

Fall 9-28-2016

Antecedents of Heritage Tourists' Satisfaction: The Role of Motivation, Discrete Emotions and Place Attachment

Girish Prayag

University of Canterbury, girish.prayag@canterbury.ac.nz

Giacomo Del Chiappa

University of Sassari, gdelchiappa@uniss.it

Follow this and additional works at: http://scholarworks.umass.edu/ttracanada_2016_conference



Part of the [Tourism and Travel Commons](#)

Prayag, Girish and Del Chiappa, Giacomo, "Antecedents of Heritage Tourists' Satisfaction: The Role of Motivation, Discrete Emotions and Place Attachment" (2016). *2016-Conference*. 3.

http://scholarworks.umass.edu/ttracanada_2016_conference/3

This Refereed academic paper for presentation is brought to you for free and open access by the TTRA Canada at ScholarWorks@UMass Amherst. It has been accepted for inclusion in 2016-Conference by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

Antecedents of Heritage Tourists' Satisfaction: The Role of Motivation, Discrete Emotions and Place Attachment

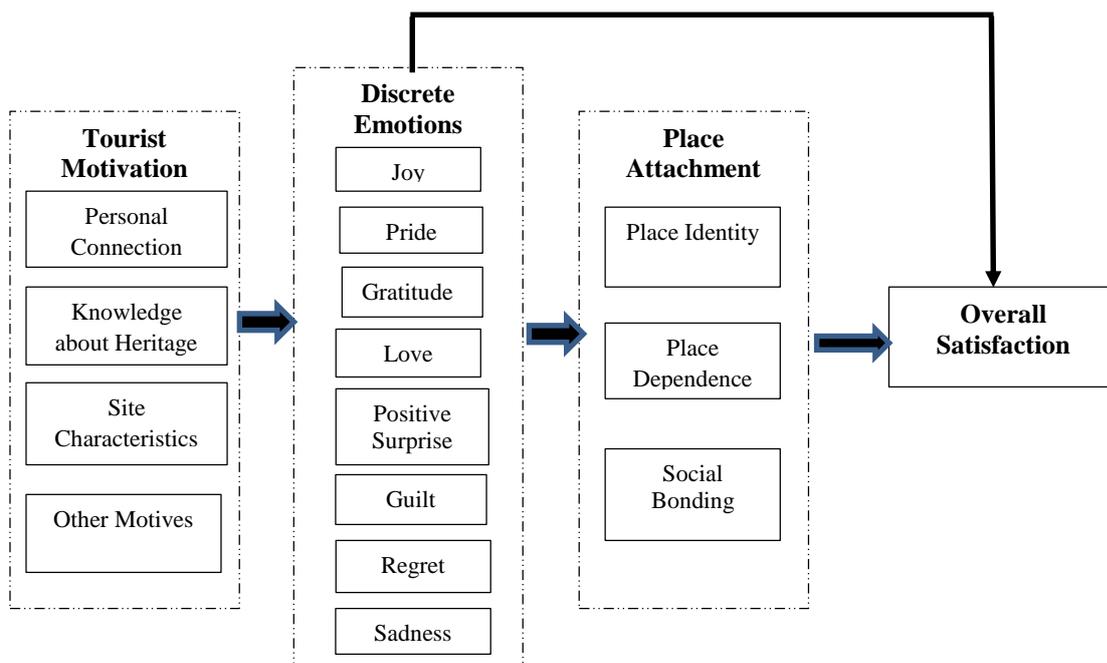
Introduction

Tourist satisfaction has been much debated in the tourism literature. Several antecedents of tourist satisfaction in relation to destinations (Chi & Qu, 2008; Chen & Phou, 2013; Veasna et al., 2013) have been studied but comparatively less in relation to heritage sites (Chen & Chen, 2010; Palau-Saumell et al., 2013; Prayag et al., 2013). Within the literature on heritage tourism, visitors' motivation (e.g., Poria et al., 2004; Poria et al., 2006) and post-consumption behaviours (Chen & Chen, 2010) have been studied but limited attention has been devoted to emotional responses from heritage consumption. The desire of visitors to be emotionally involved in the heritage experience is increasingly recognized (McIntosh, 1999; Poria et al., 2003; Poria et al., 2006) but existing studies prioritize emotional responses identified from dark tourism sites (see Buda et al., 2014; Nawijn & Fricke, 2013; Nawijn et al., 2015). Also, limited studies evaluate tourists' attachment to heritage sites (Biran et al., 2011; Ram et al., 2016). Attachment is generally an outcome of strong positive emotions felt towards objects (Scannell & Gifford, 2010). Within this context, the study evaluates three important antecedents of satisfaction, namely tourist motivation, emotions, and place attachment among visitors' to the Nuraghe, *Su Nuraxi*, site in Sardinia, Italy.

Literature Review

Figure 1 illustrates the conceptual model, with all the identified relationships having theoretical support from the literature. For example, emotions are elicited by different appraisals (Nyer, 1997), of which goal congruence (i.e. motive consistency) is based on an assessment of the degree to which a situation is or is not conducive to goal fulfillment (Roseman et al., 1990). Goal congruent situations elicit positive emotions and goal incongruent situations elicit negative emotions (Nyer, 1997). Thus, positive and negative relationships can be inferred between the four motivation dimensions and the five discrete positive and three discrete negative emotions respectively.

Figure 1: The Conceptual Model



Method

Tourists were surveyed at the *Su Nuraxi*, UNESCO World Heritage Site (WHS), in Sardinia, Italy. The site is the most important monument of the old civilization in Sardinia. The survey instrument consisted of 20 motives ($\alpha=.91$) (Poria et al., 2003; 2006), measured on a 7-point scale (1=Strongly Disagree, 7= Strongly Agree). Eight discrete emotions of joy (4 items, $\alpha=.88$), pride (3 items, $\alpha=.75$), gratitude (3 items, $\alpha=.81$), love (4 items, $\alpha=.94$), positive surprise (4 items, $\alpha=.90$), guilt (3 items, $\alpha=.94$), regret (3 items, $\alpha=.94$) and sadness (3 items, $\alpha=.93$) were measured (Holbrook & Batra, 1987; Hosany & Gilbert, 2010) on a 7-point scale (1=Not at all, 7=Very Much). Place attachment was measured using 12 items ($\alpha=.94$), representing dimensions of place identity, place dependence (Prayag & Ryan, 2012) and social bonding (Ramkissoon & Mavondo, 2015), on a 7-point scale (1= Strongly Disagree, 7=Strongly Agree). Overall satisfaction was measured using three items ($\alpha=.88$) (Hosany & Gilbert, 2010; Prayag et al., 2013) on a 5-point scale. Trained interviewers approached visitors as they were exiting the main entrance of the site and asked to complete the survey, resulting in 497 useable surveys. The data were analysed using SMARTPLS 3. All results were bootstrapped using 500 samples (95% Confidence Intervals).

Findings

The sample comprised 55% females, with more than half (50.8%) above the age of 45 years old, well educated (56.8% having an undergraduate degree or more), and with almost an equal split between domestic (49%) and international visitors (51%). On this trip to Sardinia, 48.4% had visited only one Nuraghe site and 51% were first-time visitors. The results (Table 1) suggested convergent and discriminant validity for all constructs given that $AVE > 0.5$, $CR > 0.7$, and construct correlations were less than the AVE (Fornell & Larcker, 1981). The structural paths were confirmed using bootstrapping and blindfolding procedures (Hair et al., 2012). Bold figures indicated a statistically significant path between the two constructs and it can be seen that pride, love, gratitude, positive surprise and sadness predict different dimensions of attachment. Only two discrete emotions (positive surprise and regret) predict overall satisfaction. All dimensions of tourist motivation predict pride and positive surprise.

Table 1: Results of structural paths

Structural Paths	Joy	Pride	Love	Gratitude	Positive Surprise	Guilt	Regret	Sadness	Over Sat	R ²	AVE	CR
Personal Connection	.093	.152	.412	.343	.145	.207	.200	.271			.562	.899
Knowledge	.289	.234	.09	.157	.305	-.05	-.06	-.05			.723	.913
Site Characteristics	.121	.221	-.02	.104	.208	-.03	-.01	-.04			.594	.879
Other Motives	.160	.179	.219	.150	.172	.172	.09	.142			.627	.870
Place Dependence	-.02	.188	.164	.06	.219	-.03	.02	.05	.227	.297	.740	.895
Place Identity	-.08	.230	.354	.172	.06	.06	-.11	-.01	-.052	.385	.817	.964
Social Bonding	-.07	.121	.192	.09	.02	-.05	.03	.215	-.046	.200	.734	.892
Overall satisfaction	.043	.049	.047	.072	.277	.147	-.198	-.033		.263		
R ²	.299	.411	.380	.389	.466	.09	.06	.107				
AVE	.739	.796	.842	.732	.775	.90	.893	.878	.804			
CR	.918	.887	.955	.891	.932	.964	.962	.956	.925			

Conclusion

The findings of this study suggest that different discrete emotions are predicted by different motives of heritage consumption. In turn, different emotions predict attachment to heritage sites. Managers at Su Nuraxi must therefore understand these relationships to improve emotional involvement with the site and facilitate the development of place attachment.

References

- Biran, A., Poria, Y., & Oren, G. (2011). Sought experiences at (dark) heritage sites. *Annals of Tourism Research, 38*(3), 820-841.
- Buda, D.M., d'Hausterre, A.-M., & Johnston L. (2014). Feeling and tourism studies. *Annals of Tourism Research, 46*, 102–114.
- Chen, C-F, & Chen, F-S. (2010). Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourists. *Tourism Management, 31*(1), 29-35.
- Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management, 36*, 269-278.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management, 29*(4), 624-636.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research, 18*(3), 382-388.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science, 40*(3), 414-433.
- Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research, 14*(3), 404-420.
- Hosany, S., & Gilbert, D. (2010). Measuring tourists' emotional experiences toward hedonic holiday destinations. *Journal of Travel Research, 49*(4), 513-526.
- McIntosh, A.J. (1999). Into the tourist's mind: understanding the value of the heritage experience. *Journal of Travel & Tourism Marketing, 8*(1), 41-64.
- Nawijn, J., & Fricke, M. C. (2015). Visitor emotions and behavioral intentions: The case of concentration camp memorial Neuengamme. *International Journal of Tourism Research, 17*(3), 221-228.
- Nawijn, J., Isaac, R. K., Gridnevskiy, K., & van Liempt, A. (2015). Holocaust concentration camp memorial sites: an exploratory study into expected emotional response. *Current Issues in Tourism, 1*-16.
- Nyer, P.U. (1997). A study of the relationships between cognitive appraisals and consumption emotions. *Journal of Academy of Marketing Science, 25*, 296-304.
- Palau-Saumell, R., Forgas-Coll, S., Sánchez-García, J., & Prats-Planagumà, L. (2013). Tourist Behavior Intentions and the Moderator Effect of Knowledge of UNESCO World Heritage Sites The Case of La Sagrada Família. *Journal of Travel Research, 52*(3), 364-376.
- Poria, Y., Butler, R., & Airey, D. (2003). The core of heritage tourism. *Annals of Tourism Research, 30*, 238-254.

Poria, Y., Butler, R., & Airey, D. (2004). Links between tourists, heritage, and reasons for visiting heritage sites. *Journal of Travel Research*, 43, 19-28.

Poria, Y., Reichel, A., & Biran, A. (2006). Heritage site management: motivations and expectations. *Annals of Tourism Research*, 33, 162-178.

Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: the role and influence of destination image, place attachment, personal involvement and satisfaction. *Journal of Travel Research*, 51(3), 342-356.

Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, 2(2), 118-127.

Ramkissoon, H., & Mavondo, F. T. (2015). The satisfaction–place attachment relationship: Potential mediators and moderators. *Journal of Business Research*, 68(12), 2593-2602.

Roseman, I.J., Spidel, M.S., & Jose, P.E. (1990). Appraisals of emotion eliciting events: testing a theory of discrete emotions. *Journal of Personality & Social Psychology*, 59(5), 899-915.

Scannell, L., & Gifford, R. (2010). Defining place attachment: a tripartite organizing framework. *Journal of Environmental Psychology*, 30, 1-10.

Veasna, S., Wu, W. Y., & Huang, C. H. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, 36, 511-526.

Ram, Y., Björk, P., & Weidenfeld, A. (2016). Authenticity and place attachment of major visitor attractions. *Tourism Management*, 52, 110-122.