as an important source of revenue for both leisure and business tourism marketers (Lee and Back, 2005; Swarbrooke and Horner, 2001).

Ngamsom and Beck (2000) have suggested that MICE-related events often provide opportunities for delegates to visit a destination for the multiple purposes of educational learning, networking, and individual career enhancement. On this basis, it is reasonable to assume that relaxing travel experiences can occur at a destination through the participation in MICE-related events (Ngamsom and Beck, 2000; Rutherford and Kreck, 1994). Swarbrooke and Horner (2001) also concluded that MICE travellers may become leisure travellers. This is reflected in the various tourism activities commonly offered to MICE travellers as pre or post meetings/ event tours. On the basis of their travel experiences, they may become leisure holiday travellers once their work is complete. Or they may return as leisure travellers on subsequent holidays. It is argued that these MICE travellers are important, since they can speak positively about a destination to others when they have been contented with their MICE experiences. In today's highly competitive market, MICE tourism provides an opportunity for both business and leisure marketers to disseminate favorable images to MICE travellers in order to increase their potential for re-visitation. Given the significance of this tourism sector, it has been pointed out (Abbey and Link, 1994, p. 274) that:

“The benefits to the city or tourism area are twofold: not only additional jobs are created, but the tax revenues of the community are also increased by the influx of convention attendees.”

Rutherford and Kreck (1994) have argued that tourism activities play an important role in influencing the behaviour of convention delegates who form an important part of the MICE phenomenon. They found that almost 60% of convention delegates are

likely to spent additional money participating in tourism activities. They conclude that many MICE travellers spend money on pleasure related travel, food and entertainment when on their MICE trips. Further, as noted by Abbey and Link (1994, p. 274):

“... conventions business is an excellent builder for repeat business...if they are treated well and are pleasure, they will not only likely advertise with word of mouth, but also likely to visit the area on other occasions.”

Participation in business-related events by travellers is not confined to business or professional purposes; it also involves leisure. Davidson and Cope (2003) have suggested that MICE travellers often conduct their business trips along with a range of leisure activities organised by the host organisations. Some authors have noted that MICE travellers also often make their own decisions about attending a particular MICE event (Zhang, Leung and Qu, 2007; Hiller, 1995). In such cases, attending a new destination for business-related purposes could be viewed as voluntary behaviour.

Satisfaction associated with tourism experiences has been widely acknowledged as a significant influence on future travel behaviours (Antti and Ugur, 2005; Yang and Peterson, 2004; Yeung, Ging and Ennew, 2002; Woodside, Frey and Daly, 1989). It has been suggested that initial expectations of service and post-consumption evaluation of consumption experiences play a significant role in determining customer satisfaction (Oliver, 1980). Identifying the determinants of satisfaction should assist destination marketers to gain potentially useful insights into customer feelings toward products or services (Lee and Back, 2007; Yoon and Uysal, 2005). Destination marketers should progress their understanding of the needs of MICE travellers, so that they can focus on improving their satisfaction. To date, there has been limited understanding of the potential influences of MICE-related experiences upon the future leisure travel intentions amongst MICE travellers. This study therefore attempts to examine the importance of the MICE tourism experience in the context of both MICE tourism and leisure tourism. It is assumed that satisfaction with MICE experiences in a destination is strongly associated with both business and recreation-linked motivations. That is, a positive MICE traveller destination experience is viewed as a factor which also increases the likelihood of subsequent leisure travel.

Motivations have been widely identified within the literature as crucial for explaining behavioural intentions (Rittichainuwat, Qu and Mongkhonvanit, 2008; Yoon and Uysal, 2005; Rittichainuwat, Qu and Leong, 2003; Baker and Crompton, 2000; Fodness, 1994). Motivation is one of the internal states which influences travel decision-making. These states include the psychological force within individuals which leads to attitudes and behaviours (Pearce and Lee, 2005; Sirakaya, Uysal and Yoshioka, 2003, Fodness, 1994; Mansfeld, 1992). An enhanced understanding of motivation is valuable for addressing the various wants and expectations associated with individual tourism experiences (Taylor and Prideaux, 2008; Galloway, 2002; Dann, 1981, 1977). From a marketing perspective, Fodness (1994) has noted that motivations are important for the development of marketing strategies because of the opportunity that they provide to identify why different types of customers travel. Analysing benefits based motivation can be an effective way to anticipate traveller needs or wants so that destination marketers can enhance the satisfaction associated with tourism experiences.

The early work of Crompton (1979) and Dann (1981) - who developed the push-pull motivational framework – focuses strongly on traveller behaviour. These authors examined motivations which reflected individual feelings or travel desires. Motivations which were categorised as push factors which are found to be essential in determining travel destinations decisions. It has been argued that travellers do not confine themselves to purchasing products or service, but buy expectations of benefits which will satisfy their various needs (Hooper-Greenhill, 1995). Following this view, Oppermann (1998) suggested that marketers need to know more about their customers, including why they purchase, how many repeat purchasers exist and how often they have purchased products? He believed that managers have only a limited understanding of the impacts associated with these questions. This limited knowledge has impeded the provision of products which address customer expectations.

Axelsen and Arcodia (2004) have also explained the role of travel motivations for understanding individual needs or expectations associated with tourism experiences. They have explained that tourism marketers can benefit from an understanding of customer needs. On the basis of the above discussion, the present research will adopt the push-pull framework of motivations as a central construct in assessing satisfaction

and future travel behaviours in the context of a proposed research model. This research will investigate the role of push factors as benefits based motivation, as well as pull factors such as destination attributes, which have been acknowledged as useful variables to explain travel experience within the tourism literature.

This thesis will provide a better understanding of the roles of motivations (push and pull factors) and satisfaction in influencing the behaviours of MICE travellers. In particular, it will provide marketing insights by examining the interrelationships between satisfaction associated with MICE experiences and future leisure travel intentions. The present research proposes a theoretical model which incorporates the means-end theory, functional theory, the expectation-disconfirmation model and Siegel and Ziff-Levine's (1990) model. It will explore the effects of destination attributes (cognitive and affective-related dimensions) and benefits based motivation (professional and recreational-benefits related dimensions) on the relationship between satisfaction (destination attributes, expectations and overall evaluation based dimensions) and leisure travel intentions. It will also examine any differences in the underlying aspects of destination attributes; benefits based motivation and travel satisfaction which influences significant engagement of activities in their MICE trips amongst first-time and repeat travellers for understanding predicting traveller needs and wants.

The primary goal of this study is to undertake empirical testings of the proposed research model. The research seeks to assist destination marketers and academia by providing an improved understanding of the influences of benefits based motivation and destination attributes on satisfaction and behavioural intentions. Understanding MICE travel experiences is viewed as fundamental for assessing future leisure intentions. This approach should assist destination marketers to strengthen competitive advantage by investigating relationships between factors with leisure travel intentions within the research model.

The research will contribute to enhancing the theoretical foundations of an important theme by explaining why satisfaction (destination attributes-based, expectation-based and overall evaluation-based dimensions), along with MICE travel experiences, are important determinants of future travel intentions and behaviours. A comprehensive

understanding of traveller needs and wants will be progressed through an empirical examination of tourism motivations (push and pull factors) in MICE settings. Understanding the relationships between destination attributes, benefits based motivation and satisfaction in relation to traveller behavioural intentions should enhance the ability of destination marketers to build long-term positive connections with customers in a competitive market.

## **1.2 The Research Problem**

Taiwan's MICE tourism sector has become an increasingly important source of tourism revenue (Hsu, 2007). With Taiwan experiencing greater competition for MICE tourism, it is important for tourism marketers to understand: (a) why MICE travellers choose to travel to Taiwan; and (b) why some are motivated to revisit Taiwan for leisure purposes, based on the satisfactory experiences that lead to behavioural intention towards leisure travel. The present research attempts to fill this research gap by examining the phenomenon and providing a useful model related to the MICE tourism sector.

A reviewed of the marketing literature indicates that customer loyalty is critical for profit ability (Ghobadian, Speller and Jones, 1994; Zeithaml, Berry and Parasuraman, 1996). According to Dick and Basu (1994), customer loyalty frequently relates to both attitudes and repeat patronage. Generally speaking, marketers must offer a satisfactory product or experience to build superior customer loyalty. In the tourism context, Oppermann (1996) has suggested that repeat visitation and recommendation of a destination to others are major indicators of customer loyalty. Repeat travel is a benefit because of its impact on other travellers through encouraging word-of-mouth communication. A number of studies have noted the benefit of satisfied customers and have suggested that increased customer satisfaction could lead to industry profitability (Antti and Ugur, 2005; Yang and Peterson, 2004; Yeung et al., 2002; Appiah-Adu, Fyall and Singh, 2000). In this situation, an improved understanding of the various factors which influence such decision-making may provide useful knowledge to develop successful marketing programs (Singh and Sirdeshumkh, 2000; Dick and Basu, 1994).

This thesis attempts to understand why MICE travellers choose to visit Taiwan and how their tourism experiences affect future leisure travel intentions. Given the influence of travel experiences on future travel, it is a reasonable proposition that MICE travellers develop an understanding of the host destination from experiences associated with participation in tourism related activities during their trips. To explain this, the proposed research model will be developed to examine these factors leading to behavioural intentions in a MICE tourism context.

Lee and Back (2005) have observed that most MICE tourism research covering the period 1990 to 2003 fall into the following categories: meeting suppliers; meeting buyers; meeting delegates and the MICE tourism industry. As indicated in Table 1.2 most academic research has focused on issues connected with suppliers and buyers in the meetings context. Little attention has been given to sub-themes that relate to delegates in the context of MICE tourism. The authors further concluded that academic research has focused on meetings buyers (34%) and the MICE industry (33%). The MICE traveller category has been under researched. They state that 8 out of a total of 137 (5.8%) MICE related research papers published in hospitality and tourism journals from 1990 to 2003 focused on delegates.

Lee and Back (2005) also concluded that most previous literature on the MICE industry has concentrated on exploring the determinants of service attributes from the meeting planner viewpoint. Their review demonstrates that studies referring to destination images within the leisure travel context comprised 59 of 142 papers, or (41.5%) and targeted research focusing on the Asian region 25 of 142 papers, or (17.6%).

Furthermore, most studies have focused on North America (58 of 142 papers, or 40.8%), followed by the UK/Europe (45 of 142 papers, or 31.7%). Previous research associated with traveller perceptions of destination attributes had primarily focused on the leisure tourism sector, with little academic research undertaken on destination attributes as an insight into MICE tourism (Hankinson, 2005). Most of the research which has been undertaken based on the perspective of MICE service providers, only few have examined it from the delegates standpoint (Lee and Back, 2007, 2005; Severt, Wang, Chen and Breiter, 2007).

**Table 1.2 Research Focus and Sub-theme of Articles (1990-2003)**

Research focus	Sub-themes (functional area)	Number of articles (%)	
Meeting Suppliers	Destination marketing and operations	19	(13.9%)
	Hotel meeting sales and operations	9	(6.6%)
	Convention centre development and operations	7	(5.1%)
	Other meeting venues	3	(2.0%)
Sub-total		38	(27.7%)
Meeting Buyers	Meeting planning (budgeting, scheduling, planners' role)	12	(8.8%)
	Site-selection process (attributes, factors, criteria)	18	(13.1%)
	Planners' evaluation of meeting services and destinations	16	(11.7%)
Sub-total		46	(33.6%)
Meetings Delegates	participation process (factors)	8	(5.9%)
Sub-total		8	(5.9%)
General Industry	Trends, issues, and the future of industry (forecasting)	11	(8.0%)
	International meeting market	5	(3.7%)
	Economic (socio-economic) impact	13	(9.5%)
	Advances in technology	9	(6.6%)
	Education (college curriculum)	4	(2.9%)
	Other areas (law, labor, government)	3	(2.2%)
	Sub-total		45
Total		137	(100%)

Source: Lee and Back (2005).

Based on an extensive literature review on MICE tourism, the researcher has identified five research gaps as follows.

*(1) Limited research has been undertaken on MICE tourism issues in the Asia-Pacific region from the delegate's perspective.*

As noted previously, few studies have been undertaken within the Asia-Pacific region, with 72.5% of studies concentrating on North American and UK/Europe (Lee and Back, 2005).

*(2) An absence of research on the role of benefits based motivation, (professional and recreational benefits) in the MICE tourism sector, on the relationship between satisfaction and behavioural intentions.*

The previous literature has indicated that tourism motivations are strong determinants of traveller satisfaction and future travel behaviour. However, the effects of the various aspects of tourism motivations on satisfaction are still unclear. Most previous tourism-related studies have focused primarily on the influence of professional/work related dimensions in relation to future participation in MICE related activities. In particular, previous research has not investigated the influence of the recreational elements of benefits based motivation which create satisfaction and can lead to subsequent leisure travel behaviour. There is a substantial need for academic researchers to investigate and to explain the influence of benefits based motivation as a central role in determining satisfaction in building MICE traveller behavioural intentions toward future leisure travel.

*(3) Few previous studies have explained the influence of destination attributes (cognitive and affective aspects) on satisfaction amongst MICE travellers. This in turn contributes to their future leisure behavioural intentions.*

Destination attributes may be viewed as functional determinants for understanding traveller decision-making and behaviours. It is a noteworthy guiding principle for developing tourism marketing strategies (Leisen, 2001). Travellers are generally more receptive to visiting destinations which they view as attractive and desirable. Many studies have investigated the construction or measurement of a destination image and have concluded that it has significant impact on traveller behaviour (Chon, 1991; Goodrich, 1978; Hunt, 1975; Woodside and Lysonski, 1989). Several researchers have stressed that travellers are more likely to choose a destination when they had a positive image or disposition (Chon, 1991; Goodrich, 1978). However, most studies have been conducted to examine the effect of destination image, as a major determinant of travel behaviours from the leisure traveler perspective. Little research has been conducted on destination image from the MICE traveller perspective (Hankinson, 2005).

Despite the growing significance of destination attributes, many studies have focused on how travellers decide to visit a destination from a leisure traveller perspective (Lee and Back, 2007; Hankinson, 2005). It is likely that both aspects of destination attributes (cognitive and affective components) play notable roles in predicting

traveller behavioural intentions. This thesis identifies the influence of two destination attributes (cognitive and affective) as important components for explaining the MICE tourism experience and predicting behavioural intentions associated with future leisure participation. On this basis, destination marketers may secure long-term benefits by: (a) meeting the expectations of the targeted customers; and (b) enhancing customer satisfaction (Leisen, 2001; Hankinson, 2001; Etchner and Ritchie, 1993).

*(4) Little research has examined how satisfaction associated with travel experiences influences the future leisure travel intentions of MICE travellers.*

Most tourism products or services are offered as intangible experiences (Graburn and Moore, 1994). Some researchers emphasise the considerable influence of previous experience on future destination selections and travel behaviour (Rittichainuwat, et al., 2003; Sönmez and Graefe, 1998; Woodside, et al., 1989). Previous experience of travel to a specific destination also determines future revisitation. According to Um and Crompton (1990) travellers without prior experience of a destination may have little knowledge about where to go or what to see. Familiarity with the destination increases through visitation. On this basis, it is widely recognised that travellers are strongly influenced by previous positive travel experiences to return to a destination (Sonmez and Graefe, 1998). If travellers have had a pleasures destination experience, the desirability of destination attributes may be enhanced when contemplating their subsequent holiday option. Sonmez and Graefe, (1998, p. 171) have been noted that:

“... past travel experience to specific regions both increases the intentions to travel there again and decreases the intention to avoid areas, particularly risky areas.”

Empirical evidence has demonstrated the impact of positive and negative prior travel experiences on future travel behaviours (Lehto, O’Leary and Morrison, 2004; Masberg and Silverman, 1996). Despite the availability of these various studies, limited theoretical frameworks have been developed to explain the role of satisfaction MICE experience on future leisure travel. The present research will propose a conceptual model to recognise the links between the dimensions which underlying satisfaction and behavioural intentions.

*(5) Few studies have examined the different in benefits based motivation and perception of destination attributes between first-time and repeat travellers in the MICE context.*

A growing body of evidence supports the existence of distinguishing characteristics between first-time and repeat travellers. Such differences include: destination attributes (Fakeye and Crompton, 1991); motivations (Yoon and Uysal, 2005; Fallon and Schofield, 2003; Sirakaya et al., 2003); and behaviour at the actual destination (Lehto, O'Leary and Morrison, 2004). Fakeye and Crompton (1991) have noted that once a traveller has visited a specific destination, then a more complex and differentiated image of that destination emerges in his/her minds. The types of traveller may select a destination for different purposes, choosing to visit a city because of reference to specific tourism attributes. To assist marketers in designing effective marketing strategies, it is worth developing an enhanced understanding of how destination attributes attract MICE travellers to re-visit the locales or sites of their work-related activity. Based on a review of the relevant tourism literature, the research has identified no previous investigation of the potential similarities and differences between benefits based motivation and destination attributes in relation to the participation in MICE tourism from the perspectives of two groups of travellers.

### **1.3 Research Objectives**

The foregoing discussion has indicated that the previous MICE tourism literature has failed to provide a clear explanation of the influence of the following dimensions on: (i) benefits based motivation; (ii) tourism destination attributes; and (iii) satisfaction associated with previous experiences on behavioural intentions. The present thesis will overcome this gap by proposing a theoretical framework to investigate the factors determining future behavioural intentions.

The main research questions addressed in this study are as follows.

- 1) What is the importance of tourism motivations (push and pull factors) in the selection of the subsequent destinations for leisure-related travel amongst MICE travelers? This research should provide an improved understanding of the future needs and wants of MICE travellers.

- 2) What is the influence of satisfaction with MICE tourism experiences on future behavioural intentions? This question will explore the behavioural intentions toward future leisure participation based on their satisfaction associated with prior travel experience.
- 3) To what extent do destination attributes impact upon MICE travellers' motivations, and satisfaction relative to future behavioural intentions. In investigating the influence of these determinants on behavioural intentions, an improved explanation of future leisure travel behaviours will be provided. Another research focus is to identify similarities and differences in terms of benefits based motivation, destination attributes and satisfaction between first-time and repeat travellers in the context of MICE tourism. The research will also aim to segment the MICE market based on travel motivations. It is hoped that the thesis should provide insights into various types of travellers seeking MICE tourism related-experiences at a particular destination.
- 4) How important are business and recreation-related benefits based motivation and the cognitive and affective dimensions of destination attributes to MICE tourism? These are viewed as essential predictors of destination selection associated with future leisure related travel.

In emphasising these primary research questions, the research aims to:

- 1) Identify Taiwan's key destination attributes from the MICE traveller perspective.
- 2) Examine the contribution of tourism destination attributes towards satisfaction with MICE related travel experiences; and their influence on the selection of subsequent leisure destinations amongst MICE travellers.
- 3) Determine the importance of motivational dimensions on satisfaction with MICE travel experiences, which in turns, influences traveller behavioural intentions.
- 4) Investigate how benefits based motivations are influenced by destination attributes to create behavioural intentions in MICE tourism settings.
- 5) Investigate how satisfaction (based on expectations, destination attributes and overall evaluation) with the experience of attending MICE events influences

behavioural intentions with respect to future leisure travel within the MICE tourism setting.

- 6) Determine different destination attributes and benefits based motivation between first-time and repeat travellers in the MICE tourism context with a view to identifying appropriate marketing strategies for Taiwan.
- 7) Explore the nature of MICE traveller segmentation on the basis of motivations to travel and the profile characteristics of each segment in relating to the future behavioural intentions.
- 8) Investigate the causal relationship between destination attributes (pull factors), benefits based motivation (push factors), satisfaction and future behavioural intentions of MICE travellers, in order to maintain and increase competitive advantage.

The various research aims seek an improved understanding of tourism motivations and satisfaction in relation to the leisure travel intentions of MICE travellers to Taiwan. Within this context, the filling of the clearly identified research gaps should provide insights and an improved understanding of MICE travel experiences relative to future leisure destination selections. The research also examines the implications for destination marketers of designing positioning strategies based on destination related traveller motivations. The present research will also provide guidelines for academic researchers and marketers on ways to manage traveller needs and wants in the context of MICE tourism experiences.

#### **1.4 Contribution to Knowledge**

The research will contribute to the field of MICE-related tourism at a theoretical and practical level. Few researches have examined the potential importance of MICE travellers for future leisure travel. In fact, little recognition has been given to the causal relationships between tourism destination attributes, benefits based motivation and satisfaction in relation to behavioural intentions. The present investigation will evaluate whether these are significant in influencing levels of MICE travel satisfaction, and contributing to behavioural intentions. After identifying the relative importance of motivational factors, the present research will provide insights into the relationship between factors linked to the behavioural outcomes associated with future

participation in leisure travel. This will assist destination service providers and marketers to understand the needs of their customers.

This research will contribute to the marketing and MICE literature in four major ways. Firstly, it will offer an integrated research model, providing insights into MICE travel-related experiences which influence future leisure travel intentions in the field of MICE tourism. Secondly, the research will investigate the motivations (pull and push factors) which determine MICE travel in constructing the process of behavioural intentions. Thirdly, the study will develop a theory-based conceptual model which combines constructs drawn from: tourism destination attributes (cognitive and affective correlated dimensions), benefits based motivation (professional and recreational related benefits) and satisfaction with MICE travel experience (expectation based, destination attributes based and overall evaluation based dimensions), focusing on the potential impacts of these constructs on behavioural intentions. The identification of differences between the various market segments should provide a valuable foundation for marketing strategy development, by addressing the needs of current and prospective MICE travellers. Finally, the research aims to provide destination managers with enhanced segmentation to develop more accurate marketing strategies based on motivations to travel.

The present research seeks to contribute to MICE settings by investigating how motivational factors (pull and push factors) influence satisfaction associated with MICE tourism related experiences and behavioural intentions towards future leisure holidays. The relative importance of destination attributes, benefits based motivation and satisfactions amongst first-time and repeat travellers are examined. Identification of these differences should assist tourism managers to develop more effective marketing strategies for tourism development by marking connections between aspects of the marketing process. It is hoped that the thesis will contribute to MICE tourism research, from both an academic and a practical perspective.

### **1.5 Statement of Significance**

The primary goal of the research is to provide an improved explanation of the role of destination attributes (cognitive and affective aspects) and benefits based motivation

(professional and recreational-related benefits) on satisfaction with MICE tourism experiences. Understanding MICE related motivations should help to improve the quality of travel experiences. The conceptual model will provide a more inclusive understanding of the influence of motivations and satisfaction on future leisure intentions amongst MICE travellers in the Taiwan context.

The study will also provide insights into how satisfaction with travel experiences influences future leisure travel behaviour. The notable differences between first-time and repeat travellers are examined. In explaining the significant role of motivations in tourism marketing, the thesis will examine whether distinct MICE traveller segments can be identified on the basis of motivations. The research findings should facilitate the design of more advanced marketing strategies for tourism marketers. From this, destination marketers will improve their understanding of the various dimensions of traveller motivations and satisfaction from the MICE perspective.

This study is significant because the conceptual model will link generalized motivational dimensions to investigate causal interrelationships within the process of developing traveller behavioural intentions in the MICE context. Additionally, MICE traveller segments will be also identified based on their travel motivations. The thesis will provide an improved understanding of the similarities and differences between first-time and repeat travellers in terms of benefits based motivation and destination attributes. This will allow destination marketers to identify factors which influence the future behavioural intentions of MICE travellers by explaining the needs and wants associated with MICE tourism experience between the two groups of travellers. The research will identify distinct sub-segments of MICE travellers based on their travel motivations to Taiwan, with the purpose of assisting marketers and researchers to develop more effective positioning strategies. The thesis should provide some useful insights into tourism strategy development particularly in Taiwan, by empirically examining the conceptual framework proposed by the author.

Qualitative data will be examined in relation to overall attitudes toward MICE traveller benefits based motivation and perceptions of destination attribute from a destination marketer perspective. The use of a combined research method is explained in the research methodology chapter. The qualitative findings, when evaluated

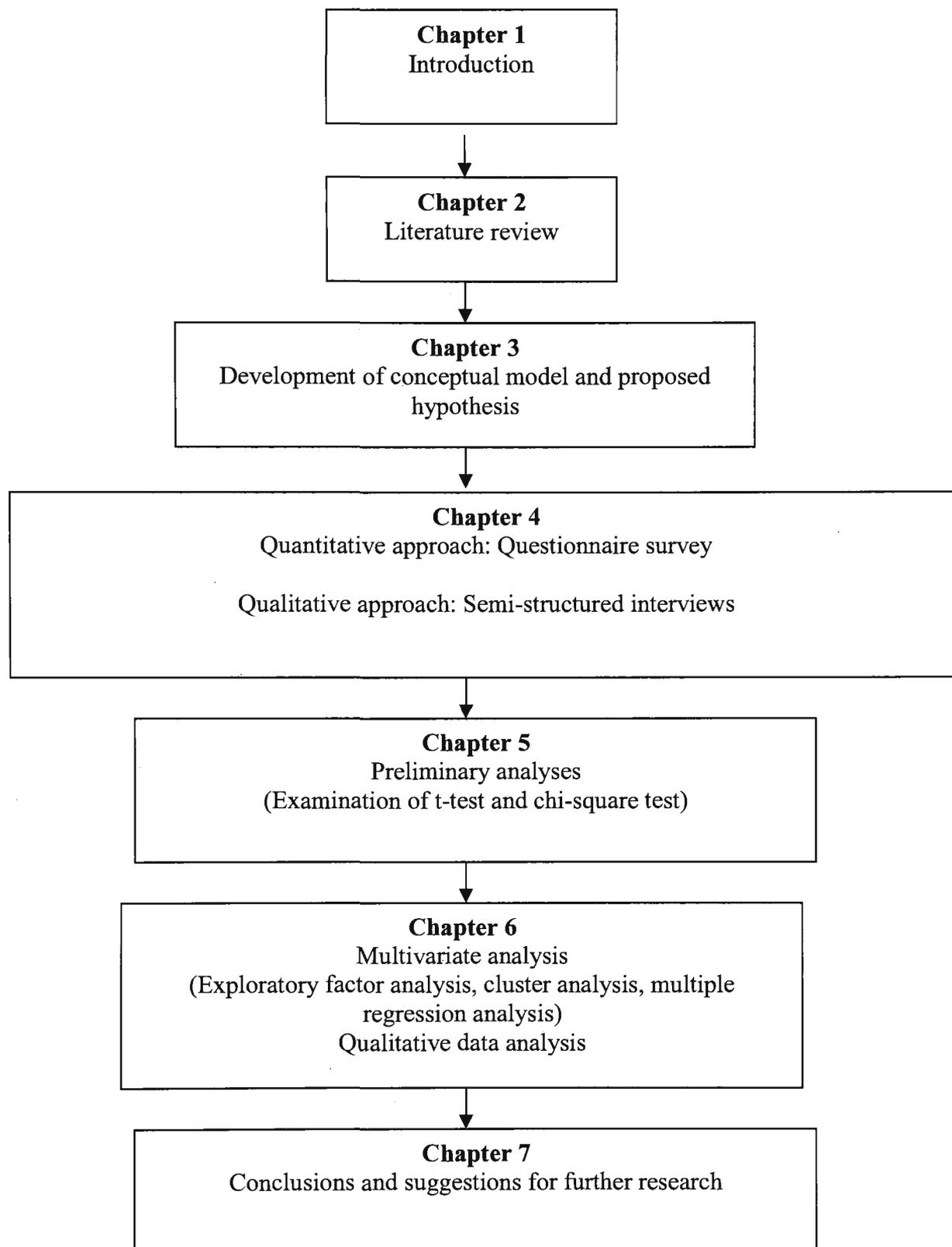
associated with statistical results, will provide a basis for future marketing development strategies.

This chapter has provided a background to this study. Section 1.2 presents the research problem including identification of research gaps in the field. Section 1.3 presents the research objectives, including questions and aims. Section 1.4 provides the contribution of the study to the body of knowledge and section 1.5 provides the significance of the study. Section 1.6 presents the general structure of the thesis.

### **1.6 Thesis Content and Structure**

To achieve its key objectives, the thesis is structured as follows (see Figure 1.1). Chapter One provides a general introduction and the background of previous literature, as well as outlining the research objectives, contribution and significance of the study. Chapter Two reviews the relevant literature to inform the development of the conceptual framework. Chapter Three examines theories associated with traveller destination selection. A conceptual framework is then proposed to explain MICE travel behavioural intentions, with a series of proposed hypotheses to address the research gaps. Chapter Four provides a discussion of the research methods to be employed, including a justification for the use of qualitative and quantitative approaches, the instrument of measurement, pre-testing, sample selection, data collection and data analysis. In chapters Five, Six, the hypotheses and conceptual framework are tested, including an examination of the proposed relationships between dimensions of the research framework. The proposed model is empirically tested via a series of hierarchical regressions. Chapter Seven presents and summaries the major research findings, provides an overview of the major themes identified in the research, suggests areas for future work.

**Figure 1.1 Thesis Structure**



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter begins with an explanation of the definitions relevant to the key issues of the study. It also provides an overview of the literature relevant to the theories associated with the research themes in the context of MICE tourism. In addition, the chapter considers previous tourism and marketing literature in relation to the research themes, including benefits based motivation; destination attributes; satisfaction; and behavioural intentions. On this basis, the scope of the research is restricted to explaining the significance of the research themes identified as gaps in the relevant tourism marketing literature. The literature review provides a useful foundation for the proposed conceptual model and the hypotheses which are considered in the subsequent chapter.

The thesis will shed light on the key determinants that provides an impact positively on MICE traveller future behaviour. Furthermore, it will assist Taiwan tourism authority and host tourism marketers to enhance their understanding and ability to design more effective strategies to strengthen competitiveness in the global market. The chapter also provides a theoretical foundation that has been lacking in the behaviour research of MICE travellers and it will provide an improved understanding of the associated disciplines. A better understanding of the role that benefits based motivation and satisfaction has in determining future traveller behaviours will be established in this particular tourism sector.

Over the past two decades, studies have shown that travel motivation has been an imperative focal point for both marketing practitioners and researchers (Chen and Uysal, 2002; Frochot and Morrison, 2000; Veal, 1997; Cha, McCleary and Uysal, 1995; Dann, 1981; Crompton, 1979). Motivation is frequently viewed as the dynamic strength behind all types of behaviour (Veal, 1997; Fodness, 1994; Iso-Ahola, 1982; Dann, 1981; Crompton, 1979). Based on this viewpoint, travel motivation has become the centre of attention for understanding tourism strategy development (Fodness, 1994; Mill and Morrison, 1985).

Marketing researchers believe that traveller behaviours are understood by clarifying the role of motivation in shaping traveller destination loyalty of travellers (Fodness, 1994). In reviewing the previous tourism literature on customer loyalty, consideration has been given to satisfaction as leading to retention (Appiah-Adu et al., 2000; Ryan, 1995; Lee and Crompton, 1992; Dann, 1981; Hunt, 1975). A variety of researchers have identified the role of travel satisfaction in determining traveller behaviours in the connection of travel motivations and destination image (Kidd, King and Whitelaw, 2004; Chon, 1990; Cook and McCleary, 1983; Crompton, 1979). Subsequently, literature review will address the key attributes of determining constructs within the research model as well as relationships within the model.

Section 2.1 highlights the previous studies relevant to the key constructs of the proposed research model. Section 2.2 provides an outline of the growth of MICE tourism in the Asian-Pacific region. Section 2.3 examines the research on tourism motivations. Section 2.4 discusses research on destination attributes in the context of MICE tourism. Section 2.5 reviews previous studies focusing on the influence of attitudes on traveller behaviours. Studies on traveller satisfaction and behavioural intentions are addressed in sections 2.6, 2.7 and 2.8. Section 2.9 presents and explains key theories used in the development of the research model. This chapter is summarised in Section 2.10.

### **2.1.1 Defining the MICE Industry**

From a conceptual perspective it is important to define MICE travel. There are several alternative definitions to describe the MICE sector. According to Davidson (1994; cited in Swarbrooke and Horner, 2001, p. 3), 'business tourism' may be defined as follows:

“Business tourism concerned with people travelling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having travelled for purpose of trade since very early times.”

MICE tourism involves a wide range of service and business-purpose related events. According to Montgomery and Strick (1995) the conventions and meetings industry is generally regarded as comprising four main components of tourism. These components are attractions, transportation, lodging, and food and beverage. The

authors describe meetings tourism as the various events that provide opportunities for MICE travellers to exchange new information, goods, equipment and services. Davidson (1994, cited in Swarbrooke and Horner, 2001, p. 5) has defined exhibitions as:

“Presentations of products or services to an invited audience with the object of inducing a sale or informing the traveller...exhibitions are considered part of the business tourism industry because they stimulate travel (for both exhibition and travellers).”

Discussing or exchanging new information plays a significant role in the experience of MICE travellers. Bradley, Hall and Harrison (2002) described meeting tourism as:

“... travel associated with attendance at corporate or association meetings, conferences, conventions or congresses or public or trade exhibitions” (2002, p. 62).

There is limited agreement about a universally accepted definition for the MICE tourism industry. It is however, possible to categorise four types of MICE events that is: meetings, incentives, conventions and exhibitions which are frequently linked to MICE tourism markets. In the context of MICE tourism destinations, the present research views MICE tourism industry as occupying one where individuals gather to exchange new information and products associated with the business or organisation. Such travel experiences are very different to those which apply for leisure travel. MICE tourism is strongly connected with various events related to a MICE travellers' work. The following definition is proposed as most appropriate for the purposes of this present thesis. It is adapted from Davidson (1994) and Montgomery and Strick (1995):

“Conventions and meetings tourism can be understood as an organised event that brings people together to discuss or share new information related to their work, products and services. It includes a wide range of activities, services, products and facilities such as attractions, transportation, lodging and food and beverage.”

### **2.1.2 The MICE Traveller**

In considering the characteristics of the MICE traveller, many authors have suggested that MICE travellers should be defined as people who attend or have attended meetings, incentive events, conferences and exhibitions (Cook, Yale and Marqua, 2006; Swarbrooke and Horner, 2001; Davidson, 1994). Beioley (1991, p. b7) has suggested that a MICE traveller is an: “overseas or domestic traveller who stays overnight away from home for the purpose of conducting business.”

According to Tourism New South Wales (2007, p. 1) has proposed the following definition:

“MICE travellers are with the purposes of attendance at: conferences, exhibitions, conventions or trade fairs; MICE or other work; training and research related to employment; and work travel for transport crews.”

Broadly consistent with these definitions, the present thesis defines MICE travellers as: “People who attend meetings, incentives, conventions and exhibitions (MICE), both at home and overseas.” MICE travellers are categorised as those who are employed and funded for a trip on their own or by their industry to attend meetings, incentives, conventions and exhibitions (MICE).

### **2.2 Tourism Demand in Taiwan and the Asia-Pacific Region**

This section provides an overview of Taiwan’s international leisure and MICE tourism market in the context of the Asia-Pacific region. The MICE sector is currently one of the fastest growing and the most competitive segments of the international market. The Asia-Pacific region has been recognised as one of the most attractive destinations for marketers, because of the significant growth rates achieved since 1974 (World Tourism Organisation, 1998). According to a recent survey conducted by Pacific Asia Travel Association (2007), approximately 356 million international trips were made to explore destinations within the Asia-Pacific region in 2006, a 5.3% growth over 2005. Evidence on the growth of international travel by a Moodie report (2008) shows that traveller arrivals in 2007 were 3 % higher in the Asia-Pacific region compared to 2006.

These above figures suggest that a great opportunity exists within the Asia-Pacific region for better and more effective marketing strategies to attract and retain the attention of the escalating number of international travellers. As discussed earlier, the significant challenge for marketers is to present their tourism attractions in a favourable image within a competitive global marketplace. According to Taiwan's yearly national economic trends, overall economic growth increased between 2001 and 2004 by -2.18%, 3.59%, 3.31% and 5.87%, respectively. The average national income was US\$11,639 in 2001 and US\$12,528 in 2004. An annual survey of Taiwan tourism reveals that the average frequency domestic travel of each citizen in 1999 was 4.01 days compared to 5.39 days in 2003 (Taiwan Tourism Bureau, 2007). The number of domestic weekend travellers increased from 56.2% in 1999 to 60.9% in 2003. This indicates that both economic growth and rising national income could support a considerable increase in travel activity among the Taiwanese.

According to the International Tourism Trade Fairs Association, the meeting industry has become global, significantly impacting on the tourism industry. This has resulted in strong growth of demand for air travel and hotel accommodation. The Asia-Pacific region has been recognised as one of the most attractive tourism markets. A significant increase in traveller numbers within the region of the East Asia Pacific has the region ranked second in the world in terms of market share. A future expectations report, points to an average 6.5% annual grown rate by 2020 (World Tourism Organisation, 2006).

In light of the continual growth of business tourism, Taiwan has developed tourism strategies based on its natural beauty and economic progress (Taiwan Tourism Bureau, 2007). A survey conducted by the Taiwan Tourism Bureau (2005) reported that traveller arrivals to Taiwan reached 3,378,118 in 2005, an increase of 14.5% compared with 2004. Of this total, foreign nationals accounted for 2,798,210, an increase of 369,913 (15.2%), and overseas Chinese numbered 579,908, up 57,863 (11%) on the previous year. The rapid growth of Taiwan's international market mirrors the increase in economic growth and wealth of the other countries within the Asia Pacific Region (Fish and Waggle, 1997). Recent tourism statistics have reported that tourism's contribution to Taiwan's GDP in 2005 was around 1.4 per cent, or about US\$49.77 billion. On average, travellers stay 7.1 nights and spend US\$1,473

(Taiwan Tourism Bureau, 2005). Another report indicates that Taiwan's travel and tourism competitiveness was ranked as 43rd internationally, based on its leisure tourism attractions (World Economic Forum, 2009). Thus, the potential of tourism in Taiwan is related to both business and leisure travellers.

**Table 2.1 Major Motivations for Inbound Visitation to Taiwan**

<b>Market of Inbound Visitors</b>	<b>Food</b>	<b>Scenery</b>	<b>Geographical convenience</b>	<b>Historic relics</b>	<b>Taiwan custom and culture</b>	<b>Price of goods</b>	<b>Fruits</b>	<b>Weather</b>
Japan	59.72	42.23	28.70	18.91	10.01	17.04	15.92	14.65
USA	36.65	49.07	4.35	20.50	27.33	11.18	15.53	13.04
Hong Kong/ Macau	62.64	55.47	16.04	9.81	20.57	16.42	13.02	6.98
Singapore	55.22	65.67	6.47	9.95	20.90	25.37	15.42	19.90
Korea	26.73	51.49	26.73	26.73	29.70	9.90	8.91	15.84
Malaysia	56.52	63.04	4.35	17.39	8.70	10.87	4.35	15.22
Europe	38.64	40.91	6.06	17.42	25.76	11.36	9.85	12.12
Australia/ New Zealand	57.14	62.86	14.29	20.00	37.14	14.29	11.43	17.14
Mainland China (Group tour)	44.09	85.43	3.35	25.98	39.96	3.54	42.13	17.72

Source: Taiwan Tourism Bureau (2006).

Table 2.1 outlines the main motivations for inbound travellers to visit Taiwan. Japan is the major source of inbound tourism. Although the Japan outbound market declined in 2005, a strong marketing campaign by Taiwan, along with a special prize-draw program, boosted arrivals. As indicated in the table, most inbound travellers are seeking to participate in tourism experiences such as: food, scenery and historical or cultural related activities.

Indicative of the importance of the MICE sector in Taiwan, a report released by the Taiwan Tourism Bureau (2005), shows that the MICE tourism sector is a growing segment of the Taiwan economy. The relevant statistics indicate that:

- 51.1% of inbound business travellers and 73.1% of business travellers whose main purpose was attending international conferences or exhibitions took a short- trip of half a day to a day during their visit in Taiwan;

- 96% of these travellers intend to return for multiple reasons on other occasions; and
- 54.1% of business travellers intend to revisit for leisure purposes, while 28% of business travellers plan to revisit for business purposes.

To improve the performance of service providers, Taiwan's tourism marketers should develop a successful market strategy based on an understanding of the determinants which affect the future behavioural intentions of MICE travellers. Marketers can increase the likelihood that MICE travellers will revisit Taiwan as leisure travellers and encourage travellers who have visited Taiwan, to return accompanied by family members or to recommend the country with others. From a marketing perspective, MICE travellers are potentially important sources of targeted advertising, since travellers may share their travel experiences or knowledge about a particular destination with others. MICE travellers represent an attractive sector for the tourism industry. It is clear that the Taiwan Tourism Bureau is committed to attracting MICE travellers as evidenced by its current campaigns.

## **2.3 Motivations in MICE Tourism**

### **2.3.1 Defining Motivations**

Motivations are an important part of understanding traveller behaviour because they explain what travellers are seeking and how to deal with their expectations (Veal, 1997; Fodness, 1994; Dann, 1981; Crompton, 1979). According to Lazarus (1991), motivations connect with individual needs associated with activities and responses to different environmental conditions. An understanding of motivations assists an organisation to target prospective customer needs, wants and goals. Companies and ever nations can develop more effectual strategies to market their products or services and increase their competitiveness (Fodness, 1994).

Tourism motivation has commonly been defined as personal needs and wants associated with participation in leisure activities (Gee, Choy and Makens 1997). Pearce (1982) has suggested that motivation refers to needs that influence behaviours towards certain types of activity. A definition adapted from Cha et al. (1995) states that "... human needs which motivate people to travel, include: needs for escape,

novelty and renewal”. According to Crompton and McKay (1997), tourism motivation is a psychological state associated with travellers’ needs and wants concerning future travel opportunities. They argue that (1997, p. 427):

“Tourism motivation is conceptualised as a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals.”

It is widely accepted that travel behaviour is strongly influenced by motivations (Um and Crompton, 1990). These include both physiological and psychological travel needs. The concept of motivation provides an opportunity to understanding travel behaviour. Dann (1977, 1981) developed the push-pull framework to explain the potential contribution of motivations contribution to travel behaviours. He characterized motivations as individual feelings or desires about travel. Tourism motivations are categorised as pull factors which determine destination decision-making. Push factors are viewed as traveller needs and wants. There is general agreement that push and pull motivations are useful determinants of travel behaviour. Similarly, Crompton (1979, p. 410) has stated that:

“The push factors for a vacation are socio-psychological motivations. The pull factors are motivations aroused by the destination rather than emerging exclusively from within the traveller himself ... push motives have been thought useful for explaining the desire to go on a vacation while pull motives have been thought useful for explaining the choice of destination.”

As indicated in the previous discussion, these authors have categorised those motivations into two major types: push factors, which describe the internal driving needs of travellers to get away from their home environment; and pull factors, which relate to the external components of a specific destination that attracts travellers to a destination. According to Dunn-Ross and Iso-Ahola (1991), motivations generate the incentive for behaviours and the affect individuals who are seeking to satisfy both the need to escape and to search for new personal experiences in destination settings.

For the purposes of the present research, motivation is defined as a combination of internal benefits based motivation (push factors) and destination attributes (pull factors). From a theoretical perspective, benefits based motivation and destination attributes are important antecedents for understanding traveller behavioural intentions

toward future leisure behavioural intentions. To achieve the major research objectives proposed in Chapter One, this thesis investigates the potential importance of push and pull of motivational factors to satisfaction with MICE travel experiences and leisure behavioural intentions.

### **2.3.2 MICE Traveller Motivations**

Previous research on traveller motivations has investigated physiological and sociological dimensions (Dann 1981; Dunn-Ross and Iso-Ahola, 1991). According to Maslow (1970), there are different levels of need. Relaxation needs occupy the lowest level in the motivational needs hierarchy, while fulfilment needs are at the highest level followed by development needs, self-esteem, relationships needs, safety/security needs and relaxation needs. Moscardo and Pearce (1986) have contributed to motivational theory by providing an explanation of the motivations associated with travel behaviours. They established the travel motivation model (TCL), based on theories derived from the needs hierarchy theory of motivation. The model incorporates several types of traveller motivation connected with travel needs. These include relaxation needs, safety/security needs, relationship needs, self-esteem, development needs, and self-actualization/fulfilment needs. These authors have provided useful insights into the traveller decision-making.

A number of theoretical and empirically based studies have been conducted to ascertain travel motivations (Klenosky, 2002; Galloway, 2002; Crompton and McKay, 1997; Veal, 1997; Dunn-Ross and Iso-Ahola, 1991; Dann, 1981, 1977). Research has established that motivations and expectations are predictors of travel behaviour, in the case of particularly those associated with travellers' decisions (Crompton, 1979; Veal, 1997; Dunn-Ross and Iso-Ahola, 1991; Dann, 1981). Yoon and Uysal (2005) and Uysal and Hagan (1993) noted that push factors associated with tourism motivations have commonly been viewed as internal or intrinsic desires. Similarly, Gee, Choy and Makens (1997) have maintained that both traveller decisions and behaviours are influenced by motivational factors. As indicated in Table 2.2, the push and pull factor related motivations have been investigated in tourism using a variety of research approaches. Motivation has been extensively viewed as a determinant of behaviours toward purchasing experiences in terms of needs.

Various MICE studies have identified determinants that influence the decision-making of meeting participants. These previous studies assist destination marketers (service providers) to attract more delegates (Rittichainuwat, Beck and LaLopa, 2001; Ngamsom and Beck, 2000; Opperman, 1995; Grant and Weaver, 1996; Kirschbaum, 1995; Oppermann, 1994; Price, 1993). It has been widely acknowledged that travel motivation plays a strong role in determining and predicting the decision-making of MICE travellers. Various tourism researchers have investigated MICE related tourism motivations (Rittichainuwat et al., 2001; Ngamsom and Beck, 2000; Opperman, 1995). A related study by Gee, Choy and Makens (1997) maintained that travel decision-making and behaviours are affected by various motivational factors. Oppermann and Chon (1997) proposed an integrated model of four factors, or key determinants, concerned with MICE attendee decision-making: (1) personal and business factors; (2) association and conference factors; (3) location factors; and (4) intervening opportunities.

One of the most cited research findings relating to the motivations of those attending conventions and meetings was published by Price (1993), who suggested that education, networking, and career path and leadership enhancement are the major motivations involved with attendance at MICE event. A variety of motivations were identified as key elements for association attendees to participate with MICE events (Ngamsom and Beck, 2000). They also noted that attendance at conferences, conventions and exhibitions provides a valuable opportunity for MICE travellers to explore work-places; travel to overseas destinations; participate in various outdoor recreations; business-related activities; change of pace; networking; and educational enhancement.

The motivations for attending conventions and meetings were also examined by Var, Cesario and Mauser (1985). They proposed a theoretical model to explore the role of attractions in the selection of MICE destinations. They concluded that the attractions of MICE destinations and their accessibility are important predictors of individual delegate behaviours. Furthermore, Rittichainuwat et al. (2001) examined the influence of motivation, inhibitors and facilitators on participation in international conferences by MICE delegates. More recently Severt, Wang, Chen and Breite (2007), identified five distinct motivations: (1) activities and opportunities; (2) networking; (3)

convenience of conference; (4) education benefits; and (5) products and deals factors. They found that the educational components of motivational factors were highly correlated with satisfying business tourism performance, whereas activities and opportunity were less concerned with overall satisfaction.

A report by the MPI Foundation (2000) stated that most convention and meeting delegates consider engaging in meetings and events as the best way to become acquainted with new knowledge towards their future professional development. Oppermann and Chon (1997) and Price (1993) have suggested that attending MICE events is viewed as a great opportunity for professional staff to obtain new information, develop networks, and gain possible career enhancement. These studies suggest that potential opportunities to travel overseas and participate in outdoor recreation were primary motivations for participating in various types of conferences, conventions and exhibitions (Ngamsom and Beck, 2000). Also, it may be concluded that educational and work-related components of motivational factors are closely connected with the destination selections of MICE travellers.

Hiller (1995) maintained that most MICE attendees have the opportunity to decide whether or not to participate in business related events. Oppermann and Chon (1997) and Price (1993) have also suggested that interest in attending MICE events can be viewed as an opportunity for professional staff to obtain new information and networking as a form of career enhancement. Based on these previous studies, a clear understanding of motivational factors affecting traveller decision-making should help marketers to provide a better tourism experiences in this highly competitive marketplace.

The potential opportunities to travel overseas and participate in outdoor recreation are significant motivations in the decision-making process about participating in conferences, conventions and exhibitions (Ngamsom and Beck, 2000). Previous studies have identified that attending these gatherings provide opportunities for MICE travellers to explore work places, through: overseas travel; outdoor recreation; related business activities; change of pace; networking; and educational enhancement.

**Table 2.2 Previous Studies Examining Push and Pull Factors**

Author(s)	Research approach	Used push factors identified	Pull factors identified
Dann (1977)	Scale/survey development and analysis	Anomie, ego enhancement	
Crompton (1979)	Unstructured in-depth interviews	Escape, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships, social interaction	Novelty, education
Yuan and McDonald (1990)	Factor analyses of 29 motivational/push items and 53 destination/pull items	Escape, novelty, prestige, enhancement of kinship relationships, relaxation/hobbies	Budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities hunting
Fodness (1994)	Scale development	Ego-defense, knowledge, reward maximisation, punishment avoidance, value expression, social adjective	
Uysal and Jurowski (1994)	Factor analyses of 26 motivational/push items and 29 destination/pull items	Re-experiencing family togetherness, sports, cultural experience, escape	Entertainment/resort, outdoors/nature, heritage/culture, rural/inexpensive
Turnbull and Uysal (1995)	Factor analysis of 30 motivational/push items and 53 destination/pull items	Cultural experiences, escape, re-experiencing family sports, prestige	Heritage/culture, city enclave, comfort/relaxation, beach resort, outdoor resources, rural and inexpensive
Oh, Uysal and Weaver (1995)	Canonical correlation analysis of 30 motivational/ push items and 52 destination/pull items	Knowledge/intellectual, kinship/social interaction novelty/adventure, entertainment/prestige sports, escape/rest	Historical/cultural sports/activity, safety/upscale, nature/outdoor, inexpensive/budget
Cha, McCleary and Uysal (1995)	Factor analysis of 30 motivational/push items	Relaxation, knowledge, adventure, travel bragging, family, sports	
Baloglu and Uysal (1996)	Canonical correlation analysis of 30 motivational/ push items and 53 destination/pull items	Four canonical variety pairs of push and pull items were identified but were not labeled. These variants were used to identify four market segments labeled sports/activity seekers, novelty seekers, urban-life seekers, beach/resort seekers	
Sirakaya and McLellan (1997)	Factor analysis of 56 destination/pull items		Local hospitality and services, trip cost and convenience, perceptions of a safe/secure environment, change in daily life environment, recreation and sporting activities, entertainment and drinking opportunities, personal and historical link, cultural and shopping services, unusual and distant vacation spot

Source: Klenosky (2002).

Rutherford and Kreck (1994) have claimed that the attraction of destination and recreational activities for convention delegates needs to be considered when investigating convention delegate behaviour.

Another study of MICE traveller motivations was conducted by Severt, Wang and Chen (2007). They concluded that activities and opportunities, networking, convenience of conference, education benefits and products were all factors in influencing motivations. It can be argued that attending meetings and conferences is a great opportunity for professional staff to obtain new information and to develop networks as well as enhancing career opportunities (Oppermann and Chon, 1997; Price, 1993). A relevant analysis of MICE traveller motivations for attending a tradeshow indicated that there were three main motivations, namely shopping, career development, and industry awareness (Tanner, Chonko, and Ponzurick, 2001). According to the MPI Foundation, meeting delegates can be categorised into five segments. They are (2000, p.3):

“1) Knowledge seekers — delegates who are driven by a desire to add to their knowledge of their industry or profession. The annual meeting is a high priority in terms of their time, and they are the most contented with the outcome of the meeting.

2) Value-based delegates — delegates who more carefully weigh the costs and benefits of the meeting. The overall cost and the location are more of a deciding factor in whether to attend, and they desire more hands-on, practical knowledge such as skills.

3) Social net workers — those who place a greater stress on being able to network with colleagues and derive social benefits. They are more likely to bring their family and mix business and pleasure, but like other delegates, value the learning they gain from the event.

4) Convenience-driven delegates — go to meetings for much the same reason as others but feel more pressured by time constraints, a factor that can keep them from attending more meetings.

5) Creatures of habit — tend to go to the annual meeting more out of routine, and are less engaged by the benefits of learning and networking than other delegates.”

From the studies noted above, it may be concluded that the destination selection of MICE traveller may be predicted on the basis of various travel motivations, including work and leisure-related components. It is rational to suggest that predicting a MICE travel destination improves when a combination of travel motivations are considered rather than accounting exclusively for work-related reasons. It is argued that an enhanced understanding of travel motivations connected with MICE travel, from the perspective of the traveller, should help in the development of effective tourism

strategies. This would provide an opportunity for destination marketers to provide better tourism services or products through understanding the role played by benefits based motivation as a contributing factor in relation to future travel behaviour. In considering the importance of MICE travel motivations, this thesis adopts Lee and Back's (2007) study on major motivations regarding MICE travel (see Table 2.3).

Table 2.3 illustrates relevant studies that have focused on determinants of motivation associated with attending various MICE events. The main focus, has however been to show the variety of motivational factors amongst MICE travellers proposed in various studies. It can be seen that MICE travellers are more likely to select MICE events, which they believe will help accomplish their internal needs such as: education, networking, leadership, outdoor recreation and business activities. The table also reveals indirectly that studies have not provided insights into the relationships between motivations (individuals' internal values or needs) and satisfactions amongst MICE travellers, even though their importance has been confirmed within the tourism literature.

From a marketing viewpoint, Fodness (1994) has suggested that the tourism industry could increase its competitive position through understanding of travel motivations. A self-report scale was proposed in measuring traveller motivations to help tourism managers enlarge more effective marketing strategies. Lubbe (1998) states that people are motivated by a variety of individual needs; hence it might be better for tourism service providers to understand traveller's specific needs in order to address traveller expectations about destination experiences. In light of this, the present study has attempted to develop a theory-based research model to provide a better understanding of traveller motivations which can provide insights in developing tourism products, offering better service quality and designing effective promotional activities and positioning strategies (Fodness, 1994).

Dunn-Ross and Iso-Ahola (1991) have suggested that motivation and satisfaction are significant drivers in understanding traveller behaviour. In this context, the role of benefits based motivation is important in determining traveller satisfaction with preferences/services. Therefore, there is a need for marketers/service providers to improve the understanding of travellers' benefits based motivation because of its

importance in developing effective marketing strategies. Service providers should be able to satisfy customers once they identified what and why they are looking for.

**Table 2.3 Motivational Factors for MICE Travellers**

<b>Authors</b>	<b>Dimensions</b>
Price (1993)	Education, Networking, Professional savvy, Leadership
Grant (1994)	Education, Leadership, Networking, Potpourri
Oppermann (1995, 1998)	Career enhancement, Respectful speakers, Seeing people in my field, Education (Learning new skills), Networking, Self-esteem (reputation), Opportunity for travel, Representing my organisation, Leadership
Grant and Weaver (1996)	Education, Leadership, Networking, Destination factor.
Ngamsom and Beck (2000)	Opportunity for travel, Outdoor recreation, Business activities, Change of pace, Networking, Education
Price and Murrmann (2000)	Profession-based values (education), Competency-based values (education and training), People-based values (networking), Association-based values (involvement), Civic-based values (leadership).
Rittichainuwat et al. (2001)	Education (conference programs), Networking, Career enhancement, Opportunity for travel, Leadership, Association-related activities, Business activities, Self-esteem, Sightseeing

Source: Lee and Back (2007).

From the preceding discussion, it is clear that MICE travellers sometimes visit destinations for a combination of corporate and leisure-related reasons. Most previous studies have concluded that motivations for participating in MICE related activities are associated with two principal categories: opportunities for personal career enhancement (education, networking, association-related activities and business activities); and opportunities for leisure travel (sightseeing, seeking recreational experience, etc.). Most of the relevant studies on MICE tourism have focused largely on the work (job) related aspects. However, the role of benefits based motivation (professional and recreational-related benefits) both plays a crucial part in influencing behavioural intentions amongst business travellers. Very little research has attempted to explain the impact the recreational benefits-related dimension on the relationship between satisfaction and behavioural intentions in the MICE tourism field. In fact,

studies on the recreational aspects of motivations concerning destination choice have been largely absent in the MICE tourism and marketing literature.

This thesis attempts to provide insights into recreational related-motivations behind MICE traveller destination choices and how these relate to future participation in leisure. The results should provide long-term benefits for destination competitiveness. The research will provide an enhanced understanding of the future leisure behavioural intentions of MICE traveller. The research will depict the role of travel benefits based motivation, focussed on professional and recreation related benefits. Additionally, it will explore the push and pull factors of tourism motivations in determining satisfaction with tourism-related experiences and behavioural intentions amongst MICE travellers. The subsequent section will examine the previously literature on destination attributes as a key determinant factor of why MICE travellers engage in conventions and meetings-related events.

#### **2.4 Destination Attributes**

From a tourism marketing perspective, the concept of image has been widely recognised as a crucial element in destination development (Martín and Bosque, 2008; Sirgy and Su, 2000; King, 1997; Echtner and Ritchie, 1991; Crompton, 1979; Mayo, 1973). Considerable attention has been given to the role of destination attributes and their influence on travel decision-making (Woodside and Lysonski, 1989; Goodrich, 1978). Generally, dimensions associated with destination attributes reflect individual desires about destinations. The present research investigates the cognitive and affective-related dimensions in relation to destination choices in the context of MICE tourism.

A large number of authors have attempted to define tourism destination image. Fakeye and Crompton (1991) and Hunt (1975) have described it as an overall perception which enables an individual to conclude various elements of impression concerning a tourism destination (Fakeye and Crompton, 1991; Hunt, 1975). According to Gunn (1988) and Crompton (1977), the overall representations connected with knowledge refer to a tourism destination that is commonly associated with the cognitive environment. From a tourism perspective, perceptions, impressions, or ideas of a destination are apprehended by an individual traveller, where the overall

**Table 2.4 Definitions of Tourism Destination Image**

<b>Author/s</b>	<b>Definition</b>
Lawson and Baud-Bovy (1977)	An expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place
Crompton (1979)	Sum of beliefs, ideas, and impressions that a person has of a destination
Assael (1984)	Total perception of the destination that is formed by processing information from various sources over time
Phelps (1986)	Perceptions or impressions of a place
Gartner and Hunt (1987)	Impressions that persons hold about a state in which they do not reside
Moutinho (1987)	An individual's attitude toward the destination attributes based on their knowledge and feelings
Calantone, Benedetto, Hakan and Bojanic (1989)	Perceptions of potential traveller destinations
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under Investigation
Chon (1990)	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination
Echtner and Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination
Dadgostar and Isotalo (1992)	Overall impression or attitude that an individual acquires of a place
Milman and Pizam (1995)	Visual or mental impression of a place, a product, or an experience held by the general public
MacKay and Fesenmaier (1997)	A composite of various products (attractions) and attributes woven into a total impression
Morgan and Pritchard (1998)	An visual or mental impression of a specific place
Baloglu and McCleary (1999a)	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Coshall (2000)	The individual's perceptions of the characteristics of destinations
Murphy, Pritchard and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Tapachai and Waryszak (2000)	Perceptions or impressions of a destination held by travellers with respect to the expected benefit or consumption values
Bigne, Sanchez and Sanchez (2001)	The subjective interpretation of reality made by the traveler
Kim and Richardson(2003)	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time

Source: Martín and Bosque (2008).

impression refers to perceptions of destination attribute (Gartner and Hunt, 1987). More recently, Martín and Bosque (2008) noted the important of defining destination image, because of its importance, as a contributing factor participating of tourism-

related activities. It is clear from the previous reviewed that destination attributes are commonly viewed as a major antecedent factor of destination selection.

As illustrated in Table 2.4, several scholars have acknowledged the need to understand destination image as an important determinant of traveller destination choice. Destination image is commonly viewed as an individual traveller's knowledge about a particular tourism destination. It plays a significant part in destination decision-making.

Practitioner and academic studies have contributed to the concept of destination attributes as antecedent variables affecting current and future visitations. Destination attributes have been acknowledged as important factors leading to an improved explanation of the destination selection process in tourism (O'Leary and Deegan, 2005; Kim and Yoon, 2003; Leisen, 2001; Baloglu and McCleary, 1999; Dann, 1996; King, 1994). It is generally agreed that understanding destination attributes can allow destination marketers to investigate how a positive destination image can be formed in the mind of customers through the use of effective communications.

#### **2.4.1 Dimensions of Destination Attributes**

During the 1970s, destination images were first grouped into two major categories namely organic and induced images. Organic images refer to a travellers' impression or knowledge of a destination without physically visiting the destination. Organic images can be also considered as the overall perception of a destination drawn from various resources such as books, school, television and the experiences of friends and family. Induced image is commonly established through actual visitation or previous travel experience (Gunn, 1972). Generally speaking, the concept of induced image concerns the awareness that is frequently associated with the actual destination experience or that which is created via marketing-related communications. Gunn indicated that organic and induced images both contribute significantly to destination impressions or images when they connect with future leisure visitations. Destination image is formulated over various stages on the basis of news, media, advertisement and word of mouth (Mayo and Jarvis, 1981). In other words, travellers generate an image by processing destination information from various sources. Organic images are commonly assumed to be associated with sources of information that are

independent of tourism marketers. They included word-of-mouth communications and actual visitation.

According to Fakeye and Crompton (1991), destination attributes correspond to traveller impressions of a destination. This can lead to an anticipation of positive feelings about a destination that can become an important component in determining a selection of a destination. The authors characterized destination image as comprising of three dimensions: (1) organic image (which is an overall perception relevant to the potential destination); (2) induced image (which is connected with an individual traveller's understanding, as well as attributes of the destination provided by tourism marketers); and (3) complex image (image which is created after an actual visitant to a destination). On this basis, it may be concluded that destination images are modified because they are created after actual visitation. From a theoretical perspective, the perception of destination attributes can be adapted on the basis of the travel experiences gained from actual trips.

There are many alternative approaches to improve the understanding of a tourism destination image (Dann, 1996; Baloglu and McCleary, 1999; Dobni and Zinkhan, 1990). Worcester (1997) has argued that an image can be described as proceeding from interactions amongst various experiences, impressions, beliefs, feelings and knowledge connected with a specific subject. Dobni and Zinkhan (1990) have proposed that a destination image commonly involves both cognitive (beliefs) and affective (feelings) components which are constructed from an individual's reasoned and emotional anticipation of a destination.

Research undertaken by Dann (1996) and Gartner (1993) has proposed three components of image in their model of destination attributes information: (1) affective image; (2) cognitive image; and (3) conative image. Their results indicated that these types of imagery could be influenced by various sources or stimuli. It has been recommended that cognitive and affective image components should be involved and both considered as an important part for understanding traveller behaviour (Baloglu and McCleary, 1999). In general terms, the cognitive image components of a destination image are believed to be associated with general knowledge about the destinations' physical attributes.

Affective image components tend to reflect overall feelings about a destination. Results of a study by Gartner (1993) provided important insights for an improved understanding of both cognitive and affective images. Gartner has suggested that cognitive image components are connected with the material attributes of a destination, whereas affective image components are meaningful aspects referring to individual psychological feelings about a destination. These authors have explained destination attributes as a multi-dimensional concept which can predict and understand traveller travel behaviours including cognitive and affective aspects of destination attributes. Pike and Ryan (2004) have further established the importance of four scales for examining the affective components of destination image. They are: (i) arousing–sleepy; (ii) pleasant–unpleasant; (iii) exciting–gloomy; and (iv) relaxing–distressing.

Table 2.4 summarises the various studies relating to destination image. On the basis of previous motivation research, it may be concluded that both elements of affective and cognitive image of destination attributes are significant for understanding the selection of destination amongst travellers. The results of various studies were reported in Table 2.5 designated that the two affective and cognitive image components provide a useful basis for examining travel behaviours. When explaining how various travel behaviours are influenced by the two components of destination attributes, better precision can be attributed in the development of various communication strategies.

Most of the existing research on destination attributes has been conducted from the perspective of leisure tourism (Hankinson, 2005). Hankinson identified several major components of destination attributes from the MICE tourism perspective by investigating 15 UK destinations using context analysis. The findings were categorised into three key dimensions: overall destination attractiveness, functionality, and ambience. An earlier study by Bonn and Boyd (1992) claimed that an improved understanding of destination attributes within MICE tourism could assist service providers to enhance destination competitiveness. Destination attributes may be categorised via: facilities and services, recreational attractiveness, and entertainment. According to Bitner (1992), service quality associated with the layout and functionality of the physical surroundings is a significant element in determining

customer satisfaction in the context of the service industry. The research also showed that understanding such differences could assist destination managers to identify their strengths and weaknesses in developing effective marketing strategies.

**Table 2.5 Studies Investigating the Influence of Destination Image**

References	Dimensions			Attributes	Measurement
	Cognitive	Affective	Structured		
Gartner (1989)	√		√	15	5-point Likert scale
Reilly (1990)	√				Open-ended questions
Echtner and Ritchie (1993)	√		√	34	6-point Likert scale
Dann (1996)	√	√			Semi-structured interviews, pictorial stimuli, and travellers' own projected images
Oppermann (1996)	√		√	15	7-point Likert scale
Schroeder (1996)	√		√	20	7-point Likert scale
Baloglu (1997)	√		√	27	5-point Likert scale
Baloglu and Brinberg (1997)		√	√		7-point semantic differential scale
Ong and Horbunluekit (1997)	√		√	20	Using 6-point Likert scale
Walmsley and Young (1998)		√	√		7-point semantic differential scale
Baloglu and McCleary (1999)	√	√	√	15	Using 7-point semantic differential scale
Choi, Chan, and Wu (1999)	√		√	25	Using 7-point Likert scale
Mackay and Fesenmaier (2000)	√	√	√		7-point semantic differential scale
Uysal, Chen and Williams (2000)	√	√	√	48	Using a 5-point Likert scale
Baloglu and Mangaloglu (2001)	√	√	√	14	Using a 7-point semantic differential scale
Chen and Uysal (2002)	√		√	26	Using a 5-point Likert scale

Source: Tasci and Gartner (2007).

Go and Zhang (1997) identified two primary categories as significant dimensions for the selection of MICE-related site: (i) the MICE destination's site environment reflecting a city's capacity to host international convention; and (ii) the meeting facilities. Crouch and Ritchie (1998) identified eight major factors for consideration which may play role in selection of convention site. These are: accessibility (including cost, time, frequency, convenience and barrier attributes); local support (including local chapter, convention and travellers' bureau/convention centre and subsidies attributes); extra conference opportunity (including attributes of entertainment, shopping, sightseeing, recreation and professional opportunities); accommodation facilities (including capacity, cost, service, security and availability attributes); meeting facilities (including capacity, layout, cost, ambiance, security, availability and experience attributes); information (including reputation and marketing attributes); site environment (including climate, setting and infrastructure attributes); and other criteria (such as risks, profitability, association promotion and novelty attributes).

Kim and Kim (2003) have suggested that the major destination attributes associated with convention site selection can be categorised into meeting room facilities, service quality, restaurants, transportation, and attractiveness of the destination. Similarly, Pike (2002) examined the different perceptions of convention services that exist between meeting / conference planners and international conference delegates. Pike has established that there are several important elements that need to be addressed in measuring service attitudes for meeting delegates, including program scheduling, responsiveness, language fluency, and professional attitude.

A study undertaken by Crouch and Ritchie (1998) identified the key attributes involved in site selection. They are: accessibility; local support; extra-conference opportunities; accommodation facilities; meeting facilities; information; site environment; and other criteria. Lin, Morais, Kerstetter and Hou (2007) examined both cognitive and affective components of destination image as the potential variables to explain traveller destination preferences leading to traveller behaviours. Ekinici and Hosany (2006) claimed that a superior recognition of the relationship between the underlying constructs of destination image and intentions to recommend could allow marketers to describe how and why travellers select a tourism destination in terms of preferred destination image. On the basis of the above studies, it may be

suggested that researchers and marketers should seek a comprehensive understanding of the affective and cognitive dimensions of destination attributes in relation to future traveller retention in the MICE context.

**Table 2.6 MICE Destination Attributes in Previous Studies**

<b>Author(s)</b>	<b>Dimensions of destination attributes</b>
Fortin and Ritchie (1977)	Hotels; Regional lifestyle; Hospitality; Restaurants; Personal safety; Local interest; Accessibility/auto Tourism features; Transportation Convention centre; Scenery; Air transport; Climate
Lawson (1990)	Overall cost; Weather; Natural features; Sports Recreation; History; Culture; Social interest Shopping; Entertainment; Sightseeing Restaurants
Bonn, Ohlin and Brand (1994)	Air transport; Hotels; Ground transit; Security/safety; Rental cars; Water sports Shopping; Sightseeing; Scenery; Climate
Meetings and Convention (1992)	Air transport; Traffic; Public transit; Taxis Climate; Restaurants; Shopping Entertainment; Recreation (active); Clean and attractive
Led and Levite (1986)	Hotels; Accessibility; City appeal; Restaurants; City appeal; Entertainment; Travel cost; Police; Ethnic mix; City size
Association Management (1977)	Convention centre; Hotels; Climate/season Air transport; Tourism features; Sports facility Restaurants; Scenery; Recreation activities
Zelinsky (1994)	Physical facilities; Accessibility; Reputation/ image Convention centre; Highways; Air transport Museums; Galleries; Theatres
Zia(1988)	Hotels; Air transport; Ambience; Restaurants Crime; Leisure; Tourism vitality
Kirschbaum (1995)	Location is attractive; Attractive facilities Air transport; Access; Retail; Restaurants
Successful Meetings (1990)	Hotels; Service; Security/safety; Air transport; Recreation
Judd (1995)	Restaurants; Hotels; Entertainment; Sightseeing
Chacko and Fenich (2000)	Accessibility; Local support; Extra-conference opportunities; Accommodation facilities
Oppermann (1996, 1998)	Meeting room facilities, Hotel service quality, Attractive location, Safety/ security, Air transportation access, Food and lodging costs, Affordability, City image, Transportation costs, Restaurants, Exhibit facilities, Traveller attractions, Climate, Nightlife
Go and Zhang (1997)	Accessibility, Attractiveness, Equipment availability, Entertainment; Accommodation, Meeting facility, Climate, hotel/conference centre service, Local hospitality, Transportation, City image, Food and beverage service, Costs, Traveller attractions/sightseeing
Go and Govers (1999)	Meeting room and hotel facilities, Accessibility, Service, Affordability, Location; Image, Climate, Entertainment, Traveller attractions
Baloglu and Love (2001)	Meeting facility, Safety/security, Transportation costs, Accessibility, Equipment; Availability, Service quality, Local transportation, Hotel facility, Traveller attractions, Affordability, cab services and sponsorship, facilities, City reputation, Entertainment, Climate

Sources: Chacko and Fenich (2000) and Lee and Back (2007).

Understanding how tourism destination attributes impact on traveller behaviour offers the purposes of providing destination marketers with an increased competitiveness. Previous research has stated that destination attributes significantly influence individual travel behaviours (Baloglu and Love, 2001; Oppermann and Chon, 1997).

But limited research has been undertaken to the destination attributes of meeting destinations from the perspective of delegates (Hankinson, 2005). The role of destination attributes towards future delegate participation is still unclear (Lee and Back, 2005; Oppermann and Chon, 1997). In particular, no studies have been undertaken to investigate the role of destination attributes in relation to traveller satisfaction and future leisure behavioural intentions. Little is known about destination attributes (cognitive and affective components) impact on benefits based motivation which determines traveller visitations in the MICE settings.

A summary of the literature review on MICE destination attributes is presented in Table 2.6. It indicates that a better understanding of the influence of destination attributes could provide insights into the dimensions underlying satisfaction, and eventually help to determine determining behavioural intentions. In the present research, it is proposed that both cognitive and affective components of destination attributes should play an important role in relation to satisfaction associated with MICE travel which leading to future destination selection in MICE settings. In particular, the research findings of this thesis provide a greater understanding of traveller destination attributes as antecedents, impacting behavioural intentions for future leisure related purposes.

#### **2.4.3 Destination Attributes and Behavioural Intentions**

A number of scholars have acknowledged the role of destination attributes in selecting vocational destinations through proposing many image formation models (Jago and Deery 2005; Oppermann, 1996; Chon, 1990; Woodside and Lysonski, 1989; Crompton, 1977). Furthermore, it has been established that the perceived attributes of a destination are an essential determinant in vocational destination selection when prices are comparable (Goodall, 1992). In the case of destination marketing, the perceived destination attributes of attractions not only play an important role in a destination choice, but also represent specific symbols and images toward destination when it is promoted to potential travellers (Leiper, 1990). Furthermore, Gunn (1989) has argued that destination image could significant by influence leisure travel experiences during the post-purchase estimation of the forth coming travel experience.

Destination images may be modified as a result of actual travel experiences, where various memories and impressions are associated with a trip (Vogt and Andereck, 2003). Destination managers can create more attractive destination images for those who have already visited a destination. For example, when MICE travellers are travelling for work-related purposes, it is important for tourism service providers to evaluate the quality of tourism experiences. This is an important opportunity for tourism managers to strength the business success by creating a superior destination image.

A number of researchers have suggested that through contributing to the preference of a destination there is a noteworthy impact of destination attributes on both the satisfaction and future behavioural intentions in the tourism industry (O'Leary and Deegan, 2005; Sheppard, 2002; Cai, Wu and Bai, 2003). Once travellers are pleased with their destination experience, the destination image may become more desirable when their next holiday destination (O'Leary and Deegan, 2005; Oppermann, 2000; Bramwell, 1998). It is clear that the perception of destination attributes is a crucial factor, since it enhances travellers' satisfaction which has direct consequences for destination loyalty (Jago and Deery 2005; Petrick and Backman, 2002; Baker and Crompton, 2000; Hallowell, 1996). For example, those who revisit a destination replicate a high degree of satisfaction from their previous travel experience. More recently, it has been recommended that a positive image of the wine tourism region is created when travellers have a good experience on their trip. Hence, the role of perception of a destination should be considered a critical factor that can lead to future revisits to a tourism destination (Yuan and Jang, 2008).

Destination attributes may have value for explaining and understanding the process of developing behavioural intentions. There is extensive agreement amongst authors concerning the interrelationship between destination attributes, satisfaction and behavioural intentions in tourism (Jago and Deery, 2005; Hankinson, 2004; Kim and Yoon, 2003; Baker and Crompton, 2000; Lee, 2000; Murphy, Pritchard and Smith, 2000; Baloglu, 1997; Dann, 1996; Chon, 1990; Goodrich, 1978; Ritchie and Zins, 1978; Hunt, 1975). Many authors have suggested that destination image is important and can be used to attract potential travellers via more targeted positioning and advertising strategies (Chen and Kerstetter, 1999; Baloglu and McCleary, 1999).

These authors have assumed that superior perceptions associated with destination attributes is closely influenced by direct promotional information provided by marketers. Establishing a favourable image in the mind of potential customers can provide managers with better opportunities to accomplish their marketing goals.

Having considered these points, it can be argued that destination managers should develop a favourable destination image amongst potential customers. This will increase the probability of customer re-visitation and the likelihood that they will recommend the destination to others. In summary, this section has discussed the impacts of the dimensions of destination attributes in terms of behavioural intentions. The following section will provide an extensive review of the prospective differences in motivations for travel through an examination of the relevant studies.

## **2.5 Benefits based Motivation and Destination Attributes for First-time and Repeat travellers**

Motivation is an essential component of identifying traveller needs and wants concerning travel products or experiences (Dann, 1996; Echtner and Ritchie, 1993; Fakeye and Crompton, 1991). As discussed in the previous section, understanding destination attributes has become a key factor in traveller decision-making for designing better tourism marketing (Pike, 2002; Baloglu and Mangaloglu, 2001; Baloglu and McCleary, 1999; Schroeder and Sonmez, 1999; Dann, 1996; Echtner and Ritchie, 1993; Fakeye and Crompton, 1991; Gartner, 1989). On the basis of the above studies, an improved understanding of tourism motivations (pull and push factors) has become an important tool in providing an improved quality of tourism products.

Little research has investigated whether distinguishing differences exist between the two types of travellers in the MICE tourism sector. One relevant study conducted by Fakeye and Crompton (1991) suggested that the destination attributes of first-time travellers are more complicated and differentiated than repeat travellers. It is also important to note that repeat travellers not only represent repurchase customers, but also act as information disseminators to other potential travellers. More specifically, repeat travellers' positive experiences of service at a destination can potentially lead to considerable recommendations to their friends or relatives. The present research

focused on this identified research gap to determine a better understanding of the distinguishable differences in multiple dimensions of push and pull factors of motivations and satisfaction of travellers in the MICE tourism sector.

Empirical evidence has found that significant differences are apparent between the motivations of first-time and repeat travellers (Li, Cheng, Kim and Petrick, 2008; Lau and McKercher, 2004; Oppermann, 1997; Gitelson and Crompton, 1984). First-time travellers have no actual previous travel experiences at a destination. On this basis, it may be reasonable to assume that first-time traveller needs or wants primarily rely on personal knowledge and thus guides them to travel. On other hand, it has been shown that repeat travellers are more likely to visit a destination, than first-time travellers because they may be committed to returning on the basis of an encouraging previous experience (Kozak and Rimmington, 2000; Sonmez and Graefe, 1998). A number of authors have conducted studies stressing the differences between the two types of travellers. The results suggest a more complex destination image occurs based on the previous travel experience of repeat travellers (Fakeye and Crompton, 1991).

Some authors have established significant differences in repeat traveller's motivations for visiting a destination (Bieger and Laesser, 2002; Sirakaya et al., 2003). This thesis aims to develop an understanding of the role of motivations in relation to building behavioural intentions amongst MICE travellers. In providing insights into the particular tourism sector, the present research would also contribute to the literature and practice of tourism by exploring the distinct differences of tourism motivations (push and pull factors) and satisfactions for travel between the two groups of MICE travellers.

From a tourism marketing perspective, it is important to recognise these notable differences in factors that determine traveller travel behaviours because this allows marketers to achieve better value by understanding their customers more thoroughly. More specifically, it is frequently acknowledged that first-time travellers can be described as new customers who are visiting a destination for the first-time. In fact, a number of studies have pointed out that significantly different tourism destination images appeal to first-time travellers compared to repeat travellers (Li, Cheng, Kim

and Petrick, 2008; Anwar and Sohail, 2004; Oppermann, 1997; Fakeye and Crompton, 1991).

These different destination attributes are an important consideration in relation to marketing development amongst tourism researchers (Fakeye and Crompton, 1991; Gyte and Phelps 1989; Gartner and Hunt, 1987; Gitelson and Crompton, 1984), and much research has been conducted to explain the different perceived attributes concerning specific destinations. It was revealed that first-time travellers, who have no previous experience at a destination, are more likely to be younger and less likely to visit friends/family than repeat travellers (Gitelson and Crompton, 1984). Similarly, it is assumed that the perception of destination attributes for first-time travellers is more likely to involve more complex images of destinations than repeat travellers (Fakeye and Crompton, 1991).

It has been broadly agreed that an understanding of attitudes towards travel behaviours should provide a useful foundation to develop more effective marketing strategies. Thus, a greater understanding of differences in these two groups of travellers can also be valuable for marketers (Lau and Mckercher, 2004). Oppermann, (1997) has explained that an enhanced understanding of the two types of travellers should be a foremost part successful marketing of tourism destinations. Some authors have investigated the differences in tourism motivations between travellers in the tourism industry (Lau and Mckercher, 2004; Oppermann, 1997). Based on the findings of their studies, it can be concluded that some foundational differences have been identified between first-time and repeat travellers. Destination marketers need to know more about the needs of their customers based on various motivations associated with actual visitations, particularly with increasing market.

However, few studies have focused on the significance of the potential differences in variables that can affect future destination evaluations amongst MICE travellers. In fact, while a number of studies have suggested that it is important to understand the various significant differences (Weaver, Weber and McCleary, 2007; Oppermann, 1998), these previous studies did not explore the multiple dimensions of destination attributes and travel motivation in the MICE tourism industry. Opperman (1997, p. 39)

has noted that: "... there are considerable differences amongst first-time and repeat visitors ... one needs to probe deeper to pinpoint the real cause for there difference".

In fact, Fakeye and Crompton (1991) cite Mill and Morrison (1985) that it is important to enhance the understanding of the difference between first-time and repeat travellers. It has been suggested that marketing plans act as a fundamental communication tool between tourism suppliers and consumers. Given this, it has also been found that repeat travellers are more likely to repurchase a product or service than first-time travellers (Fallon and Schofield, 2004; Petrick and Backman, 2002).

Despite the increased significance of identification of these differences, little confirmation has yet been undertaken to identify the prospective similarities and differences of the key determinants in destination attributes and benefits based motivation between the two types of travellers in the MICE tourism industry. This gap serves as one of the key purposes of the present research. By focusing on the different contributing factors which lead to behavioural intentions amongst MICE travellers, the present thesis intends to provide some significant insights to create deeper understanding in addressing this research aim. The notable differences in motivations and satisfactions associated with the developing process of behavioural intentions will be further explored, with the intention to target two groups of travellers based on various needs and wants associated with their tourism experiences.

## **2.6 Satisfactions**

### **2.6.1 Defining Travel Satisfaction**

Since the 1970s, customer satisfaction has emerged as an important marketing concept in relation to customer evaluations of products and services. The importance has led several researchers to investigate its potential impacts on behavioural intentions and loyalty (Phillips and Baumgartner, 2002; Szymanski and Henard, 2001; Chadee and Mattson, 1995; Oliver, 1980). Previous marketing studies have focused on customer satisfaction, providing insights into why satisfaction is significant for both researchers and managers in tourism and hospitality research and in the wider research area (Kidd, King and Whitelaw, 2004; Yang and Peterson, 2004; Szymanski and Henard, 2001; Chadee and Mattson, 1995; Oliver, 1980). Based on the above discussion, these researchers have provided insights into travel satisfaction which can

be used to better explain the future retention of travellers. In this study, the literature related to the individuals' satisfaction with the MICE experience will be reviewed and discussed to enable the author to achieve the major goals of the thesis.

Customer satisfaction with products and services has also been widely studied and is considered to be one of the most important predictors for customer loyalty (Berry, Carbone and Haeckel, 2002; Yang and Peterson, 2004; Shoemaker and Lewis, 1999). It has been pointed out that a through comprehensive understanding of customer satisfaction would provide an observable competitive advantage in the tourism industry. Based on the above studies, it is generally acknowledged that a deeper understanding of customer satisfaction can provide an opportunity for marketers to catch the attention of individual through offering satisfaction of the travellers various needs and wants.

Numerous researchers have put considerable effort into defining and describing the concept of customer satisfaction (Homburg, Koschate and Hoyer, 2006; Phillips and Baumgartner, 2002; Oliver et al., 1997; Westbrook, 1987; Oliver, 1980). It is noteworthy that an improved understanding of customer satisfaction can contribute to predicting customer repurchases behaviour (Oliver, 1999; Zeithaml et al., 1996). According to Kotler and Armstrong (2004), customer loyalty is derived from high satisfaction associated with products or services. They further explained that customers are likely to be loyal customers if their needs and expectations associated with products are satisfied.

The substantial academic literature on customer satisfaction has produced several proposed theoretical models. The goal of the models has been to investigate major determinants of customer satisfaction in order to provide an enhanced understanding of it and to look at its implication within the context of marketing (Yeh, Ryan and Huan, 2006; Barsky and Labagh, 1992; Oliver, 1980; Dann, 1977). A valuable description offered by Michael and Fornell (1991) views satisfaction as being driven by customer evaluations of the overall consumption experience with a product or service, which can perform as an exploratory predictor in understanding purchase behaviours. Several researchers have also examined consumer satisfaction both directly or indirectly through the estimation of performance of services (Yuan and

Jang, 2008; Dunn-Ross and Iso-Ahola, 1991; Chon and Olsen, 1991; Oliver, 1981).

Based on the above literature, customer satisfaction is more likely to be viewed as an improved component in determining a customer's evaluation of the consumption experience and whether he/she sustains or switches a product or service. In addition, many authors have demonstrated that quality affects traveller satisfaction, because the tourism related products of services are commonly evaluated by the traveller (Baker and Crompton, 2000; Zeithaml, 2000; Anderson and Fornell, 1993). On the basis of the above studies, understanding satisfaction associated with travel experience can notably contribute to destination loyalty; and it should be addressed in order to achieve superior knowledge about customer specific expectations and needs concerning products and services (Buhalis, 1999).

In the context of tourism marketing, the role of satisfaction associated with various recreational activities has been demonstrated as a major factor in predicting individual decision-making of future travel (Hutchinson, Lai and Wang, 2009; Bigné, Andreu and Gnoth, 2005; Brady, Robertson and Cronin, 2001). Kidd, King and Whitelaw (2004) have emphasised that the levels of tourism experience of farmstay travellers can be viewed as an important indicator for understanding their future revisitation. From a marketing perspective, traveller satisfaction of previous purchasing behaviours is an important determinant in predicting customers re-purchase intentions of tourism products and service (Sheppard, 2002). This means that to create a consumer with higher levels of satisfaction associated with his overall consumption experience of products, is incredibly valuable to service providers in various industries. Managing satisfaction therefore represents a strong variable for achieving a distinct customer loyalty. Thus, researchers and marketers should emphasise the generation of higher levels of tourism experience in order to meet customer's expectations associated with the tourism products or services.

According to Kotler and Armstrong (2004), customer satisfaction depends on the perceived performance and individual expectations of an appealing product. Since then, recognition has been made that seeks to explain the outcome of the estimation process between expectations and the perceived performance of services or products (Oliver, 1980). It has also been suggested that consumer evaluative judgements are

influenced by both cognitions and affective responses largely associated with product stimulates. Additionally, Klaus (1985, p. 21) defined customer satisfaction as: “the customer’s subjective evaluation of a consumption experience, based on some relationship between the customer’s perceptions and objective attribute of the product”.

Westbrook (1987) stated that satisfaction is commonly regarded as the post evaluation of actual consumption in terms of its very strong influence on customers’ future purchasing decisions. Moutinho (1987) supposed that satisfaction referring to experience of purchase might be said to be a post-evaluation of the comparison between expectation and actual purchase experience. This definition of customer satisfaction can also be seen as a refinement of Peter and Olson’s definition (1987, p 512):

“If consumers are satisfied with a product or brand, they will be more likely to continue to purchase and use it and to tell others of their favourable experience with it. If they are dissatisfied, they will be more likely to switch brands and complain to manufacturers, retailers and other consumers about the product.”

From this basis, customer satisfaction can be frequently defined as a post-purchase construct that is largely associated with the emotional response to a purchase related experience after consumption. In other words, it can be seen that whether consumers like or dislike a service or product after purchasing it, product attainment and/or consumption are commonly calculated with a specific time point of determination and limited duration based on individuals specific needs or expectations (Baker and Crompton, 2000; Giese and Cote, 2000). In the context of this research, the concept of customer satisfaction is summarised and adopted from Oliver (1980, p. 67): “Customer satisfaction derives from meeting the perceived service quality or exceeding previously held expectations.”

A review of the customer satisfaction in tourism literature has suggested that key components of customer satisfaction can be categorised as: the cognitive dimension which related to the service experience; the affective dimension associated with customer’s psychological reaction toward the performance of the product/service; and

the systemic dimension which can be described as the difference between the expectation and the received performance of the product/service (Hunt, 1977).

Two frequent conceptualisations of satisfaction established in the marketing literature are: transaction-specific satisfaction and cumulative satisfaction (Anderson and Fornell, 1994). Transaction-specific satisfaction has been described as a pleasurable feeling when a customer purchases a product or service. Cumulative satisfaction is linked to an evaluation of the overall consumption experience in the post purchase stage. Following this, with reference to customer satisfaction in marketing, it is commonly acknowledged that the higher levels of satisfaction and the more likely customers will re-purchase products, perceive less price sensitivity, and recommend products to others (positive word of mouth). From a marketing perspective, traveller satisfaction refers to the related tourism experiences that can be viewed as an effective factor in developing and securing destination loyalty. Increased understanding would help destination marketers to achieve the potential competitive opportunities through building up traveller satisfaction associated with their tourism-related experiences at a particular destination.

An increasing number of studies have been undertaken which focus on satisfaction through investigating the influence of travel satisfaction on destination selection and its impact on their future business trips (Lee and Back, 2007; Severt et al., 2007). In addition, these authors have suggested that MICE traveller satisfaction can be understood by measuring their arrival, coffee break, lunch, and conference room performance. This notion about MICE tourism experiences demonstrate that arrival and conference room performance are perhaps meaningful factors in fulfilling customer expectations (Danaher and Mattsson, 1994).

A more recent study by Lee and Back (2007) examined the impacts of satisfaction with destination attributes on delegates' convention and meeting participations. The result of their study suggested that destination attributes are crucial for destination managers, which could positively enhance the possibility of delegates' participation. The findings of these studies suggest that overall evaluation based satisfaction for MICE event-related tourism experiences can be important in predicting the future participation of work-related events. Nevertheless, the previous tourism studies have

not explained the influences of multiple-dimensions of travel satisfaction which can determine behavioural intentions toward participation regarding leisure holidays in the MICE tourism sector. Given the various outcomes of previous research, it can be said that a comprehensive understanding of the relationship between satisfaction with travel experience and behavioural intentions is essential for the implementation of successful marketing strategies. This thesis plans to extend the knowledge regarding MICE tourism experiences through empirically testing the influences of three proposed aspects of travel experiences upon the future leisure holidays. The focal point of this thesis, therefore, will contribute to the relevant literature on how these travellers view their satisfaction with experiences in relation to their future leisure participations, particularly in the setting of Taiwan.

Increasing scholastic attention has focused on acquiring adequate knowledge of behavioural intentions. However, the relationship between satisfaction and behavioural intentions, associated with future leisure travel behaviour from the MICE traveller perspective, is fundamentally missing. Accordingly, one of the key goals of this thesis is to investigate the multiple dimensions of travel satisfaction referring to MICE trips, including destination attributes, expectation and overall evaluation based satisfactions for determining behavioural intentions in the context of MICE tourism. In order to provide some insights into this research focus, this thesis proposes that the three suggested aspects of travel satisfaction should contribute to future leisure-related participation. An improved understanding of various aspects of travel satisfaction should emerge in MICE tourism area through testing the proposed research model. In particular, this thesis aims to provide a clear picture of the role of the different aspects of travel satisfactions associated with MICE tourism experiences, and its salient influences on behavioural intentions of MICE travellers.

## **2.7 Behavioural Intentions**

The concept of behavioural intentions was first formed as a substitute indicator in explaining actual purchase behaviour (Fishbein and Ajzen, 1975). According to the Ajzen and Fishbein study, behavioural intentions were strongly linked with actual behaviour of re-purchasing. Ajzen and Fishbein (1980) explained that behavioural intentions can be defined as individuals' beliefs and attitudes towards what they intend to do in a certain situation. A number of authors have studied behavioural

intentions. It has also been widely recognised as one of the major aspects of reflections of consumer loyalty (Baker and Crompton, 2000; Zeithaml et al., 1996). Based on these related studies, it would be particularly important to develop a deeper understanding of destination loyalty to help destination managers strengthen their competitive advantage in the worldwide market.

Most prior research has emphasised that satisfaction has a noteworthy effect on behavioural intentions and customer repurchasing. Anderson (1998) stressed that customer satisfaction is a key component in understanding and describing the likelihood of a customer returning, as well as providing strong word-of-mouth communications. Furthermore, Dabholkar, Shepherd and Thorpe (2000) assumed that satisfaction acts as a mediator between perceived quality and behavioural intentions. Behavioural intention has also been revealed to depend on previous customer attitudes and satisfaction levels based on consumption experience (Oliver 1980). Following this, Crompton and Love (1995) have drawn attention to the perceptions of quality, which they believe should have a considerable influence on traveller satisfaction. Based on the above studies, it may be concluded that an enhanced understanding regarding traveller needs, wants and expectations associated with the tourism experiences can be linked to a higher satisfactory travel experience from the perspectives of tourism and marketing. Previous studies on customer loyalty have pointed out several encouraging post purchase behavioural intentions, such as: saying positive things about a particular product to other people; recommending the product or service to others and enthusiasm to pay more for the product (Krishnamurthi and Raj, 1991; Reichheld and Sasser, 1990).

The advantages of using attitudinal measurement are: its ability to discriminate brand loyalty; it is less sensitivity to short-run fluctuations; and it leads to good decision-making selection. Lee and Cunningham (2001) have suggested that attitudinal measures have a benefit over behavioural measures, as they can be useful in service markets because they offer greater understanding of the factors associated with the development of loyalty. Baker and Crompton (2000) developed a two-dimensional construct in measuring behavioural intentions by examining two key types of dimensions, namely: behaviour and attitude aspects. A 5-point scale was used to evaluate the domains of loyalty and two items were used to assess the levels of

willingness-to-pay more for purchasing a same brand of product. The findings of their study suggested a measuring scale with higher levels of predictive validity for calculating behavioural intentions.

In the context of tourism, Yoon and Uysal (2005) advocated that customer loyalty can refer to two central dimensions of customer loyalty: recommend the destination to friends; and overall willingness of revisiting the destination. Their research also found that there have been few studies that have focused on the relevant issues of behavioural intentions. Based on the previous studies noted, customer loyalty can refer to the concept of behavioural intentions in the tourism industry context. In this situation, the present research seeks to contribute the effects of motivations and travel satisfaction on behavioural intentions amongst MICE travellers. This thesis seeks to employ the two key dimensions of behavioural intentions linked to destination loyalty. The measurement of two key dimensions in the present thesis incorporates: saying positive things about a destination; recommending it to others; and a willingness to revisit a location for leisure holiday purposes.

### **2.7.1 Behavioural Intentions and Satisfaction**

Considering the competition the MICE tourism industry faces, it is becoming increasingly important for destination marketers to improve their understanding of the key variables that influence destination choices. The concept of customer satisfaction has long been recognised as a powerful predictor of customer loyalty and repurchases intentions. Various studies have provided evidence to support the view that enhanced customer satisfaction is a significant determinative antecedent of repeat purchasing. Future customer behavioural intentions are influenced by satisfaction with products and services, as well as perceived quality of service/products (Petrick, Morais and Norman, 2001; Baker and Crompton, 2000; Baloglu and Erickson, 1998; Asubonteng, McCleary and Swan, 1996; Backman and Veldkamp, 1995). It has been recommended that customer satisfaction is a key to better understanding customers' behavioural intentions. The most common reason for improving services to meet customer expectations is that satisfied customers provide word-of-mouth advertising (File and Prince, 1992).

Previous research has suggested that customer satisfaction is widely recognised as contributing to repeat business. The significant impact of satisfaction on consumer behaviour and the relationship between performance, expectations, satisfaction and behavioural intentions has been confirmed by many authors (Bigne, Sanchez and Sanchez, 2001; Baker and Crompton, 2000; Oliver, 1999; Parasuraman, Zeithaml, and Berry, 1985, 1994; Oliver, 1980, 1996). Customer satisfaction has been viewed and highlighted as a factor extensively associated with customer needs and wants toward a travel experience. More importantly, traveller loyalty can be characterized as a factor that represent intentions to revisit the destination and in their willingness to recommend (Oppermann, 2000). From a marketing viewpoint, loyalty indicators should include an intention to buy the same and new products; an intention to purchase more products; and a willingness to recommend the product to others. Therefore, it is necessary to establish an improved understanding of the relationships between pre-travel expectations and post-travel experiences.

A number of marketing studies have shown a close relationship between satisfaction with products/services and customer loyalty (Anderson and Fornell, 1994; Churchill and Surprenant, 1982). It has been suggested that comparisons between the expectation of products/services and the actual perceived performances of products/services have been examined as a possible significant determinant in ascertaining their level of satisfaction to specific products/services (Churchill and Surprenant, 1982; Oliver, 1981). The disconfirmation of the expectation model is a valuable and useful tool for enhancing the understanding of customer satisfaction and the relationships between satisfactions and customer loyalty.

In the tourism context, satisfaction with experiences at a destination has consequences associated with evaluation between pre-travel expectations and post-travel experiences (Weaver, Weber and McCleary, 2007; Cunningham, Young and Lee, 2004). Oliver (1977) explained that the concept of consumer satisfaction aligns with customer confirmation with expectations of products or services and their perceived performance. Two major consequences of customer confirmation (positive and negative) were noted towards products or services. Given the importance of understanding traveller satisfaction in relation to tourism experiences, adding positive

feelings to their experience in the destination is generally accepted as a decisive factor in effectively promoting target customers for tourism marketers.

High levels of repurchase intentions are also influenced by overall satisfaction of prior consumption experience (Tsiotsou, 2006; Kumar, 2002). Moreover, empirical evidence suggests that the concept of overall customer satisfaction has been linked to post purchase customer behaviour, with a product or service as a significant determiner (Oliver, 1977). As mentioned above, the relationships and linkages between satisfaction and its consequences have been examined in many studies (Yuan and Jang, 2008; Tsiotsou, 2006; Kumar, 2002; Szymanski and Henard, 2001; Oliver, 1999; Pizam and Ellis, 1999). Most of these studies have advocated that the general level of a consumer's satisfaction is largely related to consumption experiences. It may be concluded that satisfaction with purchase experiences is a major indication and contributor to destination loyalty (Yuan and Jang, 2008; Tsiotsou, 2006; Lam, Shankar, Erramilli and Murthy, 2004; Kumar, 2002; Baker and Crompton, 2000).

Earlier evidence based on work undertaken by Reuland, Coudrey and Fagel (1985) claimed that most hospitality experiences are complex product involving a series of services. Most previous studies on customer satisfaction have focused on identifying tourism and service attributes. According to Yuan and Jang (2008) and Gustafsson and Johnson (2004), traveller satisfaction has been recognised as a major factor in determining customer loyalty and its marketing importance is also suggested as a foundational outcome for destination managers. They can achieve an improvement of marketing strategies through establishing the effects of customer satisfaction associated with a variety of tourism experiences in relation to generation of substantial business.

By providing improved products and services, tourism managers can achieve travellers' expectations and enhance their satisfaction. For example, positive word of mouth effects are seen as an important and significant determinant in delivering more favorable destination images to friends and/or relatives. Considering this point, it has been suggested that improved customer satisfaction can provide positive destination recommendations, as an effective and reliable information source for others (Oppermann, 2000). Scott, Tian, Wang and Munson (1995) proposed a tourism

satisfaction model to explain the role of traveller experiences relating to natural attractions. The findings showed that recreational experience in tourism plays an important part in determining intentions to recommend and revisit a destination. Many researchers have suggested that tourism satisfaction depends on experiences and attributes at the service encounter level, such as hotels or destination attractions. These explanations may reflect overall levels of traveller satisfaction (Baker, and Crompton, 2000; Foster, 2000).

Based on the preceding tourism literature, it is generally accepted that a close relationship between product/service satisfaction and re-purchase intentions has been examined. The results suggest that a satisfied customer is more likely to repurchase a specific product/service (Baker and Crompton, 2000; MacLaurin and Leong, 2000; Oppermann, 2000; Oliver, 1980). Several studies have examined the relationship between satisfaction levels and intentions to repurchase product/service (Barsky, 1992). Specifically, it has been highlighted that consumers evaluate their consumption experiences by comparing the perceived product performance with their expectations (Parasuraman, Zeithaml and Berry, 1994; Churchill and Surprenant, 1982; Westbrook, 1987). On this basis, customer expectations associated with tourism related experiences ought to be a key consideration to explain traveller satisfaction which should significantly contribute to decision-making about their future holidays.

Previous MICE tourism studies have been conducted investigating meeting planners' needs in choosing facilities or destinations for meetings (Lee and Back, 2005; Lee and Park, 2002; Fenich, 2001; Weber, 2000; Oppermann, 1996; Bohn, Ohlin and Brand, 1994). Various authors have agreed that establishing a more constructive destination image can increase the likelihood of destination selection (Oppermann, 1995; Um and Crompton, 1990). Grant and Weaver (1996) examined the demographic profile of conference delegates and found that this had a significant impact on the choice of meeting or conference. Oppermann (1995) claimed that differences in needs and expectations associated with travel decision-making are different between attendees and non-attendees. An improved understanding of different types of meeting attendees could positively help marketers promote their tourism services.

Previous studies have only investigated travel satisfaction concerning the related attributes perceived as belonging to environmental MICE tourism. However, the MICE travel experience is often viewed as an opportunity for MICE attendees to explore a new destination. For the purpose of this thesis, satisfaction may be considered via three major categories: expectations-based, destination attributes-based and overall evaluation-based dimensions. It is argued that these three foundational aspects of satisfaction associated with MICE tourism experiences are important indicators which can perfectly explain behavioural intentions. It is reasonable to argue that a satisfied traveller would be more likely to commit to a destination and spend more time and money on pre-visiting activities than a displeased or new traveller.

Despite the significance satisfaction has in shaping future travel behaviours, as evidenced in many previous studies, the subject has attracted little attention from tourism research particularly in the case of behavioural intentions with leisure-related purposes. Thus, it is important to identify various dimensions of satisfaction within MICE tourism that influence behavioural outcomes. The findings of the present research should provide destination managers with a better understanding of their target customers through clarifying factors concerning their satisfaction in relation to behavioural intentions. This is based on the assumption that travellers who have had satisfying MICE travel experiences are more likely to visit a destination for their future leisure travel.

## **2.8 Tourism Market Segmentation**

Most previous tourism-related segmentation studies (Kidd, King and Whitelaw, 2004; Nguyen, Waryszak and King, 1998) have concluded that marketing strategies should be targeted at relevant market subdivisions. The use of segmentation to identify and understand consumer needs and wants offers the prospect of enhancing service provision (Sarigollu and Huang, 2005; Shoemaker and Lewis, 1999; Woodside and Jacobs 1985). Previous studies have stressed the importance of gaining a better understanding of needs or motives of different segments that lead to various behaviours. These are important for managers to enhance customer satisfaction.

A review of previous research is needed to understand the knowledge associated with this theme in order to identify and address prospective customer needs. This approach

can provide an opportunity for destination marketers to achieve a more competitive marketing position by increasing potential revenues. Based on this foundation, marketing segmentation has been given considerable attention for providing insights into marketing strategy progress (Dolnicar and Grün, 2008; Beh and Bruyere, 2007, Dolnicar, 2004; Littrell, Paige and Song, 2004; Dolnicar and Leisch, 2004; Kidd et al., 2004; Sirakaya et al., 2003; Yuksel and Yuksel, 2002; Bowen, 1998; Nguyen et al., 1999).

Formica and Uysal, (1998) considered that the relationship between behavioural, motivational and demographic factors is identified through exploring travellers' motivations using factor analysis to establish the primary motivations for participating in various cultural-historical events in Italy. The research concluded that two major groups of event attendees, enthusiasts and moderates, were in evidence. Statistically significant differences were identified in terms of social-demographic factors of age, income and marital status within these two traveller segments. According to Beh and Bruyere (2007), who have established three significantly different travellers segments of travellers to Kenya using the factor-cluster approach, a comprehensive identification of travel motivation for these various travellers groups can provide constructive insights and information.

A recent study by Bieger and Laesser (2002), noted that the motivations of travellers can be viewed as a superior factor in understanding and predicting various marketing segments. Their work has also investigated the role of socio-demographics in each marketing segments. This approach has provided more meaningful insights regarding travellers segments, by explaining the travel motivations of individual travellers from different backgrounds. Another study by Sirakaya et al. (2003) provided some valuable insights concerning this specific theme by adopting Iso-Ahola's arousal theory. The above studies have investigated the relative importance of marketing segmentation to improving the understanding of customers' needs and expectations particularly associated with the performances of services or products offered over the tourism experience.

On the basis of these studies, the use of a factor-cluster segmentation approach has been commonly acknowledged and recommended as a major means in conducting

related studies concerning marketing segmentation through empirically establishing various market segments of travellers in the context of tourism (Beh and Bruyere, 2007; Sirakaya et al., 2003; Bieger and Laesser, 2002; Arimond and Elfessi, 2001; Shoemaker and Lewis, 1999; Nguyen et al., 1999; Baloglu and Uysal, 1996; Cha et al., 1995). From a theoretical perspective, and in order to provide evidence-based support for the existing tourism literature, the present research offers strong verification that the interrelationship between leisure and business motivations is critical to travel decision-making as also suggested by a number of previous studies (Oppermann, 1998; Oppermann and Chon, 1997; Rutherford and Kreck, 1994). It is concluded that the prospect of engaging in leisure activities is important for MICE travellers. Travel motivations have been identified as important for segmentation purposes and have been shown to correlate directly with improved tourism management and positioning. In the present thesis, the cluster analysis is employed to identify significant differences across the traveller segments, based on their motivations for visiting Taiwan.

## **2.9 Theoretical Foundations**

Sekaran (2003) suggested that the seeking of information regarding theory formulation foundation is a useful and guide to address potential relationships amongst variables in relation to proposed consequences within the conceptual model. This is because it explains why the problems occur and how they can be solved. Based on this consideration, reviewing the relevant theory should provide a logical guide in developing a conceptual research framework that helps the author to hypothesise and test certain relationships which will lead to an enhanced understanding of future travel behaviour in the MICE tourism sector. It has also been suggested that a review of previous related literature can clarify the nature or direction of these anticipated relationships amongst key variables theorized within the conceptual research model (Sekaran, 2003). In this context, the mean-end approach, the functional theory and expectation-disconfirmation model appear to be relevant in explaining how traveller motivation can be viewed as a useful basis in understanding MICE traveller behaviours. The following theoretical discussion will form a basis for the subsequent development of the proposed research.

### **2.9.1 Means-End Theory**

In consumer behaviour, Gutman (1982) proposed a means-end theory which has been viewed as a useful basis for addressing motivations, focusing on potential benefits concerning understanding individual outcome behaviours. The means-end theory describes and explains consumer motivations underlying behaviours in light of personal values. This has been noted by Gutman (1982, p. 60): “means can be described as objectives or activities in which people can engage ... Ends are valued states of being such as happiness, security, accomplishment.” In this context, it may be concluded that the motivation towards customer behaviour can be understood by considering the individual customer values. The fundamental principle proposed in this theory is that personal values appear to be the important factors in determining an individual’s motivations or behaviour.

In general terms, the means-end approach proposes that personal values provide the motivation that eventually determines an individual’s product alternatives regarding a specific object, which leads one to achieve their preferred outcomes. In particular, the means-end theory acknowledges that products and services are linked to the personal values-based evaluation within an individual’s mind. According to this framework, considerable insights are provided as to why a specific product is chosen or not chosen in terms of the significance of its desire (benefit) to people. The central process of the means-end chain begins with personal values or personal evaluation of benefits, which leads to ‘the desired ending behaviour’. Additionally, psychological attachments (values) associated with particular products and services play a dominant role in influencing an individual’s behaviour. It is therefore reasonable to advocate that managers need to understand how to possibly create the emotional attachments that positively refer the product to the mind of the customer.

A previous relevant study by Klenosky, Gengler and Mulvey (1993) suggested that the importance of the nature of tourism products is that they can be viewed as determinant factors explaining why travellers engage in tourism-related activities. In fact, attributes of a specific destination have assumed a critical role in determining the process of travel decision-making. To provide a better understanding of reasons for participation in tourism activities, one also needs to consider travellers’ personal values in relation to the decision-making (Gutman, 1982). The above discussion

provides an important explanation for motivations concerning destination selection. It may also be concluded that attributes of products or services and personal values are viewed as significant components which determine traveller decision-making and behaviours.

Klenosky, Gengler and Mulvey (1993) have recommended that the means-end theory provides a useful framework for a more comprehensive understanding of traveller behaviour. Destination attributes are viewed as necessary in determining decision-making and travel behaviour. Indeed, the concept of destination attributes has been shown to influence satisfaction, with reference to service evaluations and behavioural intentions. A study conducted by Klenosky (2002) has further argued that this theory can be applied to tourism marketing by providing a useful basis for exploring and explaining the relationship between push and pull factors in encouraging traveller behaviour. In particular, he proposed that regarding destination features, attractions may be viewed as “the means” and motivations to travel can be considered as “the ends”. This approach helps to explain the relationship between pull and push factors of motivations in explaining the travel decision-making of travellers.

With regards to the significant motivations connected with the progress of marketing strategies, Spreng and Olshavsky (1993) suggested that the means-end theory should provide an effective foundation for marketers to understand traveller desires and wants leading to an extensive understanding of traveller satisfaction. Based on this evidence, the underlying dimensions of destination attributes can be taken into account in explaining travel satisfaction associated with MICE tourism experiences.

In light of this understanding, the evaluation of a product’s performance based on attribute levels can provide a valuable insight for managers regarding how well the product and service meets traveller goals and expectations (Frochot, 2004; Woodruff and Gardial, 1996). Following this, Frochot’s (2004) conceptualisation of means-end theory is a crucial component in clarifying the understanding of the relationships, travellers’ motivations and satisfaction. It is commonly recommended that matching the psychological/emotional needs of an individual to his/her tourism experience provides a basis in developing tourism marketing.

In this research, the means-end theory is employed to examine the factors that are important for destination selections among travellers. In particular, it provides a useful basis to determine the “pull” attributes of motivations that catch the attention of travelers to particular destinations, and the “push” factors of motivations that influence the decision to travel. The means-end theory is frequently viewed as useful approach that explains the relationship between push and pull motivation factors that impact on travel behavior.

For this reason, it is assumed that motivation provides a beneficial incentive which plays an important role on the selection of destinations. This model assists the theoretical understanding of the role of product performance attributes, which are considered a key predictor of a customer decision. This approach may lead to a greater emphasis on travellers as a principal factor in selecting destinations. As a result, this can be considered useful obtaining a greater understanding of destination attributes and benefits based motivation in the development of behavioural intentions of the customer. This thesis seeks to apply the means-end approach as a major theoretical basis related to tourism motivations in examining the satisfaction associated with travel experiences and how this leads to behavioural intentions amongst MICE travellers.

### **2.9.2 Functional Theory**

To obtain a useful basis for developing the proposed research model, this section seeks to review the functional approach proposed by Katz (1960). In this theory, value expression and knowledge are understood to be as a crucial component in determining the motivational basis of the attitude of an individual. This functional approach provides a way in which individuals’ internal emotional factors can be understood in relating to customers’ behaviour. In particular, it has been suggested that functional theory has been useful in explaining the relative importance of benefits factors connecting to the process of decision-making (Fodness, 1994; Bahn and Granzin, 1985).

As noted by Fodness (1994), motivation has been commonly viewed as an energetic process associated with individual internal psychological factors (needs, wants and goals) which create various intentions in relation to actual behaviours to satisfy

personal desires. On this basis, a greater understanding of customer behaviour can be achieved through applying functional theory as a central basis in addressing a specific research theme. It can also allow destination managers to better understand customers' desires or needs associated with products and services through examining the attitudes held by customers from a psychological viewpoint.

Fodness (1994) also suggested that the functional approach provided an opportunity for marketers to enhance their understanding of the influence of psychological affects (needs and wants) upon travel behaviour. He has also suggested that the concept of tourism motivation can be viewed as a foundational factor for the development of marketing strategies to gain an advanced marketing position. Jang *et al.* (2009) examined the effects of travel motivation in providing valuable insights into the relationship between motivations and future travel intentions of Taiwanese elder travellers using functional approach. Their study also found that motivations vary according to both positive and negative affective components. As discussed above, the push factors of motivations have been typically recognised as attitudes associated with internal needs, wants or goals which lead to actual behaviours (Dann, 1981; Crompton, 1979). In accordance with the above discussion, it can be concluded that the functional theory provides a useful explanation for describing tourism motivation in relation to decision-making. Given that the purpose of this thesis is to propose motivations of MICE travellers to Taiwan, this should be considered a key element to explain the behavioural intentions associated with future participation of leisure activities. In this context, the functional approach can possibly explain the effects of push benefits based motivation on travel satisfaction and behavioural intentions amongst MICE travellers to Taiwan.

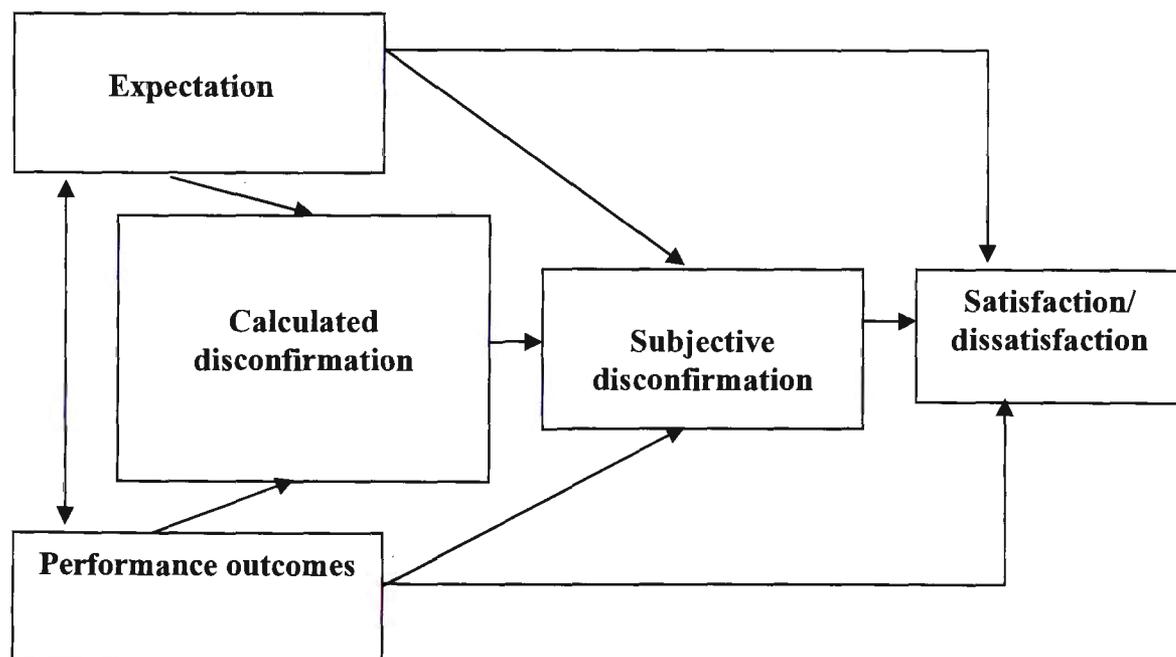
### **2.9.3 Expectation-disconfirmation Model**

The objective of this section is to review existing theories in order to provide insights that can explain MICE travellers' satisfaction concerning their corporate travel experiences. It is broadly accepted that customer satisfaction has traditionally been viewed within the expectancy-disconfirmation theory as relating to the process in which customers calculate satisfaction of their previous consumption experience (Oliver, 1980, 1981; Churchill and Surprenant, 1982). According to customer satisfaction theory, Oliver (1980) has made a distinction of understanding

relationships between pre-purchase expectation and the perceived attribute of performance/products. The expectancy-disconfirmation theory was initially developed to elucidate how different outcomes are formed once the product or service has been experienced. Particularly, this theory assumes the repurchase expectations about products or services as occurring before the customer purchases a product or service. In agreement, numerous scholars have recommended viewing customer satisfaction as the result of agreement between the expectations of products and the actual perceived performance of products (Whipple and Thach, 1988; Oliver, 1980).

The expectancy-disconfirmation model illustrates the relationships between expectation, performance outcomes and customer satisfaction. Two types of outcomes occur when the prior expectation of a product or service is compared to its perceived performance: positive disconfirmation and negative disconfirmation. Here, positive confirmation is generated when perceived performance of products/service is superior to customer expectation, whereas negative disconfirmations are generated when perceived performance of product/service is below customer expectation.

**Figure 2.1 Complete Expectancy Disconfirmation with Performance Model**



Source: Oliver (1996).

Churchill and Surprenant (1982) explained that various performance outcomes of subjective disconfirmation can be generated as: (1) confirmed when a product

performs as expected; (2) negatively disconfirmed when the product performs more disappointingly than expected; (3) positively disconfirmed when the product performs better than expected; and (4) negatively disconfirmed when a subject's expectations are not met. Their results have provided support for understanding the relationships between customer expectations concerning a product/service and customer satisfaction. Consequently, it can be argued that these various confirmations impact significantly on customer outcome of evaluations, because the degree of customer satisfaction is dependent on whether outcomes reach their expectations. In fact, these above authors have viewed satisfaction as a consequence of the dissimilarity between a consumer's expectations about the performance of a product or services.

The foregoing discussion suggests that customer satisfaction is principally associated with consequences of the disconfirmation process after purchase. According to the reviewed literature above, customer satisfaction can be described as the product of various recreational experiences that are frequently intangible (Graburn and Moore, 1994). For instance, when people purchase different types of tourism products, they are mainly looking for a fresh unknown exciting experience at a tourism destination. Based on this, it is argued that to provide better service or product which exceeding customer expectations is important for marketers to build long-term relationships with potential customers.

According to Whipple and Thach (1988), satisfaction is associated with the combination of expectation and performance, where the expectation of products is an important indicator for understanding customer decision-making. In other words, outcomes can be considered from a constructive or unconstructive confirmation which may heavily impact the shaping of customers' future purchasing behaviours. More recently, relevant research conducted by Bowen and Clarke (2002) claim that the expectation, performance and expectancy disconfirmation have considerable consequence on customer satisfaction, particularly in the tourism setting. These outcomes usually involved the use of the expectancy-disconfirmation performance model (Oliver, 1996), which is widely engaged in estimating customer satisfaction in various studies. It is also a helpful approach to understand the effects of customer expectation of the performance of products or services that refer to the level to which the performance convenes to the customers' expectation of their satisfaction in

developing and shaping loyalty outcomes. The above discussion provides valuable insights into developing a research model which addresses the research gaps identified in Chapter One, to examine the proposed links between tourism motivational factors, travel satisfaction and behavioural intentions toward future leisure activities.

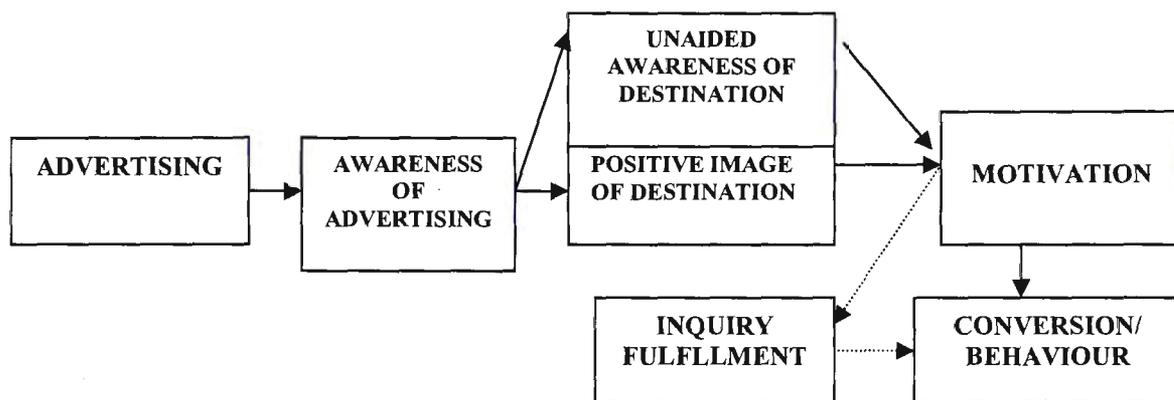
#### **2.9.4 Advertising Tracking Model**

Within the tourism literature, Siegel and Ziff-Levine (1990) have stressed that motivations for future travel could be affected by positive destination images, which may in turn be strongly influenced by awareness of advertising about the destination. According to these authors, tracking of the advertising model involves several stages namely: 1) the prospective traveller is exposed to advertising which delivers information associated with tourism destinations; 2) by enhancing their knowledge of potential destinations consumers may be conscious of the destination as an interesting place to visit for future holidays; 3) a constructive image of the destination has emerged due to exposure to information conveyed through various types of advertising; and 4) positive destination image is transferred successfully into the mind of the target consumer. In these stages, motivation to visit the destination in the future may be generated; and consequently, potential traveller behaviour can be impacted. Additionally, Siegel and Ziff-Levine (1990, p. 52) have stated that: “The advertising tracing model assumes that consumer may be converted by advertizing solely on the basis of awareness and image building impacts”.

This advertising tracking model has been useful for describing and understanding the various stages of conversion during, and after, a traveller has been exposed to commercial advertising. Specifically, this model has focused on how travel motivation is influenced by various commercial advertisements and a positive destination image which build up future travel behaviours. It is notable that this model demonstrates that the more favorable destination attributes, the greater the likelihood of an increase in visiting or revisiting these tourism destinations. From a marketing literature perspective, it can be concluded that perception of tourism destination attributes is strongly related to motivation, the decision-making process, and post-purchase behaviour. As a result, their study provides an appropriate foundation to achieve a superior understanding of MICE-related tourism experiences in connection to future travel behaviours.

On the basis of previous findings, a favorable and optimistic destination image would noticeably advance traveller satisfaction. Hence, the destination experience advertised plays an important role in constructing destination attributes. For instance, a close constructive relationship between the perceived attributes of a destination and traveller satisfaction can be built up by their destination experience (Chon, 1991; Echtner and Ritchie, 1991; Fakeye and Crompton, 1991).

**Figure 2.2 Advertising Tracking Model**



Source: Siegel and Ziff-Levine (1990).

According to Baloglu and Love (2005), identifying the determining attributes of destinations would be helpful for marketers to understand their strengths and weaknesses within a competitive market.

## 2.10 Chapter Summary

Taiwan has considerable potential for MICE tourism, based on its economic performance and tourism appeal. Despite the dramatic growth of MICE tourism, both worldwide and within the Asia-Pacific region, little market-related research has been undertaken. The emerging importance of how tourism motivations (push and pull factors) enable influence the selection for future travel destinations and how satisfaction with travel experience impacts behavioural intentions amongst MICE travellers - within the context of a rapidly growing competitive tourism sector has been reviewed in the present chapter. It has become particularly essential to understand the key factors determining traveller behavioural intentions.

The viewed relevant literature has shown that traveller behavioural intentions are principally influenced by underlying dimensions of motivations and satisfaction,

although little research has been devoted to this area. Additionally, satisfaction has often been suggested as an important predictor for understanding behavioural intentions. Given that the thesis aims to examine the multiple dimensions of satisfaction which impact significantly on behavioural intentions amongst MICE travellers, there are three dimensions of satisfaction that are particularly important in determining behavioural intentions. These are expectations-based, destination attributes-based and overall evaluation-based satisfaction. It is crucial to shed some light on understanding why travellers choose Taiwan for MICE-related trips and how satisfactory tourism experiences can persuade them to return for recreational purposes.

This chapter has provided a detailed review of the previous research on proposed constructs of benefits based motivation, destination attributes, satisfaction and behavioural intentions as they apply to the proposed research model. The chapter also examined the means-end, functional theory, advertising tracking model and the expectancy disconfirmation model in relation to the development of proposed research model. This provided an effective basis for investigating the major research themes in addressing the research aims in the MICE tourism industry. The following chapter presents the model of the conceptual framework and the development of proposed hypotheses.

## **CHAPTER THREE**

### **CONCEPTUAL FRAMEWORK**

#### **3.1 Introduction**

The previous chapter reviewed the literature relating to MICE tourism and background for the conceptual framework proposed in this chapter. Operational definitions of the key research constructs were also discussed. Drawing upon the various studies on behavioral intentions, this chapter proposes a conceptual framework to explain various variables and linkages. The proposed model addresses the research aims presented in Chapter one and suggests linkages between various constructs, including identification of existing knowledge gaps.

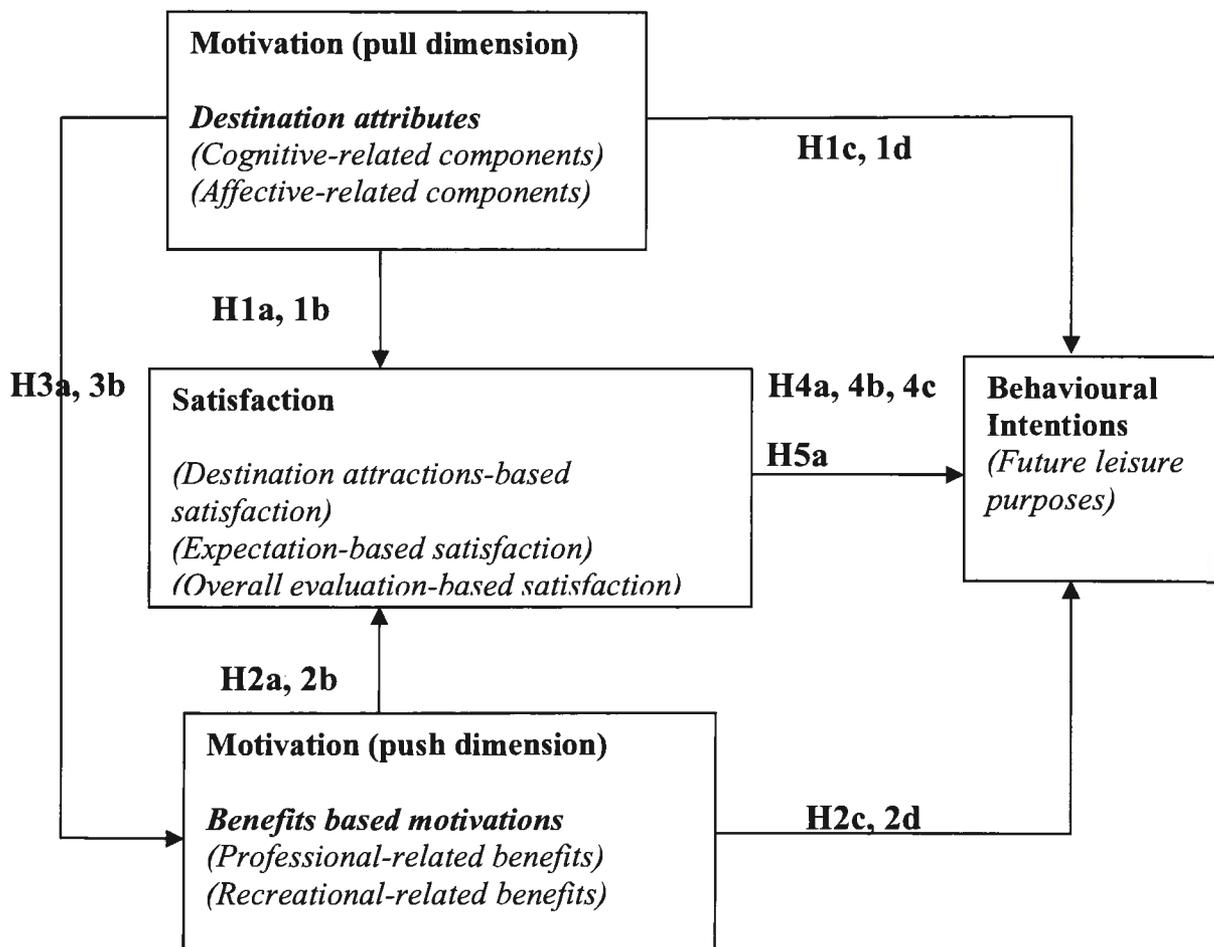
Hypotheses have been developed around anticipated relationships between destination attributes: (cognitive and affective dimensions); benefits based motivational factors (professional and recreational benefits-related dimensions); and travel satisfaction with MICE tourism experience. The hypotheses are tested, based on the research model and drawing upon relevant prior literature and addresses the major research questions outlined in the previous chapter. In this chapter, Section 3.2 overview the development of the research model and Section 3.3 presents the hypotheses focused on the key research questions. Section 3.4 provides the chapter summary.

#### **3.2 Conceptual Research Framework**

The literature review presented in the previous chapter examined various theoretical concepts as part of developing a clear understanding of the tourism motivations (push and pull factors) associated with the prediction of travel behaviour. Within the literature, motivation has been established as a decisive determinant of traveler satisfaction, and of attitudes and future travel behaviour (Chen and Uysal, 2002; Dann, 1996; Echtner and Ritchie, 1993). The important role of travel motivation in determining satisfaction and customer loyalty has been widely recognised (Chi and Qu, 2008; Yoon and Uysal, 2005). However, previous studies have paid only minimal attention to understand the role of travel motivation in relation to satisfaction and customer loyalty in the context of business tourism generally and MICE tourism in particular (Ngamsom and Beck, 2000).

The literature review established that a positive destination image can increase the likelihood of traveller visitations (Baloglu and McCleary, 1999; Baloglu and Brinberg, 1997; Dann, 1996; Echtner and Ritchie, 1993; Gartner, 1989). Awareness of destination attributes is important for travellers in selecting future tourism activities particularly for leisure purposes. Various approaches are available to confront global competition by improving competitiveness. Motivation is a key theme of this research, which aims to understand the role of satisfaction as an influence on future the behavioural intentions. The current research has examined aspects factors of satisfaction which influence attitudes towards future leisure travel within the MICE sector.

**Figure 3.1 Conceptual Research Framework of Behavioural Intentions in MICE Tourism**



Source: Developed by the author

The research framework characterises the independent variables as pull and push tourism motivations, while the mediating variable is travel satisfaction, linked to the

dependent variable (traveller behavioural intentions). This has provided background to the proposed model, and will provide insights into the MICE tourism experiences which influence future leisure intentions of MICE travellers. The insight that is provided should assist managers to establish more effective marketing strategies and stimulate repeat patronage or purchase.

The means-end theory, the functional theory, advertising tracking model and the expectancy disconfirmation model (Oliver, 1996) are considered to be important foundations for the proposed research framework. As mentioned in the previous chapter, means-end theory and functional theory have been integrated to explain: (i) an individual's psychological incentive obtained through participating in MICE travel activities within a destination; and (ii) effects of personal motivation (benefits) in relation to future travel decision-making. It may be assumed that prospective MICE travellers engage in travel with a view to obtaining various benefits. According to Oliver (1980, 1981, 1996), expectation-disconfirmation theory has been commonly used to evaluate the customers' satisfaction from post-consumption perspective in the marketing context. In reviewing this model, travel satisfaction is viewed as an outcome of a progressive comparison between travellers' expectations and perceived performance of a product or service (Churchill and Surprenate, 1982).

The present research extends the Siegel and Ziff-Levine (1990) model and the expectancy disconfirmation model (Oliver, 1996) by incorporating means-end theory and functional theory into a new conceptual framework which investigates MICE travel experiences at the post-purchase stage from the MICE traveller perspective. The model will provide an enhanced understanding of the effects of benefits based motivation, destination attributes and travel satisfaction on behavioural intentions associated with future leisure travel.

This research model also seeks to recognise the effects of perception on destination attributes (cognitive and affective components), benefits based motivation (professional and recreational-related aspects) on the relationship between satisfaction (expectations based, destination attributes based and overall evaluation based dimensions) and behavioural intentions. The proposed model will clarify the role of satisfaction in the MICE tourism experience. This should provide insights into

behavioural intentions associated with future leisure travel (willingness to revisit and recommend to others) amongst MICE travellers. The model is expected to help develop an improved understanding of behavioural intentions. As noted previously, tourism managers need to understand the relationship between benefits based motivation, destination attributes, satisfaction and behavioural intentions in order to secure competitive market advantage. This conceptual model investigates the interrelationships amongst destination attributes, benefits based motivation and satisfaction with tourism experience in relation to MICE traveller leisure behavioural intentions.

The thesis fills a gap in the research by proposing a conceptual model based on interrelationships between these relational constructs. It clarifies the role and effects of aspects of motivation, which act as determinants of traveller satisfaction towards future leisure travel. An enhanced understanding of the relationships between destination attributes, benefits based motivation and behavioural intentions would be useful and beneficial for convention and meeting planners. To explore the effects of motivations (push and pull factors) on the relationship between satisfaction and MICE travellers' behavioural intentions, a research framework is proposed for ascertaining behavioural intentions towards the future leisure holiday. It is assumed that the behavioural intentions of MICE travellers are influenced by tourism motivations (push and pull factors) and by travel satisfaction.

The proposed model is presented in Figure 3.1. The framework begins with destination attributes (cognitive and affective aspects) which are linked to satisfaction which again leads to leisure behavioural intentions. The model proposes that travel motivations are affected by destination attributes is leading to future behavioural outcomes mediated by satisfaction. It was also proposed that the various dimensions of travel satisfaction (expectations based, destination attributes based and overall evaluation based dimensions) have a considerable influence on behavioural intentions. The following section examines the links between the constructs and the research proposed various hypotheses.

### 3.3 Development of Hypotheses

Based on the literature reviewed in Chapter Two, the conceptual model was developed and displayed in Figure 3.1. To achieve the main goals of this research, a number of research hypotheses have been proposed and will be tested empirically using various statistical methods. Testing these proposed hypotheses should be of value to destination marketers and academics by providing greater insights into leisure travel future behavioural intentions as they are affected by the proposed key constructs in the research model.

Previous tourism research confirms the importance of destination image as a key concept to be analysed as its influence directly leads to future travel behaviours. Given its importance, surprisingly little research has been conducted to investigate MICE destination attributes via the examination of a research model. This thesis proposes that the level of both the destination attributes dimensions is directly related to levels of travel satisfaction, which in turn, determine future travel. This area will be investigated via hypotheses 1a, 1b, 1c and 1d, which are:

*Hypothesis 1a: Destination attributes (cognitive-related components) are related to MICE travellers' travel satisfaction.*

*Hypothesis 1b: Destination attributes (affective-related components) are related to MICE travellers' travel satisfaction.*

*Hypothesis 1c: Destination attributes (cognitive-related components) affect MICE travellers' behavioural intentions toward future holiday purposes.*

*Hypothesis 1d: Destination attributes (affective-related components) affect MICE travellers' behavioural intentions toward future holiday purposes.*

Traveller motivations are commonly suggested as a factor for predicting why people travel, as well as their destination choice in various tourism industry contexts (Baloglu and McCleary, 1999; Baloglu, 1997; Crompton, 1979; Dann, 1977). Previous studies have emphasised that motivations can be mainly linked to psychological or biological needs and wants (Fodness, 1994; Pearce, 1982; Dann, 1981). Several studies in motivations for attending convention and meetings have been investigated and identified as multi-dimensional concepts. Price and Murrmann (2000) identified that profession-based values (education), competency-based values (education and

training), people-based values (networking), association-based values (involvement), and civic-based values (leadership) are the top scoring motivators for attending the conference. Furthermore, Rittichainuwat et al. (2001) have also found various values that act as main motives of attending an annual conference amongst college and university professors. These include: education (conference programs); networking, career enhancement; opportunity for travel; leadership; association-related activities; business activities; self esteem, and sightseeing.

Ngamsom and Beck (2000) have found that several motivational factors should be considered to be an antecedent determinant in relation to the destination selection process in business tourism. Similarly, Bauer, Law, Tse and Weber (2008) found that certain factors based on various travel motivations of business events' attendees are likely to be important influences on the process of travel decision-making. According to Severt et al. (2007), the potential links between travel motivations and overall satisfaction should contribute to the behavioural intentions associated with future participation.

However, these previous studies have not explored the various aspects of travel motivation of MICE events attendees in relation to future leisure-related purposes. In particular, no study has been carried out to explain the potential relationship between the elements of recreational dimension of motivations and behavioural intentions of MICE travellers. This thesis attempts to investigate the role of two leading aspects of benefits based motivation (professional and recreational related-elements) in connection to travel satisfaction and future behavioural intentions. Consequently, the research hypotheses 2a, 2b, 2c and 2d are:

*Hypothesis 2a: Travel motivation (professional-related benefits dimension) is related to MICE travellers' travel satisfaction.*

*Hypothesis 2b: Travel motivation (recreational-related benefits dimension) is related to MICE travellers' travel satisfaction.*

*Hypothesis 2c: Travel motivation (professional-related benefits dimension) affects MICE travellers' behavioural intentions toward future holiday purposes.*

*Hypothesis 2d: Travel motivation (recreational-related benefits dimension) affects MICE travellers' behavioural intentions toward future holiday purposes.*

*Hypothesis 2e: Significant differences in motivation exist between sub-groups of MICE market.*

The experience of previous visitation develops a more realistic image in the mind of travellers (Gartner, 1989; Gunn, 1972). Some researchers have distinguished between organic and complex images, noting that if the travellers who spend sufficient time at a destination, may modifying their organic images and from a more complex image (Chen and Hsu, 2000; Chen and Kerstetter, 1999). Other researchers have examined the relationships between destination perception and behavioural intentions amongst travellers (Bigne, et al., 2001; Leisen, 2001; Gartner, 1993; Baloglu, 1997).

Siegel and Ziff-Levine (1990) noted the value of a conceptual model to explain the importance of positive destination image to stimulate travel. Understanding the underlying dimensions of destination attributes should enhance the ability of destination marketers to maximise potential customers' purchase behaviours. In line with the specific aims outlined in Chapter One, this thesis provides empirical evidence about prospective links between pull and push tourism motivations within this tourism segment. Destination attributes are important predictors of benefits based motivation. This is reflected in hypotheses 3a and 3b:

*Hypothesis 3a: There is a relationship between destination attributes (cognitive related components) and benefits based motivation.*

*Hypothesis 3b: There is a relationship between destination attributes (affective related components) and benefits based motivation.*

Oliver (1981) has described satisfaction as a general affective response to the perceived performance of a product or service. Satisfaction issues have been identified as an excellent forecast of customers repurchase intentions (Petrick, Morais and Norman, 2001; Bowen and Chen, 2001). These authors have investigated various factors impacting on post-purchase customer's judgment. Most researchers believe that satisfaction related variables are the most important determinants of post-customer post-purchase judgment (Lee, Petrick and Crompton, 2007; Petrick, 2004; Spreng, Mackenzie and Olshavsky, 1996).

Previous literature has explained the influence of satisfaction with travel experiences on attitudes toward future travel behaviours (Baloglu, Pekcan, Chen and Santos, 2003). Some authors have investigated the role of satisfaction in developing traveller destination loyalty in the context of MICE tourism. However, limited research explains the relationship between aspects of satisfaction which contribute to behavioural intentions, particularly those associated with expectation-based satisfaction. Satisfaction has the capacity to mediate the relationship between benefits based motivation and destination attributes which determine the decision-making process. The present thesis will to provide insights into the importance of travel satisfaction in relation to future leisure travel behaviours. Consequently hypotheses 4a, 4b, 4c and 5a are:

*Hypothesis 4a: MICE travellers' satisfaction with experiences (destination attributes based) has an influence on their behavioural intentions toward future holiday purposes.*

*Hypothesis 4b: MICE travellers' satisfaction with experiences (expectation based) has an influence on their behavioural intentions toward future holiday purposes.*

*Hypothesis 4c: MICE travellers' satisfaction associated with travel experience (overall evaluation based) has an influence on their behavioural intentions toward future holiday purposes.*

*Hypothesis 5a: The effects of motivation on behavioural intentions for future holiday purposes are mediated by satisfaction.*

First-time travellers and repeat travellers are potential customers for destinations. The destination perceptions of first-time travellers are likely to involve more complex destination of destinations than those held by repeat travellers (Fakeye and Crompton, 1991). Some authors have found that first-time travellers are more motivated by external factors (such as the price of the trip), whereas repeaters are more likely to be influenced by destination-related factors (such as the quality of environment, or hotels/facilities). However, the differences between these types of MICE travellers are not well understood. Consequently, the research establishes further hypotheses 6a, 6b, 6c and 6d.

*Hypothesis 6a: A statistically significant difference in benefits based motivation exists between first-time and repeat MICE travellers.*

*Hypothesis 6b: A statistically significant difference in destination attributes exists between first-time and repeat MICE travellers.*

*Hypothesis 6c: A statistically significant difference in satisfaction associated with the travel experience exists between first-time and repeat MICE travellers.*

*Hypothesis 6d: A statistically significant difference in behavioural intentions exists between first-time and repeat MICE travellers.*

### **3.4 Chapter Summary**

This chapter has provided a broad discussion of the theoretical foundations by reviewing the previous literature, and establishing a basis for developing the conceptual framework and hypotheses of this research. Motivations provide a basis for understanding traveller needs and wants. Motivation-related theories have been reviewed to provide a basis for understanding factors in relation to decision-making within the tourism context.

Destination attributes (cognitive and affective-components) and benefits based motivation (professional and recreational-related benefits) are decisive factors in determining satisfaction with MICE tourism experience and future leisure travel behaviours. A conceptual framework has been established to determine the relationship between destination attributes (cognitive and affective components), benefits based motivation (professional and recreational related benefits), satisfaction and behavioural intentions. The framework incorporates means-end and functional theory, as well as aspects of Siegel and Ziff-Levine's model (1990) and the expectancy disconfirmation model (Oliver, 1996). The proposed framework and hypotheses should provide insights into the future behavioural intentions of MICE traveller. The research approach and methodology will be discussed and presented in the next chapter.

# CHAPTER FOUR

## RESEARCH METHODOLOGY

### 4.1 Introduction

The previous chapter established the theoretical conceptual framework, research questions and research hypotheses for this study. In order to provide a clear explanation of the research paradigm, the present chapter outlines the research design, sampling procedures, data gathering methods, measurement tools, and analysis procedures.

With the purpose of providing better responses to the research questions outlined in Chapter One, a combination of qualitative and quantitative approaches were justified and undertaken for the purposes of the present thesis. The quantitative approach was used to test the hypotheses proposed in the previous chapter and to explore the role of tourism motivations on satisfaction and future behavioural intentions toward leisure purposes of MICE travellers. Following this, a qualitative approach was applied to gain a better understanding of benefits based motivation and preferred destination attributes of MICE travellers from the perspectives of destination operators and marketers.

For investigations of social phenomena, wide agreement exists for the use of a mixture of quantitative and qualitative approaches (Neuman, 2006; Collis and Hussey, 2003; Babbie, 1990). Generally speaking, qualitative research places more emphasis on respondent experiences through conducting in-depth interviews. Conversely, quantitative research attempts to examine the observed relationships between the proposed variables by testing numbers collected from survey, etc. (Saunders, Lewis and Thornhill, 2003). For the purpose of this thesis, the quantitative approach were applied prior to the qualitative approach, with the former involved a self-administered survey, and the latter consisted of interviews with a range of destination tourism operators and marketers. The results were then incorporated with those obtained from the quantitative research method.

Section 4.1 has given a general view of the chapter. Section 4.2 examines the research approach used in the thesis and provides a helpful explanation in justifying the use of the chosen research approaches. Section 4.3 describes the quantitative method used in the present research. Section 4.4 presents the process of pre-testing the questionnaire. Section 4.5 discusses the research sample and main questionnaire survey, while Section 4.6 examines the qualitative method in supporting and discussing the research results. Section 4.7 provides a summary of the chapter.

## **4.2 Justification of the Research Approaches**

According to Neuman (2006) and Collis and Hussey (2003), conducting a quantitative study into a specific theme could provide an incentive for providing a clear explanation or identification regarding the relationships between antecedent factors and an outcome. Neuman (2006, p. 151) has noted that: "... most quantitative researchers apply 'logic in practice,' and follow a nonlinear research path...they emphasise conducting detailed examinations of cases that arise in the natural flow of social life". In considering the reasons for conducting quantitative research, Neuman further notes that (2006, p. 151):

"They apply 'reconstructed logic', and follow a linear research path. They speak a language of 'variables and hypotheses'. Quantitative researchers emphasise precisely measuring variables and testing hypotheses that are linked to general causal explanations."

Within the marketing field, it has been suggested that surveying has been one of the most popular research approaches for data collection (Veal, 1997; Fowler, 1995). Several advantages have been suggested for using surveys as the main approach for data collection. They include flexibility, ease of use, and lower costs associated with survey distribution and collection (Jennings, 2001). According to Veal (1997) and Sayer (1992), it has become more common to use survey-based questionnaires for data collection from large, geographically dispersed populations.

In the application of mixed methodologies, Neuman (2006) provided the following description of the stages commonly involved in the conduct of quantitative and qualitative studies. He believed that (2006, p. 181): "Quantitative researchers begin with an abstract idea, follow with a measurement procedure, and end with empirical

data that represent the ideas”. Conversely, qualitative researchers primarily begin with empirical data, follow with abstract ideas, relate ideas and data, and end with a mixture of ideas and data. Researchers need to think about why they are combining these two types of research methods rather than focusing exclusively on integrating them when investigating social phenomena (Wilkins and Woodgate, 2008; Sandelowski, 2000).

On this basis, using the mixed method approach in conducting a study provides scholars with a better understanding of their research questions. Overall, qualitative research study looks for providing more meaningful and detailed information about respondents’ thoughts and feelings, whereas quantitative research results are useful in providing a demonstration of the potential relationships between variables and a clearer picture of the research questions by statistically testing a proposed research model (Neuman, 2006; Babbie, 1990). Tashakkori and Teddlie (2003) claim that the mixed methods approach is superior for conducting academic studies due to: 1) various research questions can be dealt with effectively using the quantitative or qualitative approach; 2) it often helps authors to generate and refine the research issues by adapting each methodologies; and 3) authors are provided an outstanding opportunity to discuss and explain the results generated from different perspectives. As noted by Denzin and Lincoln (2000), the basis of data produced from quantitative and qualitative methods could also offer an outstanding opportunity for scholars to improve the credibility of their findings by confirming the meaning of the results of data. Creswell (2007, p. 40) noted that:

“Qualitative research is used to follow up quantitative research and help explain the mechanisms or linkages in causal theories or models. These theories provide a general picture of trends, associations, and relationship.”

Having considered the above points, the strength of using both research approaches provides a brilliant way for scholars to better explain specific social phenomena. In adopting a mixed methods approach, the present research has proposed an innovative research model to examine the major objectives. The quantitative method approach will be used to address the research questions outlined in Chapter One by investigating the factors that may determine the behavioural intentions of MICE travellers through empirically testing the proposed research model (see Chapter

Three). In order to investigate the potential relationships between travel motivation, satisfaction with MICE travel experience and their future travel behaviour, a questionnaire survey method was considered as the most suitable approach for data collection in this study. After identifying the proposed relationships between factors affecting the future behavioural intentions of MICE travellers, the qualitative approach will be followed to explore more meaningful information concerning the marketing implications of motivations from destination operators' and marketers' viewpoints in the context of MICE tourism. The qualitative approach will help the present research to recognise important elements used within the current marketing campaigns.

A series of semi-structured interviews were conducted for seeking more meaningful information about Taiwan's tourism attributes from the perspective of destination marketers and operators who were involved in developing tourism strategies. The interviews aimed for an enhanced knowledge of how well the destination marketers and operators understand the potential MICE travellers market to Taiwan. It can be concluded that the main reason for adopting a qualitative research method is to gain an improved understanding of the role of benefits based motivation and destination attributes in relation to strategy development from the perspective of a destination marketer/and or operator. The results of the qualitative method can be seen as an important validation of the findings generated from the quantitative method. The following section provides an overview of the quantitative methodology upon which research surveys are based, prior to the qualitative confirmation.

#### 4.3 Quantitative Approach

Quantitative research methods are commonly believed to be appropriate for examining relationships amongst numerous variables in the context of social research (Neuman, 2006; Collis and Hussey, 2003). According to Neuman (2006) the quantitative technique is most suitable for observing the big picture of a specific social theme. In this research, the quantitative research method has been based on a comprehensive review of the literature.

Many authors have emphasised that quantitative studies can be used to deal with a range of research issues at both the theoretical and practical level, as well as achieve

superior outputs by testing proposed hypotheses (Neuman, 2006; Collis and Hussey, 2003; Cavana, Delahaye and Sekaran, 2001). Malhotra (1996, p. 197) claimed that the major advantages for researchers when conducting a quantitative study are: (i) questionnaires are simple to administer; (ii) the data obtained are reliable because the responses are limited to the alternatives that are offered, and the use of fixed-response questions reduces the variability in the results that may be caused by differences in interviewers; and (iii) the coding, analysis, and interpretation of data are relatively simple. This research approach therefore allows researchers to test statistical data and confirm hypotheses through examining a range of research themes.

Babbie (1990, p. 42) noted that:

“... when survey researchers have a large number of variables at their disposal, a quantitative literature provides an excellent position to carefully examine their relative importance and obtain the greatest amount of understanding from fewest number of variables”.

Fowler (1995) described the survey as a functional way to obtain an overall explanation of a specific group, community or organisation. He further noted that there are two main points to be considered if scholars are to prepare effective survey questions: writing good questions and designing superior questionnaires.

Collis and Hussey (2003) have indicated that the development of a survey questionnaire plays a significant part in quantitative study. It can also be thought of as a list internationally undoubtedly structured questions based on carefully reviewed literature. Collis and Hussey recommend this approach as a useful tool for understanding what a chosen group of people think or feel about a given subject. Cooksey (2007) explained that quantitative researchers must extensively analyse the relevant literature and theory before developing comprehensible hypotheses. He noted that strong analyse skills are also required to be able to clarify the quality of the measurement processes as the quantity and quality of statistical data may be only able to confirm trends, connections and relationships and may not necessary explain the causes and effects of a social problem.

Considering the literature noted above, the quantitative approach – using a quantitative survey was preferred as an appropriate technique to determine the proposed relationships within the conceptual research model in this thesis. For the survey questionnaire development stage, the relevant tourism and marketing literature was critically reviewed in order to clarify research questions derived from the relevant theoretical and empirical studies. To ensure the quality of the survey questionnaire, the instrument was pre-tested with MICE travellers to substantiate the arrangement of the questionnaire by examining content validity and reliability. Thus, in this thesis, the quantitative survey approach was applied to investigate the proposed relationships within the research model and to segment the MICE market. The following sections will subsequently specify the development of the questionnaire, and data collection procedures applied in this thesis.

#### **4.3.1 The Questionnaire-based Survey Method**

According to Neuman, (2006) and Collis and Hussey (2003), quantitative approaches are significant for conducting research. This method allows researchers to obtain information associated with the beliefs, attributes and values of participants through collecting survey instruments. Consistent with Veal (1997), the survey approach is typically addressed as the common research technique for conducting tourism marketing studies. This survey technique also provides an opportunity for academics to explore what the views of large numbers of people are with regards to a specific problem from a large sample of target research population (Nardi, 2003; Cavana, Delahaye and Sekaran, 2001). Past studies have suggested that the survey method using a self-administered questionnaire is frequently considered as the most typical and useful approach for data collection (Collis and Hussey, 2003; Sekaran, 2003; Cavana, Delahaye and Sekaran, 2001; Babbie, 1990). In general, it is not easy to access large numbers of people to obtain information related to various research subjects. Hence, this approach is commonly believed to apply as the more effective and easier way to analyse data statistically.

Past studies have suggested several principles are applicable in regards to the use of the survey approach (Sekaran, 2003; Veal, 1997; Malhotra, 1996). Babbie (1990) has recommended several guidelines for negotiating the various stages that researchers may experience when developing survey questionnaires. The central considerations in

designing a good quality self-administered questionnaire includes questions and statements; open- and closed-ended questions; making items clear; avoiding double-barreled questions; ensuring respondents' competency to answer; asking relevant questions; using short items; avoiding negative items; and avoiding biased items and terms. As suggested by Sekaran (2003), several key points should be considered when designing a good questionnaire. Understanding the principles of questionnaire development is important because it can provide fundamental information about how to avoid and reduce possible biases in research. These important issues include the wording of the questions, which variables should be categorised, scaled and coded after questionnaires are collected, as well as the general appearance of the questionnaire. Neuman (2006) has also offered two central ways to develop good survey questions, which are to avoid confusion and keep the respondent's perspective in mind. Good survey questions gives the researcher both valid and reliable measures, and help respondents feel that they understand the question and that their answers are meaningful.

As Neuman (2006) and Collis and Hussey (2003) have suggested, the structure of the questionnaire is a principle determinant of the success of data collection and analyse. The development of questionnaires for identifying determinant attributes of key constructs was achieved via the scale development procedures suggested by Babbie (1990). These key constructs include: making items clear; avoiding double-barreled questions; ensuring respondents' competency to answer; asking relevant questions; using short items; avoiding negative items; and avoiding biased items and terms. On the basis of the above literature, there is a general agreement that a good questionnaire should be strongly connected with the major research objectives.

Neuman (2006) stated that such scale referred to Likert-type scales, have frequently been used as a research tool when a scholar seeks to understand how individuals experience something. Another benefit for using Likert-type scales is that they assist researchers in conceptualising a specific research concept. Furthermore, Likert scales usually ask people to indicate whether they agree or disagree with a statement. Likert scales need a minimum of two categories, such as 'agree' and 'disagree'. However, only using two choices creates a crude measure and forces distinctions into only two categories (Neuman, 2006). In the present study, a 5-point Likert-type scale was

employed to measure each construct engaged with the conceptual framework. Responders are asked to mark each structured question ranging from 1 (not important at all) to 5 (extremely important). To ensure that the major research problems proposed in this study are appropriately addressed, the questionnaire is divided into three parts: (1) information about the current trip; (2) intentions regarding to future behaviour; and (3) personal information about respondents. The issues discussed above provide the foundation for designing research strategies, such as data collection techniques and the methods to analyse the data. Having considered these points, a self-administered survey is used in the case of the present research. This approach allows the investigation of the anticipated relationships amongst constructs within the proposed research model.

To accomplish the research goals in this study (see Chapter One), survey techniques were used as the major data collection technique. Thus, a self-administrated questionnaire was provided only to respondents who were undertaking MICE trips to Taiwan. Such respondents evaluated the performance of various tourism related service providers, as well as the quality of experiences that they had been associated with on their travel. The survey instrument was distributed by the author. Prior to commencing the questionnaire, the purposes of the research are briefly introduced. This stage also allows researchers to answer questions associated with the survey that have been raised by respondents as suggested by Neuman (2006).

#### **4.3.2 Questionnaire Development**

The aim of this section is to determine the most appropriate measurements to measure the constructs within the proposed research model. Given the significance of research questionnaire development, Saunders et al. (2003) recognised that the questionnaire design affects the response rates, reliability and validity. Hence it is important to make survey questions clear, have an effective layout, conduct pilot testing, and carefully design and execute its administration. As mentioned before, it has also been suggested that the questionnaire quality is determined on the basis of the wording of the questions, categorisations, scaling and coding of the question, as well as the appearance of the questionnaire itself (Sekaran, 2003).

Frazer and Lawley (2000) recommended that a survey instrument should generally not exceed twelve pages in length. It has also been suggested by Fowler (1995) that any wording and language used should be as simple as possible for the purposes of communication with respondents. Respondents are more likely to complete the survey when the instrument is shipshape. It is often suggested that questionnaires are the most effective data collection tool for undertaking the research. On this basis, a self-administered questionnaire will be designed which consists of the following three sections:

The first section aimed to achieve useful information about the recent trips of MICE travellers. Questions relating to the nature of their current trip included: purposes of travel; length of their stay; accommodations; and strategies for obtaining relevant tourism information. This section should assist this research to understand the prior experience of MICE travellers.

The second section was to obtain important information about travel benefits based motivation, destination attributes, travel satisfaction and future intentions of returning and travel behaviour by asking respondents to assess the importance of each item. The items used in this section were adopted from the previous relevant literature. This section was constructed to determine the importance of each construct in affecting their travel behaviours.

The final section of the survey instrument was to collect personal information of the target respondents. This section of the questionnaire included questions on gender, age, education and occupation of MICE travellers (see Appendix 3).

In this thesis, various items from relevant scales in past studies were employed in the context of marketing and tourism. In order to ensure these scales are appropriate to determine corresponding constructs of the research model, validity and reliability tests of the newly developed scales were systematically examined. Substantial effort was put into the development of the questionnaire and the improvements to the instrument were also added based on the response from the pilot study prior to the main survey.

#### ***4.3.2.1 Measuring Benefits based Motivation***

The following section briefly reviews the literature associated with the dimensions and measurements in the context of the tourism sector. Various motivational aspects for MICE travellers to participate in MICE events have been discussed in the previous chapter. Most previous studies have explored the role of benefits based motivational factors and its impact on the destination selecting process and future travel behaviours (Rittichainuwat et al. 2001; Price and Murrmann, 2000; Ngamsom and Back, 2000; Grant and Weaver, 1996; Oppermann, 1998; Price, 1993). Therefore, implications for the measurement of motivational factors have been selected from the previous literature within MICE tourism.

Price (1993) proposed several central reasons for individual corporate travellers to participate with MICE events such as dimensions related to education, networking, professional ability and leadership. He believed that these components, which are related to motivational factors, can be used to explain corporate travellers' needs or values when making decisions about attending MICE events. Oppermann (1995, 1998) proposed that benefits based motivational factors such as career enhancement, respectful speakers, seeing people in ones field, education (learning new skills), networking, self-esteem (reputation), opportunity for travel, representing ones organisation (leadership) are mainly related to individual motivations for visiting a destination as a corporate traveller.

Ngamsom and Beck (2000) have also advocated that researchers should investigate six dimensions to describe corporate travellers' motivations, which are opportunity for travel, outdoor recreation, business activities, change of pace, networking, and education. Rittichainuwat et al. (2001) have indicated that the main elements of motivation for corporate travel include education (conference programs), networking, career enhancement, opportunity for travel, leadership, association related activities, business activities, self-esteem and sightseeing. Accordingly, the determinative attributes of motivational factors were selected from these above papers in existing tourism literature.

In summary, benefits based motivation for travellers to participate within various types of MICE events can be narrowed to be two broad categories. First are

dimensions associated with personal career enhancements (professional-related motivation) such as education, networking, professional ability, networking, self-esteem, business activities and educational activities. Note that in this study, this dimension was defined as a construct involving two key aspects: education related; and work (business) related. Second are dimensions related to holiday travelling opportunities (recreational related motivation) which include opportunity for travel, outdoor recreation, experience different culture, and sightseeing.

A multi-item scale was used to get an overall estimation of the motivations of MICE travellers for participating in MICE events within Taiwan by rating key components of motivational attributes. Twenty-one questions were considered to discover the importance of each motivational attribute in relation to target respondents' current trip (5-point scale ranging from: it is not important at all, to it is extremely important). These questions identify two key types of travel motivation professional-related benefit (business and education aspects) and recreational-related benefit. In light of this, the measurement is viewed as appropriate to evaluate the respondent's benefits based motivation as it is proposed to be engaged with two major reasons (professional and recreational-related benefits) for travellers to determine their MICE trips. Hence, the participants were asked to tick an option on 5-point Likert scale that best describes what they think about the following question: "Below are some motivational factors which could describe why you visited Taiwan. Please rate each of the following attributes, in terms of their importance to you, when selecting Taiwan for this current corporate trip".

Table 4.1 summarises the items derived from the literature to be used to measure MICE traveller benefits based motivation.

**Table 4.1 Items for Measuring MICE Traveller Benefits based Motivation**

Item number	Item description	Supporting literature
1	Networking opportunities	Rittichainuwat, Beck and Lalopa, 2001
2	Self-esteem enhancement	Rittichainuwat, Beck and Lalopa, 2001
3	Education-related purposes	Rittichainuwat, Beck and Lalopa, 2001
4	A good conference package	Rittichainuwat, Beck and Lalopa, 2001
5	Serve as chair or moderator	Rittichainuwat, Beck and Lalopa, 2001
6	Reasonably priced conference	Rittichainuwat, Beck and Lalopa, 2001
7	Work requirement	Bauer, Law, Tse and Weber, 2008
8	Employer funded	Bauer, Law, Tse and Weber, 2008
9	Comfortable place to stay	Bauer, Law, Tse and Weber, 2008
10	See new things	Bauer, Law, Tse and Weber, 2008
11	Presenting a paper	Ngamsom and Beck, 2000
12	Interesting conference programs	Ngamsom and Beck, 2000
13	Combination of leisure and business trips	Ngamsom and Beck, 2000
14	Opportunity to visit a new town	Ngamsom and Beck, 2000
15	Experience different culture	Ngamsom and Beck, 2000
16	Life experiences gained when travelling	Ngamsom and Beck, 2000
17	Opportunity to relax on vacation	Rutherford and Kreck, 1994
18	Sightseeing	Rutherford and Kreck, 1994
19	Opportunities for entertainment	Rutherford and Kreck, 1994
20	Escape from routine	Crompton, 1979

Source: Literature review.

#### ***4.3.2.2 Measuring Destination Attributes***

One of main objectives of this research is that the construct of destination attribute is to be investigated from the MICE traveller's viewpoint. As discussed in Chapter Two, past tourism literature on destination attributes is commonly categorised into two major dimensions: cognitive and affective aspects.

A range of variables have been determined to assess both there major constructs of the destination attribute in the tourism sector. These new scales were designed to assess the concept of destination attribute by drawing upon relevant tourism studies. The significance of destination attributes has been proposed in relation to travel decision-making to Taiwan for attending MICE events by travellers.

**Table 4.2 Items for Measuring Destination Attributes**

Item number	Item description	Supporting literature
1	Convenience of local transportation	Chacko and Fenich,2000
2	Car rental facilities	Chacko and Fenich,2000
3	Cost/price levels of transportation to the venue	Wu and Weber, 2005
4	Facilities for disabled access	Wu and Weber, 2005
5	Helpfulness of hotel staff	Wu and Weber, 2005
6	Hotel room rates	Wu and Weber, 2005
7	Hotel facilities available at destination	Lee and Back, 2007
8	Hotel room availability	Lee and Back, 2007
9	Resort quality	Lee and Back, 2007
10	Meeting space availability	Lee and Back, 2007
11	Clean and attractive convention centre	Lee and Back, 2007
12	Different food/drink	Lee and Back, 2007
13	Food and beverage quality	Lee and Back, 2007
14	Desirable weather	Fakeye and Crompton, 1991
15	Friendly people	Fakeye and Crompton, 1991
16	Shopping centres	Fakeye and Crompton, 1991
17	Nightlife and entertainment	Fakeye and Crompton, 1991
18	Variety of recreation activities	Fakeye and Crompton, 1991
19	Natural attractions	Fakeye and Crompton, 1991
20	Good beaches	Fakeye and Crompton, 1991
21	Cultural attractions	Fakeye and Crompton, 1991
22	Festivals and events	Fakeye and Crompton, 1991
23	Historic sites/museums	Fakeye and Crompton, 1991
24	Many interesting places to visit	Lin, Morais, Kerstetter and Hou, 2007
25	Prior to arrive, I expected my experience in this area to be arousing	Lin, Morais, Kerstetter and Hou, 2007
26	Prior to arrive, I expected my experience in this area to be exciting	Lin, Morais, Kerstetter and Hou, 2007
27	Prior to arrive, I expected my experience in this area to be pleasant	Lin, Morais, Kerstetter and Hou, 2007
28	Prior to arrive, I expected my experience in this area to be relaxing	Lin, Morais, Kerstetter and Hou, 2007

Source: Literature review.

A set of measurement items was chosen for calculating destination attributes based on a broad literature review (Chacko and Fenich, 2000; Wu and Weber, 2005; Lee and Back, 2007; Fakeye and Crompton, 1991; Lin, Morais, Kerstetter and Hou, 2007).

Following this, four variables were considered to evaluate the concept of the affective dimension of destination attributes. A modified incorporation of a relevant study from Lin, Morais, Kerstetter and Hou, (2007) which is based on its importance towards choosing a business destination amongst travellers was employed. To assess the affective aspects of destination image were included the constructs of arousing,

exciting, pleasant, and relaxing. All variables for evaluating destination attributes (N=28) were selected from previous destination image studies in the context of the tourism industry (see Table 4.2). Respondents were asked to designate their level of agreement on a 5-point Likert-type scale that ranged from 1 (strongly disagree) to 5 (strongly agree). The participants were asked to indicate what they think about the following question: “Please rate each of the following destination attributes in terms of their importance to you for this current trip”.

#### 4.3.2.3 Measuring Satisfaction

As discussed previously in Chapter Two, the concept of traveller satisfaction has been proposed as a separate measure of the three primary dimensions: expectations-based, destination attributess-based and overall evaluation-based dimensions. In reviewing the current relevant tourism literature, it has also been found that previous relevant research focused less on the expectations-based travel satisfaction associated with tourism experiences, particularly in the context of MICE tourism. As a result, a set of

**Table 4.3 Items for Measuring Travel Satisfaction**

<b>Item number</b>	<b>Item description</b>	<b>Supporting literature</b>
1	There is a good range of quality shops	Kau and Lim, 2005
2	Shops have a good opening time	Kau and Lim, 2005
3	Overall, I am satisfied with destination costs	Kau and Lim, 2005
4	Overall, I am satisfied with services provided by this event	Kau and Lim, 2005
5	Overall, I am satisfied with the environment provided by this event	Kau and Lim, 2005
6	There is quality accommodation and facilities	Alegre and Juaneda, 2006
7	There is quality food and beverage	Alegre and Juaneda, 2006
8	Guest services are helpful	Burns, Graefe and Absher, 2003
9	Overall, this current visit was exceeded my expectations	Oliver,1980
10	Overall, I am happy that I attended this event	Oliver,1980
11	Overall, I am satisfied with this current visit	Oliver,1980
12	In general, my experiences associated with recreational related activities on this trip were better than I expected	Literature review
13	In general, my experiences associated with business related activities on this trip were better than I expected	Literature review

Source: Literature review.

13 measurement statements were adopted from a comprehensive literature review comprising the works of Chen and Gursory (2001), Kau and Lim (2005), Burns, Graefe and Absher (2003), Alegre and Juaneda (2006), and Oliver (1980). A structured technique was used to generate questions by first calculating the construct of satisfaction amongst MICE travellers. The overall measurement consists of several dimensions in relation to the travel experience of various activities that MICE travellers have participated in. These dimensions used to evaluate satisfaction include: expectations-based, destination attributes-based and overall evaluation-based dimensions. The items of travel satisfaction were adapted from the most relevant studies in tourism and marketing (see Table 4.3). Respondents were asked to evaluate their level of agreement on a 5-point Likert-type scale that ranged from 1 (strong dissatisfaction) to 5 (strong satisfaction) on 13 selected satisfaction items. The participants were asked to indicate their thoughts about the following question: “Please indicate your level of agreement with each of the following statements in relation to your level of satisfaction for this trip”.

#### ***4.3.2.4 Measuring Behavioural Intentions***

Given the enormous importance of understanding loyal customers in tourism marketing, it has been found that loyal customers are more likely to say positive comments about a specific product and recommend them to their friends or relatives, than those who are non-loyal (Kim, Lee and Yoo, 2006; Baker and Crompton, 2000). Furthermore, according to Hepworth and Mateus (1994), the “intentions to buy same product,” “intentions to buy more products” and “willing to recommend to others” are believed useful determinants for predicting customer loyalty.

Chen and Gursory (2001) have described customer loyalty as the level of likelihood of positively recommending a specific travellers’ destination. Therefore, it is essential to consider integrating these measures for a superior explanation of travellers’ future intentions (Yoon and Uysal, 2005; Baker and Crompton, 2000). In this thesis, dimensions referring to behavioural intentions of MICE travellers were derived from the literature review (see Chapter Two). The measures used for dimensions of behavioural intentions were mainly adapted from Yoon and Uysal’s study (2005). The constructs were presented in this instrument with respondents asked to assess their level of agreement by using a 5-point Likert-type scale that ranged from 1 (strongly

**Table 4.4 Items for Measuring Behavioural Intentions**

<b>Item number</b>	<b>Item description</b>	<b>Supporting literature</b>
1	I will speak positively about Taiwan to other people	Yoon and Uysal, 2005
2	I will strongly recommend this destination to other people	Yoon and Uysal, 2005
3	I am willing to revisit this destination	Yoon and Uysal, 2005
4	I will consider this destination as my first choice for my next leisure holiday	Literature review

Source: Literature review.

disagree) to 5 (strongly agree) on 4 selected items. The participations were asked to rate what they think about the following description: “Please indicate your level of agreement with each of the following statements in relation to this destination.”

### **4.3.3 Expert Opinion**

Before the pre-test started, advice was gathered from experts (two English speakers and two Chinese speakers) who have great experience in conducting tourism and marketing research programs. This was conducted in an effort to improve the quality of the survey questionnaire. Issues associated with the survey questionnaire construction, methods of data collection and data analyse occurred in consultation with them, in order to obtain useful information for developing the survey questionnaire for both qualitative and quantitative research approaches, as well as a way to employ appropriate methods for approaching the target population. The ideas obtained from these experts were helpful for choosing appropriate question items that garnered valuable information regarding the key research questions. Their suggestions significantly improved the survey questionnaire. Additionally, the wording of the questions was undertaken by one of the two native English speakers. This critical step provided insights into establishing the content validity for the current study, which in turn allowed for the appropriate development of the survey questionnaire. In brief, the process of receiving comments from the experts during the survey questionnaire construction, methods of data collection and data analysis in the research was, as Neuman (2006) suggested, quite useful in confirming the suitability of the development of the research questionnaire.

#### **4.4 Pre-testing of the Survey Instrument**

Tull and Hawkins (1990) have indicated that the major objective of the sequence survey questionnaire is to focus on a theme by asking questions in a logical manner. It is worthwhile to note that a survey instrument should be checked carefully to ensure that the various questions relate to the research subject, and to ensure the collected data are useful for addressing the main research questions. The present research agrees with Burns (1997), who suggests that a pilot test of the questionnaire in social research is helpful to reveal confusing questions or categories or dimensions that are presented in the survey questionnaire. Saunders et al. (2003) indicated that the design of a questionnaire is also related to the response rate and the reliability and validity of the data collected. The response rates, validity and reliability are evidenced to increase through considering the following points: careful design of individual questions; clear description of the questionnaire form; clear explanation of the purpose of the questionnaire; pilot testing; and a cautiously planned and executed administration of the survey.

Conducting the pilot study is a significant part of gaining information of attributes or opinions toward a particular theme from a specific population (Sekaran, 2003). These viewpoints also have been supported by Blair and Presser (1992). Therefore, it was important for the author to conduct a pilot test in order to produce the most suitable survey instrument to test the proposed research model and hypotheses of this thesis. The pilot study of the survey instrument was completed before being used for this research's main study. Pre-testing the questionnaire is an important indication for questionnaire development because to conduct a pre-test also improves the understanding of the research problems (Neuman, 2006; Frazer and Lawley, 2000; Babbie, 1990).

According to Neuman (2006), the major advantage of conducting a pre-test is to enhance the understanding and applicability of the survey questionnaire used and also to know whether the survey questionnaire is well sufficient developed to measure the key constructs of the study. In light of the above considerations, a pre-test was considered a necessary technique to ascertain potential problems in the survey instrument of this thesis, and to determine both the validity and reliability of the survey instrument. Having considered the above points, the major advantage of this

technique is that some expected problems with the development of the questionnaire can be determined directly. This can reduce potential biases from respondents completing questionnaires. In other words, this method provided a useful way to explore whether the questions had been appropriately designed. It also helped clarify confusing questions, confirm how well the questions were understood, and assess the content validity of survey instrument.

The survey questionnaire for the present study was initially developed in English and then translated into Chinese by professional translators. The Chinese version of the questionnaire was considered as necessary as the majority of MICE travellers to Taiwan speaks the language and thus they would feel more confident in completing the survey instrument in their first language. The translated survey instrument was reviewed and refined to confirm the accuracy of the translation by three professional scholars who were conversant in both languages. To guarantee that the language used in this questionnaire was easy to be read and understandable, a pre-test was conducted prior to conducting the main survey. Given the importance of establishing an effectively pilot survey, it has been suggested that a sample size 20-50 cases is frequently adequate to identify the potential weaknesses associated with a questionnaire (Sheatsley, 1983). Accordingly, a pre-test was subsequently conducted using a convenience sampling technique on MICE travellers ( $n = 50$ ) with the purpose of checking on misunderstandings or other problems associated with the questionnaire. It was carried out at the Taipei international convention centre in the city of Taipei in Taiwan between September and October 2008. The pre-test was seen as a necessary step in order to reduce the potential difficulties that respondents may have with the language used in the questionnaire, and to guarantee that the language used was easy to read and understandable. Accordingly, a convenience sample was considered to be appropriate because the sample was drawn from the population of business travelers in Taipei area and thus it serves the purpose of this research.

The main aim of this pre-test was to check the reliability and validity of the survey instrument in order to seek useful insights for refining the final version of the survey instrument used in the main survey. Respondents were asked to provide a decisive assessment of the survey with a critical view to modifying the questionnaires.

Furthermore, the age of the respondent was asked to avoid MICE travellers aged less than 18 years carrying out the survey instrument. The 50 questionnaires were distributed and 33 questionnaire completions were achieved for the analysis, which helped the author to identify the weaknesses of the survey questionnaire and the opportunity to confirm the clarity in instrument wording and establish validity during the process of construing the questionnaire. Based on the results of the pre-test, the final questionnaire has been amended and modified for data collection.

#### **4.4.1 Reliability**

Babbie (1990) offers a definition of the concept of reliability of a survey questionnaire as (1990, p. 132): “a matter of whether a particular technique, applied repeatedly to the same object, would yield the same result each time.” Another useful explanation is offered by Malhotra (1996, p. 341) which states that: “... the main benefit for authors to conduct a pretest analysis before collecting major data is to progress the questionnaire by identifying and eliminating potential problems”.

Neuman (2006) posited that in general, reliability reflects the consistency and stability of the measuring instrument. The positive influence of reliability could be considered strongly linked to the objectivity of the research. Furthermore, a widespread depiction of reliability in quantitative study is provided by Neuman (2006, p. 189): “Measurement reliability means that the numerical results produced by an indicator do not vary because characteristics of measurement process or measurement instrument itself”.

In other words, reliability principally could be symbolized by how consistent or stable the measurement is. Generally speaking, the major purpose of reliability evaluation is to make sure that a scale can produce consistent statistic results and enhance the quality of the survey measurement. Given the importance of reliability, substantial effort should be put into the process of the research instrument development in order to obtain stable and reliable responses on all questions in the questionnaire. The reliability of the responses can be an important issue in question design, because respondents may not be completely able to comprehend the actual meaning of questions (possibly they are vaguely worded). However, the reliability of the responses to questions can be maximised by a number of ways: (1) test re-tests

method; (2) split-halves method; and (3) internal consistency method (Collis and Hussey, 2003). According to Churchill (1995), there are several weaknesses in using a single item to measure a construct because this method frequently produces higher measurement error and lower reliability. In addition to this, various constructs are too complex to be measured successfully with a single-item scale. Therefore, a multi-item scale measurement is used to assess constructs involved with the proposed framework in this study.

One of most common methods in calculating the internal consistency amongst items of the survey instrument is to check the coefficient alpha for a multi-item scale through statistical testing (Sekaran, 2003). In order to determine the internal consistency of the survey instrument in this research, Cronbach's coefficient alpha was evaluated for improving the goodness of the survey instrument. It has been suggested that the smallest value of Cronbach's coefficient alpha of measurement reliability should not be less than 0.5 (Nunnally, 1978). Carmines and Zeller (1979) point out that at least 0.80 is essential to ascertain internal consistency, while Nunnally and Bernstein (1994) suggested that a coefficient alpha of at least 0.76 to 0.77 is an acceptable level for a survey instrument. Another technique for estimating the reliability of a survey instrument is the split-halves approach which calculates the correlation of two comparable forms of the scale (Neuman, 2006). Generally the examination of values of Cronbach's alpha has been the most popular approach in determining the reliability coefficient. Although different suggestions have been recommended concerning ranks of acceptance of Cronbach's alpha coefficient, it is commonly suggested that an acceptable rank of reliability should exceed 0.5 when conducting exploratory research.

In this study, the key constructs were all deemed reliable with their scales demonstrated high alpha scores of greater than 0.70. This means that the measure scales are highly suitable for collecting the sample data. Two techniques were used to verify reliability: 1) the internal consistency of key constructs was assessed for values of Cronbach's alpha coefficient; 2) and the correlation of two comparable forms was also examined to assess the scale split-half reliability. Hence, all the major constructs of benefits based motivation, destination attribute, travel satisfaction and behavioural

intentions were assessed for the value of Cronbach's alpha coefficient and split-half reliability via empirical examination.

The estimated Cronbach alpha coefficient for the main constructs of benefits based motivation, destination attribute, travel satisfaction and behavioural intentions are presented in Appendices 6, 7, 8 and 9. All Cronbach's alpha coefficients are at an appropriate level. The results of the analysis' internal consistency are presented in Appendix 5 and were determined to be suitable for evaluating the key constructs of the research model.

#### **4.4.2 Validity**

In general, validity is associated with the process of measurement. Neuman (2006, p. 192) advocated that: "Measurement validity is described as how well an empirical indicator and conceptual definition of the construct that the indicators are supposed to measure fit together".

The quantitative research approach noted above was used within the pre-test and refined stages. Additional measures were undertaken to increase item content validity and to avoid any misunderstandings about expression included within the questionnaire. The survey questionnaire was pre-tested on a sample of those travellers (N=50), and modifications were considered when the pilot survey was conducted. A first draft of the questionnaire was provided to travellers who visited Taiwan in Taipei for MICE purposes. A sample of those travellers (N=50) was used in the initial step of the pilot survey. In light of the definition discussed above, in order to enhance the reliability and validity of the survey scale, an exploratory factor analysis was undertaken on selected items based on the relevant literature review. A pilot test study was applied to improve the reliability of the research questionnaire construct for this research. Given that the pilot test helps to avoid statistical bias, the questionnaire was pre-tested for reliability and validity using Cronbach's alpha. Consideration was carefully given to the length of questions and questionnaire, organisation of content, and wording of questions during the questionnaire development.

Malhotra (1996, p. 306) defines scale of validity as: "... the extent to which differences in observed scale scores reflect true differences amongst objects on the

characteristic being measured, rather than systematic or random error.” Neuman (2006) recommended that validity of scale is particularly relevant to make sure all items used measure the same concept in the scale. Similarly, Healy and Perry (2000) describe validity of scale as the degree of goodness of all items used to assess a specific dimension. As recommended by Neuman (2006), the main reasons for assessing the validity of scale in research are: to test whether the questionnaire has been appropriately developed; to refine all the items used in the questionnaire; and to check for construct validity of the instrument. On this basis, the scale of validity is examined through testing the goodness of all items used to evaluate each dimension within the research model and subsequent displayed in appendices 6, 7, 8 and 9.

There are three broad types of validity: content validity, criterion validity and construct validity, as detailed below.

- (1) Content validity is a method to evaluate how well a scale measurement assesses the subject matter. As Cooper and Schindler (1998) stated, the selection of items should be confirmed from a relevant literature review or by conducting interviews with expert scholars to obtain their comments in refining the survey instrument. The content validity required in this research’s survey instrument was achieved by consulting with four professional experts who examined the suitability of the survey instrument.
- (2) Construct validity is the ability of a measure to verify a concept derived from the theoretical foundation in relation to research hypotheses. According to Nunnally (1978), content validity is predominantly useful for scholars to guarantee internal consistency of measurement items of categories. A survey instrument with a high level of content validity presents an important indication of the reliability of the survey instrument. Several techniques have been recommended to verify the construct validity of a survey instrument. Exploratory factor analysis (EFA) and correlation are the most common methods to compute construct validity. EFA examinations were conducted to explore construct validity in Chapter Six.
- (3) Criterion validity: according to Zikmund (1997), refers to validity similar to content validity. Not surprisingly then, the criterion validity of the measures can be tested when computing the content validity. In order to assess that the validity

of the key constructs of the research are all at an appropriate level, the correlation between individual items and instruments was tested. That is, the construct validity of the key constructs was evaluated for confirming each item in relation to the total score of the constructs within the instrument. Additionally, the internal consistency of the survey instrument was assessed using the Pearson' correlation technique. This helped the author to recognise whether items were used to measure the same concept (see Chapter Six).

#### **4.4.3 Findings and Discussion**

Careful attention was paid in this research to the reliability and validity of the survey instrument. The survey instrument used is a useful and appropriate measure for dealing with the assessment of attributes of key constructs within the research model from the perspectives of MICE travellers. In appendices 6, 7, 8 and 9, the results of the Pearson correlation coefficients between indicators of items and the total score of all items of each construct are presented. This includes benefits based motivation, destination attributes, travel satisfaction, and behavioural intentions. It was recommended that an acceptable score for item-to-total correlation ought to exceed 0.50 (Hair, Anderson, Tatham and Black, 2006). Accordingly, most of the correlation coefficients between the indicators of each item and constructs were statistically significant at  $p < 0.01$  and greater than 0.5. The convergent validity of the survey instrument was also accomplished by conducting a correlation analysis of the correlation coefficients amongst the dimensions of each construct. They were all found to be at a significant level. Therefore in light of the above findings, the reliability and validity of the survey instrument was considered appropriate. Hence, it could be used for data collection in order to achieve the key goals of this thesis.

#### **4.5 Sampling Frame and Main Survey**

The following section provides a justification of the sampling frame of the target population of MICE travellers to Taiwan. The objective of this section is also to clarify issues associated with sampling frame, sample size and the application of the main survey in the current research. For the purposes of testing the proposed hypotheses concerning the conceptual model, a good quality sample is needed to

allow the author to acquire an appropriate understanding of the thoughts of the target sample population.

#### **4.5.1 Sampling Frame**

The research sampling frame for this thesis is made up of MICE travellers who have undertaken MICE-related travel to the Taipei International Convention Centre and the Taipei World Trade Centre in the city of Taipei in Taiwan. This target population was considered suitable for achieving the key research goals (see Chapter One) through testing the proposed interrelationships in the conceptual model. A number of reasons were taken into consideration when selecting this sampling frame as the target research population, such as: limited time frame; and low cost.

Convenience sampling is the most common technique amongst marketing researchers for conducting academic studies (Neuman, 2006). Saunders et al. (2003) advised that convenience sampling is the least costly technique for conducting a survey in terms of both time-consumption and monetary costing. Similarly, Neuman (2006) suggested the major advantages in using this type of sampling design as cost and time effectiveness for collecting data from a larger survey population. However, he noted that using convenience sampling may generate unproductive samples when the targeted population is not large enough. In considering these points, it was decided to obtain a large number of respondents for the purpose of convenience sampling.

#### **4.5.2 Main Survey (Data Collection)**

According to Neuman (2006) sample size is significant in determining the precision of interpretation of the survey result. Kline (2005) recommended that the sample size should be larger than 200 cases if the authors desire to acquire reliable data for further statistical analysis. Furthermore, Burns and Bush (2002) offered a formula to determine an appropriate sample size that produces achieve a 95% accuracy at a 95% confidence level by assuming a response rate of 50% (N=385). Saunders et al. (2003), also recommend that the minimum sample size should not be less than N=385 with the population target group of approximately N=10,000,000. Roscoe (1975) recommended a guideline for determining the sample size of conducting research with multiple regression analysis. He suggests that the sample size should be ten times greater than the number of questions involved in a study. Comrey (1973)

recommended a sufficient sample size derived from the entirety of usable questionnaires. He graded a sample size of 100 as being poor, 200 as fair, 300 as good quality, 500 as great and 1,000 as outstanding for conducting studies. In sum, it can be concluded that a sample size of 400 cases should be appropriate for most studies.

Hence, the minimum sample size of this present research was  $N = 400$  for conducting further analyses. The sample for the main survey was undertaken in the city of Taipei in Taiwan. All the participants who attended conventions, meetings, exhibitions and related events were approached at the Taipei International Convention Centre and the Taipei World Trade Centre between October and December 2008. A survey was administered to MICE travellers who attended the 2008 Taipei international travel fair and the 2008 Taipei international electronics show held at the Taipei International Convention Centre. In order to obtain a good size of research data, 700 respondents have been approached and to participate in completing the survey, of which 518 completed questionnaire forms were valid for the analysis.

The process of data collection began by distributing the survey questionnaires to the target sample. This was performed by the author and his associates. Respondents had to be 18 years or over. These respondents were offered a questionnaire and a brief introduction of the key purposes of this research. They were also informed that the survey was voluntary. This method provided an excellent opportunity for authors to answer questions that may have been raised by the respondents. In order to reduce the amount of missing data in the survey questionnaire, when these survey questionnaires were returned, the authors quickly reviewed the questionnaire to ensure all sections were completed correctly. In the case of this study, only a few respondents refused to complete the questionnaire to an acceptable level. Additionally, some participants did not stay until the end of their MICE trips or were unable to complete the self-administrated questionnaire. Those willing to participate were provided with self-addressed, postage paid envelopes for return mailing and they were also asked to return the survey by posting the survey questionnaire. This method allowed them another opportunity to complete the self-administrated questionnaire at some point in their free time.

### **4.5.3 Data Analysis Procedure**

#### ***4.5.3.1 Coding***

Subsequent to the collection of the survey data for this research, the data was coded into SPSS software (Statistical Package for the Social Sciences) for statistical analysis. As stated by Neuman (2006, p. 344): “the coding procedure is a set of rules stating that certain numbers are assigned to variable attributes”. Hence, the first step after data collection was to create a well-organised codebook that could describe the code categories in the survey instrument. This step is extremely important in order to produce high quality data for further analysis.

#### ***4.5.3.2 Data Cleaning***

In order to make sure of the accuracy of coding, and reduce potential errors during the data coding, it is necessary to recheck all coding from the original source of survey questionnaires (Neuman, 2006). Firstly, all variables were confirmed only for their possible codes. Secondly, potential errors were verified through the contingency cleaning of two variables which looked for unfeasible codes and incorrect data entry (Neuman, 2006). According to Saunders et al. (2003), after entering the data there are frequently some potential errors in the data development so one must carefully re-check the data. This was achieved by: 1) looking for unlawful codes; 2) looking for unsuitable relationships between different variables; and 3) inspecting for the rules in questions.

#### ***4.5.3.3 Missing Data***

Tabachnick and Fidell (2001) state that missing values frequently appear in individual questions because respondents may not have understood the question. They further stress that it is necessary for researchers to observe what types of data are missing and to apply computation to these missing data. There is a general agreement that exploring whether the missing data occurred randomly provides useful information in determining whether or not the survey questionnaire was well developed. According to Churchill (1995), it should be acceptable that there are less than 5% of missing data appearing in a survey questionnaire. According to Malhotra, (1996), missing data often occur when individual respondents do not successfully answer questions. Conversely, unsatisfactory responses could be missing due to the efforts of the researcher when editing the survey data. Furthermore, he suggests that this approach

may be used in various situations of missing values: 1) if the number of missing values are diminutive; 2) if the amount of the unsatisfactory responses are diminutive (less than 10% for any single item); and 3) if the unsatisfactory response did not occur within the key variables.

Given these suggestions, two main approaches were considered appropriate methods in dealing with missing values after coding. First, the data was checked for missing values to discover whether they occurred with key variables or on the same items repeatedly. Second, the amount of unsatisfactory responses in each case (less than 5%) was also examined in order to avoid any potential errors that may have occurred in the following statistical analysis. In this study, if missing values appeared at a rate in excess of 5% for any completed questionnaire in the data they were discarded. In all, 21 cases were considered unsuitable to use for further statistical analysis. Evaluating the normality of the data for these items of the survey questionnaire is seen as a significant initial step for checking for quality of the data (Hair et al., 2006; Tabachnick and Fidell, 2001; Burns and Bush, 2000; Churchill 1995). Hair et al. (2006, p. 89) indicated that: "...the empirical measures provide a guide as to the variables with significant deviations from normality, and the normal probability plot provides a visual portrayal of the shape of the distribution".

Thus, it is important for researchers to check the normal distribution of the data, since it not only measures the quality of the data but also helps them to select the most appropriate data analysis techniques (Tabachnick and Fidell, 2001). Furthermore, Tabachnick and Fidell (2001) and Burns and Bush (2000) suggested that a variable which exhibits significant skewness or kurtosis does not create a sensible distinction to the analysis with large samples because the values of skewness and kurtosis with a large sample size (more than 200) should not produce noticeable differences in statistical analysis. An analysis that examines the values of the skewness and kurtosis of the samples could demonstrate an indication of normality of the data. As Norusis (1993) recommends, it is practically unfeasible to obtain data that are precisely normally distributed, and that it is significant to consider the sample size when checking the normality of the data of research. Hair et al. (2006, p. 70) pointed out that: "... the most fundamental assumption in multivariate analysis is normality,

referring to the shape of the data distribution for an individual metric variable and its correspondence to the normal distribution.”

In considering the accepted scores of a normally distributed sample, Muthén and Kaplan (1985) recommend that the skewness and kurtosis values ranging from  $-1.50$  to  $+1.50$  may be considered a normal distribution. Hair et al. (2006) suggest that an appropriate acceptance of the skewness and kurtosis value falls between  $-1.00$  and  $+1.00$ . A summary of the normality analysis of the key items of major constructs in the research model are shown in appendix 10. The mean values of the items assessing benefits based motivation ranged from 2.218 to 3.474. The mean values of the items assessing destination attributes ranged from 2.662 to 3.926. The mean values of the items assessing travel satisfaction ranged from 3.386 to 4.017, while the mean values of the items assessing behavioural intentions ranged from 2.93 to 4.015.

After inspecting the distribution of the sample using the skewness and kurtosis statistical techniques on SPSS (Statistical Package for the Social Science), the skewness and kurtosis scores ranged approximately between  $-1.50$  and  $+1.50$  (see Appendix 10). This demonstrates that the skewness and kurtosis scores were very diminutive on each item. Additionally, the sample size of this research was  $N=518$  which should be treated as a big sample size. Furthermore, the results suggested that any concrete deviation from normality of this data would not cause any significant difference in the analysis. Hence, the data can be considered as being normally distributed. On this basis, it is appropriate to use further statistical analyses such as factor analysis and multiple regression analysis (Hair et al., 2006; Tabachnick and Fidell, 2001; Kline, 2005).

#### **4.5.4 Analytical Methods**

This section describes various statistical methods as they were employed to investigate research themes by examining the proposed research hypotheses formulated in Chapter Three. SPSS-(Version 15) was chosen to conduct statistical analysis on the present research sample at the 0.05 level of significance.

In the stage of the pre-test survey questionnaire, the reliability (reliability of inter-item consistency) and validity of all of the measurements of the survey questionnaires

(convergent validity) was examined by calculating the reliability of multiple measurements, while Cronbach's coefficient alpha was used to measure internal consistency of the survey instrument. Following this, a cross-tabulation with chi-square tests was employed to examine whether notable differences in their trip characteristics of information search, strategies used to arrange trips, duration of stay, activities participated, and companionship in terms of the different types of travellers (first-time and repeat travellers), occurred. This method is justified and recommended to use when determining a nominal variable related to other variables, by examining the significance of variations for distinct variables between observed and expected frequencies (Hair et al., 2006; Collis and Hussey, 2003). Thus, the analytic step was considered useful in examining differences between independent groups through a comparison of observed frequencies to determine whether two categorical variables are correlated. In this study, a 95% level of significance ( $p \leq 0.05$ ) was deemed acceptable for this statistical assessment.

**The chi-square tests** were used to test the differences in socio-demographic variables between first-time and repeat MICE travellers. This method is frequently recommended to be used when scholars want to compare the mean of one variable in two or more unrelated categories of samples (Bryman and Cramer, 2008; Collis and Hussey, 2003). A 0.05 level of significance was deemed acceptable for this statistical assessment. Further, independent sample t-tests examinations were then performed to determine differences between the benefits based motivation factors and destination attribute for first-time and repeat MICE travellers.

**A t-test analysis** was applied to compare differences in mean and standard error between two groups. Once again, a 0.05 level of significance was deemed acceptable for t-test examination of the present study. Notably, a foundational basis of t-tests is to evaluate whether the variances of the two populations are equal. For this purpose, a Levene test was also conducted since it provides valuable insights into the assumption of equal variances between the two groups. If the value of Levene's F-test is greater than the significance level of 0.05, it means that the variances of the two populations are equal. On the other hand, if the value of Levene's F-test is less than the significance level of 0.05 then one can not assume equal variances of the two populations, rendering t-tests unimportant.

**Exploratory factor analysis (EFA)** has commonly been the technique used when the theoretical foundation regarding the research topic is lacking, or when new survey instruments are being designed (Gerbing and Anderson, 1988). In particular, this statistical technique has been suggested as useful to summarise information contained in a large number of variables into a little number of factors (Hair et al., 2006). In this research, EFA was conducted to confirm the validity of the survey instrument. Furthermore, each factor's name was derived from the most important themes amongst the items of the dimension. Before conducting EFA, a series of Kaiser-Mayer-Olkin (KMO) examinations were checked for each factor analysis to establish whether the distribution of factor values was satisfactory for carrying out factor analysis. For KMO testing, a value of 0.7 was deemed acceptable.

EFA was performed to evaluate construct validity regarding convergent and discriminate validity. Factor loadings of  $\pm 0.40$  were identified as being significant (Hair et al., 2006). A series of EFAs were undertaken to identify the major factors contained within constructs of benefits based motivation, destination attributes, satisfaction and behavioural intention. This provided valuable insights for conducting further analyses such as cluster analysis and multiple regression analysis.

**Cluster analysis** is a useful technique in providing an accurate reflection of similarity through testing distance units of objects in order to establish lower intra-group variances and higher inter-group variations. In this research, the cluster analysis was performed to classify MICE travellers on the basis of the characteristics of their motivations.

Considering this purpose, care is needed to check the quality of data such as: normality and multicollinearity among variables. These suggested requirements were addressed in the following discussion. The use of hierarchical and non-hierarchical methods of cluster analysis was chosen because of the sample size ( $N > 500$ ) (Hair et al., 2006). A major consideration in determining the number of clusters was to observe the distribution of the motivational factors grouped in each final cluster centres with the view to capitalise on the greatest differences among clusters. Both of theoretical and practical considerations were taken into account to determine the appropriate number of clusters in terms of traveller motivations to Taiwan.

**Analysis of variance (ANOVA)**, based on *post-hoc* was applied to identify differences in the means of two or more groups of variables. One-way ANOVA was adopted to detect the any significant differences between the means attached to the motivational factors across the cluster groupings. It was considered to be suitable for investigating the role of cluster membership on motivational variables within each cluster. The level of probability for rejecting the null hypothesis that involves identifying values of mean of dependent and independent variables was significant at the 0.05 level.

**A series of multiple regression analyses** was applied to test the relationships between the key constructs as proposed with a view to establishing evidence for explaining the effect of how these major constructs were linked to the outcome variables in the research model. According to Hair et al. (2006), it is notable that there are two commonly held reasons for applying multiple regression analysis. First, this statistical technique provides insights leading to a greater understanding of the complex interrelations between individual independent variables and the dependant variable proposed in the research model. Second, the overall relationships can be recognised after conducting the multiple regression analysis. As noted by Malhotra, Hall, Shaw and Oppenheim (2002), regression analysis is a powerful statistical technique to investigate whether dependent variables can be explained by independent variables. Specifically, it assesses the extent to which the variation in the dependent variable can be predicted by the independent variables, while also assigning values for each dependent variable. Regression analysis provides researchers with an opportunity to understand the existence and strength of proposed relationships.

To verify the suitability of conducting the regression analysis, a number of statistical tests was performed to determine whether the multiple regression assumptions were met, thus determining its appropriateness to analyse the data. Hence, a test for multicollinearity was performed to determine whether the dependent variables were also related to other dependent variables and not only relating to the interdependent variables in a regression model (Hair et al. 2006; Malhotra et al., 2002). Prior to undertaking regression analysis, potential biases arising from multicollinearity were tested to avoid the incorrect interpretation of the results generated from multiple

regression analysis. In this regard, researchers should make sure that any impact from multicollinearity was not large enough to affect the regression results.

Multicollinearity was ascertained by examining correlations between key factors underlying the proposed constructs of motivations (push and pull factors), satisfactions, and behavioural intentions in the research model. This provided an understanding of the multicollinearity between the factors underlying constructs since independent variables lead to the dependent variable. It also helped reduce the potential misspecification of the regression analysis results. The issues regarding multicollinearity were discussed in Chapter Six, in order to develop a comprehensive picture of the relationship between the variables by examining their correlation coefficient via a Pearson correlations test. According to Pallant (2005), multicollinearity will not seriously impact the regression results when the correlation coefficient ranges from 0.3 to 0.7.

In this thesis, values of tolerance and variance inflation factor (VIF) were also tested to provide insights on the effects of multicollinearity on independent variables in the regression analysis. As noted by Hair et al. (2006, p. 241): “Tolerance value is the amount of the independent variable’s predictive capability that is not predicted by the other independent variables in the model”.

Examining both the tolerance value and the VIF shows the possibility of inaccuracy of the regression coefficient when conducting regression analysis. As suggested by Hair et al. (2006), a maximum tolerance value of 1.00, means that the independent variable is not affected by other independent variables in the regression. For example, a tolerance value of 0.95 indicates that only 5 percent of the variance in an independent variable can be explained by other independent variables.

As discussed in the previous section, the data for the present research was normally distributed. Based on the above discussion, the application of multiple regression analysis is both a valid and appropriate means to understand and predict the influence that each independent variable has upon the dependent (outcome) variable (Hair, Lukas and Miller, 2008). Thus, the use of multiple regression analysis was considered an appropriate statistical technique to investigate the proposed relationships within the

research model. It investigates the influences of the independent predictor variables (destination attributes, benefits based motivation) on satisfaction which, in turn, links to behavioural intentions.

To assess the significance of the regression model in this thesis, a t-test was employed. This determines whether the regression coefficient was significantly different from zero. For the current research, the level of significance was set at the 0.05 level. The level of significance assists researchers to assess whether there is a significant linear relationship between independent variables and dependent variable in the regression model.

To evaluate the overall fit of a model, the regression analysis model identified the proportion of the variation of the dependent variable that arose from the independent variables. Specifically, as Hair et al. (2006) explained, the coefficient of determination ( $R^2$  coefficient) indicates the percentage of the variation of the dependent variable that can be explained by the regression model. An examination of  $R^2$  coefficients was tested to establish the importance and precision of the independent variables proposed in the research model. The  $R^2$  coefficients therefore indicate both the strength, and the significance of the correlations between independent variables and dependent variable.

In the case of this study, two stages of regression analysis were employed. The first stage of multiple regression analysis tested the proposed research hypotheses (see Chapter Three).

**A hierarchical regression analysis** was employed to examine satisfaction with tourism experience as a potential mediator in relation to behavioural intentions in the research model. In this second stage, some suggestions proposed by Baron and Kenny (1986) were considered as an important base from which to address the research hypotheses.

As Baron and Kenny (1986) explained, when the dependent variable is added into a regression model on the mediator and independent variables, the prediction explained by the independent variable should decrease. Their study provided insights into the way researchers assess the mediator in assumed relationships, particularly, mediation

is demonstrated if three specific foundational assumptions are certified (Baron and Kenny, 1986) as follows: 1) the independent variable must have an effect on the mediator significantly in the first regression model; 2) the independent variable must significantly relate to the dependent variable in the second regression; and 3) the significant relationship between mediator and the dependent variable must be established in the third regression model. In particular, the explained variance of the dependent variable previously by the independent variables must be lower when the mediator is added into the regression model.

In the current research, the first proposed assumption was examined by testing proposed hypotheses H1a, H1b, H2a and H2b. The second proposed assumption was investigated by examining proposed hypotheses H1c, H1d, H2c and H2d. The third proposed assumption was established by testing hypotheses H4a, H4b, and H4c. Following this, a hierarchical regression analysis was employed to examine whether the variance in the dependent variable - explained by independent variables was weaker when mediating factor had been added into the regression model (Baron and Kenny, 1986). To achieve this, a mediating role of satisfaction in the research model is established which provided valuable insights of understanding behavioural intentions by assessing the variance of the dependent variables.

As a result, the proposed model of influence of antecedent determinants (benefits based motivation, destination attribute, and satisfaction) on the future behavioural intentions was tested by hierarchical regression analysis sequentially to identify the causal connections between independent variables and the dependent variable proposed in the research model. A 0.05 level of significance was viewed as acceptable in the statistical estimations for the present study.

#### **4.6 Qualitative Research Method (Semi-structured Interviews)**

Qualitative research methods are generally viewed as an important and useful technique for understanding a particular phenomenon. A number of authors have indicated that the major aim of qualitative research is to achieve superior and more comprehensive information towards specific phenomenon, particularly when background information of research themes is limited (Silverman, 2000; Patton, 1990;

Strauss and Corbin, 1990; Denzin and Lincoln, 2000). Moreover, several authors have suggested that the method of semi-structured interviews could help to distinguish a number of substantial attributes toward principle research themes from a personal perspective (Mason, 2002; Walle, 1997; Kvale, 1996).

According to Park and Gretzel (2007), the focus of the qualitative research approach frequently provides exhaustive insights into practical marketing purposes through performing exploratory results gained from a small number of interviews. Following this, they further explain that this method can also be very useful for administration consultants and public policy makers to improve their understanding of questions in consumer decision-making in the specified market concerning certain products. Based on this, they further explained that the greatest way to comprehend consumer opinions on a specific object may be simply to ask the person, even better to ask them to complete a questionnaire which ranks a range of questions.

A number of studies stress that the advantages of in-depth interviewing are that it is a useful way for authors to obtain significant information of people's experience from their own viewpoint (Silverman, 2000; Patton, 1990; Strauss and Corbin, 1990). Hence, qualitative methods help comprehend the needs of customers, service providers and administrators while additionally complementing traditional quantitative methods.

This thesis provides an outline of qualitative research and briefly explains the complementary position of qualitative and quantitative methods as well as the comparative strengths and limitations of the qualitative research approach. As discussed earlier in this chapter, the qualitative methods selected for this research comprise of semi-structured interviews for the second phase of the investigation. This provided a supplementary understanding of the research themes from another perspective. This combination of qualitative and quantitative methods was justified to generate more meaningful insights for destination managers to develop more effective tourism strategies.

As suggested by Patton (1990), the semi-structured interview is useful in obtaining greater information regarding the proposed interview questions, due to it being able to

guarantee that all research themes are answered by all participants. As a result, it is appropriate to employ in-depth interviews with MICE tourism operators and marketers in Taiwan to authenticate or advocate supplementary determinant components involved within the current tourism strategies that are viewed as crucial factors to their customers in shaping their selection of destination. Thus, the final results generated from the interviews could offer supplementary helpful suggestions for destination tourism marketers in designing effective marketing strategies by incorporating with the findings from the quantitative analysis.

The two central aims for conducting a range of in-depth interviews with tourism operators and marketers are: (i) to identify Taiwan's destination attributes that attract inbound travellers to visit Taiwan from tourism providers' perspectives; and (ii) to investigate how well destination marketers and operators identify the benefits based motivation of MICE travellers for visiting Taiwan and how they go about promoting Taiwan as an attractive leisure destination to potential visitors. Understanding the position of Taiwan destination attributes should provide destination marketers with a superior competitive positioning. The significance of marketing segments in relation to a superior competitive situation in an extremely volatile market has been explained by Crompton (1979). He suggested that groups of people with destination attributes referring to a specific place should be identified, in view of the fact that they form more approachable target markets. Identifying such consumer subgroups provides destination marketers with a superior understanding of potential customer destination attributes by targeting these subdivisions and being able to determine their travel decisions. With regard to an appropriate sampling approach, snowball sampling was employed to effectively address these participants through the procedure of semi-structured interviews. With the purposes of approaching these targeted respondents successfully, this method has been viewed as a useful way to collect data when the research sample is not easy to access (Neuman, 2006; Collis and Hussey, 2003).

As Collis and Hussey (2003) explained, the benefits of employing open and closed questions in conducting interviews are that the participants are frequently able to address the ideas regarding the research themes through expressing their own language completely. Based on this point, it was decided that the major elements of a number of semi-structured interviews would involve both asking questions and

recording answers. As Seidman (1998) advocated, open-ended questions are appropriate and commonly chosen in carrying out qualitative interviews for the reason that this technique ascertains the quality of response regarding the research questions by allowing the participant to present an explanation that may better express their own thoughts.

Hoff and Sutcliffe (2006) highlighted a number of fundamentals that are necessary for successfully employing qualitative methodologies while conducting studies. They are: (a) trust: an explanatory note is essential in the initial stage in order to get their conviction; (b) honesty: it is necessary to help study participants understand why you are carrying out the research and what you will perform with the outcome of the study; (c) efficiency: interview projects better be short terms so that individuals will be more likely to present a detailed information regarding research topics; (d) communication: superior skills of communication are required, in particular when asking participants to contribute and provide opinions on a research theme; and (e) participation: the ability to analyse the collected data is crucial in general. The above criteria provided a major guideline for undertaking the interviews for this thesis.

Consequently, the aim of this research is to analyse the qualitative data to provide a greater insight into the understandings about MICE traveller benefits based motivation and the perceived destination attributes concerning travelling to Taiwan from service providers' viewpoints. Employing a qualitative analysis should help provide a better foundation to develop tourism marketing strategies. The qualitative analysis should also assist to identify the appropriateness of the tourism-related products/services offered by Taiwan's marketers in addressing MICE traveller needs with a purpose of attracting them to return for their future leisure traveling. For the qualitative component of this thesis, the nine participants were made up of tourism marketers and operators in Taiwan who were staff members of The Tourism Bureau and MICE-related event organisers. Suitable participants of the targeted population were chosen via the snowball sampling method.

#### **4.6.1 Procedure of the Data Collection**

Data were mostly collected by the author through several semi-structured interviews. Three participants were unable to provide an appropriate time for interviews during the stage of data collection. Thus, they were interviewed by telephone. However, these participants did not want their personal information to be recorded to avoid any potential problems. In addition, these participants did not want the content of interviews and the personal information to be tape-recorded. The nine interviews were conducted in the period from November 2008 to February 2009 through means of both face to face and telephone methods. The major ideas and information relevant to the interview questions were written down and summarised by the author.

An invitation to interview and an explanatory letter were provided to participants, to help them understand the research aims, and to encourage them to be part of this research through contributing their knowledge and opinions. The interviews averaged 20-30 minutes in duration and were completed in the native language of Taiwan. Data were analysed and subsequently displayed based on some suggestions offered by Silverman (2000) and Patton (1990). The information obtained offered an enhanced understanding of the implications in relation to marketing positioning strategies. A number of questions were developed for conducting semi-structured interviews in the current thesis. They were as follows.

**Question 1:** Who are your target customers? This question helps identify the target customer with respect to demographic information and their primary motivations for visiting Taiwan.

**Question 2:** What are Taiwan's key destination attributes? This question can provide important detailed information regarding Taiwan's tourism attributes from the perspectives of tourism operators. It can also assist in distinguishing the positive and negative aspects of Taiwan's key destination attributes.

**Question 3:** What are the positive and negative attributes of Taiwan from the perspective of a MICE traveller? This question could help destination marketers achieve a better understanding regarding their potential customers. A verification of both the positive and negative attributes toward Taiwan can help tourism marketers

comprehend how these attributes influence the selection of destinations amongst MICE travellers.

**Question 4:** How do you market Taiwan as a tourism destination? This question explores how tourism marketers develop strategies by using destination attributes as a lure for potential travellers. It is also hoped that it can provide a clear explanation of the possible links between tourism marketing strategies and the choice of tourism destination amongst MICE travellers by determining the role of destination attributes in the development of tourism marketing strategies.

**Question 5:** What tourism resources and attractions complement Taiwan's attractiveness as a holiday destination for MICE travellers? This question explores the role of government policies in developing destination tourism strategies. More generally, this may perhaps assist the author to identify possible future tourism attractions in Taiwan.

To summarise, the development of the above research interview questions were based on an extensive review of the related tourism and marketing literature. In this thesis, the author aimed to explore how well Taiwan's marketers understood MICE travellers in relation to their perceived destination attributes and benefits based motivation about travelling to Taiwan. This is significant because a comprehensive understanding of MICE travellers can provide enhanced information to reflect the various needs and wants of MICE travellers. The data from the interviews were examined and discussed in Chapter Six.

#### **4.7 Chapter Summary**

This chapter has justified the application of both quantitative and qualitative methods to test the hypotheses and achieve the research's objectives. A questionnaire survey and semi-structured interviews were conducted to collect the data. With regards to the quantitative methodology, the measurement scales for each of the constructs in the proposed research model have been developed based on previous relevant tourism and marketing literature. A self-administered data collection method and a convenience sampling method were justified and applied in the procedure of collecting data from

inbound travellers to Taiwan. Additionally, the data collection techniques for the pre-test and final survey were outlined and discussed. Issues connected to the examination of the reliability and validity of the scales in the survey questionnaires were also discussed and presented. All of the assessments for testing the reliability and validity of the scales were found to be at an acceptable level of statistical analysis. A helpful explanation concerning the research population, sampling size and procedures used was provided. Concerning the qualitative methodology, a snowball sampling method was applied to collect the data in the qualitative stage. The research participants were approached from the relative tourism service providers. Details of the information regarding the qualitative analysis of the data were presented and discussed in the current chapter.

The statistical techniques applied to empirically examine the proposed hypotheses were also described in this chapter. In the next chapter, the examination of Chi-square and t-tests were applied to compare the potential differences in the pre-plan search and travel behaviours between the two groups of MICE travellers (first-time and repeat travellers) in the next chapter. Following this, the examinations of factor analysis (principal components analysis), cluster analysis and multiple regressions were used to test the proposed research hypotheses.

# **CHAPTER FIVE**

## **PRELIMINARY ANALYSIS**

### **(RESULTS AND DISCUSSION)**

#### **5.1. Introduction**

The previous explanation of the research thesis design included a justification of the use of quantitative and qualitative approaches. The present chapter provides descriptive information about respondents by categorising demographic characteristics beginning with descriptive statistics of the two types of MICE travellers. Notable differences in travel behaviours between the two groups are also investigated. As was discussed in Chapter Two, the importance of repeat buyers has been a major theme within tourism marketing literature. Marketers spend more time and money on attracting new customers than on encouraging repeat customers to return (Oppermann, 1998). Therefore, a greater understanding of their repeat customers will be an excellent way to establish strong positive relationships leading to loyalty, and greater patronage. Repeaters can then not only generate a stable source of profits for the tourism industry, but also perform a central role as information transmitters to their friends and family (Franklin, 2003).

In light of the above discussion, identify the significant differences between various aspects of first-time and repeat travellers in the context of MICE tourism sector is important to provide an improved understanding of different types of MICE travellers. Hence, the following discussions associated with the survey data and descriptive statistics are presented. The potential influence of the demographics of MICE travellers on key dimensions of the research model constructs are tested and discussed. Additionally, differences and similarities between first-time and repeat travellers' demographic characteristics are tested and presented by using chi-square tests. Finally, the determinant attributes of the key dimensions of this research model's constructs of destination attributes, benefits based motivation, travel satisfaction and behavioural intentions are inspected by cross-tabulation analysis with t-tests to determine differences between the two types of MICE travellers.

## **5.2 Respondent Demographic Characteristics**

A convenient sample of 700 MICE travellers was accessed to participate in this research. A total of 518 useable questionnaires were collected which included 350 repeat travellers and 168 first-time travellers. The response rate was high at approximately 75%. The first step was to describe the profiles of the two types of MICE travellers in order to provide an enhanced understanding of the sample. Concerning statistical techniques, chi-square tests were performed to ascertain the statistical significant differences in socio-demographic characteristics of two groups of MICE travellers.

The socio-demographic profiles of the sample Taiwan inbound business travellers were shown and summarised in Table 5.1 below. The demographics results indicate that the majority of respondents were aged between 30 to 49 years (58.5%), followed by 50-59 years (17.2%), 20-29 years (12.7%) and older than 60 years (11.6%). With regard to education levels, approximately 85% had a college degree or higher qualification. Only about 15% of respondents had less than secondary school qualification.

The biggest group of respondents was employed (57%), followed by self-employed (34%), housewife/man (7.5%), while retirees (0.6%) formed the smallest group. Concerning occupations, the largest group (64.7%) of respondents was shown as directors or managers. Other categories of occupation were represented as follows: technical professionals (9.3%), professional (8.3%), sales personnel (6%), administration (1.7%) and manual workers (1.2%). The results also show that the largest group of respondents earned more than US\$99,000, followed by US\$82,501 to US\$99,000 (17.2%) and US\$49,501 to US\$66,000 (15.8%). A third of the respondents were born in Japan (32.4%).

**Table 5.1 Respondent Demographic profile**

Demographic Characteristics	Total %	First-time travellers		Repeat travellers		Sig.
		No.	%	No.	%	
<u>Gender (n = 518)</u>						
Male	78.2	130	77.4	275	78.6	0.42
Female	21.8	38	22.6	75	21.4	
<u>Age (n = 518)</u>						
Less 20	0					0.00**
20-29	12.7	35	20.8	31	8.9	
30-39	22.0	41	24.4	73	20.9	
40-49	36.5	57	33.9	132	37.7	
50-59	17.2	29	17.3	60	17.1	
Over 60	11.6	6	3.6	54	15.4	
<u>Education (n = 518)</u>						
Primary school	0					0.15
Secondary school	12.0	24	14.3	38	10.9	
Vocational education	2.9	3	1.8	12	3.4	
Bachelor degree	38.7	78	46.4	122	34.9	
Master or Doctoral degree	46.6	63	37.5	178	50.9	
Others	0					
<u>Current Position (n = 518)</u>						
Employee	56.8	101	60.1	193	55.1	0.66
Self employed	34.0	52	31.0	124	35.4	
Retired	0.6	0	0.0	3	0.9	
Housewife/ man	7.5	12	1.8	27	7.7	
Student	0.6	3	0.6			
Unemployed	0.6			3		
Other	0.0					
<u>Occupation (n = 518)</u>						
Director or Manager	64.7	91	54.2	244	69.7	0.00**
Professional	8.3	22	13.1	21	6.0	
Technical professionals	9.3	31	18.5	17	4.9	
Clerical/Administration	1.7	0	0.0	9	2.6	
Service and Sales	6.0	9	5.4	22	6.3	
Personnel Manual or Craft worker	1.2	0	0.0	6	1.7	
Others	8.8	15	9	31	8.9	
<u>Annual Income (n = 518)</u>						
US\$8000 or less	5.4	9	5.4	19	5.4	0.00**
US\$8001-16500	11.6	38	22.6	22	6.3	
US\$16501-33000	6.8	19	11.3	16	4.6	
US\$33001-49500	8.9	8	4.8	38	10.9	
US\$49501-66000	15.8	24	14.3	58	16.6	
US\$66001-82500	14.5	10	6.0	65	18.6	
US\$ 82501-99000	17.2	23	13.7	66	18.9	
More than US\$99000	19.9	37	22.0	66	18.9	

Note: \*Significant level at 0.05, \*\* significant level at 0.01.

Source: Author's data analysis.

**Table 5.1 Respondent Demographics profile (continued)**

Demographic Characteristics	Total %	First-time travellers		Repeat travellers		Sig.	
		No.	%	No.	%		
<u>Country of Birth (n = 518)</u>							
Australia	2.7	11	6.5	3	0.9	0.00**	
Canada	1.9	7	4.2	3	0.9		
China/Hong Kong	5.4	6	3.6	22	6.3		
Germany	6.4	8	4.8	25	7.1		
Japan	32.4	52	31.0	116	33.1		
Singapore	1.2	0	0.0	6	1.7		
Thailand	2.9	3	1.8	12	3.4		
U.K.	2.9	0	0.0	15	4.3		
U.S.A	5	3	1.8	23	6.6		
Other Asia	7.7	16	9.5	24	6.9		
Other Europe	12	16	9.5	46	13.1		
Other countries	19.5	46	27.4	55	15.7		
Total N = 518							

Note: \*Significant level at 0.05, \*\* significant level at 0.01.

Source: Author's data analysis.

The results conclusively demonstrate that respondents were more likely to be male 78.2%. The age group of 40-49 years accounted for 36.5% of respondents. With respect to occupation, Table 5.1 shows that respondents were mostly employed, with majority being managers or directors, while the most common income level for respondents was more than US\$82,500 (approximately 37%).

Chi-square tests were employed to determine whether differences in terms of demographic characteristics and travel behaviour existed between two groups (first-time and repeat travellers). The results showed that there were statistically significant differences (sig. = 0.00) between the two groups in the case of age, occupation, annual income and countries of birth (see Table 5.1). The results also found that about 20% of first-time travellers belonged to the 20-29 age group, compared to only 8.9% of repeat travellers. Additionally, 22.6% of first-time travellers earned between US\$ 8001- 16500, while only 6.3% of repeat travelers were found in this income group. The results show that Japanese respondents were more likely to visit Taiwan compared to visitors from others countries (31% of first-time travellers, 33.1% of repeat travellers). In sum, first-time and repeat MICE travellers were found to differ at a statistically significant level in a number of their demographic characteristics (age,

occupation, annual income and countries of birth), while first-time travellers appeared to be younger and earn a lower income compared to repeat travellers.

The findings were consistent with the information published by the Taiwan Tourism Bureau (TTB) (2007), which showed that the largest group of MICE travellers visiting Taiwan was from the Asian region with the major reason for travel being for leisure purposes. According to TTB, Japanese travellers (1,166,380) comprised the largest source for the Taiwan tourism market, followed by U.S.A (397,965), China/Hong Kong/Macau (491,437) and Singapore (204,494). The majority of inbound business travellers (business purposes) to Taiwan in 2007 were Japanese travellers (34%), followed by American travellers (15%). Both these countries represent almost half of the inbound business traveller population. The similarities in results of this study and the TTB suggest that the characteristics of the sampling for this thesis could be considered as an appropriate sample of the ordinary population.

### **5.3 Comparison of the Travel Patterns between Two Types of MICE travellers**

Table 5.2 displays the results of the chi-square analyses in regard to travellers' preferential types of travel behaviours both prior to, as well as during the period of the current trip. This was derived from the two groups of MICE travellers. The information regarding travel behaviours is considered important due to its ability to provide insights into relationships between different types of travellers and their attitudes towards travel behaviours for destination tourism marketers.

#### **5.3.1 Differences in Tourism Information Search Strategy**

The findings illustrate that the largest group of respondents searched for relevant destination tourism information prior to arrival. Repeaters were more likely to obtain information from internal sources, such as family/friends or personal experience (almost 50%). On the other hand, MICE travellers who had not visited Taiwan previously, were more likely to acquire information from the internet (50.0%) or from their companies. The results of the chi-square analysis indicated that the relationship between the strategies used for searching tourism information and types of MICE travellers was found at a statistical significant level [ $\chi^2 = 73.875, P = 0.00$ ].

**Table 5.2 Traveller Patterns**

Demographic characteristics	Total %	First-time travellers		Repeat travellers		Sig.
		No	%	No	%	
<u>Before the Current Visitation</u> <u>Tourism Information Search</u> <u>Strategy</u>						0.00**
Family or friends	15.1	13	10.8	43	17.2	
Personal experience	27.0	12	10.0	88	35.2	
Internet	26.8	60	50.0	39	15.6	
Guide books	1.6	0	13.3	6	2.4	
Company or colleague	14.6	16	0.0	38	15.2	
TV or radio	0.8	0	0.0	3	1.2	
Newspaper or magazines	0.0	0	0.0	0	0.0	
Tour operator	0.8	3	2.5	0	0.0	
Travel agency	4.9	6	5.0	12	4.8	
Event organisers	5.9	10	8.3	12	4.8	
Others	2.4	0	0.0	9	2.4	
<u>Travel Experience</u> <u>Duration of the Current Visitation</u>						0.00**
Less than 3 days	15.3	9	5.4	70	20.0	
4 days ~ a week	53.7	109	64.9	169	48.3	
8 days ~ two weeks	27.0	47	28	93	26.6	
15 days ~ a month	3.5	3	1.8	15	4.3	
More than a month	0.6	0	0.0	3	0.9	
Other	0.0	0	0.0	0	0.0	
<u>Participated Tourism Activities</u>						0.03*
Culture and heritage	26.3	40	27.2	83	25.9	
Adventure	1.3	3	2.0	3	0.9	
Offshore islands	1.3	6	4.1	0	0.0	
Ecotourism	1.3	0	0.0	6	1.9	
Hot-spring	10.9	20	13.6	31	9.7	
Festival	1.3	0	0.0	6	1.9	
Entertainment	6.2	6	4.1	23	7.2	
Rail tour	0.0	0	0.0	0	0	
Other	51.5	72	49.0	169	52.6	
<u>Companion</u>						0.00**
Alone	41.9	63	39.4	146	43.1	
With partner or family	19.0	45	28.1	50	14.7	
With friends or colleagues	18.4	16	10.0	76	22.4	
With tour group	5.0	6	3.8	19	5.6	
Others	15.6	30	18.8	48	14.2	
<u>Additional Reasons for this</u> <u>visitation</u>						0.00**
Cultural events	17.2	34	23.0	49	14.7	
Visiting relatives	13.1	13	8.8	50	15.0	
Holidays	12.0	16	10.8	42	12.6	
Sport events	1.2	0	0.0	6	1.8	
Shopping	12.4	33	22.3	27	8.1	
Others	44.0	52	35.1	160	47.9	

Note: \*Significant level at 0.05, \*\* significant level at 0.01.

Source: Author's data analysis.

Thus, attitudes toward seeking tourism information depended on the type of MICE travellers. For example, first-time MICE travellers were more likely to place a higher percentage of agreement on variable factors such as the internet and event organisers. The results from Table 5.2 demonstrate that there exists a significant difference at a statistical level between the two types of MICE travellers when seeking tourism information prior to their MICE trips. This result is in agreement with Snepenger, Snelling and Worrall (1990), who concluded that first-time travellers to Alaska were more likely to use external information as their principle information search strategies, such as travel agents. This is also consistent with the results of a number of other relevant studies, where a number of authors suggest that repeat travellers are more likely to obtain related tourism information from their pre-personal experience in the stage of travel planning in general (Woodside and Dubelaar, 2002).

The results presented in Table 5.2 show that repeaters have a preference to seek tourism information foremost from the source of internal information (personal experience) in light of its distinguishing and dependable character. This may also indicate that repeaters can play a significant role in communicating a destination image to others. The result may suggest that first-time travellers are those who lack connection with a specific destination and thus more likely to search tourism information from primary sources of external information such as the internet or event organisers.

External information (internet or events organisers) provides an easy way to seek essential information for people without much knowledge of a destination. They can plan their MICE trips using current computer technology. Thus, the perform once of a thorough and useful website search should be a central task for MICE events related service providers, given that it is a very popular method for first-time travellers to understand and explore a specific destination. A good quality website not only provides the opportunity to introduce their events in an appealing manner, it can also act as a platform for communication and knowledge enhancement which can perform an important role in attracting these potential travellers to a destination. This improved understanding of how MICE travellers seek information can assist destination tourism marketers to properly develop and manage their websites.

### **5.3.2 Differences in Trip Duration of Current Visitation**

The largest group of respondents indicated that approximately a week was the duration of their current MICE trips. Statistically significant differences were found in the duration of the current trips between the two MICE travel types [ $P = 0.00$ ]. The results of Table 5.2 indicate that 20% of repeat travellers stay less than 3 days compared to 5.4% of first-time travellers. Also, 64.9% of a first-time traveller's duration falls in the category "4 days – a week" compared to 48.3% for repeat travellers. Based on these findings, repeaters appear to stay slightly less compared to first-time travellers. Hence, the type of traveller can be an important factor for determining the duration of a MICE trip.

### **5.3.3 Differences in Tourism Activities Undertaken**

Of the total respondents, 26.3% (both first-time and repeat travellers) participated in various cultural or heritage activities during the time of their MICE trips. This was followed by a visit to hot springs (10.9%) and entertainment (6.2%). Hence, MICE travellers seem to be more interested in cultural or heritage activities (27.2% of first-time travellers and 25.9% of repeat travellers). The finding shows that there were statistically significant differences between the two types of respondents [ $\chi^2 = 22.907$ ,  $P < 0.05$ ].

The findings in Table 5.2 reflect an interesting point that may need to be considered when event organisers design leisure-related events for MICE travellers. Specifically, first-time travellers generally show more interest than repeaters in taking part in local cultural or heritage activities during their trips. One reason could be that their current MICE trip was planned to be a combination of both work related and various recreational and hot spring activities. Given this, destination marketers should focus on encouraging MICE travellers to participate in a range of cultural or heritage, hot spring and entertainment-related activities during their visitation.

### **5.3.4 Differences in Companion**

Chi-square analysis was performed to test for any differences in companion between the two groups of travellers. The results showed a significant relationship existed in attitudes towards travel companions by MICE travellers [ $\chi^2 = 23.996$ ,  $P = 0.00$ ]. The results suggest that nearly 42% of the total respondents undertook their MICE travels

alone. With respect to companion, Table 5.2 shows that the majority of respondents were mostly travelling alone, with 39.4% of first-time travellers and 43.1% of repeat travellers on their own. Additionally, first-time travellers (28.1%) were more likely to travel with a partner or family member compared to repeat travellers (14.7%).

### **5.3.5 Other Reasons for Travelling**

In regards to additional reasons for travel, Table 5.2 reveals that first-time travellers were more likely to be involved in a range of cultural events (first-time travellers 23% and repeat travellers 14.7%) and visiting friends or relatives during their visitation than first-time travellers. Another major supplementary reason for first-time travellers to visit was due to shopping-related activities (23.0%). Repeat travellers cited the opportunity to visit relatives (15.0%) as well as cultural events (14.7%) as two of the more important additional purposes for repeat travel in Taiwan. Overall, a statistical significant relationship between the additional reasons for visiting Taiwan and the two types of MICE travellers was established [ $\chi^2 = 30.909$ ,  $P = 0.00$ ]. Thus, one could conclude that first-time travellers may be more interested in engaging with various cultural events compared to repeat travellers.

### **Conclusion**

Table 5.2 identified several determinant attributes as additional reasons for MICE travellers to travel to Taiwan, in accordance with one of the research aims of this study. These can be seen as key additional purposes for them to arrange their current MICE trip to a statistical significant degree when compared to repeaters. On the other hand, repeaters are more likely to go on their trips with relatives and friends (15%). This is consistent with the findings of Lau and Mckercher (2004), who have provided a range of useful information regarding differences between first-time and repeat travellers in the context of leisure tourism. Their results show that first-time travellers are more likely to participate in various cultural events in an unfamiliar destination than repeat travellers.

The results suggest that a variety of recreational activities perform a significant role in determining the selection of destinations amongst MICE travellers. In light of this important finding, the marketing implications are that destination tourism marketers need to pay greater attention to those travel characteristics in order to satisfy traveller

desires. This thesis conducted a range of chi-square tests and identified the significant differences between the two groups of MICE travellers (first-time and repeat travellers) in relation to several key themes of MICE travel behaviour. However, there were no significant differences regarding the way both groups of travellers arranged their MICE trips. The results also offered comprehensive observations regarding the characteristics of travellers' profiles for destination tourism marketers to improve their competitive advantages in this highly competitive market.

#### **5.4 Differences in Motivations, Satisfaction and Behavioural intentions between MICE First-time and Repeat travellers**

As discussed in Chapter One, several authors point out that repeat travellers are more likely to have high degrees of satisfaction which refer to their previous travel experiences in a specific destination (Lau and Mckercher, 2004; Oppermann, 2000). According to Lau and Mckercher (2004), it has been found that there are various significant differences in benefits based motivation that lead to potential participation in recreational activities between first-time and repeat travellers in the context of leisure tourism.

One of the key research aims is to determine if any significant differences exist in benefits based motivation, destination attributes and satisfaction of MICE travellers (first-time and repeat travellers). This section provides an enhanced explanation for the significant differences in tourism motivations (push and pull factors), satisfaction and behavioural intentions of the two different types of MICE travellers by using an independent samples t-test analysis.

##### **5.4.1 Benefits based Motivation**

As shown in Table 5.3, the key attributes of benefits based motivation are ranked based on its importance in choosing a destination. To determine whether notable differences exist in benefits based motivation between the two groups of travellers, a t-test analysis with a two-tailed significance was used. To estimate the assumption that the variances of the two groups are equal, a Levene's examination was conducted and outlined. This method allows researchers to identify the equality of variances of t-test analysis. Thus, an F-test was undertaken to distinguish the scores of the equality

of variances at a significance level ( $p \leq 0.05$ ). Once this analysis is tested, the equal variances between the two groups are able to be understood.

**Table 5.3 Benefits based Motivation - Statistical Differences**

Overall rankings	Determinant attributes of benefits based motivation	Total sample mean	First-time and repeat travellers	Mean	Mean diff.	T-value	Sig. (2-tailed)
1	See new things	4.368	First-timers	3.732	0.381	-3.379	<b>0.001**</b>
			Repeaters	3.351			
2	Experience different culture	3.376	First-timers	3.791	0.614	-5.211	<b>0.00**</b>
			Repeaters	3.177			
3	Sightseeing	3.258	First-timers	3.529	0.311	-3.405	<b>0.001**</b>
			Repeaters	3.218			
4	Comfortable place to stay	3.206	First-timers	3.178	-0.042	0.331	0.736
			Repeaters	3.220			
5	Work requirement	3.195	First-timers	3.250	0.090	1.713	0.87
			Repeaters	3.160			
6	Networking opportunities	3.102	First-timers	3.059	-0.063	0.467	0.641
			Repeaters	3.122			
7	Life experiences gained when travelling	3.1	First-timers	3.369	0.398	-3.268	<b>0.001**</b>
			Repeaters	2.971			
8	Opportunity to visit a new town	3.071	First-timers	3.470	0.590	-4.511	<b>0.00**</b>
			Repeaters	2.880			
9	Combination of leisure and business trips	3.0	First-timers	3.392	0.171	-4.595	<b>0.00**</b>
			Repeaters	2.811			
10	Interesting conference programs	2.934	First-timers	2.982	0.071	-0.54	0.598
			Repeaters	2.911			
11	Opportunities for entertainment	2.911	First-timers	3.196	0.422	-3.494	<b>0.001**</b>
			Repeaters	2.774			
12	Escape from routine	2.907	First-timers	2.916	0.014	-0.108	0.914
			Repeaters	2.902			
13	Opportunity to relax on vacation	2.859	First-timers	3.101	0.359	-2.751	<b>0.006**</b>
			Repeaters	2.742			
14	A good conference package	2.806	First-timers	2.726	-0.119	0.908	0.364
			Repeaters	2.845			
15	Employer funded	2.785	First-timers	2.631	-0.229	1.713	0.087
			Repeaters	2.860			
16	Reasonably priced conference	2.696	First-timers	2.738	0.061	-0.487	0.626
			Repeaters	2.677			
17	Self-esteem enhancement	2.471	First-timers	2.375	-0.142	1.154	0.249
			Repeaters	2.517			
18	Education-related purposes	2.465	First-timers	2.315	-0.222	1.807	0.071
			Repeaters	2.537			
19	Presenting a paper	2.305	First-timers	2.107	-0.293	2.37	<b>0.018*</b>
			Repeaters	2.400			
20	Serve as chair or moderator	2.218	First-timers	2.035	-0.270	2.249	<b>0.025*</b>
			Repeaters	2.305			

Notes: The importance rankings from most important to least important.

\*Significant level at 0.05, \*\* significant level at 0.01.

Valid N = 518; F = 168; R = 350.

Source: Author's data analysis.

Based on the results of the t-test analysis in Table 5.3, there were several statistically significantly differences in benefits based motivation between the two groups of MICE travellers. Additionally, both business and recreational related motivations were found to perform imperative roles in influencing the selection of destination.

Interestingly, it can be noted that a number of recreational associated factors were ranked highly by respondents in shaping the choice of destination, such as: see new things (mean= 4.368), experience different culture (mean= 3.376) and sightseeing (mean= 3.206). The above factors demonstrated differences between first-time and repeat travellers at a statistically significant level ( $p \leq 0.05$ ). Furthermore, Table 5.2 shows that both groups of respondents ranked “education-related purposes (mean= 2.465)”, “presenting a paper (mean= 2.305)” and “server as chair or moderator (mean= 2.218)” as less important for making MICE-travel decisions.

When looking at these three factors, it was found that aspects referring to seeing new things, experiencing different culture and sightseeing are more likely to attract first-time travellers. Given the mean score of these variables, it can be stated that the recreational-related elements of benefits based motivation are significant in relation to destination selection. However, considerable differences were found at a statistical level within the three variables associated with benefits based motivation between the two groups of MICE travellers. Hence, it is reasonable to conclude that these three factors may be less eye-catching to these repeat MICE travellers because they had visited the destination previously. The findings in Table 5.3 are in line with a previous study by Gitelson and Crompton (1984), which found that repeat travellers are more likely to return to a destination because they intend to discover the destination more broadly or to expose it to others.

It could argue that individuals have a more positive attitude regarding tourism attractions of a specific destination which appears to be an important factor in influencing destination selection. These findings suggested that in most cases MICE travellers to Taiwan are interested in experiencing a variety of tourism activities such as see new things; experience different culture; and sightseeing for the duration of their MICE related visitations. Consistent with previous studies, potential recreational activities in a destination should be considered as key points for MICE travellers to visit a destination (Rutherford and Kreck, 1994). Additionally, these findings support the results generated from previous tourism studies (Rittichainuwat et al., 2001; Ngasmsom and Beck, 2000; Opperman, 1995). Hence, it is appropriate to state that the travelability-related elements can be viewed as a major factor which plays a significant role in travel decision-making in the context of MICE tourism.

Furthermore, two items which refer to professional related motivations for visiting Taiwan were ranked as follows: work requirement (5<sup>th</sup>) and networking opportunities (6<sup>th</sup>). These items measure factors associated with professional aspects of travel motivation. They exhibited statistically significant differences in thinking between the two groups of MICE travellers in: 'presenting a paper' (sig.  $\leq 0.02$ ) and 'serve as chair or moderator' (sig.  $\leq 0.03$ ). For most respondents, the items of work requirement and networking opportunities were also reported as principal factors that represent core reasons for their current visitations. Although not statistically significant at the 95% level, the results in Table 5.3 demonstrated that respondents expected to receive various professional benefits from their participation in relevant events during their trip.

Several authors have precisely identified some differences between travellers holiday purposes, however no studies have focused on the potential differences in the tourism motivation (push and pull factors), travel satisfaction and preferences toward travel behaviour (Li, Cheng, Kim and Petrick, 2008; Marcussen and Zhang, 2007). Consequently, the findings of this thesis provide an improved understanding of the differences in various aspects regarding the destination selection process between the two types of MICE travellers. More importantly, the results could be used to develop more effective marketing strategies in order to achieve a superior position amongst competitors. To sum up, while rating the importance of these key motivations in determining MICE destination selection, eleven motivational factors were shown to exhibit statistically significant differences between the two groups of MICE travellers to Taiwan.

Based on the above results, it is consistent with previous studies where travel motivations associated with work play a focal role in determining travel decision-making amongst MICE travellers (Severt et al., 2007; Rittichainuwat et al., 2001; Ngamsom and Beck, 2000). This may mean that both types of MICE travellers intend to be engaged with MICE events because of their work requirements. This research provides more comprehensive information about this theme in relation to the differences connecting the two types of travellers in the tourism literature. The results regarding benefits based motivation should provide functional guidelines for

destination marketers to tailor marketing products for the two groups of MICE travellers.

#### **5.4.2 Destination Attributes**

As discussed previously in Chapter Two, destination attributes play an important role in capturing the attention of travellers to visit a specific destination. In the present section, the significant differences in destination attributes between two groups of MICE travellers were tested and checked using t-test analysis. Prior to undertaking the t-test analysis, a Levene's examination was tested and performed to determine the equality of variances of the data. This method provides a better understanding of the equality of variances between the two groups.

Table 5.4 ranks the MICE traveller destination attributes by mean scores in relation to questions about destination selection. The results suggest that a number of items used to calculate the tourism destination attributes construct in the research model were considered to be very importance by both types of MICE travellers. These included: convenience of local transportation; clean and attractive convention centre; friendly people; helpfulness of hotel staff; and hotel room availability. Although these factors were not established as exhibiting significant differences in the tourism attributes between the two groups of MICE travellers ( $p < 0.05$ ), the results indicate that a large number of these respondents frequently place these variables as key determinants, which contribute to the selection of MICE events to attend.

Conversely, the low ranking mean scores of the cognitive based destination attributes further demonstrate that the cognitive aspects of Taiwan's destination attributes may not act as central reasons to attract MICE travellers to visit Taiwan. These factors included: facilities for disabled access (28<sup>th</sup>); car rental facilities (27<sup>th</sup>); good beaches (26<sup>th</sup>); festivals and events (25<sup>th</sup>); nightlife and entertainment (24<sup>th</sup>); and shopping centres (23<sup>th</sup>).

**Table 5.4 Destination Attributes - Statistical Differences**

Overall rankings	Determinant attributes of Taiwan	Total sample mean	First-time and repeat travellers	Mean	Mean diff.	T-value	Sig. (2-tailed)
1	Convenience of local transportation	3.926	First-timers	3.839	-0.129	1.314	0.19
			Repeaters	3.968			
2	Clean and attractive convention centre	3.830	First-timers	3.845	0.023	-0.225	0.822
			Repeaters	3.822			
3	Friendly people	3.812	First-timers	3.928	0.171	-1.81	0.07
			Repeaters	3.757			
4	Helpfulness of hotel staff	3.787	First-timers	3.827	0.059	-0.555	0.579
			Repeaters	3.768			
5	Hotel room availability	3.770	First-timers	3.732	-0.056	0.578	0.563
			Repeaters	3.788			
6	Food and beverage quality	3.706	First-timers	3.738	0.047	-0.525	0.6
			Repeaters	3.691			
7	<i>Prior to arrive, I expected my experience in this area to be pleasant</i>	3.687	First-timers	3.821	0.199	-2.165	<b>0.031*</b>
			Repeaters	3.622			
8	Hotel room rates	3.677	First-timers	3.583	-0.139	1.342	0.18
			Repeaters	3.722			
9	Different Food/Drink	3.598	First-timers	3.75	0.225	-2.618	<b>0.009*</b>
			Repeaters	3.525			
10	Hotel facilities available at destination	3.586	First-timers	3.642	0.122	-0.796	0.426
			Repeaters	3.52			
11	<i>Prior to arrive, I expected my experience in this area to be relaxing</i>	3.542	First-timers	3.696	0.228	-2.474	<b>0.014*</b>
			Repeaters	3.468			
12	<i>Prior to arrive, I expected my experience in this area to be arousing</i>	3.445	First-timers	3.69	0.362	-4.237	<b>0.00**</b>
			Repeaters	3.328			
13	Resort quality	3.436	First-timers	3.678	0.358	-3.18	<b>0.002*</b>
			Repeaters	3.32			
14	<i>Prior to arrive, I expected my experience in this area to be exciting</i>	3.388	First-timers	3.523	0.198	-2.005	<b>0.045*</b>
			Repeaters	3.322			
15	Many interesting places to visit	3.364	First-timers	3.446	0.121	-1.13	0.259
			Repeaters	3.325			
16	Natural attractions	3.349	First-timers	3.339	-0.015	0.126	0.9
			Repeaters	3.354			
17	Cost/Price levels of transportation to the venue	3.322	First-timers	3.101	-0.327	2.739	<b>0.006*</b>
			Repeaters	3.428			
18	Desirable weather	3.264	First-timers	3.517	0.375	-3.179	<b>0.002*</b>
			Repeaters	3.142			
19	Cultural attractions	3.256	First-timers	3.720	0.686	-6.172	<b>0.00**</b>
			Repeaters	3.034			
20	Historic sites/Museums	3.237	First-timers	3.476	0.354	-3.183	<b>0.002*</b>
			Repeaters	3.122			

Notes: The importance rankings from most important to least important.

\*Significant level at 0.05, \*\* significant level at 0.01.

Valid N=518; F=168; R=350.

Source: Author's data analysis.

**Table 5.4 Destination Attributes - Statistical Differences (continued)**

Overall rankings	Determinant attributes of Taiwan	Total sample mean	First-time and repeat travellers	Mean	Mean diff	T-value	Sig. (2-tailed)
21	Meeting space availability	3.222	First-timers	3.607	0.57	-5.035	<b>0.00**</b>
			Repeaters	3.037			
22	Variety of recreation activities	3.150	First-timers	3.226	0.112	-1.064	0.288
			Repeaters	3.114			
23	Shopping centres	3.139	First-timers	3.541	0.596	-5.139	<b>0.00**</b>
			Repeaters	2.945			
24	Nightlife and entertainment	3.127	First-timers	3.678	0.816	-7.117	<b>0.00**</b>
			Repeaters	2.862			
25	Festivals and events	2.905	First-timers	2.916	0.016	-0.134	0.893
			Repeaters	2.900			
26	Good beaches	2.764	First-timers	2.863	0.146	-1.157	0.248
			Repeaters	2.717			
27	Car rental facilities	2.662	First-timers	2.625	-0.055	0.415	0.678
			Repeaters	2.680			
28	Facilities for disabled access	2.608	First-timers	2.410	-0.292	2.191	<b>0.029*</b>
			Repeaters	2.702			

Notes: the importance rankings from most important to least important.

\*Significant level at 0.05, \*\* significant level at 0.01.

Valid N=518; F=168; R=350.

Source: Author's data analysis.

Items in Table 5.4 reporting significant statistical differences between the two groups of MICE travellers including: prior to arrive, I expected my experience in this area to be pleasant (7<sup>th</sup>,  $t = -2.165$ , sig.  $\leq 0.031$ ), different food/ drink (9<sup>th</sup>,  $t = -2.618$ , sig.  $\leq 0.009$ ), prior to arrive, I expected my experience in this area to be relaxing (11<sup>th</sup>,  $t = -2.474$ , sig.  $\leq 0.014$ ), prior to arrive, I expected my experience in this area to be arousing (12<sup>th</sup>,  $t = 4.237$ , sig.  $\leq 0.00$ ), resort quality (13<sup>th</sup>,  $t = -3.18$ , sig.  $\leq 0.002$ ), prior to arrive, I expected my experience in this area to be exciting (14<sup>th</sup>,  $t = -2.005$ , sig.  $\leq 0.045$ ), cost/ price levels of transportation to the venue (17<sup>th</sup>,  $t = 2.739$ , sig.  $\leq 0.006$ ), desirable weather (18<sup>th</sup>,  $t = -3.179$ , sig.  $\leq 0.002$ ), cultural attractions (19<sup>th</sup>,  $t = -6.172$ , sig.  $\leq 0.00$ ), historic sites/museums (20<sup>th</sup>,  $t = -3.183$ , sig.  $\leq 0.002$ ), meeting space availability (21<sup>st</sup>,  $t = -5.035$ , sig.  $\leq 0.00$ ), shopping centres (23<sup>rd</sup>,  $t = -5.139$ , sig.  $\leq 0.00$ ), nightlife and entertainment (24<sup>th</sup>,  $t = -7.117$ , sig.  $\leq 0.00$ ), and facilities for disabled access (28<sup>th</sup>,  $t = 2.191$ , sig.  $\leq 0.029$ ).

The results shown in Table 5.4 provided comprehensive information about statistical differences between the two types of travellers in their attitudes to Taiwan's destination attributes. Cognitive and affective related attributes appear to be important to the two types of MICE travellers. In fact, items 7, 11, 12 and 14 represent affective aspects of the destination attributes that were more highly rated by first-time than

repeat travellers, suggesting that the former had higher expectations of Taiwan as an interesting and exciting holiday destination compared to the latter.

When considering all of the items used to measure destination attributes of MICE travellers, it is clear that the cognitive and affective-related aspects of destination attributes are important determinants in influencing the destination selection amongst MICE travellers to Taiwan. This is consistent with previous research conducted by Baloglu (1997) and Chon (1990), who concluded that a traveller's destination preference is commonly affected by the destination image shaped by prior travel experience as well as by other types of external information sources.

The research also supports a related study that investigates the roles of two components of destination image in encouraging travellers to visit theme-parks (Lin, Morais, Kerstetter and Hou, 2007). The study concluded which the two types of destination attribute components are decisive in determining the traveller's preference in the MICE tourism context. The potential marketing implication arising from this is that destination tourism marketers may be required to consider these factors to stimulate the affective aspects of Taiwan's destination attributes in terms of its importance in creating a more positive image which can lead to future visitations.

#### **5.4.3 Satisfaction**

The purpose of using t-test analysis in this research was to test the significant differences between the two groups of MICE travellers. In Table 5.5, items for calculating travel satisfaction associated with the MICE tourism experiences were analysed to provide an improved understanding concerning significant differences in travel satisfaction between the two groups of travellers.

The results suggest that the two types of MICE travellers are more satisfied by variables "there is quality accommodation and facilities", "guest services are helpful", "overall, I am satisfied with the environment provided by this event", "shops have a good opening time" and "there is quality food and beverage". The major significant differences between the two groups are evident in responses to items close to convention-related environment and services such as: "there is quality accommodation and facilities (1<sup>st</sup>,  $t = -2.911$ , sig.  $\leq 0.004$ );" "overall, I am satisfied

with the environment provided by this event (3<sup>rd</sup>,  $t = -5.318$ , sig.  $\leq 0.00$ ),” and “shops have a good opening time (4<sup>th</sup>,  $t = -3.55$ , sig.  $\leq 0.00$ )”.

**Table 5.5 Satisfaction - Statistical Differences**

Overall rankings	Determinant attributes of travel satisfaction	Total sample mean	First-time and repeat Travellers	Mean	Mean diff	T-value	Sig. (2-tailed)
1	There is quality accommodation and facilities	4.107	First-timers	4.166	0.221	-2.911	<b>0.004*</b>
			Repeaters	3.945			
2	Guest services are helpful	3.866	First-timers	3.922	0.082	-0.968	0.334
			Repeaters	3.84			
3	Overall, I am satisfied with the environment provided by this event	3.822	First-timers	4.107	0.422	-5.318	<b>0.00**</b>
			Repeaters	3.685			
4	Shops have a good opening time	3.797	First-timers	3.994	0.292	-3.55	<b>0.00**</b>
			Repeaters	3.702			
5	There is quality food and beverage	3.766	First-timers	3.809	0.207	-0.217	0.828
			Repeaters	3.602			
6	Overall, I am satisfied with this current visit	3.752	First-timers	3.988	0.348	-4.229	<b>0.00**</b>
			Repeaters	3.64			
7	Overall, I am happy that I attended this event	3.718	First-timers	3.892	0.529	-3.078	<b>0.002*</b>
			Repeaters	3.363			
8	There is a good range of quality shops	3.669	First-timers	3.809	0.173	-2.488	<b>0.013*</b>
			Repeaters	3.602			
9	Overall, I am satisfied with services provided by this event	3.666	First-timers	4.203	0.709	-6.781	<b>0.00**</b>
			Repeaters	3.494			
10	Overall, I am satisfied with destination costs	3.644	First-timers	3.851	0.306	-3.734	<b>0.00**</b>
			Repeaters	3.545			
11	In general, my experiences associated with business related activities on this trip was better than I expected	3.604	First-timers	3.75	0.216	-2.557	<b>0.011*</b>
			Repeaters	3.534			
12	Overall, this current visit was exceeded my expectations	3.467	First-timers	3.577	0.163	-2.018	<b>0.044*</b>
			Repeaters	3.414			
13	In general, my experiences associated with recreational related activities on this trip was better than I expected	3.405	First-timers	3.464	0.087	-1.073	0.284
			Repeaters	3.377			

Notes: The importance rankings from most important to least important.

\*Significant level at 0.05, \*\* significant level at 0.01.

Valid N=518; F=168; R=350.

Source: Author’s data analysis.

Overall, the two groups of MICE travellers were more likely to be pleased with the quality of accommodation, convention facilities and guest-related services. Additionally, opportunities for travellers seeking a variety of entertainment such as convention and meetings facilities and shopping environments were important to them. It can be seen in Table 5.5 that first-time travellers were more likely to be satisfied

with variables associated with the overall satisfaction of their tourism experience, while repeat travellers had lower levels of expectation towards their MICE travel.

In summary, the findings of the t-test analysis indicated that first-time travellers visiting Taiwan rate travel satisfaction variables more highly than repeat travellers. These findings generally agree with Li, Cheng, Kim and Petrick (2008), who claimed that there were significant differences in the attitudes towards accommodation, tourism attractions and overall satisfaction based on the travel experiences between the two types of leisure holiday makers (first-timer and repeaters). Furthermore, the findings in Table 5.5 are consistent with the results of Tian-Cole, Crompton and Willson (2002) who argued that exceedingly satisfied travellers are more likely to be travellers who perceive elevated quality associated with leisure service's attributes through their visitation. More notably, the findings of this study explain and highlight this substantial phenomenon in terms of an enhanced understanding of the differences between two groups of MICE travellers. This improved understanding can shape how marketing strategies are developed.

#### **5.4.4 Behavioural Intentions**

Significant differences of the two groups of MICE travellers were presented in Table 5.6. It shows that significant differences were found for two items of behavioural intentions. Overall, it was apparent that these two groups of MICE travellers agreed to revisit Taiwan in the future.

In particular, these first-time MICE travellers are more likely to speak positively about Taiwan (mean = 4.285) and more likely to advocate others to visit Taiwan compared to repeat travellers (mean = 3.994). Particularly, the results of the t-test analysis provide a clear distinction in two items of behavioural intentions between two types of travellers: "I will speak positively about Taiwan to other people" ( $t = -3.419$ , sig.  $\leq 0.01$ ), and "I will strongly recommend this destination to other people" ( $t = -2.566$ , sig.  $\leq 0.011$ ). This suggests that first-time MICE travellers can act as an effective platform to tell their friends or relatives to visit a destination based on their tourism experiences.

**Table 5.6 Behavioural Intentions - Statistical Differences**

Overall rankings	Determinant attributes of behavioural intentions	Total sample mean	First-time and repeat travellers	Mean	Mean diff.	T-value	Sig. (2-tailed)
1	I am willing to revisit this destination	4.015	First-timers Repeaters	4.041 4.002	0.039	-0.441	0.659
2	I will speak positively about Taiwan to other people	4.088	First-timers Repeaters	4.285 3.994	0.291	-3.419	<b>0.010**</b>
3	I will strongly recommend this destination to other people	3.876	First-timers Repeaters	4.047 3.794	0.253	-2.566	<b>0.011*</b>
4	I will consider this destination as my first choice for my next leisure holiday	2.930	First-timers Repeaters	2.892 2.948	0.056	0.473	0.636

Notes: The importance rankings from most important to least important.

\*Significant level at 0.05, \*\* significant level at 0.01.

Valid N=518; F=168; R=350.

Source: Author's data analysis.

It is important to note that the two types of travellers should be treated as an established and stable source of travellers once they have visited a destination. This is supported by Reid and Reid (1993), who suggested that most repeat travellers frequently play a significant role in forwarding the information about a destination through their networks of friends or relatives. As presented in Table 5.6, the differences regarding willingness to revisit Taiwan were not statistically significant. The two groups in the sample differ in their behaviour intentions toward Taiwan as a destination on a statistically significant level. In summary, the above findings have provided strong evidence of the differences of attributes toward benefits based motivation, destination attributes, travel satisfaction and behavioural intentions between the two types of MICE travellers.

#### 5.4.5 Testing Hypothesis 6

Appendix 11 shows the results of the t-test analysis used to investigate the significant differences between the two groups of MICE travellers. There are statistical differences ( $p < 0.05$ ) in the attitudes toward key determinants that play crucial roles in determining the preference of the current visitation between the two groups of MICE travellers to Taiwan. In light of the above findings and discussion, an improved

understanding of the synergy of a range of attributes, in the MICE tourism industry can be achieved.

### *Motivational Differences*

When comparing the two groups of MICE travellers for motivational variables, first-time travellers place a higher importance on the items of: see new things (1<sup>st</sup>), experience different culture (2<sup>nd</sup>), sightseeing (3<sup>rd</sup>), life experiences gained when travelling (7<sup>th</sup>) and opportunity to visit a new town (8<sup>th</sup>), top 10 leading factors in order of their influence on choice of destination selection. It is perhaps surprising that both groups of MICE travellers rank as their top three factors as: experiencing new things; new culture; and new city when travelling abroad for work-related purposes. This implies that first-time travellers are: likely to involve themselves in a range of leisure activities in an unfamiliar place in order to gain new experience and to talk to others.

The results show that repeat MICE travellers who visited Taiwan place a higher importance on the variables of presenting a paper (20<sup>th</sup>) and serving as chair or moderator (21<sup>st</sup>). This indicates that repeat travellers have developed a superior relationship with MICE events service organisers during their previous trip. Thus in most cases, repeaters to Taiwan are more likely motivated to revisit a destination for business purposes, while first-time travellers may simply be attracted to a destination for a new travelling experience or cultural attraction at an unknown destination.

The findings are consistent with Rutherford and Kreck (1994) who maintained that the attraction of participating destination and recreational activities in needs to be considered a key determinant in examining convention attendees' behaviour. Oppermann and Chon (1997) stated that several reasons need to be considered as key predictor variables on the choice of destination amongst MICE travellers. They further explained that "Attendees can enjoy the location for relaxation and sightseeing and they can associate themselves with the location's image" (1997, p. 184).

Empirically testing these motivational variables in the context of MICE tourism provided a strong confirmation of the previous studies. The finding demonstrates that a statistically significant difference in benefits based motivation can be found between

the two groups of MICE travellers visiting Taiwan. The hypothesis 6a: *Significant difference of benefits based motivation exists between first-time and repeat travellers in the context of MICE tourism*, has been supported by the data.

### ***Differences - Destination Attributes***

The findings in appendix 11 illustrated that almost half of items used to measure the construct of destination attributes are statistically significant for the two types of MICE travellers. In particular, the variables used to measure affective aspects of destination attributes displayed statistically significant differences, such as: prior to arrived, I expected my experience in this area to be pleasant (7<sup>th</sup>); prior to arrive, I expected my experience in this area to be relaxing (11<sup>th</sup>); prior to arrive, I expected my experience in this area to be arousing (12<sup>th</sup>); and prior to arrive, I expected my experience in this area to be exciting (14<sup>th</sup>). On this basis, the results indicated that first-time MICE travellers score higher on the variables used to evaluate aspects of affective components of destination attributes, compared to repeat travellers.

Variables referring to different food/drink (9<sup>th</sup>) and resort quality (13<sup>th</sup>) also displayed statistically significant differences between the two groups. This may support that first-time travellers are more likely to visit Taiwan with a higher expectation regarding the variety of food/ drink and the quality of tourism resort. Consequently, the findings strongly support hypothesis 6b that: *Significant difference of destination attributes exists between first-time and repeat travellers in the context of MICE tourism*.

### ***Travel Satisfaction - Differences***

With travel satisfaction, statistically significant differences are also evident in the attitudes of the two groups of MICE travellers (see Appendix 11). With reference to differ in attitudes referring to items of: “there is quality accommodation and facilities (1<sup>st</sup>)”; “overall, I am satisfied with the environment provided by this event (3<sup>rd</sup>)”; “shops have a good opening time (4<sup>th</sup>)”; “overall, I am satisfied with this current visit (6<sup>th</sup>)”; “overall, I am happy that I attended this event (7<sup>th</sup>)”; “there is a good range of quality shops (8<sup>th</sup>)”; “overall, I am satisfied with services provided by this event (9<sup>th</sup>)”; and “overall, I am satisfied with destination costs (10<sup>th</sup>)”. All these comprised most of the top ten variables at a statistically significant level. It is noticeable that both groups of travellers ranked items in response to factors that have a significant

influence in the choice of destination indicating: “convenience of local transportation (1<sup>st</sup>)”; “clean and attractive convention centre (2<sup>nd</sup>)”; “friendly people (3<sup>rd</sup>)”; “helpfulness of hotel staff (4<sup>th</sup>)”; and “hotel room availability (5<sup>th</sup>)”.

The results are in agreement with Kim and Kim (2003) who claimed that factors such as: meeting room facilities; service quality; restaurants; transportation; and attractiveness of the destination have key roles leading to the destination selection amongst MICE travellers. The growing importance of the economic benefits of convention tourism has led a number of authors to investigate the key factors that influence the decision-making process of choosing a destination amongst MICE travellers (Oppermann 1998; Abbey and Link 1994; Zelinsky 1994). The findings above support hypothesis 6c that *statistically significant difference in satisfaction associated with the travel experience exists between first-time and repeat travellers in the context of MICE tourism.*

#### ***Behavioural Intentions - Differences***

On a statistically significant level, first-time travellers give higher scores on the variable: I will strongly recommend this destination to other people (2<sup>nd</sup>) compared to repeat MICE travellers. Furthermore, it is also interesting to note that first-time travellers assigned a higher score on the variable: I will speak positively about Taiwan to other people (3<sup>rd</sup>) compared to repeaters at a statistical significant level. These findings imply that first-time travellers may be content by their current visitation travel experience, and that they are pleased to share their travel experiences with their friends or relatives. Another possible reason for this could be that the satisfaction levels regarding benefits based motivation of repeaters may be lower due to the number of times they had previously visited the destination which would undoubtedly reduce the desire of exploring a destination. The finding supports the hypothesis 6d that: *Significant difference in behavioural intentions toward future recreational holidays exists between first-time and repeat travellers in the context of MICE tourism.*

The above findings (displayed in Appendix 11) should offer an improved understanding of attitudes towards the key constructs of the research model in relation to development of marketing strategies in order to remain competitive in the tourism

industry. This information could help academics and marketers to better understand the key determinant factors affecting future behavioural intentions of MICE travellers.

### **5.5 Summary**

This chapter has provided the descriptive analysis of the sample's socio-demographics characteristics in relation to the attitudes and behaviours of MICE travellers. Based on the results of the descriptive analysis, useful background information was obtained that should assist destination tourism marketers to further understand their potential customers. The sample of the research data was then analysed using chi-square and t-tests to test possible relationships between the two types of travellers. The key constructs of the model were also summarised and discussed in this chapter. The findings provided valuable insights for destination tourism marketers in designing positive strategies in targeting travellers derived from the improved understanding of the socio-demographics characteristic of MICE travellers.

As has been discussed previously, statistically significant differences were obtained regarding: attitudes toward their destination attributes; benefits based motivation; travel satisfaction; and behavioural intentions for future vocational holidays between the two types of MICE travellers visiting Taiwan. This indicates that the hypotheses 6a, 6b and 6c were strongly supported by the data. The findings, which are connected to travellers' behavioural intentions, should act as a guide for destination tourism operators to put into practice effective marketing strategies via their improved understanding towards potential customers.

# CHAPTER SIX

## MULTIVARIATE ANALYSIS

### (RESULTS AND DISCUSSION)

#### **6.1. Introduction**

In the previous chapter, detailed information associated with the sample profiles was provided using descriptive analysis. The preceding chapter provided a useful foundation for understanding the relationships between sample demographics and travel behaviours. Furthermore, the differences relating to benefits based motivation, destination attributes, satisfaction and behavioural intentions between first-time and repeat MICE travellers have been analysed using a t-test analysis. The central purpose of the present chapter is to investigate the causal relationships amongst key constructs through testing the proposed hypotheses presented in Chapter Three. To accomplish this, multiple regression analysis were conducted.

To achieve the research aims of this thesis, a conceptual model and a set of hypotheses have been developed (see Chapter Three). This chapter will also address these research aims by conducting the cluster analysis to segment the MICE market, and to undertake a series of multiple regression analysis to investigate the proposed research hypotheses. In doing this, it is expected that the results will provide evidence and a deeper understanding of the relationship between tourism motivations, which in turn determines satisfaction associated with MICE experience in relation to future leisure travel intentions.

A factor-cluster segmentation approach is applied to understand the distinct groups of MICE travellers based on various travel motivations. The cluster analysis provides an enhanced understanding of Taiwan's MICE sector through comprehensive market segmentation in the context of destination to ascertain the presence of any important differences between subdivisions of business travellers occurring on the basis of motivations. It also provides a clear picture of each segment to identify how individuals make travel decisions drawing upon their motivations.

Multiple regressions analysis provides an effective way to understand the relationships between independent and dependent variables by ascertaining the prediction of each independent variable to dependent variable (Hair et al., 2006; Malhotra et al., 2002). Vogt (2005) indicated that the examination of multiple regressions has the advantage of identifying the potential relationships between independent and dependent variables through testing relative precision, complex interactions. Multiple regressions have been helpful to provide insights into the accurate explanation of the dependent variable by statistically ascertaining the predictive power of each independent variable (Hair et al., 2006; Malhotra et al., 2002).

Using the multiple regressions analysis technique, an exploratory factor analysis is frequently recommended as a useful way for assessing the complex interrelations amongst variables (Hair et al., 2006). This approach provides a helpful foundation for subsequent statistical analysis, because it reduces a large number of variables into a diminutive number of factors by identifying key underlying dimensions. As Gerbing and Anderson (1988) explained exploratory factor analysis (EFA) is predominantly valuable in achieving greater understanding in relation to the relationships of the determinant factors to the underlying proposed constructs. Grimm and Yarnold (2002) have explained that (p. 106):

“... using EFA one seeks a small set of easily interpretable eigenvectors, which in EFA called factors...theses factors may be rotated by means of either orthogonal (uncorrelated) or oblique (correlated) procedures in an effort to achieve simple structure.”

On this basis, it can be concluded that EFA is useful to summarise a great number of original variables when measuring a specific foundational construct. By doing so, a large number of variables of each construct of the research model will be better described through a concentrated number of concepts by reducing the variables. This method is seen as a necessary step for supplementary statistical analysis (Hair et al., 2006). According to Nunnally (1978), the technique of factor analysis would be applied to improve structure measurements of each proposed construct by identifying the representative underlying dimensions. As a result, this analysis was conducted using SPSS (V15.0) and a varimax rotation. Furthermore, the Kaiser-Meyer-Olkin

measure (KMO) was applied to maximise the potential differences between variables prior to conducting the EFA examinations (Hair et al., 2006; Malhotra et al., 2002; Tabachnick and Fidell, 2001). Therefore, the subsequent EFA examinations also aimed to identify the key proposed structures through the reduction of the original variables as a determinant stage in investigating the proposed research model developed in Chapter Three. The following section discusses the EFA of principle constructs that helped the investigations of the proposed hypotheses.

Based on the above discussion, this technique helps researchers to better understand the proposed model through validating the interrelations amongst predictor variables and dependent variable. In doing this, the contribution of each dependent variable can be established by calculating regression coefficients of prospective independent variables to determine the dependent variable in the proposed model. The next step is to decide multiple regressions employed to test the proposed relationship between each construct and the prediction of each independent variable in relation to the dependent variable in the research model. Subsequently, the mediating role of satisfaction in the proposed research model is also tested using hierarchical regression analysis to provide insight into its influence on future leisure travel.

After introducing the chapter, the next section 6.2 undertake the exploratory factor analysis. Section 6.3 seeks to understand the motivations-based market segmentation of MICE travellers. Sections 6.4 and 6.5 examine the correlations among factors underlying key constructs within the research model. These chapters also explain the assessment of multiple regressions through tests of the hypothesised relationships. The two sections also provide an explanation of the mediating role of travel satisfaction in light of its considerable influence on the behavioural intentions in the proposed research model through conducting hierarchical regression analysis. Section 6.6 examines the qualitative data and the related discussion. Section 6.7 draws together the analysis undertaken in the current chapter.

## **6.2 Exploratory Factor Analysis (Principal Components Analysis)**

There are basically three major purposes for conducting the EFA, namely to explore the establishment of theoretical underpinning determinant factors concerning key constructs presented in the research model; to corroborate the validity of the research instrument by reducing a set of variables; and to provide a foundational basis for the subsequent analysis for the hypotheses investigations. As suggested by Hair et al., (2006) principal components analysis can be considered as an advanced way to describe and summarise the research data through reducing the number of variables to be used for the following statistical analysis. This method may provide improved information associated with the structure of the proposed construct of the data (Horton, 1979). It may be concluded that EFA is helpful in decreasing the total number of each construct into a more understandable and smaller determinant factor. Thus, EFA was carried out by using principal components analysis in order to investigate factor extraction of the key constructs of the theoretical model concerning benefits based motivation, tourism destination attributes, travel satisfaction and behavioural intentions in the MICE tourism industry.

### **6.2.1 Benefits based Motivation**

An initial step to conducting principal components analysis with orthogonal varimax rotation was to firstly carry out the Bartlett test of sphericity value and the Kaiser-Meyer-Olkin (KMO) overall measure of sampling adequacy, in order to confirm the acceptability of the factor examination. The KMO score of sampling adequacy was reported on 0.891 while the Bartlett test of sphericity had a value of 7000.536, df of 171 ( $p$  value = 0.00). This result showed that the data matrix was appropriate to have factor analysis performed on it. By doing so, this method provides an enhanced understanding of key subordinate dimensions toward benefits based motivation that may more accurately describe the interdependency of the 20 items used to measure benefits based motivation. Four factors with eigenvalues above one were extracted explaining 69.3% of the overall variance. Cronbach's alpha for the extracted factors ranged between 0.84 and 0.89, and exceeded the recommended level of 0.60 (Hair et al., 2006), indicating a good degree of internal consistency. The reliability of the research instrument was also achieved.

Table 6.1 shows that four identified factors with eigenvalues greater than one could be extracted. The four-factor solution is discussed below.

Factor 1. *Educational values* consist of four variables associated with participation in education-related activities. These connect with the prospect of improving self-esteem amongst delegates. Factor 1 associated education-related needs with destination selection and accounted for almost half (45.5%) of total variance. This finding suggests that education-related reasons provide a helpful explanation for the types of activity favoured by MICE visitors. Educational enhancement may involve activities such as presenting a conference paper or serving as a chair of a conference session and has been identified as a key determinant of participation in activities.

Factor 2. *Exploration of the novel*, consists of six variables associated with acquiring novel experiences and with the search for comfort. The two experience-related variables “Life experience gained when travelling” and “Comfortable place to stay”, were the two leading variables within this factor. These results suggest that leisure-related activities play a primary role in destination selection. This factor focuses on the quest for novel life experiences and explains about 12.8% of total variance.

Factor 3. *Career enhancement* is comprised of six variables. These are centred upon work-related requirements and on the potential to develop networks by forming friendships and contacts within the relevant field. The items that respondents ranked highest were: Required by employers; Employer funded and Social networking. These findings suggest that work related factors are connected with the decision-making of individual travellers. This factor explained 5.8% of total variance.

Factor 4. *Opportunity for travel* contained variables associated with a personal desire to visit new destinations, and to be entertained. This suggests that travel destination authorities should emphasise opportunities to travel overseas when seeking to influence the decision-making process. This factor explained 5.2% of total variance.

**Table 6.1 Motivation Factor Analyses**

Dimensions of benefits based motivation	Factor loading				
	F1	F2	F3	F4	Com.
<b>Factor 1: Educational Value</b>					
Presenting a paper	0.867				0.849
Serve as chair or moderator	0.866				0.798
Education-related purposes	0.794				0.767
Self-esteem enhancement	0.588				0.613
<b>Factor 2: Exploration of the Novel</b>					
Life experience gained when travelling		0.814			0.766
Comfortable place to stay		0.814			0.798
See new things		0.747			0.691
Escape from routine		0.610			0.672
Experience different culture		0.577			0.608
Opportunity to relax on vacation		0.552			0.677
<b>Factor 3: Career Enhancement</b>					
Work requirement			0.769		0.640
Employer funded			0.765		0.693
Networking opportunities			0.719		0.660
Interesting conference programs			0.621		0.639
A good conference package			0.561		0.673
Reasonably priced conference			0.485		0.508
<b>Factor 4: Opportunity for Travel</b>					
Sightseeing				0.860	0.766
Opportunity to visit a new town				0.851	0.795
Combination of leisure and business trips				0.556	0.535
Opportunity for entertainment				0.551	0.673
<b>Eigenvalue</b>	9.10	2.56	1.16	1.04	
<b>% of variance explained (Total=69.333)</b>	45.5%	12.8%	5.8%	5.2%	
<b>Cronbach's alpha (<math>\alpha</math>)</b>	0.892	0.894	0.862	0.838	

Note: KMO=0.891; Bartlett's Test: Chi-Square=7446.288, df=190, Sig=0.00.

Source: Author's data analysis.

The findings noted above indicate that the main benefits based motivation for MICE delegates travelling to Taiwan are attributable to the four salient factors that have been mentioned. This result should provide an enhanced understanding associated with MICE travel experience.

### 6.2.2 Destination Attributes

An EFA was employed to recognise sub-dimensions which may represent more effectual factors in destination attributes by applying an orthogonal varimax rotated component matrix. The KMO score of sampling adequacy was computed at 0.872, and a Bartlett test was significant at 0.00 with a sphericity value of 9591.418,

indicating that the factor analysis was appropriate to be performed. Results indicated that the five factors explained 65.479% of the total variance. This five factors-solution was identified with eigenvalues greater than one as acceptable from both viewpoints of theory and statistics (see Table 6.2).

The identified five-factor solution were ultimately described and summarised as follows.

Factor 1. *Hotels* highly related to the characteristics of the hotels such as the hotel rate and the quality of facility and service. The result indicates that these characteristics play an important role for MICE travellers when making travel decisions.

Factor 2. *Cultural and natural features* contain seven variables associated with components relating to cultural and natural attributes of the destination. The result affirms that MICE travellers do take elements associated with cultural and natural attractions into consideration when choosing a destination for MICE purposes-related travel. This factor explained 15.494% of the total variance.

Factor 3. *Affective image* consists of five items relating to feelings or emotional sensations regarding a destination. This factor account for 13.542% of the total variance explained. Given the characteristics of these variables attributed with this factor, the result may suggest that the affective factor can be considered as another leading element influencing the travel decisions of MICE travellers.

Factor 4. *Accessibility and entertainment* directly relates to the attributes of convenience characteristics and the entertainment potential of a destination. The result suggests that accessibility and entertainment at host destinations play an important factor when selecting a destination for the MICE-related purposes. This factor was responsible for 12.074% of the total variance.

Factor 5. *Restaurants* includes three variables dealing with the quality of food and beverage. The results suggest that the quality of food and beverage are important for travel decision making amongst MICE travellers. This factor comprised 6.589% of the total variance.

**Table 6.2 Destination Attributes Factor Analyses**

Dimensions of destination attributes	Factor loading					
	F1	F2	F3	F4	F5	Com.
<b>Factor 1: Hotels</b>						
Hotel room rates	0.847					0.518
Hotel room availability	0.817					0.685
Helpfulness of hotel staff	0.809					0.505
Hotel facilities available at destination	0.776					0.653
Clean and attractive convention centre	0.711					0.716
Convenience of local transportation	0.699					0.729
Cost/price levels of transportation to the venue	0.576					0.763
Resort quality	0.536					0.707
<b>Factor 2: Cultural and Natural Features</b>						
Cultural attractions		0.779				0.664
Historic sites/museums		0.752				0.603
Good beaches		0.749				0.572
Natural attractions		0.715				0.539
Festivals and events		0.686				0.535
Desirable weather		0.582				0.562
Variety of recreation activities		0.541				0.571
<b>Factor 3: Affective Image</b>						
Prior to arrival, I expected my experience in this area to be arousing			0.837			0.691
Prior to arrival, I expected my experience in this area to be exciting			0.835			0.719
Prior to arrival, I expected my experience in this area to be pleasant			0.777			0.682
Prior to arrival, I expected my experience in this area to be relaxing			0.774			0.635
Many interesting places to visit			0.501			0.699
<b>Factor 4: Accessibility and Entertainment</b>						
Facilities for disabled access				0.775		0.708
Car rental facilities				0.758		0.683
Meeting space availability				0.644		0.650
Nightlife and entertainment				0.552		0.581
Shopping centres				0.531		0.805
<b>Factor 5: Restaurants</b>						
Different Food/drink					0.651	0.748
Food and beverage quality					0.637	0.712
Friendly people					0.555	0.699
<b>Eigenvalue</b>	9.665	3.646	2.710	1.274	1.038	
<b>% of variance explained (Total=65.479)</b>	17.779	15.494	13.542	12.074	6.589	
<b>Cronbach's alpha (<math>\alpha</math>)</b>	0.895	0.895	0.88	0.803	0.722	

Note: KMO=0.872; Bartlett's test: Chi-square=9591.418, df=378, sig=0.00.

Source: Author's data analysis.

The five resulting factors are considered significant elements of tourism attributes of Taiwan from theoretical, practical and statistical viewpoints. The next section will

focus on the identification of the underlying dimensions of Taiwan's' tourism attributes.

### **6.2.3 Satisfaction**

The three-factor solution generated from an EFA with the orthogonal varimax rotated component matrix method, showed that a KMO score of 0.846 for sampling adequacy and a Barlett test of sphericity value of 1764.108, df of 78, ( $p$  value = 0.00), indicating that the factor analysis was appropriate to be performed. Three factors had Eigenvalues values exceeding one and the value of factor loading of these variables appeared all greater than 0.50 (see Table 6.3). Of the total variance, 65.15% can be explained by the three extracted factors. The results also demonstrated that the three extracted factors presented a superior level of reliability, revealed by the Cronbach's alpha value being superior to 0.7, which is the acceptable level for the reliability examination (Nunnally, 1978). Hence, the use of EFA was considered as appropriate, and the three-factor solution was recognised as suitable for the purposes of the research model (see Table 6.3).

The factors relating the travellers' satisfaction are described as follows.

Factor 1. *Overall evaluation-based satisfaction* involves five variables which explain 28.436% of the differences in total variance. This factor indicates the overall evaluation-based satisfaction and feeling toward the visitation and the relative service perceived amongst MICE travellers.

Factor 2. *Destination attributes-based satisfaction* accounted for 28.436% of the total variance, and consisted of five items which are associated with variables used to determine satisfaction toward the business travel experience. As displayed in Table 6.3, this group of variables refers to the components of shopping, accommodation, food and beverages. The result also suggests that the performance of tourism products and services is important in determining travel decision-making in the context of MICE tourism.

Factor 3. *Expectation-based satisfaction* describes the level of satisfaction concerning the expectation of tourism performance of the MICE tourism experience. This finding

suggests that 17.041% of the total variance can be explained by this factor. The identified factor indicated that the variables associated with expectation toward tourism experience can be taken into account when selecting a destination amongst MICE travellers.

**Table 6.3 Satisfaction Factor Analyses**

Dimensions of travel satisfaction	Factor loading			
	F1	F2	F3	Com.
<b>Factor 1: Overall Evaluation-based Satisfaction</b>				0.698
Overall, I am satisfied with this current visit	0.874			0.712
Overall, I am happy that I attended this event	0.825			0.661
Overall, I am satisfied with services provided by this event	0.798			0.709
Overall, I am satisfied with the environment provided by this event	0.773			0.467
Overall, I am satisfied with destination costs	0.663			
<b>Factor 2: Destination Attributes-based Satisfaction</b>				
Shops have a good opening time		0.803		0.639
There is quality accommodation and facilities		0.800		0.802
There is a good range of quality shops		0.768		0.661
Guest services are helpful		0.757		0.627
There is quality food and beverage		0.548		0.723
<b>Factor 3: Expectation-based Satisfaction</b>				
In general, my experiences associated with recreational related activities on this trip were better than I expected			0.870	0.686
In general, my experiences associated with business related activities on this trip were better than I expected			0.708	0.740
Overall, this current visit exceeded my expectations			0.703	0.798
<b>Eigenvalue</b>	3.697	3.011	2.215	
<b>% of variance explained (Total=68.64)</b>	28.436	23.163	17.041	
<b>Cronbach's alpha (<math>\alpha</math>)</b>	0.899	0.834	0.785	

Note: KMO=0.846; Bartlett's test: chi-square = 3764.108, df=78, sig = 0.00.

Source: Author's data analysis.

#### 6.2.4 Behavioural Intentions

In the case of the behavioural intentions construct, EFA with orthogonal varimax rotated component matrix was employed to evaluate this construct. The results in Table 6.4 below established that the KMO score of sampling adequacy was 0.744, while the Bartlett test of sphericity value was 804.719, df of 6, ( $p$  value = 0.00), indicating that the factor analysis was appropriate to be performed. The result showed that only one factor solution was extracted which represented 63.272% of the total variance in the data with an eigenvalue of 2.531. The factor loading and feature were

also demonstrated in Table 6.4. The range of the factor loading falls between 0.534 and 0.896 (all variables loaded >0.7). A coefficient alphas of 0.772 was calculated which suggests adequate reliability (Nunnally, 1978). The one-factor solution was identified as suitable for further analysis and it can be described as follows.

**Table 6.4: Behavioural Intentions Factor Analyses**

Dimensions of behavioural intentions	Factor loading	
	F1	Com.
<b>Factor 1: Behavioural Intentions</b>		
I will strongly recommend this destination to other people	0.896	0.704
I am willing to revisit this destination	0.860	0.803
I will speak positively about Taiwan to other people	0.839	0.739
I will consider this destination as my first choice for my next leisure holiday	0.534	0.286
<b>Eigenvalue</b>	2.531	
<b>% of variance explained</b>	63.272	
<b>Cronbach's alpha (<math>\alpha</math>)</b>	0.772	

Note: KMO=0.744; Bartlett's test: chi-square=804.719, df=6, sig=0.00.

Source: Author's data analysis.

Factor 1. *Behavioural intentions* explained 63.272% of the total variance. This factor refers to variables that are highly related to willingness to revisit, to recommend to others, and to speak positively about the destination.

### 6.3. Motivations based Segmentation - Testing of Hypothesis 2e

Previous segmentation studies have concluded that marketing strategies can target relevant market subdivisions both logically and effectively. Cluster analysis is widely accepted as a technique for managers of services and products to identify the needs and wants of targeted customers (Sarigollu and Huang, 2005; Shoemaker and Lewis, 1999; Woodside and Jacobs, 1985). An understanding of tourism motivation through segmentation should contribute to both the practical and theoretical needs in MICE tourism related disciplines.

Factor analysis (PCA) has identified the establishment of four key motivational dimensions in Chapter Six (educational value, exploration of novel, career enhancement, and opportunities for travel). This segmentation analysis provides an accurate reflection by forming different units, with a low degree of intra-group and a high degree of inter-group variation. Using this method, the resulting clusters are

grouped into different types of MICE travellers according to their motivations to travel. As illustrated in Table 6.5, a three-cluster solution was determined as the best outcome from the cluster analysis with k-means approach.

**Table 6.5 ANOVA Test of Motivations Means amongst Segments**

Motivation factors	Segments (n = 518)					
	Value seekers (262)	No-value seekers (152)	Education seekers (104)	df	F Value	p
Educational value	3.64	1.95	3.69	2	17.16	0.00
Exploration of novel	3.36	1.36	1.69	2	25.50	0.00
Career enhancement	3.76	2.04	2.31	2	16.39	0.00
Opportunities for travel	3.63	1.73	3.56	2	19.47	0.00

Source: Author's data analysis.

Cluster analysis was undertaken with a view to isolating discrete groups which exhibit common features and form prospective market segments. It is a useful technique for determining the similarities and differences between respondent profiles by examining respective distances from factor means. The number of segments was not known *a priori*, and hierarchical cluster analysis was used to gather information by screening the clustering process and proposing comprehensive solutions (Hair et al., 2006; Yüksel and Yüksel, 2002).

Conceptually, a limited number of clusters would be expected because the present MICE market is still in its developing phase. Malhotra et al., (2002) have suggested that the number of cases within each cluster should be substantial and meaningful. The quest for substantial and actionable segments should identify a few larger segments that will be useful for planning purposes. Consistent with the suggestion made by Hair et al. (2006), a hierarchical approach was used towards a randomly selected sub-sample (n = 50) in order to obtain ideas about the optimum number of clusters.

A visual inspection of the horizontal dendrogram was conducted and the sudden jumps in the algorithm schedule suggested that a two-, three-, four- and five-cluster solution might be appropriate. A K-means cluster analysis was subsequently undertaken on the four different cluster solutions (n = 2, 3, 4 and 5). The results obtained from these solutions were then compared and the three-cluster solution was selected for further

analysis. This approach was supported on the basis of the relative increase of coefficient, the dendogram and a test of the heterogeneity across clusters on the four motivational factors. The three-cluster solution also yielded the most readily interpretable and meaningful results. To verify the validity of the final cluster solution, an analysis of variance (ANOVA) was applied based on *post-hoc* tests. The researchers explored whether statistically significant differences were evident between the resulting clusters based on the motivational factor mean scores. The findings are outlined in Table 6.5. There were statistically significant differences between the three segments at  $p = 0.00$  in all motivation dimensions.

Each segment of travellers was labeled according to the significance of each motivating factor in relation to the process of destination choice. From a marketing perspective, the above results displayed in Table 6.5 should help shed light on establishing the three market segments. The statistical outcomes of clusters analysis in terms of various traveller benefits based motivation are considered as a useful basis in relation to marketing. In the subsequent discussions, these three resulting clusters are viewed as market segments in terms of the importance of various motivations toward MICE travel. The characteristics of each of the three identified clusters were shown and discussed in Table 6.5.

#### *Cluster 1: Value seekers*

This cluster accounted for over half of the total sample. Compared with the two other clusters, Cluster 1 ranked higher on motivational factors associated with the integration of professional and recreational related purposes. The high number of respondents within the segment is associated with this search for a combination of business and leisure related possibilities. These findings are congruent with previous studies, which have suggested that recreational activities are an important consideration for business travellers (Rutherford and Kreck, 1994). The present study provides empirical evidence confirming the work of Severt et al. (2007) and Ngamsom and Beck (2000), who have suggested that business and recreation related motivations are both important determinants for understanding the behavioural intentions of MICE delegates. In order to address the needs and wants of the delegates included in this cluster, it is proposed that marketers should consider providing travellers with rewards to encourage engagement with MICE related events.

### *Cluster 2: No-value seekers*

This cluster made up approximately 30% of the sample population and differs substantially from Cluster 1. Relative to the other groups, it scored lower on all components, with mean scores ranging from 1.36 to 2.04. The finding suggests that respondents within this group are less interested in professional and/or recreational related activities than their counterparts in the other two groups. Cluster 2 represents a group of visitors who are relatively indifferent to the concept of value, and who do not travel explicitly for reasons of education, novelty or career enhancement. In targeting this group, destination marketers and service providers should focus more on work-related values and on the provision of enjoyable and interactive social events.

### *Cluster 3: Education seekers*

This cluster accounted for approximately 21% of the total sample. These respondents reported higher mean scores on determining factors associated with education based values (mean = 3.69) and travel opportunities (mean = 3.56). Members of Cluster 3 tend to plan their travel around both educational and leisure related opportunities. Their expectations of the current trip emphasise sightseeing opportunities; visiting a new place; presenting a paper and serving as a session chair or moderator. These findings provide insights into the roles of educational value and “travel opportunity” as significant decision-making factors. Respondents in this cluster are seeking MICE-related events which provide a high quality travel environment, as well as good value in terms of education and learning. On the basis of this finding and to attract visitors within this cluster, it is proposed that marketers should design more interesting destination-based events which provide participants with prospective educational, professional and travel related opportunities.

In summary, the findings of this study have provided an enhanced understanding of the motivations associated with individual travel decisions in the context of Taiwan’s MICE tourism industry. The resulting four motivational factors including educational value, exploration of novel, career enhancement and travel opportunity are consistent with previous research by Rittichainuwant, Beck and Lalopa (2001) and Severt, Wang, Chen and Breiter (2007) who focused on motivations for business travellers participating in MICE events. The present study has supported their view and has demonstrated that both professional and leisure related motivations were noted as

important elements in determining MICE traveller decision-making. The present research ultimately offers strong support for and verification of the proposed interrelation between leisure related aspects of travel motivations and business travel decisions (Oppermann, 1998; Oppermann and Chon, 1997; Rutherford and Kreck, 1994).

Thus, it may be concluded that various leisure activities are considerable factors in the decision making process of destinations for MICE travellers. Benefits based motivations have been identified as an important segmentation foundation correlated directly with improved tourism management and positioning. Hence, benefits based motivations are useful constructs in explaining the attitudes toward travellers' future travel decision-making. Cluster analysis generated evidence of significant differences between the three segments of MICE travellers in terms of their motivations for visiting Taiwan. Thus, it can be concluded that each identified segment of business travellers comprises of different travel motivations for their trips. As a result, it has been shown that the significant differences in motivations for participating in MICE related activities between the three traveller segments. Thus, *the hypothesis 2e has been supported by the data.*

Table 6.6 shows the Chi-Square statistics for MICE traveller future intention to return of the above identified three motivations based segments. It was found that there were significant differences between the three segments according to their intentions to revisit Taiwan at a confidence level of 95%.

**Table 6.6 Statistically Significant Differences in Intention to Return between MICE Segments**

Intention to return	Motivation-based clusters							
	Total		Value seekers (253)		No-value seekers (143)		Education seekers (101)	
	N = 518	%	Expected count	%	Expected count	%	Expected count	%
Yes	422	84.9	215	76.7	121	93.7	86	93.1
No	75	15.1	38	23.3	22	6.3	7	15.2
Miss value = 21	Df = 2	$\chi^2 = 27.257$		Sig. = 0.00				

Source: Author's data analysis.

The results show that 93.7% of the segment “No-value seekers” expressed their intention to revisit in the future for multiple purposes, while 93% of “Education seekers” expected to return for future travel compared to 76.7% of “Value seekers.” This would suggest that the MICE experiences may have formed various strong reasons for travellers of all three MICE segments to revisit Taiwan and to engage in various activities in the subsequently holidays though at slightly different levels. The findings should provide a greater understanding of MICE future behavioural intentions.

#### **6.4 Multiple Regression Analyses**

In this section, a series of multiple regressions analyses aims to provide insights into the major research objectives (see Chapter One) by empirically testing factors that correspond to each construct within the research model. To achieve these research aims, each construct was then individually analysed through conducting multiple regression analysis to identify the prospective influences of predictor variables on the proposed dependent variable in a separate model. Eventually, a greater understanding associated with separate relationships was obtained to predict and explain MICE traveller future travel behaviours through exploring these relationships between key constructs within the model.

As recommended by Vogt (2005), it is important to verify the problems of multicollinearity of the data, particularly prior to conducting multiple regression analysis. He further explains that potential problems of multicollinearity amongst factors could potential invalidate the results generated from multiple regression analysis for the reason that this technique deals with a number of variables all at once. According to Malhotra (1996), it is common to conduct correlation analysis to provide insights into the pair-wise associations by testing the coefficient of correlation between variables. Based on this, it was determined that all factors of the major proposed constructs were tested to detect any potentially high interaction between independent and dependent variables in the research framework by employing the Pearson product moment correlations examination.

Pallant (2005) advised that the value of correlation coefficients greater than 0.8 should be regarded as a problem and values greater than 0.9 should be considered as more

serious for supplementary statistical analysis. Vogt (2005) further recommended that values of correlation matrix of less than 0.7 can be viewed as acceptable and two factors correlating stronger than 0.9 may perhaps cause huge problems in the following analysis. It can be seen in Table 6.7 that correlations between each factor of the research constructs were examined by using Pearson Correlations testing. All the values of the correlation matrix demonstrated acceptable values, with no coefficients presented in the correlation matrix being greater than 0.7 (see Table 6.7). In light of the above discussion, it was considered appropriate to conduct the following statistical analysis procedures: multiple regressions and hierarchical regressions analysis, to examine the proposed research model by empirically testing the research hypotheses developed in Chapter Three. These analytical techniques allow the author to investigate the proposed interrelationships concerning the direct and mediating influences of the proposed theoretical constructs on the dependent variable within the research model.

**Table 6.7 Correlation Matrix and Summary Statistics**

	Mean	Std. Dev.	1	2	3	4	5	6	7	8	9	10	11	12	13
1 Opportunity for travel	3.15	1.06	1												
2 Educational values	2.43	1.10	0.485**	1											
3 Exploration of the novel	2.96	1.13	0.504**	0.656**	1										
4 Career enhancement	3.06	1.10	0.649**	0.45**	0.458**	1									
5 Hotels	3.66	0.85	0.154**	0.128**	0.102*	0.061	1								
6 Culture and natural Based feature	3.13	0.99	0.612**	0.524**	0.343**	0.629**	0.359**	1							
7 Affective image	3.48	0.87	0.461**	0.211**	0.267**	0.486**	0.357**	0.579**	1						
8 Accessibility and entertainment	2.95	1.0	0.307**	0.542**	0.242**	0.385**	0.398**	0.658**	0.318**	1					
9 Restaurants	3.70	0.83	0.269**	-0.16	0.066	0.229**	0.512**	0.364**	0.550**	0.234**	1				
10 Overall evaluation-based satisfactions	3.82	0.73	0.175**	-0.08	0.049	0.088*	0.471**	0.287**	0.467**	0.073	0.452**	1			
11 Destination attributess-based satisfaction	3.72	0.80	0.20**	-0.027	0.074	0.236**	0.409**	0.30**	0.681**	0.152**	0.47**	0.469**	1		
12 Expectation-based satisfaction	3.49	0.79	0.322**	0.204**	0.126**	0.365**	0.331**	0.534**	0.574**	0.408**	0.386**	0.43**	0.562**	1	
13. Behavioural intentions	3.72	0.80	0.277**	0.001	0.131**	0.217**	0.081	0.252**	0.527**	0.111*	0.243**	0.264**	0.570**	0.515**	1

Note: \*p < 0 .05 (2-tailed); \*\*p < 0 .01 (2-tailed).

Source: Author's data analysis.

### 6.4.1 Testing of Hypotheses 1a and 1b

One of the main aims of this thesis is to determine the direct influence of the destination attributes on travel satisfaction which leads to future behaviour intentions. A multiple regression analysis has been employed to test such influence.

**Table 6.8 Multiple Linear Regressions of H1a and H1b: Destination Attribute to Satisfaction (Dependent Variable)**

Independent variable	t-value	$\beta$ eta	VIF
<b>Cognitive component</b>			
Hotels	8.2	0.286***	1.526
Culture and nature based features	0.932	0.041	2.415
Accessibility and entertainment	-3.019	-0.118**	1.918
Restaurants	2.663	0.099 **	1.723
<b>Affective component</b>			
Affective image	14.516	0.566***	1.906
<b>Regression Model</b>			
<b>R2</b>	<b>0 .591</b>		
<b>F</b>	<b>148.033</b>		
<b><math>\Delta</math>R2</b>	<b>0 .587</b>		
<b>Sig.</b>	<b>0.00***</b>		

Notes: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

Source: Author's data analysis.

Table 6.8 above shows the result of the initial multiple linear regression model which investigated the significant influences of destination attributes (cognitive and affective-related components) on the dependent variable of travel satisfaction. Firstly, this analysis demonstrates that the factors of destination attributes (cognitive-related dimensions) of each of the cognitive variables (hotels:  $\beta$ eta = 0.286,  $t = 8.2$ ,  $p < 0.001$ ; accessibility and entertainment based features:  $\beta$ eta = -0.118,  $t = -3.019$ ,  $p < 0.05$ ; restaurants:  $\beta$ eta = 0.099,  $t = 2.663$ ,  $p < 0.01$ ) were found to be significantly related to the dependent variable (travel satisfaction) which was statistically significant ( $F = 148.033$ ,  $p < 0.001$ ). These findings suggested that the destination attributes (affective-related components) influence the dependent variable of travel satisfaction. As expected, this result demonstrates that the affective dimension of destination attributes would have an important impact on the variable travel satisfaction ( $F = 148.003$ ,  $\Delta$ R2 = 0.529, Sta.Beta = 0.588,  $p < 0.001$ ). Looking at Table 6.8 closely, a satisfactory VIF value is seen as poorer than 10 which is suggested as tolerable (Hair et al., 2006; Neter, Wasserman and Kutner, 1985). The multicollinearity was also tested in light of its' potential problems in relation to the subsequent multiple regression analysis.

Overall, the research findings indicate that the first two proposed hypotheses H1a and H1b were supported by the data:

*Hypothesis 1a: Destination attributes (cognitive-related components) are related to MICE travellers' travel satisfaction.*

*Hypothesis 1b: Destination attributes (affective-related components) are related to MICE travellers' travel satisfaction*

It was concluded that destination attributes significantly influenced the level of travel satisfaction with MICE tourism experience ( $F = 148.033$ ,  $P = 0.00$ ). Roughly 58.7% of total variance in satisfaction was explained by travellers' destination attributes (R square = 0.591, adjusted R square = 0.587,  $P = 0.00$ ).

Overall, the findings suggest that noteworthy roles of destination attributes (cognitive and affective- related components), acting as factors which can be used to predict the level of travel satisfaction associated with MICE tourism related experience (cognitive dimension: Sta.Beta = 0.203,  $p < 0.001$ , affective dimension: Sta.Beta = 0.588,  $p < 0.001$ ). Therefore it is rational to advocate that both dimensions of destination attributes play a considerable part for MICE travellers in making decisions for future travel.

The findings provide empirically-based confirmation of the previous study conducted by Font (1997), who found that the tourism image appears to be a substantial factor for positively influencing the perceived quality and satisfaction of customer. It may be said that the tourism image is mostly associated with the expectations of related performances of individual traveller previous trip to a destination. Alcaniz, Garcia and Blas (2005) have also identified that a positive tourism image of a destination is viewed as a key in increasing or maintaining the probability of a positive evaluation of a traveller's journey experiences. According to Tasci and Gartner (2007), the destination image associated with relative attraction is commonly considered as a key foundation for the development of destination marketing.

In responses to studies noted above, this research offers a clearer confirmation of the role of destination attributes in relation to levels of travel satisfaction by conducting

an empirical assessment in the context of MICE tourism. It can be concluded that the present findings along with these relevant preceding studies have raised some interesting questions relating to the importance of destination image in relation to a satisfactory tourism experience. Thus, these findings have facilitated greater evidence that the two dimensions of the destination attributes in relation to travel satisfaction through empirically testing the two proposed hypotheses (H1a and H1b). It is commonly accepted that higher levels of travel satisfaction encourage future revisiting. The findings suggest that greater satisfaction emerged when travellers had an affirmative emotional attachment associated with a specific destination. To reiterate, it may be also said that when travellers have an optimistic view of a specific destination, they are more likely to evaluate their travel experience as a pleasurable holiday. Based on these findings, this also implies that tourism marketers could provide a more satisfactory travel experience through positively creating a more encouraging attitude towards the two dimensions associated with destination attributes. Thus, it is credibly suggesting that MICE travellers who had more knowledge regarding a destination were more likely to have an enjoyable time during their journey.

#### **6.4.2 Testing of Hypotheses 1c and 1d**

A multiple linear regression analysis was conducted to test hypotheses 1c and 1d as outlined in Chapter Three. These two hypotheses were developed in order to achieve a better understanding of the relationship between destination attributes (cognitive and affective-related components) as determinant predictors and behavioural intentions (dependent variable).

The findings related to Table 6.9, suggesting that the two dimensions of destination attributes are important contributors to behavioural intention. This analysis appears to be statistically significant ( $F = 42.442$ ,  $p < 0.001$ ). Approximately 28.6% of the explained variance in travellers' behavioural intention was calculated by travellers' destination attributes in the regression model ( $R \text{ square} = 0.293$ , adjusted  $R \text{ square} = 0.286$ ,  $P = 0.00$ ). These findings indicate that most key determinant factors concerning destination attributes (cognitive dimensions) were established as not significantly affecting behavioural intentions. However, the factor of hotel was found as a predictor significantly influencing behavioural intentions.

**Table 6.9 Multiple Linear Regressions of H1c and H1d: Destination Attribute to Behavioural Intentions (Dependent Variable)**

Independent variable	t-value	$\beta$	VIF
<b>Cognitive component</b>			
Hotels	-2.363	-0.0108*	1.526
Culture and nature based features	-0.979	-0.057	2.415
Accessibility and entertainment	0.054	0.003	1.918
Restaurants	-0.306	-0.015	1.723
<b>Affective component</b>			
Affective image	11.812	0.606 ***	1.906
<b>Regression Model</b>			
<b>R<sup>2</sup></b>	<b>0.293</b>		
<b>F</b>	<b>42.442</b>		
<b><math>\Delta</math>R<sup>2</sup></b>	<b>0.286</b>		
<b>Sig.</b>	<b>0.00***</b>		

Notes: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001.

Source: Author's data analysis 2008.

The regression results (see Table 6.9) provide strong evidence suggesting that the affective dimension of destination attributes was found to be an important determinant factor in predicting behavioural intentions, which can significantly impact destination selection ( $\beta = 0.606$ ,  $t = 11.812$ ,  $p < 0.001$ ). The findings indicate that the affective dimension of destination attributes had a stronger influence on the behavioural intentions than the cognitive dimension of destination attributes. Thus, it can be concluded that most factors associated with the cognitive dimension of destination attributes were not found to be supportive factors for building behavioural intention towards future leisure holidays. According to Table 6.9, a satisfactory VIF value was recognised (less than 10) which is suggested as acceptable (Hair et al., 2006).

This regression result is also in agreement with a previous study by Ekinçi and Hosany (2006), who advocated that there is a direct relationship between the destination image and traveller intention to recommend the destination to other people. In particular, the affective aspects of destination image were particularly significant in building up destination loyalty. The results of this Table 6.9 were also consistent with Bigne, Sanchez, and Sanchez (2001), who advocated that the image of a destination performs a considerable role in influencing the intentions of travellers to return to a destination over again in the future. Thus, the findings may imply that travellers are more likely to plan a re-visitation if they strongly perceived affective dimensions of destination attributes. Based on the above results of the regression analysis, it may be concluded that the affective aspects of destination attributes need to be taken into

consideration as being more influential than the cognitive dimension of destination attributes in understanding future behavioural intentions in the context of MICE tourism industry.

*Hypothesis 1c: Destination attributes (cognitive-related components) affect MICE travellers' behavioural intentions toward future holiday purposes.*

*Hypothesis 1d: Destination attributes (affective-related components) affect MICE travellers' behavioural intentions toward future holiday purposes.*

This thesis provides a comprehensive insight concerning the effects of both affective and cognitive dimensions of the destination attributes on future travel by empirically testing the two proposed hypotheses H1c and H1d. The results suggest that only one of four cognitive factors of destination attributes was found as significantly related to the dependent variable of the travellers' behavioural intentions. Hence, the proposed hypothesis (H1c) "Destination attributes (cognitive related components) affects MICE travellers' behavioural intentions toward future holiday purposes" has been only partially accepted.

The results in Table 6.9 also indicate that the factor of affective image of destination attributes are identified as being significantly associated with the dependent variable of behavioural intentions, thus the proposed hypothesis (H1d) "Destination attributes (affective related components) affects MICE travellers' behavioural intentions toward future holiday purposes" can be viewed as fully accepted. Finally, the above discussion shows that substantial parts of both determinate dimensions of destination attributes appear to be considered important variables in predicting behavioural intentions. The above regression results could contribute to the body of tourism marketing literature by testing the correlation between destination attributes and behavioural intentions, which could also provide a clearer understanding towards the development of marketing strategies in the MICE tourism setting in Taiwan.

#### **6.4.3 Testing of Hypotheses 3a and 3b**

The results presented in Table 6.10 were found after employing regression analysis to identify the effects of the two hypotheses factors of destination attributes on benefits based motivation as a dependent variable. Therefore, the regression analysis in this

phase was designed to examine proposed hypotheses 3a and 3b (see Chapter Three). Table 6.10 shows statistically significant relationships between both cognitive and affective dimensions of destination attributes and benefits based motivation (R square = 0.450, adjusted R square = 0.444, F = 83.698, P = 0.00).

**Table 6.10 Multiple Linear Regressions of H3c and H3d: Destination Attribute to Benefits based Motivation (Dependent Variable)**

Independent variable	t-value	beta	VIF
<b>Cognitive component</b>			
Hotels	-2.875	-0.116**	1.526
Culture and nature based features	10.888	0.555 ***	2.415
Accessibility and entertainment	-2.267	-0.098*	1.723
Restaurants	2.219	0.101*	1.918
<b>Affective component</b>			
Affective image	3.927	0.178 ***	1.906
<b>Regression Model</b>			
R2	0.45		
F	83.698		
ΔR2	0.444		
Sig.	0.00***		

Notes: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001.

Source: Author's data analysis.

Table 6.10 indicated that the determinant factors of destination attributes of hotel (t = -2.875, Beta = -0.116, p < 0.01, VIF = 1.526), culture and nature based features (t = 10.888, Beta = 0.555, p < 0.001, VIF = 2.415), accessibility and entertainment (t = 2.219, Beta = 0.101, p < 0.05, VIF = 1.918), and restaurants (t = -2.267, Beta = -0.098, p < 0.05, VIF = 1.723), as well affective dimension of destination attributes (t = 3.927, Beta = 0.178, p < 0.001, VIF = 1.906), all appear to have statistically significant effects on benefits based motivation.

*Hypothesis 3a: There is a statistically significant relationship between destination attributes (cognitive related components) and benefits based motivation.*

*Hypothesis 3b: There is a statistically significant relationship between destination attributes (affective related components) and benefits based motivation.*

The results of this regression examination provide a clear understanding suggesting that hypotheses 3a and 3b are completely supported by the statistics. A strong influence of destination attributes (cognitive and affective dimensions) on benefits

based motivation has been identified based on this analysis. Approximately 45% of the variation was explained by the two dimensions of destination attributes ( $F = 83.698, p < 0.001$ ). It can be seen in Table 6.10, that a direct and positive effect of the factor of culture and nature was found towards tourism motivation (Beta = 0.555,  $p < 0.001$ ). So a more attractive and desirable image towards cultural and natural attributes of destination is more likely to generate benefits based motivation for future travel. The findings (see Table 6.10) explained that the affective dimension of destination attributes had a regression weight of 0.178 ( $p < 0.001$ ) in predicting MICE traveller motivation. Thus, it can be concluded that the emotional sentiment attached to a destination has a significant influence in creating benefits based motivation.

Reviewing the relevant tourism literature, it is clear that a small number of studies have focused on the relationship between the pull and push dimensions of tourism motivations (Baloglu and Uysal, 1996; Klenosky, 2002). In the case of MICE tourism, no study has addressed this theme. The results of the regression analysis have explained the proposed relationship between the two dimensions of benefits based motivation. Importantly the findings also imply that destination attributes are important contributors to the development of benefits based motivation. This finding provides strong evidence supporting the study by Siegel and Ziff-Levine (1990) who have proposed that a positive destination image should be viewed as a useful predictor to travellers' travel motivation. Importantly, the two elements of destination attributes (cognitive and affective aspects) were established to be significantly associated with benefits based motivation; however the element of affective attributes has the most notably impact on benefits based motivation as expected.

The findings implies that destination managers should develop strategies which highlight awareness of the cultural and natural-related attractions that play a significant role in increasing benefits based motivation amongst MICE travellers who may be more likely to make a destination choice based on these attributes. It can be also suggested that destination managers should be more responsive to using the positive function that an affective images of destination has in developing traveller motivations for travel.

#### 6.4.4 Testing of Hypotheses 2a and 2b

The regression examination of hypotheses 2a and 2b is designed to explain the considerable importance of benefits based motivation in determining satisfaction. Table 6.11 shows that a significant relationship between benefits based motivation and travel satisfaction was statistically evidenced through conducting the multiple regression analysis (R square = 0.105, adjusted R square = 0.099, F = 15.125,  $P = 0.00$ ). The factors of benefits based motivation explained 9.9% of the total variance in the analysis. Looking at the regression coefficients for each factor of the two dimensions associated with benefits based motivation; the above results also indicate that most of these factors have notable influences on travel satisfaction.

**Table 6.11 Multiple Linear Regressions of H2a and H2b: Benefits based Motivation to Satisfaction (Dependent Variable)**

Independent variable	t-value	$\beta$ eta	VIF
<b>Professional Benefit</b>			
Educational value	-2.659	-0.152**	1.873
Career enhancement	2.722	0.174**	2.340
<b>Recreational Benefit</b>			
Exploration of novel	3.602	0.238***	1.915
Opportunity for travel	-0.834	-0.048	2.494
<b>Regression Model</b>			
<b>R2</b>	<i>0.105</i>		
<b>F</b>	<i>15.125</i>		
<b><math>\Delta</math>R2</b>	<i>0.099</i>		
<b>Sig.</b>	<i>0.00***</i>		

Notes: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

Source: Author's data analysis.

When viewing the results, travel satisfaction is explained by factors of the two dimensions of benefits based motivation, these factors include: educational value ( $t = -2.659$ ,  $\text{Beta} = -0.152$ ,  $p < 0.01$ ,  $\text{VIF} = 1.873$ ) and career enhancement ( $t = 2.722$ ,  $\text{Beta} = 0.174$ ,  $p < 0.01$ ,  $\text{VIF} = 2.340$ ) of the dimension of professional benefits. Furthermore, the factor of exploration of the novel ( $t = 3.602$ ,  $\text{Beta} = 0.238$ ,  $p < 0.001$ ,  $\text{VIF} = 2.494$ ) of the dimension of recreational benefits was viewed as the most significant factor for predicting the levels of travel satisfaction.

*Hypothesis 2a: benefits based motivation (professional-related benefits dimension) is related to MICE travellers' travel satisfaction.*

*Hypothesis 2b: benefits based motivation (recreational-related benefits dimension) is related to MICE travellers' travel satisfaction.*

MICE travellers are more likely to have higher satisfaction when they make their travel decisions on the basis of seeing new things or experiencing new cultures. The results suggest that travellers had less enjoyable experiences when they are travelling for educational-related purposes. Based on this it may be argued that travellers are more likely to engage in recreational activities during their MICE trips if they are motivated to visit a destination for recreational-related reasons. The above findings have provided strong evidence that the two dimensions of benefits based motivation were identified as important components directly influence satisfaction associated with the MICE tourism experience.

Viewing the previous tourism literature, the findings in Table 6.11 were similar to the results of Dunn-Ross and Iso-Ahola (1991), who suggested that a significant relationship exists between travel motivation and satisfaction amongst sightseeing travellers. Further, Meng, Tepanon and Uysal (2008) argued that travel satisfaction can be directly linked to the destination attribute of performance and travel motivation, in light of its essential role in advertising tourism products. Their investigation also advocates that the extracted factors of friendly/quality services and lodging performance are noteworthy for explaining the overall satisfaction of travellers. According to Severt, Wang, Chen and Breiter (2007), convention travellers are commonly motivated to go to a destination for several reasons such as: (1) activities and opportunities; (2) networking; (3) convenience of conference; (4) education benefits; and (5) products and deals. Their study suggests that these motivations are viewed as significant and directly associated with the behavioural intentions toward MICE travel.

In summary, this present research provided empirical verification further supporting the two proposed hypotheses 2a and 2b concerning the considerable effects of benefits based motivation on travellers' travel satisfaction. Based on the above findings, it can be said that MICE travellers are more satisfied with the MICE tourism experience when they seek a new explore experience to a specific destination. The findings clearly indicate that destination marketers should make a distinction with their tourism products and services by better understanding benefits based motivation, which is an effective predictor in determining travellers' behavioural intentions. In particular, it is important to note that the special interests of the recreational-related benefits are

identified in creating greater levels of travel satisfaction which will lead to future travel.

#### 6.4.5 Testing of Hypotheses 2c and 2d

The results (see Table 6.12) suggest that the professional and recreational-related dimensions can be viewed as having causal roles in predicting the behavioural intention (R square = 0.109, adjusted R square = 0.102, F = 15.614, P = 0.00).

**Table 6.12 Multiple Linear Regressions of H2c and H2d: Benefits based Motivation to Behavioural Intentions (Dependent Variable)**

Independent variable	t-value	Beta	VIF
<b>Professional Benefit</b>			
Educational value	-4.27	-0.244***	1.873
Career enhancement	0.767	0.049	2.340
<b>Recreational Benefit</b>			
Exploration of novel	4.535	0.299***	2.494
Opportunity for travel	2.052	0.118*	1.915
<b>Regression Model</b>			
<b>R2</b>	<b>0.109</b>		
<b>F</b>	<b>15.614</b>		
<b>ΔR2</b>	<b>0.102</b>		
<b>Sig.</b>	<b>0.00***</b>		

Notes: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001.

Source: Author's data analysis.

Based on this finding, the observed determinant factors of educational value (t = -4.27, Beta = -0.244, p < 0.001, VIF = 1.873) and novel exploration (t = 4.535, Beta = 0.299, p < 0.001, VIF = 2.494) are significantly associated with MICE travellers behavioural intentions at the recommended level. The two proposed hypotheses (2c and 2d) were considered as fully supported (see Table 6.12). It is interesting to observe that the factor of novel exploration (t = 4.535, Beta = 0.299, p < 0.001, VIF = 2.494) appears to be a strong predictor for understanding behavioural intentions. Around 11% of the explained variance of behavioural intentions was explained by the two dimensions of benefits based motivation (R square = 0.109, adjusted R square = 0.102, F = 15.614, p < 0.001). Thus:

*Hypothesis 2c: benefits based motivation (professional-related benefits dimension) affects MICE travellers' behavioural intentions toward future holiday purposes.*

*Hypothesis 2d: benefits based motivation (recreational-related benefits dimension) affects MICE travellers' behavioural intentions toward future holiday purposes.*

The results suggest that the impact of recreation related motivation factors on behavioural intentions is greater than profession related motivation factors. It can be also said that the factors novel exploration and opportunities for travel are significantly associated with behavioural intentions (outcome factor). These findings have empirically indicated that MICE travellers are more likely to revisit a destination when the travel decision was made based on the benefits based motivation regarding discovering new things or experiences at a destination. On the other hand, it can be said that behavioural intentions are less affected by professional-related benefits. Particularly, this may mean that the professional related motivation is mostly linked to the compulsive goals that were determined by their organisations or institutes. The results have also indicated the negative effects of professional-related benefits on traveller behavioural intentions. The above results suggest that destination marketers should provide supplementary recreational-related benefits in order to increase subsequent traveller satisfaction.

The present findings are consistent with Abbey and Link (1994), who demonstrated that motivations influence travel behaviours, and that the motivation associated with participation in various tourism activities is a significant reason for choosing a MICE destination. Another significant notion based on this analysis is that professional related motivations appeared to have a negative effect on behaviour intentions. This result may indicate that travellers, who travel for work related purposes, may have a less satisfactory travel experience due to their high expectations (see Table 6.12). On this basis, it is concluded that both aspects of benefits based motivation play a significant determinant role in understanding and predicting behaviour intentions.

#### **6.4.6 Testing of Hypotheses 4a, 4b and 4c**

This section of the regression analyses is conducted to test the effects of travel satisfaction on behaviour intentions. Regression results show that travel satisfaction had a significant influence on behavioural intentions towards future leisure travel (R square = 0.383; adjusted R square = 0.380, F = 106.560,  $P = 0.00$ ). The findings indicate that the effects of determinant factors of the overall evaluation based satisfaction ( $t = 9.853$ , Beta = 0.433,  $p < 0.001$ , VIF = 1.611) and the expectation based satisfaction ( $t = 6.983$ , Beta = 0.300,  $p < 0.001$ , VIF = 1.543) are significant

contribute to MICE traveller behavioural intentions. Approximately 38% of the explained variance of behavioural intentions was predicted by the travel satisfaction.

**Table 6.13 Multiple Linear Regressions of H4a, H4b and H4c: Satisfaction to Behavioural Intentions (Dependent Variable)**

Independent variable	t-value	Beta	VIF
<b>Travel satisfaction</b>			
Overall evaluation based Satisfaction	9.853	0.433***	1.611
Destination attributes based Satisfaction	6.983	-0.068	1.543
Expectation based Satisfaction	-1.697	0.300***	1.352
<b>Regression Model</b>			
<b>R2</b>	<b>0.383</b>		
<b>F</b>	<b>106.560</b>		
<b>ΔR2</b>	<b>0.380</b>		
<b>Sig.</b>	<b>0.00</b>		

Notes: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001.

Source: Author's data analysis.

The findings suggest that travel behavioural intentions are influenced by the two dimensions of travel satisfaction (overall evaluation-based and expectation-based satisfaction). The overall evaluation based satisfaction had the highest beta weights (Beta = 0.433,  $p < 0.001$ ) on behavioural intentions while expectation based travel satisfaction appears to have a high regression coefficient (Beta = 0.300,  $p < 0.001$ ) for predicting behavioural intentions. This above discussion may suggest that MICE travellers are more likely to return for future leisure purposes if they perceive higher levels of travel experience in terms of their overall evaluation and expectation about the trips. Thus, the findings suggest that there is a significant relationship between travel satisfaction and behavioural intentions and therefore hypotheses 4b and 4c were supported by the data.

*Hypothesis 4b: MICE travellers' satisfaction level associated with travel experience (expectation-related dimensions) has an influence on their behavioural intentions toward future holiday purposes.*

*Hypothesis 4c: MICE travellers' satisfaction level associated with travel experience (overall evaluation-related dimensions) has an influence on their behavioural intentions toward future holiday purposes.*

However, the hypothesis 4a has not been supported:

*MICE travellers' satisfaction level associated with travel experience (destination attributess-related dimensions) has an influence on their behavioural intentions toward future holiday purposes.*

By way of comparison with the related previous studies in tourism marketing, it is worth noting that the findings of this regression model are consistent with Yoon and Uysal's (2005) study which found that overall-evaluation satisfaction levels have a considerable impact on destination loyalty. In addition, the findings in Table 6.13 also have also empirically advanced the understanding that the satisfaction with the overall evaluation of tourism services and products is a key determinant factor in explaining future travelling decisions (Schofield, 2000). From this regression analysis, it could be also said that the significance of the expectation-related travel satisfaction is identified as one of the driving forces that encourage MICE travellers to visit a destination with friends or relatives in the future. It can be concluded that both aspects of travel satisfaction would be considered as a foundational construct which has a notable influence on the destination selection.

### **6.5 Hierarchical Regression Analyses - Testing of Hypothesis 5a**

In the second stage of analysis, hierarchical regression analyses were used to investigate the direct and indirect effects of determinant constructs of tourism motivations (push and pull factors), and satisfaction on MICE travel behavioural intentions. This method of hierarchical regression analyses was also employed to establish the mediating role of travel satisfaction on the development of travel behavioural intentions toward future leisure travel.

Baron and Kenny (1986) have considered and discussed the effects of a mediating variable with regards to the relationship between a number of independent variables and the dependent variable of a mediation model. In doing this, the prospective effects of a mediating variable can be identified in order to provide a fuller explanation of the research model. They have further advocated a three-step process and several conditions in relation to the multiple regression analyses when investigating the mediating variable through testing the proposed hypotheses. The results of their

research have been considered amongst researchers as an effective way for testing mediating variables in a proposed conceptual model.

There are generally three regression models that need to be conducted in order to test the effects of a mediating variable in relation to the proposed relationships in a conceptual model. They are as follows (Baron and Kenny 1986, p. 1177):

“First, regressing the mediator on the independent variable; second, regressing the dependent variable on the independent variable; and third, regressing the dependent variable on both the independent variable and on the mediator.”

In the following step of the examination of multiple regressions, the hierarchical multiple regression analysis was used to establish the effects of the mediating role of travel satisfaction in the research model. This could lead to a greater understanding for addressing the major research issues that travel satisfaction associated with MICE tourism experience can significantly influence behavioural intentions.

Two regression models were conducted to investigate the prospective linkages of the mediation in the research model. The first regression model in this set of analysis was performed to test the proposed relationships between the determinant independent variables of tourism motivations (push and pull factors) and the dependent variable of behavioural intentions. As illustrated in Table 6.14, several independent variables of tourism motivations (push and pull factors) were significantly related to the dependent variable of travellers' behavioural intentions ( $R^2 = 0.333$ ; adjusted  $R^2 = 0.322$ ,  $F = 28.242$ ,  $P = 0.00$ ).

Table 6.14 summarises the hierarchical multiple regression analysis for the mediating role of travel satisfaction between tourism motivations (pull and push factors) and behavioural intentions (dependent variable).

**Table 6.14 Hierarchical Regressions Analysis**

Independent variable	Model 1			Model 2		
	T-Value	$\beta$	VIF	t-Value	$\beta$	VIF
<b>DESTINATION ATTRIBUTE</b>						
<b>Cognitive components</b>						
Hotels	-3.067	-0.143**	1.657	-5.152	-0.229***	1.953
Culture and nature based features	-0.446	-0.029	3.296	-0.924	-0.055	3.487
Accessibility and entertainment	2.327	0.129*	2.345	1.813	0.091	2.505
Restaurants (food)	-1.301	-0.064	1.83	-1.884	-0.082	1.845
<b>Affective components</b>						
Affective image	11.628	0.60 ***	2.031	4.363	0.246***	3.129
<b>BENEFITS BASED MOTIVATION</b>						
<b>Professional benefits</b>						
Educational value	-4.365	-0.263***	2.773	-3.994	-0.214***	2.815
Career enhancement	-3.046	-0.187**	2.861	-4.327	-0.235***	2.908
<b>Recreational benefits</b>						
Novel exploration	3.752	0.228***	2.816	5.504	0.272***	2.849
Opportunity for travel	2.149	0.112*	2.087	2.898	0.135**	2.123
<b>TRAVEL SATISFACTION</b>						
Overall evaluation based satisfaction				7.367	0.368***	2.449
Destination attributes based satisfaction				-0.907	-0.039	1.791
Expectation based satisfaction				6.798	0.308***	2.014
<b>R<sup>2</sup></b>	<b>0.333</b>			<b>0.487</b>		
<b>F</b>	<b>28.242</b>			<b>50.314</b>		
<b><math>\Delta R^2</math></b>	<b>0.322</b>			<b>0.475</b>		
<b>Sig.</b>	<b>0.00</b>			<b>0.00</b>		

Notes: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001.

Source: Author's data analysis.

Looking at the regression models more closely, once upon a time of controlling the variables of travel satisfaction. The benefits based motivational variables (professional and recreational related benefits) of educational value ( $t = -4.365$ ,  $\beta = -0.263$ ,  $P = 0.00$ ,  $VIF = 2.773$ ), career enhancement ( $t = -3.046$ ,  $\beta = -0.187$ ,  $p < 0.01$ ,  $VIF = 2.861$ ), novel exploration ( $t = 3.752$ ,  $\beta = 0.228$ ,  $P = 0.00$ ,  $VIF = 2.816$ ) and opportunity for travel ( $t = 2.149$ ,  $\beta = 0.112$ ,  $p < 0.05$ ,  $VIF = 2.087$ ) were appeared to be more strongly related to MICE traveller behavioural intentions than the destination attributes.

The results of this first regression analysis also show that the variables of hotel ( $t = -3.067$ ,  $\beta = -0.143$ ,  $p < 0.01$ ,  $VIF = 1.657$ ), accessibility and entertainment ( $t = 2.327$ ,  $\beta = 0.129$ ,  $p < 0.05$ ,  $VIF = 2.345$ ), affective image ( $t = 11.628$ ,  $\beta = 0.60$ ,  $P = 0.00$ ,  $VIF = 2.031$ ) of the destination attributes had significant influence on

behavioural intentions. The value of the variance inflation factor (VIF) was computed between 1.657 and 3.296 in this regression analysis, which is within recommended levels indicating that there were no serious collinearity effects on this multiple regression analysis (Neter, Wasserman and Kutner, 1985). Thus, the first model of this hierarchical multiple regression analysis (see Table 6.14 above) demonstrates that the independent variables of destination attributes and benefits based motivation are significantly related to behavioural intentions.

The findings from the multiple regression analysis established that the independent variables of destination attributes and benefits based motivation were significant predictors of travel satisfaction. Importantly, this supports the mediator interpretation for testing a proposed causal research model as suggested by Baron and Kenny (1986). Based on the above results, it can be concluded that the independent variables of destination attributes and benefits based motivation were evidenced as having a statistically significant link to the outcome variable of satisfaction. The results imply that the two constructs of tourism motivations (push and pull factors) may improve how MICE travellers evaluate their tourism related experiences in a specific destination.

The second model demonstrated the results after the mediating variables of satisfaction are added into the model. In this regression model, three key constructs were regressed into the regression model to test the entirety effects of all independent variables on the dependent variable of behavioural intentions, as well as the mediating role of travel satisfaction. The second model ( $F = 50.314$ ,  $P = 0.00$ ) shows that the effect of the two extracted factors of hotel ( $t = -5.152$ ,  $Beta = -0.229$ ,  $P = 0.00$ ,  $VIF = 1.953$ ) and affective image ( $t = 4.363$ ,  $Beta = 0.246$ ,  $P = 0.00$ ,  $VIF = 3.129$ ) of the destination attributes were significantly related to the travel behavioural intentions. In looking at the effects of benefits based motivational variables, all the extracted travel motivational factors of educational value ( $t = -3.994$ ,  $Beta = -0.214$ ,  $P = 0.00$ ,  $VIF = 2.815$ ), career enhancement ( $t = -4.327$ ,  $Beta = -0.235$ ,  $P = 0.00$ ,  $VIF = 2.908$ ), novel exploration ( $t = 5.504$ ,  $Beta = 0.272$ ,  $P = 0.00$ ,  $VIF = 2.849$ ) and opportunity for travel ( $t = 2.898$ ,  $Beta = 0.135$ ,  $p < 0.01$ ,  $VIF = 2.123$ ) were significantly connected to the behavioural intentions. The findings suggest that a positive and desirable image toward a destination would play a substantial role in contributing to the development

of benefits based motivation which leads to the actual visitation.

It can be seen that two travel satisfaction-related factors of overall satisfaction ( $t = 7.367$ ,  $Beta = 0.368$ ,  $p = 0.000$ ,  $VIF = 2.449$ ) and expectation-based satisfaction ( $t = 6.798$ ,  $Beta = 0.308$ ,  $p = 0.000$ ,  $VIF = 2.014$ ) were demonstrated as being significantly related to the behavioural intentions. The multiple regression findings demonstrated that each construct of: (i) destination attributes, (ii) benefits based motivation, and (iii) satisfaction, does have a direct and considerable effect on behavioural intentions. Furthermore, a strong relationship between travel satisfaction and behavioural intentions was found in the regression model, which supports Baron and Kenny's (1986) assertion that the proposed mediating variable must be significantly associated with the dependent variable in the regression model. Table 6.14 summarises the findings for the relationship of satisfaction as the mediator to behavioural intentions. It was found that two mediator factors were significantly related to behavioural intention as the dependent variable. Thus, the second condition for mediation testing was met in the above regression model.

In addition, Table 6.14 shows that compared to model 1, there were some noticeable reductions in the Beta values of destination attributes in regression model two after the travel satisfaction variables were added into the model. For instance, in the case of hotels (Beta values reduce from -0.143 in model 1 to -0.229 in model 2), culture and nature-based features (from -0.029 to -0.055), accessibility and entertainment (0.129 to 0.091) and restaurants (from -0.064 to -0.082). The research findings therefore provide clear evidence supporting the fact that related destination attributes appear to be mediated significantly by travel satisfaction with tourism experience.

The regression model explains approximately 49% of the variance in behavioural intentions, adding 15.4% of the estimated regression from the variation of regression model one (see Table 6.14). Viewing the findings of the second model, the reduction was found in the independent variables of destination attributes in predicting behavioural intention as dependent variable in the regression analysis. As a result, the findings of the above regression analysis can be considered to meet the three required conditions recommended by Baron and Kenny (1986) in order to evaluate the mediating function of satisfaction proposed in the research model (see Chapter Three).

This finding is consistent with Yoon and Uysal (2005), who suggested that the effects of travel satisfaction should be recognised as an important predictor on the behavioural intentions in light of its mediating function in relation to the relationship between tourism motivation (push and pull factors) and behavioural intentions. Meng et al. (2008) advised that there are links between the dimensions of the destination attributes, motivation and the overall traveller satisfaction. In their proposed research model, the levels of overall traveller satisfaction are mainly affected by two significant dimensions of the destination attributes and performance of tourism related services.

However, no reductions in the Beta values of benefits based motivations in regression model two was found after the travel satisfaction variables were added into the model. Therefore, it can be concluded that the established mediating function of travel satisfaction was found only between the independent variable of destination attributes and the outcome variable of behavioural intentions in the research model. The results of this hierarchical regression examination also provide empirical evidence explaining the role of travel satisfaction in determining future vocational destination decision-making.

To summarise, the above results have explained that significance of tourism motivations has been identified as factors which can be significantly linked to future behavioural intentions. The mediating function of satisfaction was also recognised as a basis of connection to behavioural intentions. This may perhaps suggest that the destination attributes can be modified by MICE travel experience. Therefore, a major contribution of this research is to provide some valuable insights into MICE travel related experience which can determine future leisure travel. Thus, it can be considered that the hypothesis (5a) “The effects of motivation on behavioural intentions for future holiday purposes are mediated by travel satisfaction” is *partially* supported by the data.

It appears that behavioural intentions are shown to be supplementary affected by factors of both tourism motivations (push and pull factors) and satisfaction with tourism experience. These above results have empirically provided strong evidence in

advancing the understanding of the effects of tourism motivations (push and pull factors) and satisfaction on the MICE traveller future leisure participations.

## **6.6. Hypotheses Testing - Results and Discussion**

In order to test the hypotheses, three stages of regressions analyses have been conducted. These provide a clear explanation in line with the research questions to achieve the major research objectives of this thesis. Thus, the research questions are clarified by testing these proposed hypotheses (see Chapter Three).

The regression findings summarised in Table 6.14 provide a deeper understanding on the proposed relationships within the research model (see Chapter Three). In addition, the mediating role of travel satisfaction with tourism experience in the relationship between the tourism motivations (pushes and pull factors) and behavioural intentions has also been hypothesised previously and tested statistically in the present chapter. Thus, a series of multiple linear regression models have been suggested as a useful tool for predicting the value of a dependent variable from a set of independent variables (Long, 1997). To achieve this, several multiple regressions analyses were conducted to empirically test the potential effect of these independent variables on the dependent variable of travellers' behavioural intention as displayed in the conceptual framework.

In viewing the findings outlined in Table 6.15, the results have clearly explained that the role of destination attributes (cognitive and affective aspects) should be considered as major determining factors in predicting and understanding the travel satisfaction and behavioural intentions. There is also evidence that the affective aspects of destination attributes can be highlighted as an effective clarifying influence on satisfaction levels and future travel behaviours.

Statistical evidence has been given to the role of travel motivations in terms of its importance for understanding MICE traveller satisfaction and behavioural intentions. As was proposed in Chapter Three, both dimensions of professional and recreational benefits should be stressed as key factors for understanding the participation of individuals in future leisure activities. Looking at the findings regarding hypotheses

2a - 2d, significant relationships were found in support of two different dimensions of benefits based motivation (professional and recreational benefits) which appear to be effective components in distinguishing a tourism experience and the potential participations associated with future vocational holidays. This thesis also investigated the affects of both dimensions of destination attributes (cognitive and affective components) on benefits based motivation to explain their importance in the development of individual benefits based motivation. By doing so, this research has looked at both dimensions of destination attributes to help destination tourism marketers promote a positive image of Taiwan. Based on the regression findings, it is interesting to note that both aspects of destination attributes have been evidenced as important factors in determining benefits based motivation.

As discussed in this current chapter, these findings also provide insights into an important foundation for destination tourism marketers in developing tourism strategies to target different groups of MICE travellers with diverse purposes. It is believed that the results of the present study will contribute to the tourism literature by identifying the significant differences in preferences of destination attributes between three distinct groups of MICE travellers in Taiwan.

Another research focus of the current research was to understand the underlying elements of satisfaction, which appear to be significant in tourism marketing literature. Different factors are proposed as significant variables in predicting the behavioural intentions within the proposed research model. The findings (see Table 6.15) suggest that the related aspects of satisfaction have been found to have a strong correlation with behavioural intentions towards future holidays. The findings also show that the principle dimensions of tourism motivations and experiences could represent effective components for understanding travel decision-making associated with leisure holidays. In particular, the mediating function of travel experience has been recognised within the research model.

**Table 6.15 Summary of the Hypotheses Testing**

<b>Proposed hypotheses</b>	<b>Analysis</b>	<b>Result</b>
H1: <i>Hypothesis 1a: Destination attributes (cognitive- related components) will be related to MICE travellers' Travel satisfaction.</i>	Multiple Regression	Accepted
<i>Hypothesis 1b: Destination attributes (affective-related components) will be related to MICE travellers' travel satisfaction.</i>	Multiple Regression	Accepted
<i>Hypothesis 1c: Destination attributes (cognitive-related components) affects MICE travellers' behavioural intentions toward future holiday purposes.</i>	Multiple Regression	Partially Accepted
<i>Hypothesis 1d: Destination attributes (affective-related components) affects MICE travellers' behavioural intentions toward future holiday purposes.</i>	Multiple Regression	Accepted
H2: <i>Hypothesis 2a: benefits based motivation (professional- related benefits dimension) will be related to MICE Travellers' travel satisfaction.</i>	Multiple Regression	Accepted
<i>Hypothesis 2b: benefits based motivation (recreational-related benefits dimension) will be related to MICE travellers' travel satisfaction.</i>	Multiple Regression	Partially Accepted
<i>Hypothesis 2c: benefits based motivation (professional-related benefits dimension) has an effect on MICE travellers' behavioural intentions toward future holiday purposes.</i>	Multiple Regression	Partially Accepted
<i>Hypothesis 2d: benefits based motivation (recreational-related benefits dimension) affects MICE travellers' behavioural intentions toward future holiday purposes.</i>	Multiple Regression	Accepted
<i>Hypothesis 2e: Statistically significant differences in benefits based motivation exist amongst MICE segments.</i>	Cluster and ANOVA analysis	Accepted
H3: <i>Hypothesis 3a: Destination attributes (cognitive-related components) will be related to MICE travellers' motivation.</i>	Multiple Regression	Accepted
<i>Hypothesis 3b: Destination attributes (affective-related components) will be related to MICE travellers' motivation.</i>	Multiple Regression	Accepted
H4: <i>Hypothesis 4a: MICE travellers' satisfaction level associated with travel experience (destination attributess-related dimensions) has an influence on their behavioural intentions toward future holiday purposes.</i>	Multiple Regression	Rejected
<i>Hypothesis 4b: MICE travellers' satisfaction level associated with travel experience (expectation-related dimensions) has an influence on their behavioural intentions toward future holiday purposes.</i>	Multiple Regression	Accepted
<i>Hypothesis 4c: MICE travellers' satisfaction level associated with travel experience (overall evaluation-related dimensions) has an influence on their behavioural intentions toward future holiday purposes.</i>	Multiple Regression	Accepted
H5: <i>Hypothesis 5a: The effects of motivation on behavioural intentions for future holiday purposes are mediated by travel satisfaction.</i>	Hierarchical Regressions	Partially Accepted
H6: <i>Hypothesis 6a: A statistically significant difference in benefits based motivation exists between first-time and repeat MICE travellers</i>	t-test	Partially Accepted
<i>Hypothesis 6b: A statistically significant difference in destination attributes exists between first-time and repeat MICE travellers.</i>	t-test	Partially Accepted
<i>Hypothesis 6c: A statistically significant difference in satisfaction associated with the travel experience exists between first-time and repeat MICE travellers.</i>	t-test	Partially Accepted
<i>Hypothesis 6d: A statistically significant difference in behavioural intentions exists between first-time and repeat MICE travellers.</i>	t-test	Partially Accepted

Source: Author's data analysis.

As discussed in Table 6.15, this study found that the destination attributes not only have a direct influence on behavioural intentions, but also reveal the critical process of determining travel behavioural intentions by travel satisfaction associated with business tourism experiences. The results of the hierarchical regressions indicate that destination attributes could be considerably improved in accordance with a higher level of travel satisfaction. From a marketing perspective, to create a more positive travel experience for MICE travellers, can be a constructive strategy by improving traveller destination attributes to increase future retention.

Each of the regression models, as well as the proposed hypotheses, concerning the causal relationship amongst these independent variables and the dependent variable has been investigated. The results obtained in this thesis confirm that the linkage proposed in the framework between each construct is connected to behavioural intentions as an outcome variable. Overall, the findings also suggest that behavioural intentions can be generated through improving understanding associated with tourism motivations and travel experiences which subsequently creates travellers' potential visitations. In light of the above discussion, the result of hypotheses 2a, 2b, 2c, 2d and 2e were primarily supported by the data. This indicated that the role of benefits based motivation has a statistically significant influence on the travel satisfaction and behavioural intentions amongst MICE travellers. It was also evident that benefits based motivation can be used to provide insights into the development of marketing segmentation.

The next section aims to critically analyse and discuss the data derived from the qualitative method. It will provide a useful basis for comparisons of the findings emerging from the divergent perspectives of customers (MICE travellers) and operators (tourism operators and marketers). As discussed in Chapter Four, this mixed research approach should allow the author to strengthen the findings and provide a better understanding concerning the development of tourism strategies.

### **6.7 Qualitative Data Analysis and Discussion (Semi-structured Interviews)**

Nine participations were selected from two types of tourism service providers (operators and marketers). The brief summaries of prototypes that emerged from the

data analysis are presented under the major topics that were investigated previously in the tourism sector, as well as applied within the context of this research.

### **6.7.1 Identification of the target markets**

The majority of respondents considered Asian MICE travellers as their main target markets, especially Japanese and Korean. One respondent explained:

“... several types of travellers are targeted as major potential customers to Taiwan including: Asian travellers, Japanese female employees, Korean female business travellers aged from 20 to 35 ... lastly, we plan to mark travellers from China as a very important source of travellers market ...”

Another respondent noted that:

“... a variety of tourism marketing strategies have been developed in marking all of our potential travellers from a variety of nations... we are confident to recognise the central types of travellers as our potential travellers as well as to create some marketing programs in order to obtain their attentions that may contribute to their future possible visitations ... The major types of our travellers include: Japanese female employees, travellers who travel with their friends and aged 30 to 39 from Hong Kong, Singapore and Malaysia ... as well as these travellers who travel with their family aged 40 to 49 from Hong Kong, Singapore and Malaysia.” Travellers who travel with their friends or family and aged as of 30 to 39 from Hong Kong, Singapore and Malaysia; and travellers who have an advanced affordability than others and live in major cities from Europe/America/New Zealand and aged from 35 to 50 have also recognised by respondents ...”

In responding to this popular target market, a respondent stated:

“... we have planned a number of promotional tourism programs by conducting interviews with a Taiwanese super sport celebrity in improving the exceptional image of Taiwan... we also plan to provide more comfortable tourism environment and cheaper price of accommodation for international travellers by cooperating with a range of airlines and hotels in Taiwan ... basically ideas of various marketing programs designed for targeting potential customers still in emerging.” In attracting the specific group of inbound travellers, a tourism promotion project called “WISH TO SEE YOU IN TAIWAN” has been developed as a principle marketing means through employing a famous singing group (F4) to be the main characters of the TV promotion program...this program is divided into 25 sections and each of these programs is in length 60 minutes...the majority of this promotion TV show was produced at various tourism attractions in Taiwan ...”

Respondents have provided some considerable insights regarding the various groups of their potential customers in general. In addition, the marketers also developed ways in which to promote Taiwan as an attractive tourism destination to the inbound travellers who may visit Taiwan for various purposes. It can be seen that a number of participants believed that the most significant groups of inbound travellers to Taiwan may be thought largely heavy travellers and female age 25-35 from Asian countries (Japan, Korea, Hong Kong, Singapore, China, etc.), and travellers who are aged over 50 coming from the major cities of Europe. Furthermore, these findings also demonstrated that tourism marketers have a tendency to project the image of Taiwan through developing various marketing strategies and advertising Taiwan as a gorgeous destination via many different media (TV, music channels, Internet, magazine and newspaper, etc.). The findings will provide useful suggestions for designing tourism strategies.

#### **6.7.2 Taiwan's key Destination attributes**

Interview Question two was designed to examine the tourism attributes of Taiwan from a destination tourism marketers' viewpoint. Obtaining an improved understanding of this theme, helped the author acquire the insights and critical thoughts essential for further evaluating the role of tourism attributes in relation to the progress of the relevant marketing positioning. Respondents were asked to describe the major destination attributes of Taiwan from managers' viewpoints.

The results show that Taiwan is considered an attractive island which offers a variety of tourism attractions, for example, one respondent stressed that:

“... Taiwan has been magnificently endowed with forests, various mountain peaks (258 are more than 3,000 meters high); and the geography makes Taiwan exceptional when compared to other nation in the world ... additionally, this beautiful island is also covered with plenty of forested mountains and the remaining area consists of hilly country, platforms and highlands, coastal plains and basins.”

Interestingly respondent (4) or participant 4 of the Appendix 16 identified several key destination attributes that:

“... travellers should visit while travelling in Taiwan. Taiwan presents a wealthy historical background concerning its versatile culture as people from various places and backgrounds such as: lifestyles, music and religions... the multiple functional entertaining complexes, such as the 101 building should be a very interesting place for international travellers to visit during their holidays.”

Respondent (5) added some tourism attractions that:

“... Taiwan has offered, it is simple to find any category of Chinese art and culture in Taiwan because many of Taiwanese are observable from the main land of China... the extensive collection of cultural treasure from past dynasties is preserved absolutely in the famous National Palace Museum in the city of Taipei ... moreover, the key tourism attributes of Taiwan also included high-quality and variety of food, friendliness of Taiwanese and appealing night markets, open hours of bookshops.”

The potential of Taiwan as a tourism destination is significant, in particular the various resources concerning the natural environment and desirable culture attractions are important. Furthermore, some resources for developing the tourism industry were also mentioned and identified as: “friendly local people, great weather and high quality of transportation”. The participants also mentioned that Taiwan offers a great opportunity for inbound travellers to experience a multicultural society through variety of foods from a range of countries (Italy, France, Japan, Thailand and China).

Respondent (7) makes it clear that:

“... there are extra types of tourism attractions which may help to explain what key elements of Taiwan’s attractions could catch the attention of inbound travellers, such as the beauty of Taiwan's mountains and several national parks also offer a great chance for travellers to become acquainted with a range of distinctive landscapes. Furthermore, the other types of natural attractions such as outstanding coral reefs can be visited in Ken Ting on the south end of Taiwan as well as the Green Island, and the islands of the Penghu Archipelago which can provide a superior opportunity for travellers to generate their own positive experience by exploring those destinations.”

In considering the key attributes luring travellers to make their travel decisions to visit Taiwan, a respondent suggested that:

“... the related marketers should pay more attention to the tourism potential of the most significant annual holidays and cultural festivals including, the Chinese New Year, the Lantern Festival, the Dragon Boat Festival. In particular, Taiwan has developed its own special opera and the famous glove puppet theater which may help destination marketers to promote Taiwan’s

tourism through introducing these interesting events and festivals that represent the traditional value of both Chinese and Taiwanese to the potential travellers. The three traditional religions in Taiwan including Buddhism, Daoism, and folk have also been mentioned by the respondents as they have become an important part in the daily life of Taiwanese people. A number of Buddhist temples around the island have been also considered as being attractive to MICE travellers by respondents. More particularly, Taiwan has been generally described as a magnificent island where travellers could experience a variety of natural attractions including forested mountains, hilly country, platforms and highlands, coastal plains and basins.”

In brief, the above discussion provides a better understanding of the key destination attributes of Taiwan from the marketers’ and operators’ perspectives. It is generally recognised by the respondents that Taiwan has a great potential to be promoted as an excellent tourism destination. The findings provide clear information of what perceptions marketers and operators have in regards to tourism attributes, which can be used to promote Taiwan as a leisure destination.

### **6.7.3 The Positive and Negative Attributes of Taiwan from the Perspective of MICE Travellers**

The majority of respondents were of the view that: Taiwan as a secure place for travelling; there are no difficulties in obtaining a visa for visiting Taiwan; there are high-quality restaurants and hotels; good quality tourism facilities within tourism attractions; and Taiwan is an excellent place to visit. Some negative attributes of Taiwan have been identified such as: service quality; cleanliness; access to many tourism attractions that still needs to be improved; and more understandable English signs need to be provided and popularized.

Respondent (3) pointed out that:

“... some positive attributes meeting the inbound travellers’ satisfactory levels of development of the site/services including: simple procedures concerning customs clearance and convenient for inbound travellers; high quality and well-developed transportation systems; easy to obtain useful tourism information regarding Taiwan; friendless of people in Taiwan; good quality public security, a range of good quality restaurants and hotels; the beautiful scenery; and a variety of choices of tourism attractions.”

When considering the engagement with tourism activities, a respondent shared commented that Taiwan offers a great opportunity for travellers to obtain new life experience, particularly in Taipei city. A better understanding of both the positive and

negative aspects in relation to Taiwan's destination attributes has been achieved that can help the destination to develop more effective strategies in promoting Taiwan as a leisure destination.

#### **6.7.4 Marketing Taiwan as a Tourism Destination**

Question four was designed to distinguish Taiwan's destination attributes in relation to their promotion through marketing strategies. The results indicate that the development of more efficient marketing strategies is the focus of all tourism operators in Taiwan. A marketing project named "The 2008-2009 Taiwan Tourism Year" was designed for attracting more travellers from target countries such as Japan, Korea and Hong Kong was perceived positively by respondents. More crucially, tourism operators plan to create a more comfortable and gorgeous tourism relative environment for inbound travellers in order to advance the levels of overall satisfaction referring to quality of tourism products amongst inbound travellers. Respondent (2) said that:

"... we map to proceed a tourism marketing program called "the development of key tourism attractions 2008-2010", which aims to reduce various negative impacts on the natural environment as well as to build up more friendly tourism surroundings for travellers ... we also plan to encourage abundant non-governmental industries investing in the qualified tourism service industry by subsidizing them financially in order to improve the capability of management ... I like to emphasise that we intend to generate many training programs of human resource sequentially to upgrade and advance the relative tourism industry in Taiwan."

Respondent (4) further supported this view indicating that:

"... we have concentrated on various countries as the major resource of travellers by developing multi-dimensional methods for promoting Taiwan's tourism industry ... these targeted countries mainly include travellers from Japan, South Korea, Singapore, Malaysia, America and Canada."

It was also emphasised that travellers come to Taiwan for their holiday purposes from the mainland of China. This market has been considered as an emerging one which brings many benefits to Taiwan's tourism industry thanks to its significant potential. Based on the main points made by these respondents, it can be concluded that careful attention has been paid to the development of the Taiwan tourism industry. From the destination marketers' perspectives, further improvements are needed to generate an

extensive travelling environment for potential travellers. Further, various tourism marketing programs have been developed to enhance the tourism attractions of Taiwan. A variety of strategies have been developed to attract attention from travellers from various countries.

### **6.7.5 Tourism Resources and Attractions Complement Taiwan's Attractiveness**

To obtain a better position amongst competitors in the global tourism market, a number of tourism travelling packs are offered as major tourism products for the prospective travellers, including: mountaineering travellers; people travelling for their honeymoon holiday; eco-travellers; and health care travelling. The respondent also mentioned a half-day free tour for business travellers to explore Taiwan. This offers an opportunity for MICE travellers to know more about Taiwan as a tourism destination and increases the possibility of their future visitations. A respondent reported that the tourism authority has the policy to provide a better investment environment for the tourism industry to build up their share of the market. The primary purpose of this policy is to raise political support in order to ensure that Taiwan can offer a great travelling environment for all inbound travellers.

A number of inclusive tour programs have been created to catch the attention of inbound travellers from other countries, such as: mountain-climbing; honeymoon holidays; ecotourism designed for the individual traveller with the purpose of observing the natural world and learning about the environment; tour for the purposes of personal health care; sport and recreational related travelling. In addition, a respondent suggested that:

“... creating a more convenient tourism environment for business travellers to engage with a variety of recreational activities for the duration of their visitations. These recreational activities are basically short term and incorporate the unique resource tourism attractions of Taiwan, including: the Taipei 101 entertainment complex; a variety of special cultural performances; attractive night markets ... more particularly, we further selected the top ten tourism attractions of Taiwan which provide an excellent resource of travel for business travellers.”

These findings have provided a clear picture of the development of tourism strategies for promoting Taiwan to travellers with work-related purposes. This may also increase the possibility of business travellers to come back for leisure holidays in the

future. More importantly, it forms an important aspect of the tourism strategies proposed in the final chapter of this thesis.

In conclusion, the above discussion has provided an understanding of the role of the local government and related tourism marketers in the development of Taiwan's tourism. The findings suggest that the majority of destination marketers and operators focus on building up long-term relationships with their potential customers. This is achieved through developing numerous successful tourism strategies in order to secure a superior position against their competitors. The results allowed the present research to add value to the quantitative findings associated with Taiwan's destination attributes. Thus, a greater understanding of their customers regarding Taiwan's destination attributes can lead to the development of more appropriate strategies targeting travellers. It also leads to a clearer understanding of the perception of destination attributes of Taiwan from the viewpoint of tourism marketers.

The results also provided this thesis with more comprehensive information of the determinant attributes of both the positive and negative elements connecting Taiwan's tourism attractions from the perspectives of destination marketers in a business tourism context. This leads to a clear understanding of the perception of destination attributes of Taiwan from the viewpoint of tourism marketers. Furthermore, the results add to the existing tourism literature via recognising the perception of Taiwan tourism attributes from both the travellers and destination marketers' perspectives. This is considered important in relation to tourism positioning strategies in the present research.

Finally the findings also provide some insights into the understanding of Taiwan tourism attributes in relation to tourism marketing through integrating several key tourism attractions. By reviewing the findings displayed in Appendix 16, it can be concluded that destination attributes of safety of overall environments (55% of these respondents), ease to obtain visa (66% of these respondents), and good quality of hotels (66% of these respondents) are most frequently considered as positive components, and are viewed as a major basis in developing tourism marketing amongst these respondents. The destination attributes (positive and negative related aspects) identified by the interviewees added to an improved understanding and will

result in more useful marketing strategies in terms of determining potential inbound travellers' future visitations. It was also found that the use of a variety of media was part of the major strategy for promoting Taiwan as an attractive destination from the tourism service providers' viewpoints.

The interviews provided better marketing insights regarding the key factors used in marketing programs concerning the relative tourism industries in Taiwan, by providing a helpful foundation for designing more appropriate commercial communications that can attract more travellers to return as leisure holiday makers. As demonstrated in Appendix 16, the respondents mentioned some tourism attractions in Taiwan that can be used in achieving more creative tourism experiences by targeting customers via: the 101 entertainments complex (45% of these respondents); cultural events (66% of these respondents); and night market (45% of these respondents). The semi-structured interviews offered a greater opportunity for the author to propose more appropriate tourism marketing strategies through examining these major components from the perspectives of both a qualitative and quantitative approach.

## **6.8 Chapter Summary**

The objective of this chapter was to provide enhanced evidence of the verification of the key research construct to establish the validity of scales. As discussed in Chapter Four, the method of EFA is useful in validating the construct validity in a research project (Hair et al., 2006; Malhotra et al., 2002).

In the present chapter, a series of EFA's were undertaken to provide a meaningful sense of these proposed constructs by extracting a number of variables to identify their respective underling factors recognised in the literature review. It was found that the outcomes of EFA were considered reasonable from both a theoretical and statistical perspective. Accordingly, these findings have provided a foundation for examining the hypotheses (see Chapter Three) through exploring the proposed relationships within the conceptual framework using multiple regressions.

This chapter also has conducted a series of multiple regression analyses conducted in order to provide a more comprehensive understanding of the research hypotheses

proposed in Chapter Three. Cluster analysis has been used to provide important insights into the destination marketing by grouped travellers into distinct segments on the basis of motivations to travel to Taiwan. Based on the results of multiple regressions, this thesis contributes to the academic understanding by providing empirical findings showing that destination attribute, benefits based motivation and satisfaction could have a significant effect on behavioural intentions amongst business travellers. Additionally, results suggest that destination attributes are a crucial determinant factor in creating benefits based motivation in relation to behavioural intentions mediated by travel satisfaction. The findings of multiple regression analysis have subsequently provided detailed information about the proposed relationships of constructs within the research model. From the statistics perspectives, most of the proposed hypotheses were empirically evidenced at statistically significant levels.

In the second stage of hypothesis testing, the use of hierarchical regressions examination was employed to investigate the mediating role of satisfaction on the relationship between motivations and behavioural intentions as dependent variable within the research model. Furthermore, these results of the hierarchical regressions analysis have also supported the supposition that the two major components of destination attribute (cognitive and affective dimensions) had a causal role significantly influencing the behavioural intentions mediated by travel satisfaction, particularly the affective factor of destination attributes. On the other hand, results suggest that the two principle dimensions of benefits based motivation (professional-related and recreational-related dimensions) were both found significantly and directly associated with the dependent variable within the research model. As a result, it appeared that travel satisfaction had a considerable influence in determining future travel intentions. The regression analysis found that destination attributes are the only effective predictor of the dependent variable (behavioural intentions) mediated by satisfaction within MICE tourism experience. These findings provide detailed and helpful information about factors which can predict future leisure behavioural intentions through the conduct of a series of multiple regressions. Overall, the regression results provide insights into the relationships between these proposed constructs within the research model. Motivations are critical predictors of the behavioural intentions directly mediated by satisfaction.

For the purposes of the present research, the qualitative data provided a useful basis for the author to compare with, and incorporate into, the quantitative results. The qualitative data was examined to obtain more meaningful insights with respect to the marketing implementation on the basis of motivations and destination attributes from the tourism marketer's perspectives. The results suggest that the use of destination attributes in marketing strategies in Taiwanese tourism settings should be employed. In addition, the current study set out to understand the strengths and weaknesses of Taiwanese tourism attractions from the marketers' perspectives. Importantly, this not only added to the understanding of the quantitative results but also helped propose more effective tourism strategies for the Taiwan tourism industry. The findings from the qualitative analysis also provided insights into the characteristics of Taiwan as a tourist destination from a tourism operators' perspective. The results will help to develop more effective strategies to attract MICE travellers to revisit Taiwan for leisure purposes.

## CHAPTER SEVEN

### CONCLUSIONS AND RECOMMENDATIONS

#### FOR FUTURE RESEARCH

##### 7.1 Introduction

The central aim of this concluding chapter is to review and highlight the findings outlined in the three previous chapters. The four research themes identified in Chapter One in order to review and summarise the statistical results (see chapters Five, Six and Seven). These include a summary of the following themes: (1) the foundation role of satisfaction with a MICE tourism experience in determining the leisure-related behavioural intentions; (2) the relationship between tourism motivations (push and pull factors), satisfaction and behavioural intentions; (3) differences between motivations (push and pull factors), and satisfaction of first-time and repeat travellers; and (4) contribution to marketing through segmenting the MICE traveller market.

After addressing the summarised findings, a clear understanding of the importance of tourism motivation and satisfaction factors leading to behavioural intentions of the MICE traveller are provided. This chapter also provides a general discussion of the contribution of the research for both academics and practitioners. Addressing the research gaps proposed in Chapter One, the research results should also be useful for increasing the ability of destination marketers to develop marketing strategies that lead to a better position in the tourism sector. The results of this research also contribute to the tourism literature with regard to MICE traveller potential for future leisure participations in Taiwan. Limitations are also discussed to help guide the direction of future research.

Addressing the above research themes, in the thesis the first three chapters developed the foundation for a research model to investigate the effects of motivations and satisfaction in the MICE tourism experience, on behavioural outcomes. As was discussed in Chapter Two, tourism motivations (push and pull factors) have been significant in providing both the predication and explanation of traveller behaviours and proposing a theory-based model to investigate the roles of benefits based

motivation, destination attributes and satisfaction in relation to behavioural intentions (see Chapter Three).

The regression results outlined in the previous chapter have indicated that satisfaction with MICE-related experiences is the influential determinant factor for explaining behavioural intentions. Strong support has been provided for an enhanced understanding of the effects of satisfaction on behavioural intentions by empirically testing the research model. Hence, a mediating function of satisfaction was identified on the connection between destination attributes and behavioural intentions. This investigation identified that destination attributes were likely to be statistically significant modified by satisfaction. Overall, these research results provide a more detailed and helpful understanding of factors that can predict leisure behavioural intentions.

Following examination of the proposed research model, insights into MICE travel behavioural intentions were investigated to assist tourism managers to understand marketing implications. Chapter Five identified several different in tourism motivations (push and pull factors) and satisfaction between two groups of travellers, namely first-time and repeat travellers. A clear picture of different motivations between these two groups also provided foundational knowledge associated with the reasons why travellers participate in MICE events. By identifying the differences between these two groups of travellers, destination marketers may be able to strengthen on their marketing strategies.

The next section summarises the research findings. Section 7.3 discusses the significance of the research, and sections 7.4 and 7.5 present implications, and limitations and recommendation are given in sections 7.6 and 7.7. Section 7.8 concludes the research.

## **7.2 Research Findings and Conclusions**

The main research objectives have been accomplished both theoretically and empirically. Firstly, the theoretical research model proposed in Chapter Three provided a better understanding of the effects of multiple aspects of tourism

motivations (push and pull factors) on the process of forming travellers' behavioural outcomes toward leisure travel. Secondly, in testing the model, the literature on MICE tourism in Taiwan has been extended. Thirdly, based on empirical analyses, the thesis has identified that satisfaction related dimensions are particularly important because they can influence behavioural intentions. Furthermore, as expected, a number of key findings also provided an enhanced understanding about relationships within the theoretical framework. Motivations (push and pull factors) are considered to be effective in explaining the development of behavioural intentions. The following discussion details these key findings based on statistical analysis of the data in relation to the principal research questions that were identified in Chapter One.

1. Following the conduct of the regression analysis, two underlying dimensions of cognitive and affective destination attributes were established on the basis of the important role that they play in explaining satisfaction and behavioural intentions within the context of travel decision-making. MICE traveller satisfaction is influenced by both cognitive and affective dimensions of destination attributes (see Table 6.8). Affective destination attributes were identified as strong predictors of satisfaction and behavioural intentions. Thus, it may be reasonable to conclude that future visitation will increase when potential travellers are motivated by desirable destination components.
2. The results of regression analysis have also identified that a strong relationship exists between the two underlying dimensions of motivation and satisfaction in the content of MICE tourism experiences. Professional and recreation benefits-based motivations are helpful in explaining satisfaction. However, only two determinant factors (career enhancement and novel exploration) had a positive influence on satisfaction at the recommended statistical level. Given the importance of these two motivational dimensions, it is probable that professional and recreation-related motivations are helpful predication of satisfaction in the context of MICE travel experiences (see Table 6.11). Regression findings have also clearly demonstrated that factors of educational value associated with professional-related motivations are significantly negatively associated with behavioural intentions. On this basis, it may be argued that MICE travellers are less likely to re-visit a destination if their motivation was to attend a MICE-related event for educational

reasons. A possible explanation for this situation could be that MICE travellers possibly were required to participate in MICE related events. Nevertheless, this research has highlighted the positive role of recreation-related motivations as important determinant factors in predicting intentions to return for holiday purposes.

Based on the findings discussed in Chapter Seven, it is important to note that this research has provided a strong indication that benefits based motivation are significantly associated with destination attributes (see Table 6.10). For instance, MICE travellers will consider going on holiday more seriously when they have desirable feelings towards a particular destination, and are less likely to choose a destination if they have no associated with a pleasurable image.

3. This study has established that satisfaction with a MICE tourism-experience is significantly associated with behavioural intentions. Regression results have suggested that the two dimensions of satisfaction (overall evaluation-based satisfaction and expectation-based satisfaction) are significant predictors of traveller behavioural intentions in terms of a greater likelihood of revisiting Taiwan. Therefore, it is reasonable to conclude that those who have undertaken MICE trips to Taiwan are more likely to return as leisure travellers with family or friends if they have had a prior and positive travel experience. In addition, the mediating role of satisfaction has also been identified in terms of the relationship between destination attributes and behavioural intentions towards future leisure travel (see Table 6.9). The three necessary conditions for regression analysis proposed by Baron and Kenny (1986) have been also achieved, with travel satisfaction plays a significant role in modifying destination attributes. Hence, travellers may have diverging travel experiences according to their participation in diverse MICE-related events. This finding is important because it provides an opportunity for destination managers to provide enhanced travel experiences, which may make travellers feel joyful to return to the destination for leisure purposes.
4. Important insights into attitudes toward destination attributes, benefits based motivation and satisfaction have been established within the proposed research model amongst two groups of MICE travellers. The finding could assist the

formulation of effective market strategies through identifying tourism motivation (push and pull) factors between the two groups of MICE travellers. Hence, first-time travellers offered greater market development potential, and destination marketers should enhanced confidence in developing their market positioning as a basis for developing business events targeting the particular needs and expectations of MICE travellers.

As indicated in Chapter Five, the research results have provided detailed information about the above significant differences in each construct of benefits based motivation, destination attributes and satisfaction. In particular, these findings should provide a useful resource for targeting specific groups of travellers with a view to enhancing destination competitiveness. Destination marketers should be conscious with reference to the differences in traveller needs and wants in the MICE context.

5. In regards to findings related to marketing segmentations, travel motivations have been identified as important for segmentation purposes and found to correlate directly with improved tourism management and positioning. This study has highlighted significant differences across the three MICE visitor segments, based on their motivations for visiting Taiwan. Value seekers were focused on business, education and recreation needs as important considerations in their decision-making, while Education seekers focused on education and leisure opportunities. No-value seekers were less interested in professional and recreational activities compared to the respondents in the other segments. Thus, through these understanding contributes to the tourism literature at both managerial and theoretical levels and providing insights into the motivations of the three market segments.
6. The research has also identified the target markets, key destination attributes, and tourism resources and attractions which complement Taiwan's attractiveness as a holiday destination for MICE travellers from a tourism operator perspective. In these findings, why travellers choose to visit a destination have been explained to give destination managers an informed basis for providing better tourism services and marketing.

In summary, this thesis has developed and empirically tested a theoretical model in the context of MICE tourism in Taiwan. The research has investigated the role of several proposed constructs in relation to their significant influence on the potential leisure journey of MICE travellers. In understanding motivations, the present research has suggested that behavioural intentions are explained and predicted by benefits based motivation and destination attributes. More importantly, satisfaction with MICE travel experiences has been identified as crucial in predicting future participation in leisure. As a result, the research findings have provided insights into the differences between two groups of travellers in the MICE sector, as well as establish the differences in traveller future re-visiting intention of the three identified market segments should provide destination managers with an enhanced understanding of their customers.

### **7.3 Significance of the Research**

Given the new insights that have been provided about the potential of MICE tourism in Taiwan, the significance of the thesis is now discussed in the context of the tourism marketing literature.

Firstly, the investigation has provided an enhanced understanding of MICE traveller motivations in the context of Taiwan's MICE tourism industry. The findings have provided novel insights into the influences of travel experiences in relation to retention and future leisure travel. In conclusion, MICE travel experiences have a constructive and significant association with future leisure travel. In addition, the results of the thesis should extend the literature by identifying the role of satisfaction in the tourism motivations (push and pull factors) and behavioural intentions in the MICE tourism context.

Secondly, the research has contributed to tourism marketing by revealing the importance of market segmentation to explore the significant differences between the two MICE groups, first-time and repeat travellers. The research has provided valuable information for destination marketers. With three major implications being presented: theoretical, methodological, and managerial implications.

### **7.3.1 Theoretical Implications**

The proposed research model has sought to address the role of tourism motivations and satisfaction which influence behavioural intentions in the context of MICE tourism. The research model has identified the substantial effects of motivations and satisfaction with travel experiences as a major determinant in predicting behavioural intentions in the MICE tourism setting. Thus, this present study has contributed to the literature by providing a deeper understanding of the multiple aspects of satisfaction with MICE tourism experiences in determining future leisure-related behavioural intentions. Additionally, examining benefits based motivation and destination attributes in relation to satisfaction with MICE tourism experiences should provide an improved understanding of traveller needs with references to MICE travel to Taiwan. The results have confirmed the significant role of benefits based motivation and destination attributes in their relationship with satisfaction and behavioural intentions. Furthermore, the research model examined the relationships among the dimensions of each key construct. This led to a comprehensive discussion based on the research findings about MICE tourism. It is hoped that the research findings will provide evidence supporting an integrated research approach within the content of tourism literature, leading to future opportunities for MICE-related research.

The research findings have indicated that the two major motivations-professional and recreational benefits are key influencers of behavioural intentions. Affective images of destination attributes also influence behavioural intentions. Importantly, dimensions of overall evaluating-based and expectations-based satisfaction with travel experiences are influential in determining future leisure travel intentions. It is reasonable to conclude that if a traveller is involved in positive MICE travel experiences, he/she appears more likely to consider revisiting the destination for leisure purposes with others. On this basis, it is suggested that the significance of striving to fulfill MICE traveller potential is that it highlights the importance of understanding traveller motivations and should give researchers and destination marketers' valuable information for providing travellers with a superior and satisfaction travel experience by understanding their various needs. The research results have provided a more comprehensive understanding of MICE tourism

experiences which is important for enhancing future leisure travel amongst MICE travellers.

This research has tested and recognised significantly different benefits based motivation and satisfaction between two types of travellers (first-time and repeat travellers). A number of prior investigations confined their attention to different motivations and travel behaviours in the leisure tourism context (Rittichainuwat, Qu and Mongkhonvanit, 2008; Lau and McKercher, 2004). The present research has extended these understandings in MICE tourism by identifying three motivation-based market segments. It has been demonstrated that tourism motivations are important for explaining and predicting satisfaction, which in turn shapes behavioural intentions. The research results provide a theoretical and empirical contribution to tourism literature by providing a deeper understanding of potential future leisure participation of MICE travellers. Further significant findings are summarised and discussed in the following sections.

### **7.3.2 Motivations (Push and Pull Factors)**

#### **7.3.2.1 Benefits based Motivation (Push Factors)**

The tourism marketing literature has identified benefits based motivation as one of the determinants of travel behaviour. As has been noted previously, a major objective of the thesis has been to establish the determinant motivational factors for MICE travellers visiting Taiwan (refer to Chapter One).

A series of exploratory factor analyses (EFA) was conducted to identify the most significant factors of each key construct within the research model. Four determinant factors of benefits based motivation were extracted as best describing the revealed motivations. The findings revealed that MICE travellers engage in MICE events for a range of motivations associated with both business and leisure.

Few previous studies have investigated the interrelationship between traveller motivation and satisfaction (Meng et al., 2008). To achieve this research goal, two hypotheses were garnered to test the relationship between motivations and travel satisfaction in the context of MICE travel experiences (H2a and H2b). The multiple regression findings have explained the influences of benefits based motivation

(professional and recreation-related benefits) and evaluated travel satisfaction. The regression results have suggested that two dimensions of benefits based motivation are significantly associated with satisfaction. In particular, the factor of career enhancement (professional related benefits) and the factor of novel exploration (recreational-related benefits) certainly were found to improve traveller satisfaction.

Based on the above discussion, it may be argued that MICE travellers were highly satisfied when traveling for reasons of developing potential personal networks or attending interesting events. However, it was found that MICE travellers who were travelling because of academic requirements were more likely to describe their experience as an unpleasant one. On this basis, it may be concluded that recreation-based benefits (motivations) are related to satisfaction and behavioural intentions. This motivational factor has been recognised as important for understanding travellers who are more likely to look for new destination experiences. An improved understanding of the two motivational dimensions linking to satisfaction and behavioural intentions has been highlighted and discussed.

#### ***7.3.2.2 Destination Attributes (Pull Factors)***

The present research has contributed to the tourism literature by providing an understanding of the role of destination attributes in relation to satisfaction and behavioural intentions. One of the principal research aims was to examine the effects of both cognitive and affective destination attributes in relation to the development of behavioural intentions. By testing the hypotheses H1a and H1b, the results of the regression analysis identified the independent variables of cognitive and affective-related components as important factors in shaping the evaluation of traveller satisfaction. Through an improved understanding of traveller destination attributes, destination marketers may be more easily able to provide ideal experiences by addressing traveller needs.

The regression analysis findings demonstrated that greater satisfaction can be achieved by offering a positive and desirable destination image to potential travellers. It has been recognised that two dimensions of destination attributes (cognitive and affective related components) are both important for explaining satisfaction in MICE tourism experiences. On this basis, the thesis offers a more precise understanding

about the two dimensions of destination attributes to explain why travellers engage with MICE travel. In this way, the explanation was offered in fulfilling research aim two (see Chapter One).

The above results have suggested that destination marketers should not only emphasise enhancement of the cognitive elements of destination attributes to create a competitive edge. There is also a need to stress the importance of supplementary affective feelings toward a destination. This finding would be valuable to improve destinations marketing campaigns by understanding the influence of these two major elements of destination attributes on the relationship between travel satisfaction and behavioural intentions.

As was discussed in Chapter One, there has been a significant gap evidenced by a lack of research explaining the relationships between push and pull factors (tourism motivations) in the tourism literature. The thesis has now contributed to filling gap by providing evidence to explain destination attributes (pull factors) as predicting benefits based motivation (push factors) in the MICE context. The findings may be useful for confirming the proposed model by Siegel and Ziff-Levine (1990). These authors proposed that a positive destination image influences travel motivations. It is notable that the factors associated with culture and entertainments, and affective feelings associated with a destination, are particularly important for explaining benefits based motivation. These research results have suggested that destination attributes are not just something predicting traveller satisfaction and behavioural intentions but they also play an important role in motivating travel decisions in the MICE tourism context.

### **7.3.3 Satisfaction with MICE Tourism Experiences**

As was mentioned in Chapter One, there was no study to test the influence of satisfaction on the future leisure travel intentions of MICE travellers. This research has extended previous studies by proposing a conceptual framework to explain three dimensions of satisfaction which, in line with its influence in determining behavioural intentions, included: destination attributess-based; expectation-based; and overall evaluation-based satisfaction. It has been indicated that expectation-based satisfaction and overall evaluation-based satisfaction had a significant influence on behavioural

intentions toward future leisure travel. The research has broadened previous tourism studies by exploring how satisfaction with MICE travel experiences influences on future leisure travel.

The hierarchical regression findings have suggested that travel satisfaction is recognised as having a role in modifying the apprehension of destination attributes. This is important because improved MICE travel experiences can affect future leisure behavioural intentions by improving traveller perception of destination attributes. This suggests that the two dimensions of satisfaction (expectations and overall evaluation based dimensions) do play a major role in influencing future MICE travel behaviours. On this basis, aim five of the research has been addressed based on the considerable insights provided above (see Chapter One).

Several studies in the leisure tourism literature have been undertaken within the tourism literature to investigate the relationships between satisfaction and destination loyalty (Yoon and Uysal, 2005; Yuksel, 2001; Baker and Crompton, 2000; Baloglu and Erickson, 1998). These authors have advocated that travellers who experienced greater travel satisfaction are more likely to be motivated to revisit a destination. In the context of MICE tourism, a relevant study by Severt, Wang, Chen and Breiter (2007), recommended that overall satisfaction is significantly associated with future intentions of revisiting a destination for business-related purposes. The present study has also provided empirical evidence about MICE tourism experiences being an effective basis for assessing the potential of MICE travellers to engage in leisure tourism. Research aim five has been addressed based on the discussion provided above.

#### **7.3.4 Significant Differences between the Two Groups of MICE Travellers**

A number of previous studies have provided confirmation that significant differences exist in attitudes towards tourism motivation, overall satisfaction with travel experiences and behavioural intentions in the leisure tourism context (Li, Cheng, Kim and Petrick, 2008; Oppermann, 1998; Fakeye and Crompton, 1991). Few studies have however examined the distinct differences in tourism motivations and satisfaction that shed light on the behavioural intentions amongst the two groups of MICE travellers. In addressing this gap, the four hypotheses (H6a, H6b, H6c and H6d) were proposed

to investigate the any differences between first-time and repeat MICE travellers. The findings have provided an explanation of the significant differences between benefits based motivation, destination attributes and satisfaction associated with the two groups.

The results have indicated that suggested first-time and repeat travellers have different motivations for visiting Taiwan to participate in MICE events. First-time travellers are seeking novel travel and life experiences, experiencing new cultures or having opportunities to visit a new city by participating in their business trips. Furthermore, first-time travellers were more concerned in having opportunities for seeking a new experience and novel exploration, such as understanding a new culture or seeing unfamiliar sights. Career enhancement was found to be influential factor in the destination selection of first-time travellers.

First-time travellers are more likely to visit Taiwan because they wanted to explore a destination. Repeat travellers on the other hand were more concerned with engaging with MICE events, having opportunities to present a conference paper, or furthering their career through enhancing their subsequent self-esteem. In this way, the above findings are considered helpful in addressing the third research objective displayed in Chapter One.

The research has provided insights into the various differences of destination attributes which influence the destinations selections of two groups of travellers. First-time MICE travellers may hold extremely positive expectation of Taiwan, relating to cultural and natural-based features, affective images, accessibility and entertainment and restaurants. Significant differences have been identified in the responses to destination attributes in the data. This should help to determine its role on participation in various MICE events in the MICE tourism settings in Taiwan.

The results have also noted above to support Gunn's (1972) notion that determinant attributes of tourism destinations are depended traveler type. Gunn suggested that an organic image is created as a consequence of exposure to various media such as, newspaper reports, magazine articles or TV reports. The testing of hypothesis H6b were similar those in a study by Fakeye and Grompton (1991), concluding that

differences were evident in responses to social opportunities and attractions, between first-time and repeat leisure travellers.

It has been concluded that more favourable destination image are important in the process of destination selections for first-time MICE travellers who have no previous travel experience in that destination. The research findings have offered fresh insights into the concept of destination attributes from the prospective of different types of travellers in the MICE tourism context. This should provide a basis for marketers to create more positive destination image by understanding destination attributes in terms of their importance in determining destination choices.

Little previous research has investigated levels of satisfaction among MICE travellers. The research has revealed that first-time travellers were satisfied with accommodation, facilities, and shopping related attributes. On this basis, destination managers may need to pay more attention to the specific needs and interests of first-time travellers if they are to strengthen their competitive position in the tourism sector. Li, Cheng, Kim and Petrick (2008) found that the leisure repeat travellers are more likely to be satisfied with destination attributes, accommodation and overall satisfaction within their travel experience. On this basis, the thesis has provided an improved understanding of MICE-related travel satisfaction. The research results outlined in Chapter Five concluded that first-time travellers are more likely to encourage their friends or relatives to visit Taiwan.

#### **7.4 Methodological Implications**

The thesis has some methodological implications in the context of the MICE tourism literature. These prospective implications are as follows:

First, an improved understanding of Taiwan's destination attributes has been provided basis on two research methodologies, with a substantial research samples in each case. The qualitative findings provide insights into tourism marketing strategies from the service provider perspective. The thesis has provided an improved evaluation of the concept of tourism destination attributes, involving cognitive and affective dimensions in the MICE tourism context. The five dimensional constructs of

destination attributes within the model provide a useful perspective on Taiwan's destination attributes.

Second, the thesis has contributed to an understanding to the constructs of benefits based motivation, destination attribute and travel satisfaction, by examining a representative sample of MICE travellers, including first-time and repeat travellers. The research data allowed the author to examine the distinct differences, in the many aspects of attitudes associated with their journeys, between the two groups of MICE travellers.

These methodological should assist the consideration of marketing strategies within the tourism and marketing literature. The thesis has provided insights into MICE traveller behaviour by investigating motivations and satisfaction which leads to future leisure travel.

## **7.5 Managerial and Marketing Implications**

### **7.5.1 MICE Tourism Marketing Strategies in Taiwan**

The thesis has provided a managerial contribution by examining the role of motivations (pull and push factors) in the development of travellers behavioural outcomes mediated by the satisfaction in the Taiwan setting. The results provide preliminary evidence that the use of a combined qualitative and quantitative approach is useful in the MICE industry context.

As in the case of the quantitative analysis, the statistical results presented in the previous chapters are considered essential to develop effective marketing strategies by addressing more accurate attitudes of MICE traveller behaviour about travelling to Taiwan. The qualitative analysis has also provided the author an improved insight from which to propose more precise strategies. This was achieved by understanding the notable differences between travellers and tourism-related marketers in Taiwan regarding the needs of their MICE-related trips. It is hoped that the information attained in the present thesis on benefits based motivation and destination attribute related factors are applicable to promote Taiwan as a tourism destination for leisure

holidays amongst MICE travellers. Several marketing suggestions are proposed as follows.

### **7.5.2 Marketing based on Destination Attributes**

The research has suggested that the affective elements of pull destination attributes influence travel satisfaction and behavioural outcomes in Taiwan. Based on the statistics presented in Chapter Five, Taiwan's destination attributes are: effective and convenient local transportation; clean and attractive convention centres; friendly people; helpful hotel staff; and hotel room availability. The research also found that the two factors of culture and nature-based features and affective image have the greatest influences on travel motivations.

Presenting positive destination images to potential travellers is critical for generating incentives to consider the merit of a subsequent tourism experience. The destination attributes currently emphasised by Taiwan's destination marketers, are a natural attraction of Taiwan with less thought given to building emotional attachment with Taiwan's tourism image. Therefore, it may be suggested that need to place greater emphasis on the elements of cultural and natural attributes and the emotive images regarding Taiwan as a wonderful holiday objective when developing future marketing strategies.

As noted by Taiwan's Tourism Bureau annual survey report (2004), the most inbound travellers was found tourism information about Taiwan through TV/radio, the internet, and magazines/newspapers. Taiwan's marketers could produce a range of affirmative short films and advertisements to construct visually appeal stories and emotive images about Taiwan tourism attractions with the prospective of excitement.

This research has provided fresh insights into the different destination attributes between the two groups of MICE travellers. The results suggest that first-time travellers are more likely to rate destination attributes friendly local people, clean and attractive convention centres, high-quality resorts and food, and convenient transportation system in the host destination (see Table 5.4).

Taiwan's destination marketers may be able to generate some new ideas based on these findings. Destination managers may consider the development of more stylish convention centres (meetings environments) and more convenient transport systems related to MICE events in the host city. The friendliness of the local people has been identified as another important consideration for destination selection among first-time travellers. In this context, postcards for distributing at relevant events and tourism information centres, street demonstrations and radio/television commercials or other electronic technologies may be suitable tools in targeting first-time travellers. Promoting tourism may be needed to show local people how to deal with inbound travellers in order to improve their satisfaction levels. Magazine and newspaper providing tourism information about connecting to public transport may be provided at the airports or hotels.

In making their destination selections of repeat travellers, are more focused on clean and attractive convention centres, a convenient transport system, hotel room availability, and supportive hotel staff. To target this group of travellers, useful tool may include provide information about event-related (for example maps, hotel, and restaurant information) through a mailing list to potential events' attendees.

### **7.5.3 Motivations-based Proposed Marketing**

Motivations were found to have a great effect on the behavioural intentions of MICE travellers. The top five motivational factors were presented in Chapter Five and included: seeing new things; experience different culture; sightseeing; comfortable place to stay; and work requirements. These leading travel motivational factors were primarily associated with the relevant purposes of participating in the various leisure activities. The results also demonstrated that the factors novel exploration and opportunity for travel were significantly related to future travel outcomes (see Table 6.15).

In most cases, MICE travellers appeared to view their trips as an opportunity to experience new things or different cultures at a comfortable location. The research has provided empirical evidence to support the view that more recreational options (for example, food, entertainment or resorts) may need to be incorporated within related marketing campaigns. An example might involve of the use of a well known star to

introduce tourism attractions in the host city, through a TV-based travel or radio. Tourists might welcome announcements and about free tickets offering to experience appealing recreational activities, before and after events.

The qualitative analysis suggest that Taiwan's tourism strengths include: a safe destination for travel; ease in which to obtain a VISA; high-quality restaurants and hotels; desirable quality of tourist facilities; a convenient and effective transportation system; accessible tourism information; friendly local people; and a beautiful natural settings. This is similar to the statistical findings which showed that most travellers indicated: higher levels of accommodation-related facilities; the events' environment; good opening hours of quality shops; and superiority of food and beverage, as important in the destination selection amongst travellers.

The present research should be of value to both destination marketers and event organisers in the context business tourism, particularly in Taiwan. The results have identified different benefits based motivation between the two groups of travellers. It has suggested that first-time travellers are focuses on novel exploration and career enhancements (for example seeing new things, experiencing different culture, combination of leisure and business trips). In targeting first-time travellers, destination marketers may need to consider new events campaigns associated with radio or TV commercials to advise potential travellers to come and take part in their events. It may be suggested that more extensive tourism information regarding various tourism activities and cultural attractions in the host city by these marketing campaigns. It would enhance delivering a more desirable destination image in the prospective of minds of customers and to generate improved travel conversion.

Notable motivational differences were identified. Repeat travellers were more strongly motivated to base their travel decisions on educational reasons (for example work requirements and networking opportunities) relative to first-time travellers. It is suggested that destination marketers provide them with more interesting opportunities to meet with professionals over the course. This may provide organisers with the capacity to expand their contact lists of prospective repeaters after they have attended an event.

The research has also examined MICE traveller benefits based motivation when visiting Taiwan, highlighting the needs identified. This process generated three motivation-based MICE segments were identified: value seekers, no-value seekers, and educational seekers. These results have demonstrated that MICE traveller decisions related to business, education and leisure purposes. MICE visitors within the three segments, to encourage travellers to return, marketers are encouraged to design more stimulating destination-based events which provide participants with prospective educational, professional and travel-related opportunities. This result leads to an improved understanding of why MICE travellers choose to engage with business events in Taiwan. The present investigation research has provided preliminary evidence about the motivations between the three groups in the context of a specific destination.

## **7.6 Limitations**

This thesis has contributed insights to the marketing of MICE tourism by testing a model of the MICE tourism experiences with applicability at the academic and practical levels. A number of methodological limitations, which apply to the sampling design for data collection, were discussed in Chapter Four and are summarised.

Convenience sampling was employed for research of limited time and budget. This sampling method rarely provides a reliable probability for each case within the target population, on this basis it may be considered as a potential limitation. However, given that the basic demographic characteristics of the research sample were generally consistent with other tourism surveys conducted in Taiwan (see Chapter Five) it was viewed as representative of a particular MICE traveller's population.

The research data were collected within a particular city in Taiwan (Taipei City). This may lead to some restrictions in the research analysis associated with the generalizing the results to MICE travellers. The sample was drawn only collected from three relevant convention and meeting events and mainly from two specific places, the Taipei International Convention Centre and the World Trade Centre in Taiwan. In addition, the participants of the data were people who travelled for the purposes of conventions and meetings in Taipei city as a MICE traveller. The research findings not to apply to MICE travel experiences in other regions of Taiwan. The capital city

travel experiences clearly has a number of characteristic which distinguish it for other locations.

Another limitation of the research is the measurement used in calculating the key motivational constructs in the research model. The measurement to estimate tourism motivation (pull and push factors) was largely modified versions of the previous leisure tourism literature. This was due to a lack of academic attention within the MICE specific sector. Considerable care was taken to ensure the reliability and validity of the measurements employed, however through the development of multiple statistical methods.

The recording of qualitative data is another limitation. Due to ethical-related considerations, note-taking was used as the primary method of recording what was said during the semi-structured interviews. These notes gathered information with reference to MICE traveler attitudes about Taiwan from the perspective of destination marketers. The main disadvantage of this method for recording the data was the difficulty in experienced precisely words used by respondents through the process of abbreviation. There is possibility that errors may be occurred regarding collection of the qualitative data.

### **7.7 Recommendations Future Research**

The present thesis has contributed to the tourism literature in addressing the role of motivations (pull and push factors) and satisfaction in relation to the MICE travelers leisure intentions. A number of research gaps remain and should be recognised.

The importance of travellers' motivations in determining destination selection in the context of MICE-related tourism has been established theoretically and empirically. Affective elements of destination attribute have considerable effects are important considerations for managing the travellers satisfaction, on their willingness to return as leisure travellers. Further research is required to determine the role the affective fundamentals of MICE travellers' destination attributes on possible outcomes for the tourism sector. Future research could examine the interrelationships between each of the determinant factors to provide extensive support for more meaningful management in the MICE tourism industry.

It is frequently believed that a range of media influence participative decision-making and travel behaviour. The present research has not explored how various media influence MICE traveller motivations and behaviours. Future market research should also be conducted on MICE visitors in other international settings to verify the findings of the study.

This is suggested that more complex modeling techniques and statistics could be considered to explore interrelationships between included in the model. This could lead to a more comprehensive understanding of these research themes and the key variables which determine the performance of tourism products and services. This would provide further insights into behavioural intentions.

## **7.8 Conclusion**

This thesis has made a contribution to the MICE tourism literature by theoretically proposing a research framework model and empirical undertaking testing. The current study has offered comprehensive insights into the significant influence of the proposed key determinant constructs which contribute to behavioural outcomes in a MICE tourism market. The thesis has integrated qualitative and quantitative approaches. The present chapter has reviewed the research findings, which should provide an enhanced understanding about MICE tourism in line with the research objectives of the study. To address the research objectives, several hypotheses were developed to reflect the key research questions. The results have confirmed the relationships between the major constructs within the research model. It is significant to note that MICE travellers are looking for a chance to broaden their career development, while also seeking participate in various leisure activities (see chapter Five and Seven).

It has been suggested that satisfaction with a MICE tourism experiences is an important link to future behavioural intentions. Satisfaction performs a mediating role in modifying the perceived destination attributes within the research model. This implies that destination attributes can be modified if travellers appear to be satisfied. In examining the importance of motivations for MICE travel to Taiwan, the study has provided an opportunity for destination marketers to understand travellers' needs and wants.

From a marketing perspective, understanding the motivations for travellers returning to Taiwan should help destination marketers to provide better quality and more travel tourism experiences. In this thesis, the author has identified major motivational factors visiting Taiwan for MICE tourism related purposes. The results have indicated that the business and recreational elements are both important determining factors in explaining MICE trips to Taiwan. This study has also provided a more comprehensive analysis of Taiwan's MICE tourism industry by identifying the key underlying destination attributes as a basis for understanding future travel behaviours.

The research findings also identified different in tourism motivations (push and pull factors) and satisfaction with travel experiences between two groups of MICE travellers. First-time travellers have been shown depend on the attractiveness of destination attributes including local transport, clean convention centres and friendly staff when processing their travel decision-making. The research has provided interesting insights to explain the characterisation of repeat travellers. The repeat travellers were more likely to search for educational benefits and assess the availability and price of hotel rooms compared with first-time travellers. These educational aspects may place pressures on their business journeys.

Considering the use of the qualitative data, the present research also attempted to seek useful information with regard to MICE traveller benefits based motivation and destination attributes in relation to marketing programs from destination marketers' viewpoint in Taiwan.

The results of the qualitative analysis suggest that various marketing campaigns are needed in order to increase the likelihood of MICE travellers returning to Taiwan for their subsequent leisure holidays. In fact, providing higher levels of satisfaction in travellers MICE-related experiences would increase the likelihood of MICE traveller future re-visitations. This finding may offer insights and advantages for Taiwan's tourism related marketers in the Asia-pacific region through improving a variety of tourism attractions, events-related facilities and service quality in Taiwan. An understanding of the differences between the qualitative and quantitative analyses, gained from MICE travellers and destination marketers, offers insights into the applicability of a promotion strategy targeting MICE travellers to return to Taiwan for

future leisure travel. The findings of this thesis would be valuable for marketers and academics since it provides a greater understanding of MICE tourism and can help develop more insightful marketing strategies. From this, a competitive advantage can be attained via an improved tourism product performance.

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## **APPENDICES**

### **Appendix 1: Interview Invitation Letter, Consent Form, and Questions**

#### **Invitation to Interview**

##### **Invitation Letter for an Interview**

Dear Sir/Madam,

I am currently conducting research for the degree of Doctor of Philosophy (PhD) through the School of Hospitality, Tourism, and Marketing at Victoria University, Melbourne, Australia. This project is under the supervision of Professor Brian King and Lecturer Dr. Thu Huong Nguyen.

The primary goal of this study is to contribute a new approach which explains the causal relationships between destination attributes, motivations and satisfaction associated with the experiences and future travel intentions of corporate travellers. The research will make an academic contribution to the literature by enhancing our understanding of destination perceptions and travel motivations in relation to attendee behavioural intentions in convention and meeting tourism.

I am conducting interview with staffs involved tourism marketing programs from Taiwan Tourism Bureau. I am seeking your permission to conduct the interviews at your premises when convenient to the participants and to you. You will be interview about the Taiwan tourism attributes in related to marketing positioning strategy development. This will take approximately 30 minutes and with your permission I would like to audiotape. Your participation is completely confidential, and I would like you to sign a consent form.

The researcher will guarantee that the survey will not interfere with the activities of your organisation and your participation is entirely voluntary. If you feel that the study is intrusive or you are reluctant to answer certain questions, you are able to withdraw at any stage. The survey does not require you to reveal any personal details and is completely voluntary. You may refuse to answer any or all questions at any

time. The authors will only establish an academic data file and no personal identification will be shown. There will be no negative repercussions for non participation and no personal information will be mentioned in the research. We would appreciate your completion of the questionnaire as reliably as possible.

Thank your for your participation in this study. If you have any questions about the project, please contact my supervisor: Professor. Brian King, Ph +61 3 99194638 or E-Mail [Brian.King@vu.edu.au](mailto:Brian.King@vu.edu.au) any queries about your participation in this project may be directly emailed [chechao.chiang@live.vu.edu.au](mailto:chechao.chiang@live.vu.edu.au) or call (O) +61 3 99191451.

Mr. Che-Chao CHIANG  
School of Hospitality, Tourism, and Marketing  
Faculty of Business and Law, Victoria University

## **Appendix 2: Interview Questions**

### **Open-Ended Questions for In-depth Interviews**

The study attempts to contribute a better understanding of motivations (push and pull factors) and their potential influences on corporate traveller behavioural intentions in Taiwan.

The interview questions aim to understand the determinants of destination attributes in relation to strategy development from the perspective of tourism marketers. The findings will provide useful insights for developing more effective marketing targeting at corporate tourism. Analysis sheets will be prepared tabulating the determinant destination attributes which draw from the literature search, with space allowed for the addition of newly specified attributes. These will be subdivided into the general categories detailed under “literature review and interview”. The analysis will allow for the recording of the number of “mentions” during the interviews.

Qualitative research will be employed to analyse the findings emerging from the literature review.

Interview questions for tourism bureau staff

#### **1. Who are your target customers?**

This question will assist respondents to understand the target customer with respect to demographic information and the primary motivations for visiting Taiwan.

#### **2. What are Taiwan’s key destination attributes?**

This question will obtain useful information about Taiwan’s tourism attributes.

#### **3. What are the positive and negative attributes from the Taiwan corporate travellers perspective?**

This question will help marketers to gain a better understanding of their products/ service.

4. How do you market Taiwan as a tourism destination?

This question will explore how tourism marketers develop strategies by using perceptions of destination attributes and connecting these with potential travellers.

5. What tourism resources and attractions complement Taiwan's attractiveness as a holiday destination for corporate travellers?

This question will explore the role of government policies in developing destination tourism strategies.

Address:

Tel:

E-mail:

Business Hour:

Capacity:

Operator:

Thank you for your participation in this study. If you have any questions about the project, please contact my supervisor: Professor. Brian King, Ph +61 3 99194638 or E-Mail [Brian.King@vu.edu.au](mailto:Brian.King@vu.edu.au) any queries about your participation in this project may be directly emailed [chechao.chiang@live.vu.edu.au](mailto:chechao.chiang@live.vu.edu.au) or call (O) +61 3 99191451.

Mr. Che-Chao CHIANG

School of Hospitality, Tourism, and Marketing

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**Appendix 3: Questionnaire**

The School of Hospitality, Tourism and Marketing at Victoria University is conducting a research survey of corporate tourists' behavioural intentions in regard to future travel. The aim of this study is to find out more about corporate visitors and their motivations, perceptions of destination attributes, and satisfaction toward future revisiting intentions. We very much appreciate your participation in this research. All responses will be treated confidentially. Thank you.

Please note that there are no right or wrong answers. A quick response is generally the most useful.

**SECTION A: YOUR CURRENT VISIT**

1. Where is your current place of residence?

*(Please tick only ONE option here)*

- |  |   |
|--|---|
| <input type="checkbox"/> Australia       | <input type="checkbox"/> Singapore                              |
| <input type="checkbox"/> Canada          | <input type="checkbox"/> Thailand                               |
| <input type="checkbox"/> China/Hong Kong | <input type="checkbox"/> U.K                                    |
| <input type="checkbox"/> Germany         | <input type="checkbox"/> U.S.A.                                 |
| <input type="checkbox"/> Japan           | <input type="checkbox"/> Other Asia                             |
| <input type="checkbox"/> Korea           | <input type="checkbox"/> Other Europe                           |
| <input type="checkbox"/> New Zealand     | <input type="checkbox"/> Other Country.....<br>(Please specify) |

2. Have you ever visited Taiwan before?

- Yes  No

If yes, how many times? .....

3. What is the primary purpose of your current trip?

*(Please tick only ONE option here)*

- |   |  |
|---|--|
| <input type="checkbox"/> Business (Please go to Q3a)    | <input type="checkbox"/> Sports event                                      |
| <input type="checkbox"/> Cultural event                 | <input type="checkbox"/> Shopping  |
| <input type="checkbox"/> Visiting relatives and friends | <input type="checkbox"/> Other.....<br>(Please specify) (Please go to Q3b) |
| <input type="checkbox"/> Holiday                        |  |

3a. What type of business trip are you taking?

*(Please tick only ONE option here)*

- |   |   |
|---|---|
| <input type="checkbox"/> Convention/Conference/ Seminar | <input type="checkbox"/> Trade air/Exhibition |
| <input type="checkbox"/> Meeting                        | <input type="checkbox"/> Education            |
| <input type="checkbox"/> Other.....<br>(Please specify) |   |

3b. Are there any additional purposes to your current trip?

*(You can tick more than ONE option here)*

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Cultural event                 | <input type="checkbox"/> Sports event |
| <input type="checkbox"/> Visiting relatives and friends | <input type="checkbox"/> Shopping     |

- |                                  |   |
|----------------------------------|---|
| <input type="checkbox"/> Holiday | <input type="checkbox"/> Other.....<br>(Please specify) |
|----------------------------------|---|

4. Who funded your current trip?

- |  |   |
|--|---|
| <input type="checkbox"/> Company/University                    | <input type="checkbox"/> Sponsored by other organizations |
| <input type="checkbox"/> Your own money                        | <input type="checkbox"/> Other.....<br>(Please specify)   |
| <input type="checkbox"/> Company/University and your own money |   |

5. What type of accommodation are you staying in?

- |  |   |
|--|---|
| <input type="checkbox"/> Own home                              | <input type="checkbox"/> With family & friends                            |
| <input type="checkbox"/> Hotel                                 | <input type="checkbox"/> Youth hostel                                     |
| <input type="checkbox"/> Self catering accommodation           | <input type="checkbox"/> Other university hostel.....<br>(Please specify) |
| <input type="checkbox"/> Bed & breakfast/Room in private house |   |

6. How many nights have you been staying in Taiwan?

Write number of nights ...4.....

7. How did you arrange the travel and/or accommodation for your trip?

- |   |  |
|---|--|
| <input type="checkbox"/> All-inclusive package                      | <input type="checkbox"/> Nothing booked in advance(go to Q9) |
| <input type="checkbox"/> Travel and accommodation booked separately | <input type="checkbox"/> Other.....<br>(Please specify)      |

8. If you made a travel and accommodation booking, how did you do it?

- |   |   |
|---|---|
| <input type="checkbox"/> Through a conference organiser | <input type="checkbox"/> Through the internet           |
| <input type="checkbox"/> With a travel agent            | <input type="checkbox"/> Other.....<br>(Please specify) |
| <input type="checkbox"/> Directly with a hotel          |   |

9. What sources of information about Taiwan did you consult before you arrived here?

- |   |   |
|---|---|
| <input type="checkbox"/> Family/Friends                 | <input type="checkbox"/> TV/Radio               |
| <input type="checkbox"/> Personal experience            | <input type="checkbox"/> Newspapers/Magazines   |
| <input type="checkbox"/> Internet                       | <input type="checkbox"/> Tour operator brochure |
| <input type="checkbox"/> Guide books                    | <input type="checkbox"/> Travel agency          |
| <input type="checkbox"/> Company or colleague           | <input type="checkbox"/> Event organizers       |
| <input type="checkbox"/> Other.....<br>(Please specify) |   |

10. Have you visited, or are you planning to visit any of the following tourism attractions or cultural events in Taiwan?

- |   |  |
|---|--|
| <input type="checkbox"/> Culture and heritage | <input type="checkbox"/> Hot-spring    |
| <input type="checkbox"/> Adventure            | <input type="checkbox"/> Festival      |
| <input type="checkbox"/> Offshore islands     | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Ecotourism           | <input type="checkbox"/> Rail tour     |



Other.....  
(Please specify)

11. Have you participated in any recreational or tourism activities during this convention trip?

Yes  No

If yes, how many days did you spend?..... (go to Q12)

If no, are you planning to do so after the event?

Yes  No (go to Q13)

12. What type of tourism activities have you participated in during this convention?

- Culture and heritage  Hot-spring
- Adventure  Festival
- Offshore islands  Entertainment
- Ecotourism  Rail tour
- Other.....  
(Please specify)

13. Who are you travelling with?

- Alone  Friends
- Partner/Family  Tour group
- Other.....  
(Please specify)

14. What have you visited during this trip and how long did you spend in each place?

Place	No. of Nights
<input type="checkbox"/> Taipei	
<input type="checkbox"/> The North Coast Tour Route	
<input type="checkbox"/> The Hualien-Taitung Tour Route	
<input type="checkbox"/> The Offshore Island Tour Route	
<input type="checkbox"/> The Lanyang Northern Cross-Island Tour Route	
<input type="checkbox"/> The Hengchun Peninsula Tour Route	
<input type="checkbox"/> The Sun Moon Lake Tour Route	
<input type="checkbox"/> The Kaohsiung-Pingtung Mountain Tour Route	
<input type="checkbox"/> Other(s).....	

15. Below are some motivational factors which could describe why you visited Taiwan. Please rate each of the following attributes, in terms of their importance to you, when selecting Taiwan for this current corporate trip.

1=Not important at all; 5=Very important  
(Please circle a number from 1 to 5)

<i>Professional related benefits</i>					
Networking opportunities	1	2	3	4	5

Self-esteem enhancement	1	2	3	4	5
Work requirement	1	2	3	4	5
Employer funded	1	2	3	4	5
Presenting a paper	1	2	3	4	5
Interesting conference programs	1	2	3	4	5
Education-related purposes	1	2	3	4	5
A good conference package	1	2	3	4	5
Serve as chair or moderator	1	2	3	4	5
Reasonably priced conference	1	2	3	4	5
Combination of leisure and business trips	1	2	3	4	5
<i>Recreational related benefits</i>					
Opportunity to visit a new town	1	2	3	4	5
Sightseeing	1	2	3	4	5
Escape from routine	1	2	3	4	5
Opportunities for entertainment	1	2	3	4	5
Experience different culture	1	2	3	4	5
Life experiences gained when travelling	1	2	3	4	5
Opportunity to relax on vacation	1	2	3	4	5
Comfortable place to stay	1	2	3	4	5
See new things	1	2	3	4	5

16. Please rate each of the following destination attributes in terms of importance to you for this current trip.

1=Not important at all; 5=Very important  
(Please circle a number from 1 to 5)

Convenience of local transportation	1	2	3	4	5
Car rental facilities	1	2	3	4	5
Cost/Price levels of transportation to the venue	1	2	3	4	5
Facilities for disabled access	1	2	3	4	5
Hotel facilities available at destination	1	2	3	4	5
Hotel room availability	1	2	3	4	5
Hotel room rates	1	2	3	4	5
Helpfulness of hotel staff	1	2	3	4	5
Resort quality	1	2	3	4	5
Meeting space availability	1	2	3	4	5
Clean and attractive convention centre	1	2	3	4	5
Desirable weather	1	2	3	4	5



Friendly people	1	2	3	4	5
Shopping centres	1	2	3	4	5
Nightlife and entertainment	1	2	3	4	5
Variety of recreation activities	1	2	3	4	5
Different food/Drink	1	2	3	4	5
Food and beverage quality	1	2	3	4	5
Natural attractions	1	2	3	4	5
Good beaches	1	2	3	4	5
Cultural attractions	1	2	3	4	5
Festivals and events	1	2	3	4	5
Historic sites/Museums	1	2	3	4	5
Many interesting places to visit	1	2	3	4	5
Prior to arrive, I expected my experience in this area to be arousing	1	2	3	4	5
Prior to arrive, I expected my experience in this area to be exciting	1	2	3	4	5
Prior to arrive, I expected my experience in this area to be pleasant	1	2	3	4	5
Prior to arrive, I expected my experience in this area to be relaxing	1	2	3	4	5

17. Please indicate your level of agreement with each of the following statements in relation to your level of overall satisfaction for this trip.

1=Strongly disagree; 5=Strongly agree  
(Please circle a number from 1 to 5)

Shops have a good opening time	1	2	3	4	5
There is a good range of quality shops	1	2	3	4	5
There is quality food and beverage	1	2	3	4	5
Guest services are helpful	1	2	3	4	5
There is quality accommodation and facilities	1	2	3	4	5
In general, my experiences associated with business related activities on this trip was better than I expected	1	2	3	4	5
In general, my experiences associated with recreational related activities on this trip was better than I expected	1	2	3	4	5
Overall, this current visit was exceeded my expectations	1	2	3	4	5
Overall, I am satisfied with destination costs	1	2	3	4	5
Overall, I am satisfied with services provided by this event	1	2	3	4	5

Overall, I am satisfied with the environment provided by this event	1	2	3	4	5
Overall, I am happy that I attended this event	1	2	3	4	5
Overall, I am satisfied with this current visit	1	2	3	4	5

**SECTION B: YOUR FUTURE VISIT**

18. Will you consider revisiting Taiwan within the next 5 years?

Yes  No (go to 20)

19. What are your future plans for visiting Taiwan? (Please rate the importance of each of the following reasons for your future travel to Taiwan).

1=Not important at all; 5=Very important  
(Please circle a number from 1 to 5)

Have a holiday	1	2	3	4	5
Do business	1	2	3	4	5
Visit family, friends and relatives	1	2	3	4	5
Participate in a family function	1	2	3	4	5
Personal and family affairs (wedding, etc.)	1	2	3	4	5
Medical (health treatment)	1	2	3	4	5
Study	1	2	3	4	5
Visit cultural/historical site(s)	1	2	3	4	5
Entertainment (attend the theatre, concert, sports event, gambling, etc.)	1	2	3	4	5
Shopping	1	2	3	4	5
Rest and relaxation	1	2	3	4	5
Outdoor recreation (sports, hot spring, fishing, scuba diving, camping, etc.)	1	2	3	4	5
Combination of business and pleasure	1	2	3	4	5

20. Please indicate your level of agreement with each of the following statements in relation to this destination.

1=Strongly disagree; 5=Strongly agree  
(Please circle a number from 1 to 5)

I will speak positively about Taiwan to other people	1	2	3	4	5
I will strongly recommend this destination to other people	1	2	3	4	5
I am willing to revisit this destination	1	2	3	4	5
I will consider this destination as my first choice for my next leisure holiday	1	2	3	4	5



**SECTION C: ABOUT YOURSELF**

21. Please indicate your gender

- Male  Female

22. Please indicate your age group

- under 20  20-29  30-39  40-49  
 50-59  60 or over

23. What is your highest level of educational qualification?

- Primary school  Bachelor degree  
 Secondary school  Master or Doctoral degree  
 Vocational education  Other.....

24. Which of the following categories best describes your current position?

- Employee  Housewife/man or carer  
 Self employed  Student  
 Retired  Unemployed  
 Other.....

25. Please indicate your current occupational grouping

- Director or manager  
 Professional (doctor, lawyer, teacher, etc.)  
 Technical professions (technicians, nursing, etc.)  
 Clerical/administration  
 Service and sales personnel  
 Manual or crafts worker  
 Other.....

26. Which category best describes your annual household gross income?

- 8,000 US\$ or less  49,501-66,000 US\$  
 8,001-16,500 US\$  66,001-82,500 US\$  
 16,501-33,000 US\$  82,501-99,000 US\$  
 33,001-49,500 US\$  More than 99,000 US\$

*Thank you for your participation, you have now completed the questionnaire.*

*If you have any questions concerning this research, please do not hesitate to contact Mr. Che Chao Chiang via e-mail: [chechao.chiang@live.vu.edu.au](mailto:chechao.chiang@live.vu.edu.au)  
School of Hospitality, Tourism and Marketing*



Appendix 4: Questionnaire in Chinese

親愛的女士先生 您好

澳洲國立維多利亞大學正在進行一項研究關於商務旅客旅遊動機滿意度與重遊意願的學術性探討. 我們誠邀您參加一項關於商務旅行動機及參加相關活動的調查. 希望透過您寶貴的意見, 協助此研究的進行, 本調查為江哲超先生獲得博士學位要求之一, 此研究僅供學術參考, 敬請安心作答, 非常感謝您的合作, 謝謝!

問卷的第一部分大約會花 7-10 分鐘時間完成, 沒有對或錯的正確答案. 第一部分: 目前的旅遊經驗

1. 請問您的國籍是?

- 美國, 紐西蘭, 日本, 中國大陸/香港, 新加坡, 德國, 泰國, 英國, 韓國, 加拿大, 歐洲其他國家, 澳洲, 其他國家, 亞洲其他國家

2. 請問您是否來過台灣?

- 是, 否

如果是, 請問去過幾次? .....

3. 請問您最近一次旅行的最主要目的? (請勾選一項)

- 商業目的, 文化活動, 拜訪親戚/朋友, 假期, 運動休閒, 購物, 其他因素

3a. 請問您這次旅行次要目的?

- 文化活動, 拜訪親戚/朋友, 假期, 運動休閒

- 購物, 其他

4. 如果您此行主要是商業目的, 哪一種活動是您目前主要的目的?

- 研討會, 商務展覽, 會議, 教育相關假期, 其他

5. 請問您此次的旅行是誰贊助的?

- 公司/學校, 自己的經費, 公司或學校加上自己的經費, 其他

6. 請問您這次旅行, 所住的地方?

- 自有房產, 飯店, 承辦活動提供的酒店或招待所, 私人會館, 住親戚/朋友家, 青年活動中心, 其他

7. 請問您大約會在台灣待多久?

天數 \_\_\_\_\_

8. 請問您如何安排此次旅行的住所?

- 套裝旅行, 自行安排, 沒有安排

8a. 如果您要預訂飯店, 您會?

- 經由安排會議者, 安排住所, 經由旅行社安排, 直接與飯店接洽, 上網預約, 其他

9. 請問您來台灣之前, 您是經由何種方式取得台灣相關資訊?

- 家人/朋友, 電視/收音機, 之前來過台灣, 報紙/雜誌



- 網路
- 旅行手冊
- 旅行指南
- 個人經驗
- 旅行社
- 其他.....

10. 請問您曾經參與過下列的觀光活動嗎?

- 文化觀光
- 溫泉活動
- 冒險活動
- 慶典活動
- 離島旅行
- 娛樂活動
- 生態旅行
- 火車旅行
- 其他.....

11. 請問您此次旅行有參與任何的休閒體驗嗎?

- 是
  - 否
- 如果是,您預計參與幾天的活動?.....

12. 請問您在此次的旅行您曾經參與哪一些的觀光活動?

- 文化觀光
- 溫泉活動
- 冒險活動
- 慶典活動
- 離島旅行
- 娛樂活動
- 生態旅行
- 火車旅行
- 其他.....

13. 請問您這次旅行是?

- 單獨
- 和朋友
- 和父母/家人
- 參與團體旅行
- 其他.....

14. 請問您,這次旅行您去過哪些地方,停留多久?

地方	天數
台北	
北海岸	
花蓮/花東海岸	
離島旅行	
環島旅行	
半島遊覽路線	
日月潭	
高雄/屏東地區	
其他.....	

15. 請問您,以下哪種旅行動機讓您決定這次的旅行,請說明他們的重要性.

1=非常不重要; 5=非常重要 (請在 1~5 中選一個號碼))

專業相關動機					
工作機會	1	2	3	4	5
建立人際關係網路	1	2	3	4	5
提昇自信	1	2	3	4	5
在工作計劃中	1	2	3	4	5
贊助商因素	1	2	3	4	5
發表研究報告	1	2	3	4	5
對會議項目很感興趣	1	2	3	4	5
教育目的	1	2	3	4	5
商務旅行相關商機	1	2	3	4	5
擔任會議主持人	1	2	3	4	5
價錢合理	1	2	3	4	5
休閒和商業旅行結合	1	2	3	4	5
休閒相關動機					
到訪新城市的機會	1	2	3	4	5
觀光	1	2	3	4	5
逃離枯燥的生活	1	2	3	4	5
歡樂的機會	1	2	3	4	5
適合的時機旅行	1	2	3	4	5
體驗不同的文化	1	2	3	4	5
體驗國外的生活經驗	1	2	3	4	5
休閒假期	1	2	3	4	5
很舒適的環境	1	2	3	4	5
新奇的事物	1	2	3	4	5

16 請問您, 以下哪些因素讓您決定這次的旅行,請針對每個屬性說明他們的重要性.

1=非常不重要; 5=非常重要 (請在 1~5 中選一個號碼)

便利的地方交通	1	2	3	4	5
---------	---	---	---	---	---



良好的租車設備	1	2	3	4	5
運輸的費用	1	2	3	4	5
無障礙設施	1	2	3	4	5
飯店設施的普及	1	2	3	4	5
旅館客房的便利性	1	2	3	4	5
旅館客房的價位	1	2	3	4	5
服務人員的品質	1	2	3	4	5
度假中心品質	1	2	3	4	5
會議廳的可近性	1	2	3	4	5
美觀乾淨的會議環境	1	2	3	4	5
天氣宜人	1	2	3	4	5
友善的居民	1	2	3	4	5
美好的購物環境	1	2	3	4	5
夜生活與娛樂活動					
多種的休閒活動	1	2	3	4	5
多樣化食物和飲料	1	2	3	4	5
食物和飲料的品質	1	2	3	4	5
自然環境美麗	1	2	3	4	5
美好的海灘	1	2	3	4	5
文化名勝	1	2	3	4	5
不同的慶典	1	2	3	4	5
歷史古蹟(博物館)	1	2	3	4	5
有許多有趣地方可以參觀	1	2	3	4	5
大致上,此次旅行是振奮	1	2	3	4	5
大致上,此次旅行是刺激	1	2	3	4	5
大致上,此次旅行是愉快的	1	2	3	4	5
大致上,此次旅行是輕鬆的	1	2	3	4	5

17. 請問您滿意此次旅行嗎?

1=非常不同意; 5=非常同意

(請在 1~5 中選一個號碼)

購物中心營業時間	1	2	3	4	5
購物中心品質	1	2	3	4	5
食物品質	1	2	3	4	5
服務人員品質	1	2	3	4	5
飯店與會議中心潔淨程度	1	2	3	4	5

大致上, 此次商務旅行中, 參與商業或學術相關活動是愉快的	1	2	3	4	5
大致上, 此次商務旅行中, 參與休閒相關活動是愉快的	1	2	3	4	5
大致上, 此次商務旅行是優於我先前的期待	1	2	3	4	5
大致上, 此次旅行價位是合理	1	2	3	4	5
大致上, 此次旅行接受的服務是滿意的	1	2	3	4	5
大致上, 此次旅行提供的地點是滿意的	1	2	3	4	5
大致上, 我很高興可以參加此活動	1	2	3	4	5
大致上, 我很高興可以參加此次旅行	1	2	3	4	5

18. 請問您未來 5 年內是否會在到台灣旅行?

是

否

19. 請問您, 如果未來您會再到台灣旅行, 主要是下列哪些因素?

1=非常不重要; 5=非常重要(請在 1~5 中選一個號碼)

休閒假期	1	2	3	4	5
商業活動	1	2	3	4	5
拜訪親戚/朋友	1	2	3	4	5
參與家人的活動	1	2	3	4	5
個人/家人的婚禮	1	2	3	4	5
醫療(健康治療)	1	2	3	4	5
學業	1	2	3	4	5
拜訪歷史古蹟	1	2	3	4	5
娛樂活動	1	2	3	4	5
逛街購物	1	2	3	4	5
放鬆	1	2	3	4	5
戶外活動	1	2	3	4	5
結合商業與休閒活動	1	2	3	4	5

20. 請您指出以下對於旅遊意願的描述, 請說明您同意程度?

1=非常不同意; 5=非常同意

(請在 1~5 中選一個號碼)

我會把台灣的美好告訴其他人	1	2	3	4	5
---------------	---	---	---	---	---



我會把台灣的美好推薦介紹給其他人	1	2	3	4	5
我會想再回來旅行	1	2	3	4	5
我會第一優先考慮台灣為下次休閒旅行的目的地。	1	2	3	4	5

第二部分: 個人資料

21. 請問您性別是?

- 男  女

22. 請問您的年齡?

- 18-19  20-29  30-39  40-49  
 50-59  60 以上

23. 請問您的教育程度?

- 國小  大學  
 國中  碩士及以上  
 專科

24. 請問您的就業狀況是?

- 受僱  家庭主婦  
 老闆  學生  
 退休人員  待業中

25. 請問您的職業是?

- 經理  
 專家(醫生,老師,律師)  
 工程師  
 行政人員  
 服務業  
 製造業

26. 請問您的年收入為?

- 8,000 U.S. dollar or less  49,501-66,000 U.S. dollar  
 8,001-16,500 U.S. dollar  66,001-82,500 U.S. dollar  
 16,501-33,000 U.S. dollar  82,501-99,000 U.S. dollar  
 33,001-49,500 U.S. dollar  More than 99,000 U.S. dollar

謝謝您的合作!!

如果您有任何問題,請洽江哲超 先生

Email: [chechao.chiang@live.vu.edu.au](mailto:chechao.chiang@live.vu.edu.au)

School of Hospitality, Tourism, and Marketing

Faculty of Business and Law, Victoria University

### Appendix 5: The Cronbach Alphas of the Constructs

Constructs	Measures	Alphas	Split-half reliability	
Motivation	Networking opportunities Work requirement Employer funded Presenting a paper Interesting conference programs Education-related purposes A good conference package Serve as chair or moderator Self-esteem enhancement Reasonably priced conference Combination of leisure and business trips Opportunity to visit a new town Sightseeing See new things Opportunities for entertainment Experience different culture Life experiences gained when travelling Opportunity to relax on vacation Comfortable place to stay Escape from routine	0.934	0.909	0.920
Destination Attribute	Convenience of local transportation Car rental facilities Cost/Price levels of transportation to the venue Facilities for disabled access Hotel facilities available at destination Hotel room availability Hotel room rates Helpfulness of hotel staff Resort quality Meeting space availability Clean and attractive convention Desirable weather Friendly people Shopping centres Nightlife and entertainment Variety of recreation activities Different food/drink Food and beverage quality Natural attractions Good beaches Cultural attractions Festivals and events Historic sites/Museums Many interesting places to visit Prior to arrival, I expected my experience in this area to be arousing Prior to arrival, I expected my experience in this area to be relaxing Prior to arrival, I expected my experience in this area to be pleasant Prior to arrival, I expected my experience in this area to be exciting	0.927	0.882	0.910

Source: Author's data analysis.

Travel Satisfaction	<p>There is a good range of quality shops  Shops have a good opening time  Guest services are helpful  There is quality accommodation and facilities  There is quality food and beverage  In general, my experiences associated with business related activities on this trip were better than I expected  In general, my experiences associated with recreational related activities on this trip was better than I expected  overall this current visit exceeded my expectation  Overall, I am satisfied with destination costs  Overall, I am satisfied with services provided by this event  Overall, I am satisfied with the environment provided by this event  Overall, I am happy that I attended this event  Overall, I am satisfied with this current visit</p>	0.895	0.826	0.892
Behavioural Intention	<p>I will speak positively about Taiwan to other people  I will strongly recommend this destination to other people  I am willing to revisit this destination  I will consider this destination as my first choice for my next leisure holiday</p>	0.772	0.791	0.429

Source: Author's data analysis.

**Appendix 6 Pearson Correlations between the Total Score of the Scales and the  
Score for Measuring Motivation**

Items for measuring motivation	Correlations between the total score of the scales and the item score of the scales	
	Coefficients	Sig.
1. Networking opportunities	0.466	.000
2. Work requirement	0.572	.000
3. Employer funded	0.760	.000
4. Presenting a paper	0.536	.000
5. Interesting conference programs	0.622	.000
6. Education-related purposes	0.718	.000
7. A good conference package	0.668	.000
8. Serve as chair or moderator	0.729	.000
9. Self-esteem enhancement	0.743	.000
10. Reasonable priced conference	0.654	.000
11. Combination of leisure and business trips	0.647	.000
12. Opportunity to visit a new town	0.464	.000
13. Sightseeing	0.614	.000
14. See new things	0.597	.000
15. Opportunities for entertainment	0.738	.000
16. Experience different culture	0.60	.000
17. Life experiences gained when travelling	0.675	.000
18. Opportunity to relax on vacation	0.79	.000
19. Comfortable place to stay	0.713	.000
20. Escape from routine	0.537	.000

Source: Author's data analysis.

**Appendix 7: Pearson Correlations between the Total Score of the Scales and the Score of Items for Measuring Destination Attributes**

Items for measuring destination attributes	Correlations between the total score of the scales and the item score of the scales	
	Coefficients	Sig.
1. Convenience of local transportation	0.469	.000
2. Car rental facilities	0.465	.000
3. Cost/Price levels of transportation to the venue	0.637	.000
4. Facilities for disabled access	0.513	.000
5. Hotel facilities available at destination	0.544	.000
6. Hotel room availability	0.535	.000
7. Hotel room rates	0.485	.000
8. Helpfulness of hotel staff	0.589	.000
9. Resort quality	0.660	.000
10. Meeting space availability	0.587	.000
11. Clean and attractive convention	0.525	.000
12. Desirable weather	0.653	.000
13. Friendly people	0.426	.000
14. Shopping centres	0.681	.000
15. Nightlife and entertainment	0.545	.000
16. Variety of recreation activities	0.748	.000
17. Different food/Drink	0.571	.000
18. Food and beverage quality	0.519	.000
19. Natural attractions	0.637	.000
20. Good beaches	0.659	.000
21. Cultural attractions	0.636	.000
22. Festivals and events	0.673	.000
23. Historic sites/Museums	0.590	.000
24. Many interesting places to visit	0.702	.000
25. Prior to arrive, I expected my experience in this area to be arousing	0.593	.000
26. Prior to arrive, I expected my experience in this area to be relaxing	0.542	.000
27. Prior to arrive, I expected my experience in this area to be pleasant	0.518	.000
28. Prior to arrive, I expected my experience in this area to be exciting	0.583	.000

Source: Author's data analysis.

**Appendix 8: Pearson Correlations between the Total Score of the Scales and the Score of Items for Measuring Travel Satisfaction**

<b>Items for measuring travel satisfaction</b>	<b>Correlations between the total score of the scales and the item score of the scales</b>	
	<b>Coefficients</b>	<b>Sig.</b>
1. There is a good range of quality shops	0.618	.000
2. Shops have a good opening time	0.586	.000
3. Guest services are helpful	0.651	.000
4. There is quality accommodation and facilities	0.613	.000
5. There is quality food and beverage	0.637	.000
6. In general, my experiences associated with business related activities on this trip was better than I expected	0.658	.000
7. In general, my experiences associated with recreational related activities on this trip was better than I expected	0.598	.000
8. Overall this current visit was excesses my expectation	0.646	.000
9. Overall, I am satisfied with destination costs	0.747	.000
10. Overall, I am satisfied with services provided by this event	0.734	.000
11. Overall, I am satisfied with the environment provided by this event	0.730	.000
12. Overall, I am happy that I attended this event	0.710	.000
13. Overall, I am satisfied with this current visit	0.724	.000

Source: Author's data analysis.

**Appendix 9: Pearson Correlations between the Total Score of the Scales and the Score of the Items for Measuring Behavioural Intentions**

<b>Items for measuring behavioural intention</b>	<b>Correlations between the total score of the scales and the item score of the scales</b>	
	<b>Coefficients</b>	<b>Sig.</b>
1. I will speak positively about Taiwan to other people	0.775	.000
2. I will strongly recommend this destination to other people	0.836	.000
3. I am willing to revisit this destination	0.808	.000
4. I will consider this destination as my first choice for my next leisure holiday	0.676	.000

Source: Author's data analysis.

## Appendix 10: Normality Examination

Normality of the items, N = 518	Mean	SD	Skewness	Kurtosis
<b>Items for measuring motivations</b>				
Networking opportunities	3.102	1.443	-0.288	-1.289
Self-esteem enhancement	2.471	1.312	0.236	-1.217
Work requirement	3.195	1.483	-0.302	-1.348
Employer funded	2.785	1.427	0.025	-0.932
Presenting a paper	2.305	1.322	0.55	-0.932
Interesting conference programs	2.934	1.416	-0.72	-1.303
Education-related purposes	2.465	1.309	0.27	-1.153
A good conference package	2.806	1.402	0.17	-1.3
Serve as chair or moderator	2.218	1.284	0.622	-0.794
Reasonably priced conference	2.696	1.332	-0.73	-1.399
Combination of leisure and business trips	3.00	1.373	-0.112	-1.197
Opportunity to visit a new town	3.071	1.419	-0.175	-1.212
Sightseeing	3.258	1.268	-0.381	-0.741
Escape from routine	2.907	1.360	-0.44	-1.099
Opportunities for entertainment	2.911	1.345	-0.115	-1.109
Experience different culture	3.376	1.287	-0.548	-0.64
Life experiences gained when travelling	3.100	1.276	-0.278	-0.876
Opportunity to relax on vacation	2.859	1.396	-0.98	-1.3
Comfortable place to stay	3.206	1.308	-0.418	-0.903
See new things	3.474	1.274	-0.651	-0.588
<b>Items for Measuring Destination Attributes</b>				
Convenience of local transportation	3.926	1.049	-0.922	0.367
Car rental facilities	2.662	1.411	0.071	-1.325
Cost/Price levels of transportation to the venue	3.322	1.281	-0.487	-0.743
Facilities for disabled access	2.608	1.426	0.206	-1.310
Hotel facilities available at destination	3.586	1.110	-0.552	-0.235
Hotel room availability	3.770	1.038	-0.944	0.701
Hotel room rates	3.677	1.108	-0.629	-0.131
Helpfulness of hotel staff	3.787	1.090	-0.829	0.206
Resort quality	3.436	1.211	-0.479	-0.52
Meeting space availability	3.222	1.234	-0.354	-0.734
Clean and attractive convention centre	3.830	1.060	-0.859	0.373
Desirable weather	3.264	1.267	-0.295	-0.823
Friendly people	3.812	1.069	-0.861	0.408
Shopping centres	3.139	1.265	-0.160	-0.916
Nightlife and entertainment	3.127	1.343	-0.315	-1.025
Variety of recreation activities	3.150	1.204	-0.418	-0.599
Different food/Drink	3.598	1.029	-0.757	0.453
Food and beverage quality	3.706	1.028	-0.768	0.214
Natural attractions	3.349	1.265	-0.352	-0.793
Good beaches	2.764	1.376	0.63	-1.202
Cultural attractions	3.256	1.225	-0.335	-0.76
Festivals and events	2.905	1.324	-0.96	-0.999
Historic sites/Museums	3.237	1.192	-0.343	-0.622
Many interesting places to visit	3.364	1.138	-0.371	-0.439
Prior to arrive, I expected my experience in this area to be arousing	3.445	1.006	-0.457	0.002
Prior to arrive, I expected my experience in this area to be exciting	3.415	1.073	-0.329	-0.427
Prior to arrive, I expected my experience in this area to be pleasant	3.702	1.027	-0.549	-0.211
Prior to arrive, I expected my experience in this area to be relaxing	3.542	1.041	-0.423	-0.228

<b>Items for Measuring Travel Satisfaction</b>				
There is a good range of quality shops	3.669	0.956	-0.672	0.568
Shops have a good opening time	3.797	1.002	-0.753	0.583
Guest services are helpful	3.386	0.909	-0.523	0.158
There is quality accommodation and facilities	4.017	0.882	-0.694	0.539
There is quality food and beverage	3.766	0.970	-0.526	0.36
In general, my experiences associated with business related activities on this trip was better than I expected	3.604	0.957	-0.439	-0.001
In general, my experiences associated with recreational related activities on this trip was better than I expected	3.405	0.968	-0.180	-0.271
Overall, this current visit was exceeded my expectations	3.467	0.931	-0.149	-0.14
Overall, I am satisfied with destination costs	3.644	0.895	-0.473	0.357
Overall, I am satisfied with services provided by this event	3.666	0.958	-0.479	0.127
Overall, I am satisfied with the environment provided by this event	3.822	0.934	-0.538	0.226
Overall, I am happy that I attended this event	3.718	0.970	-0.673	0.415
Overall, I am satisfied with this current visit	3.752	1.028	-0.681	0.198
<b>Items for Measuring Behavioural Intention</b>				
I will speak positively about Taiwan to other people	4.088	0.879	-0.893	0.96
I will strongly recommend this destination to other people	3.876	1.057	-0.786	0.207
I am willing to revisit this destination	4.015	0.936	-0.966	0.940
I will consider this destination as my first choice for my next leisure holiday	2.930	1.252	0.031	-0.982

Source: Author data analysis.

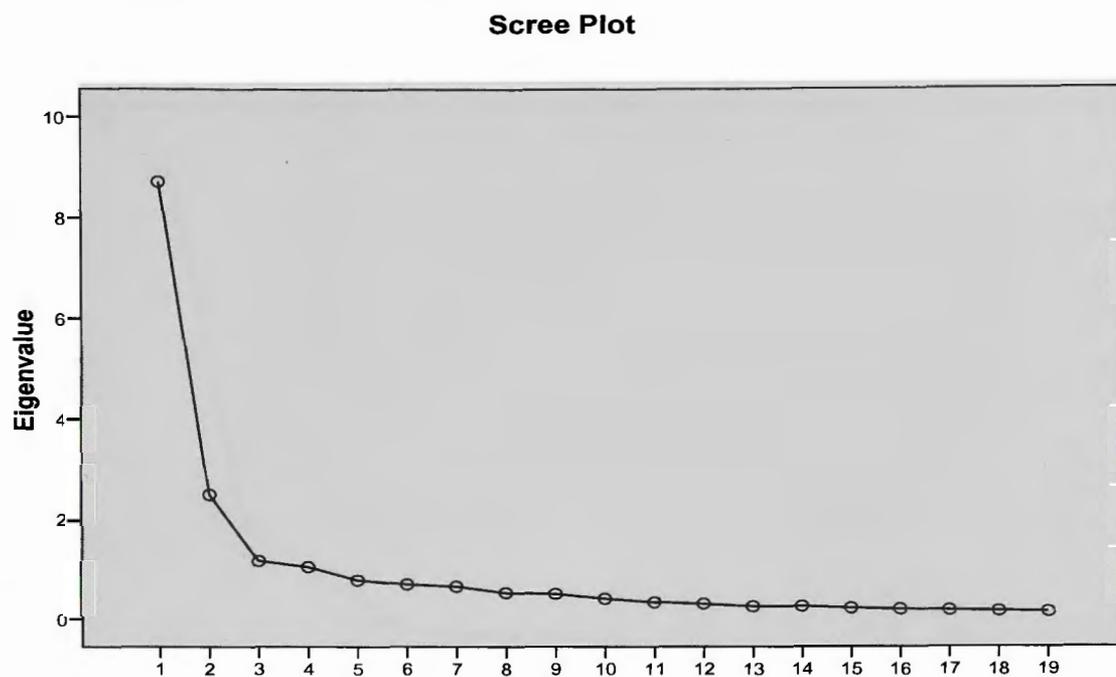
**Appendix 11: Summary of the Independent T-tests on statistical differences  
toward key constructs of the Model between two groups of MICE travellers**

<b>Constructs</b>	<b>Items of Variables</b>	<b>Sig.</b>
Determinant Variables of Travel Motivations	*See new things (1 <sup>st</sup> )	0.001**
	*Experience different culture(2 <sup>nd</sup> )	0.00**
	*Sightseeing(3 <sup>rd</sup> )	0.001**
	*Life experiences gained when travelling(7 <sup>th</sup> )	0.001**
	*Opportunity to visit a new town(8 <sup>th</sup> )	0.00**
	*Combination of leisure and business trips(9 <sup>th</sup> )	0.00**
	*Opportunities for entertainment(11 <sup>th</sup> )	0.001**
	*Opportunity to relax on vacation(13 <sup>th</sup> )	0.006**
	*Job opportunities(16 <sup>th</sup> )	0.009**
	*Presenting a paper(20 <sup>th</sup> )	0.018*
	*Serve as chair or moderator(21 <sup>st</sup> )	0.025*
Determinant Variables of Destination Attributes	*Prior to arrive, I expected my experience in this area to be pleasant(7 <sup>th</sup> )	0.031*
	*Different Food/Drink(9 <sup>th</sup> )	0.009**
	*Prior to arrive, I expected my experience in this area to be relaxing(11 <sup>th</sup> )	0.014**
	*Prior to arrive, I expected my experience in this area to be arousing(12 <sup>th</sup> )	0.00**
	*Resort quality(13 <sup>th</sup> )	0.002**
	*Prior to arrive, I expected my experience in this area to be exciting(14 <sup>th</sup> )	0.045*
	*Cost/Price levels of transportation to the venue(17 <sup>th</sup> )	0.006**
	*Desirable weather(18 <sup>th</sup> )	0.002**
	*Cultural attractions(19 <sup>th</sup> )	0.00**
	*Historic sites/Museums(20 <sup>th</sup> )	0.002**
	*Meeting space availability(21 <sup>st</sup> )	0.00**
	*Shopping centres(23 <sup>rd</sup> )	0.00**
	*Nightlife and entertainment(24 <sup>th</sup> )	0.00**
	*Facilities for disabled access(28 <sup>th</sup> )	0.029*
Determinant Variables of Travel Satisfaction	*There is quality accommodation and facilities(1 <sup>st</sup> )	0.004**
	*Overall, I am satisfied with the environment provided by this event(3 <sup>rd</sup> )	0.00**
	*Shops have a good opening time(4 <sup>th</sup> )	0.00**
	*Overall, I am satisfied with this current visit(6 <sup>th</sup> )	0.00**
	*Overall, I am happy that I attended this event(7 <sup>th</sup> )	0.002*
	*There is a good range of quality shops(8 <sup>th</sup> )	0.013*
	*Overall, I am satisfied with services provided by this event(9 <sup>th</sup> )	0.00**
	*Overall, I am satisfied with destination costs(10 <sup>th</sup> )	0.00**
	*In general, my experiences associated with business related activities on this trip was better than I expected(11 <sup>th</sup> )	0.011*
		*Overall, this current visit was exceeded my expectations(12 <sup>th</sup> )
Determinant Variables of Behavioural Intentions	*I will strongly recommend this destination to other people(2 <sup>nd</sup> )	0.01**
	*I will speak positively about Taiwan to other people(3 <sup>rd</sup> )	0.011*

Note: \*Significant level at 0.05, \*\* significant level at 0.01.

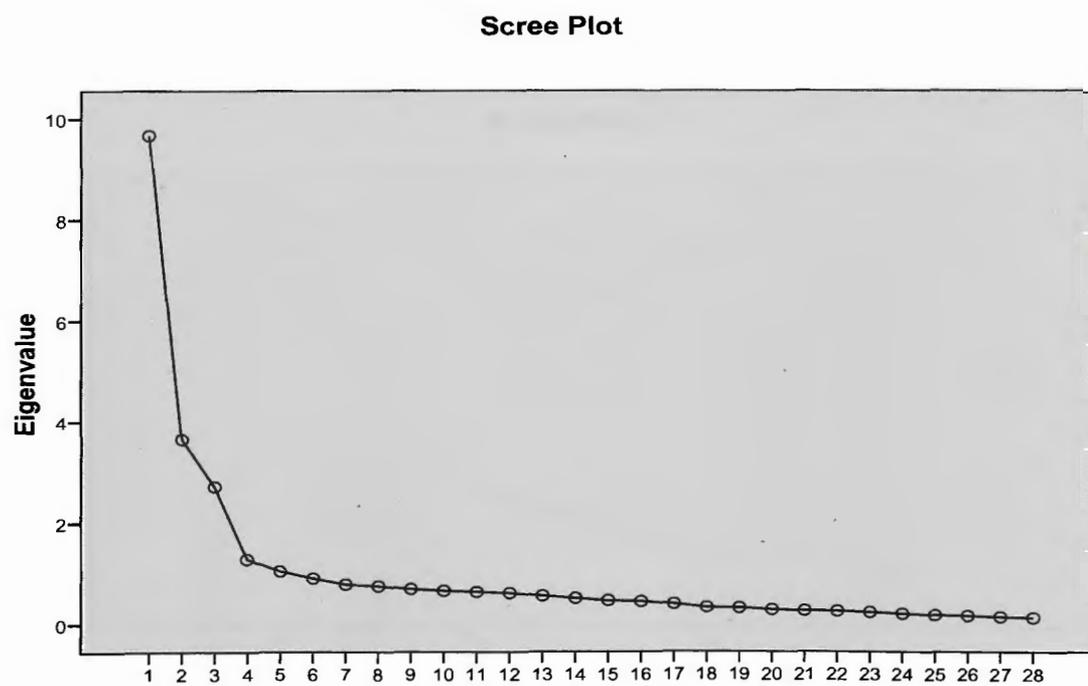
Source: Author's data analysis.

## Appendix 12: Scree Plot of Factor Solution for Travel Motivation Construct



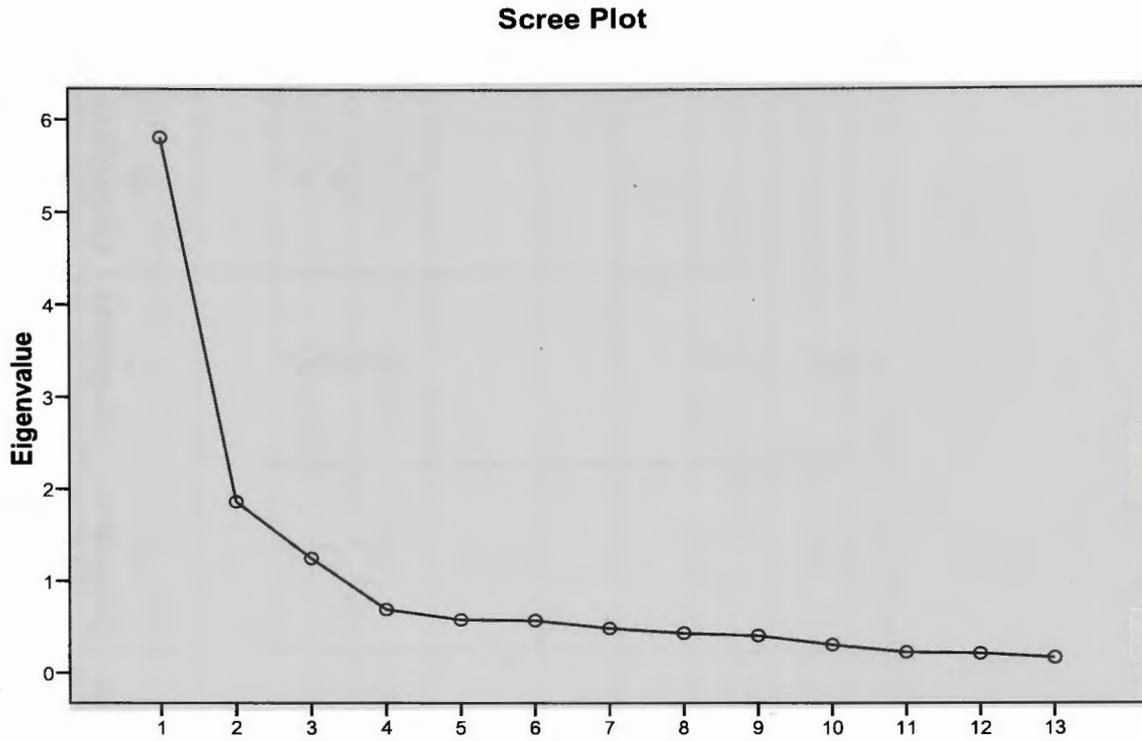
Source: Author's data analysis.

## Appendix 13: Scree Plot of Factor Solution for Destination Attribute Construct



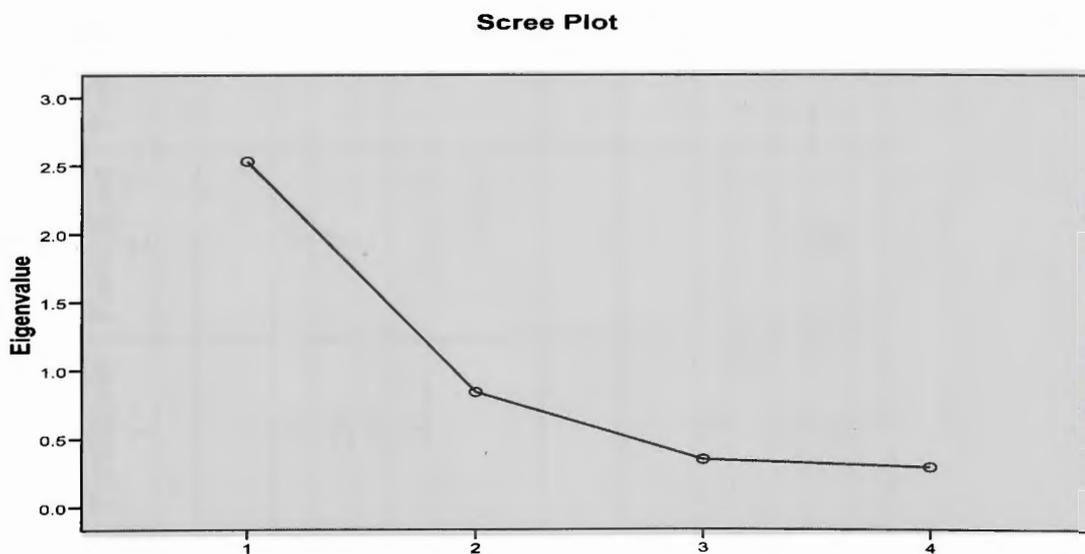
Source: Author's data analysis.

## Appendix 14: Scree Plot of Factor Solution for Travel Satisfaction Construct



Source: Author's data analysis.

## Appendix 15: Scree Plot of Factor Solution for Behavioural Intention Construct



Source: Author's data analysis.

**Appendix 16: Summary of interview findings**

	<b>Participant 1</b>	<b>Participant 2</b>	<b>Participant 3</b>	<b>Participant 4</b>	<b>Participant 5</b>	<b>Participant 6</b>	<b>Participant 7</b>	<b>Participant 8</b>	<b>Participant 9</b>
<b>QUESTION 1</b>									
<b>Nationality of targeted travellers</b>									
Asian travellers	√	√	√	√	√	√	√	√	√
Japanese travellers	√	√	√	√		√	√	√	√
Korean travellers	√		√	√		√	√		
China travellers	√							√	
Malaysia, Hong Kong and Singapore travellers			√		√				
Europe/America and New Zealand					√				
<b>Medias used for promotions</b>									
TV campaigns	√		√		√		√		
Music channels			√				√		
Internet	√		√						
Magazine	√	√			√		√		
Newspaper							√		

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6	Participant 7	Participant 8	Participant 9
<b>QUESTION 2</b>									
Mountain peaks		√	√			√	√		
Beauty of island		√					√		
Historical background/ Chinese culture			√	√	√				√
The 101 building/ shopping environment	√		√	√					
National museum		√			√				√
High quality of food	√				√	√			
Friendly people		√		√		√			√
Great weather						√			
Transportation									
Cultural events	√	√		√	√				√
<b>QUESTION 3</b>									
<b>Positive tourism attributes</b>									
Safety of overall environments	√	√	√	√		√			
Easy to get Visa	√	√		√	√	√	√		
Good hotels	√			√		√	√	√	√
Public transportation	√		√					√	
Availability of tourism information			√						
Tourism attractions			√						
Good shopping environment						√		√	

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6	Participant 7	Participant 8	Participant 9
<b>Negative tourism attributes</b>									
Tourism facility								√	
English sign marks	√	√	√	√	√	√		√	√
Accessibility of tourism attractions			√	√		√	√		
Mess of tourism attraction	√					√			
Service quality	√								
<b>QUESTION 4</b>									
Tourism marketing projects	√	√	√	√		√	√	√	
Training programs	√	√							
Progressing tourism attractions of Taiwan				√	√	√			
<b>QUESTION 5</b>									
Mountain-climbing		√					√		√
Honeymoon holidays		√							√
Ecotourism		√							
The 101 entertainment complex			√	√	√	√			
Cultural events	√		√	√	√	√	√		
The improvement of tourism surroundings	√		√					√	√
Health care travel		√						√	√
Night market	√		√		√		√		

Source: Author's data analysis.