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Does Culture Matter? A Comparison of Anglo-Canadians' and Asian-Canadians' Travel Motivations and Travel Constraints

Introduction

To develop effective marketing in the tourism industry, we want to know the factors shaping tourist behaviors. When marketing to tourists from different cultures, it is essential to find out what motivates people to travel and what constrains them from it in different countries. That is because past research has suggested that there is great potential for variability among different cultural groups in terms of travel behavior, preferences, and motivation (e.g., Kim & Lee, 2000), and failed to notice these differences can result in a marketing plan satisfying few people. Therefore, the need to understand travel motivation and travel constraints cross-culturally has been growing over time.

Culture can be defined as patterns of thinking, feeling, and acting that are rooted in common values and social norms (Nakata & Sivakumar, 2001). It can be an antecedent to human thought and can shape behaviors (Berry, Poortinga, & Pandey, 1997; Triandis, 1994). There is considerable evidence to indicate that differences in cultural characteristics and values exist across the world (Hofstede, 1980; Markus & Kitayama, 1991). For example, according to Hofstede's findings, Asian people scored highly on power distance, masculinity, long-term orientation, but low on uncertainty avoidance and individualism, while people in Anglo-Saxon societies were high on uncertainty avoidance and individualism, but low on power distance and long-term orientation (Chen, 2000). Moreover, several marketing research identified the significant influence of culture on customers' product choice (e.g., Yucelt, 2000) and customers' service quality evaluation (Liu, Furrer, & Sudharshan, 2007).

With the increment of international tourism in recent years, tourism scholars start to focus on cultural values' impacts on tourists (Tsang & Ap, 2007). However, the role played by culture in tourists' attitudes and behaviors warrants more research (Stepchankova, Kim, & Kirilenko, 2015). This is especially true for Asian tourists, as less research has examined Asians or Asian Canadians' travel motivations and travel constraints (Deng, Walker, & Swinnerton, 2005).

Accordingly, in response to issues outlined above, the purpose of this study is to examine the relationship between cultural difference and individuals' travel characteristics (i.e. travel motivation and travel constraint). The research objectives were to: (a) Identify the differences in travel motivations between Asians in Canada and Anglo-Canadians; (b) Delineate the differences in travel constraints between Asians in Canada and Anglo-Canadians.

Research Method

Data Description

Data Source. The dataset chosen is called *Travel Activities and Motivation Survey 2006 (TAMS)*, which is sponsored by Statistics Canada. The types of information collected in this survey include: areas of Canada travelled to in the previous two years and travel intentions for the next two years, reasons of not travelling, and participation in recreational activities. The target population was all persons 18 years of age and older in each of the 10 Canadian provinces, excluding full-time residents of institutions. The sample size is 31,699.

Measurement

Cultural Difference. Respondents' country of birth was recorded to measure cultural difference. The variable Cultural Difference has two categories, which are Anglo-Canadians

and Asian-Canadians. Respondent with an English ethnicity origin (i.e., born in Canada, Western/Northern Europe, Australia, New Zealand, or US) was calculated and recoded as Anglo-Canadians, while respondents with an Asian origin were calculated and recoded as Asian-Canadians.

Travel Motivation. The variable used 15 questions under the category general travel attitude in the TAMS survey. Each question is measured by a 3-point Likert type scale, with 1=of no importance, and 3= highly important. One sample question is: The benefit I seek from pleasure and recreation travel is seeing something new and different.

Travel Constraint. Travel Constraint was assessed by 17 questions in the TAMS survey called non-traveler responses, which were measured dichotomous, with 1 means yes and 2 means no. One sample question is: Why did you not take an out-of-town trip of one or more nights in the last 2 years?... No particular reason.

Socio-demographics. To profile the characteristics of respondents in different cultural groups, their gender, education level, jobs, household income, and age were all measured by adopting variables: Highest Level of Education, Employment, Sex, House Income in 2005, and Age from TAMS.

Analysis Procedure

Data analysis was completed by the following steps. First, a frequency analysis was conducted to analyze the socio-demographic characteristics of respondents. Second, travel motivation items were factor analyzed to identify underlying dimensions. After that, one-way ANOVA tests were undertaken to identify whether there were any significant differences based on the factors obtains for people with different cultural background. Finally, logistic regressions were conducted to investigate whether there was a relation between cultural difference and travel constraints.

Results

In terms of respondents' demographic characteristics, about 53.3 percentage of the Anglo-Canadian respondents were from the age range between 25 and 54 years old, compared to 62.9 percent of the Asian respondents. One noticeable characteristic of this sample is that many respondents from both cultural groups were highly educated (i.e., had at least some post-secondary education), with 66.4 percent of Asian-Canadians and 55.7 percent of Anglo-Canadians had received at least some post-secondary education. Another noticeable characteristic is that approximately 45.8 percent of Anglo-Canadian respondents had an annual household income over 60,000 Canadian dollars, while only 36.9 percent of Asian respondents had household income over 60,000 Canadian dollars. Chi-square tests were conducted and indicated that there were significant differences in respondents' socio-demographic characteristics (excluding employment) in terms of their cultural differences. In all, it was found that Anglo-Canadians had higher household income, but Asian-Canadians received higher education.

Cultural Difference in Travel Motivations

The results shown that Asian Canadians and Anglo-Canadians had different travel motivations. Among these motivation items, some key results include: Asian-Canadians deemed seeking relaxation ($M=2.68$, on a 3-point Likert type scale) as the most important motivator, $F(1,22909) = 8.20$, $p < .004$, while Anglo-Canadians regarded seeking break from daily routine ($M=2.65$) the most important one, $F(1,22957) = 13.457$, $p < .001$. This result

supported past research on tourist motivation which reported that relaxation or escaping routine are major or highly important motivation factors for people to travel (e.g., Pearce & Lee, 2005). This finding also accord with previous research on Chinese people's leisure motivations, which were primarily about relaxation (Freysinger & Chen, 1993). The results indicated that Asian Canadians were more likely to be motivated by relationship-related motives to travel, which are seeking to keep family ties alive, $M_{Asian-Canadians}=2.46$, $M_{Anglo-Canadians}=2.28$, $F(1,22907)=80.915$, $p<.001$, and seeking renew personal connections, $M_{Asian-Canadians}=1.97$, $M_{Anglo-Canadians}=1.90$, $F(1,22416)=13.313$, $p<.001$. The data also shown that Asian-Canadians ($M=2.26$) were more motivated to travel by seeking knowledge, history, cultures when compared with Anglo-Canadians($M=2.08$), $F(1,22534)=76.208$, $p<.001$.

Cultural Difference in Travel Constraints

Logistic regressions were conducted to test the relationship between cultural difference and individual's travel constraints. The results shown that Cultural Differences significantly influence Travel Constraints. In other words, individuals' different cultural backgrounds affect their reasons not to travel. The data shown that Asian-Canadian respondents were 1.522 times more likely to be restricted by financial reasons ($p<.001$), and were 1.943 times more likely to be restricted by not enough time to travel than Anglo-Canadians ($p<.001$). These research findings firstly supported some previous research findings that structural constraints are the primary constraints for people (Chen et al., 2001), and it also supported Dong and Chick's (2012) study which mentioned that lack of time and lack of money are the most important constraint that inhibit Chinese people to participate in leisure activities.

Conclusion

The findings of this research demonstrate that there are significant differences between Anglo-Canadians and Asian-Canadians in terms of their travel motivation and travel constraints. The findings of this research have practical implications. First, knowing the differences in travel motivations may enable government to plan recreation programs that can cater to the unique needs of Asian immigrants' more effectively, and may help Asian immigrants to integrate in Canadian society better. Second, understanding the difference in travel behavior between Anglo-Canadians and Asian-Canadians may enhance tourism planning and management's efficiency and effectiveness. Moreover, with this information in mind, tourism managers may better satisfy diverse cultural groups' needs, which may increase one destination or service place's visitation and customer loyalty.

This study has some limitations. First, the study targeted Asians who identified their country of birth as in Asian countries. Although most of them were from China, or were influenced by Chinese culture, it is possible that they may have been influenced by other cultures, and cause the issue of heterogeneity within Asian groups. Second, the study has not considered the effect of acculturation(Berry et al., 1997), as Asians who have stayed in Canada for several years may become highly acculturated, and may appear to act and think in Westerner's way. In addition, the study has not controlled for socio-demographic variables, such as income and gender, as individuals with different occupation or gender may have totally different attitudes. Therefore, future research is recommended to work from these perspectives. In sum, this study is a good starting point to expand current knowledge by inclusion different cultures and overcoming leisure or tourism research field's ethnocentrism (Chick & Dong, 2005).

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Appendix

Table 1 Profile of Respondents

Characteristic		Frequency (%)				Chi-square
		Anglo-Canadians		Asian-Canadians		
		Count	N %	Count	N %	
						194.764***
Age	18-24 years old	1653	5.8%	182	5.7%	
	25-34 years old	3606	12.7%	507	15.8%	
	35-44 years old	5289	18.6%	861	26.9%	
	45-54 years old	6252	22.0%	649	20.2%	
	55-64 years old	5432	19.1%	498	15.5%	
	65 and over	6200	21.8%	508	15.9%	
						19.003***
Sex	Male	12154	42.7%	1499	46.8%	
	Female	16278	57.3%	1706	53.2%	
						271.719***
Education	Less than high school	4685	16.7%	430	13.6%	
	High school diploma	7212	25.7%	632	20.0%	
	Some post-secondary	2824	10.1%	251	8.0%	
	Post-secondary diploma/certificate	5720	20.4%	542	17.2%	
	University degree	7649	27.2%	1299	41.2%	
						.941
Employment	Paid worker	12045	82.0%	1388	81.1%	
	Self-employed / unpaid worker	2639	18.0%	324	18.9%	
						112.519***
Household Income	Less than \$20,000	3187	13.0%	468	17.5%	
	\$20,000 - \$39,999	5271	21.5%	694	26.0%	
	\$40,000 - \$59,999	4807	19.6%	524	19.6%	
	\$60,000 - \$79,999	3731	15.2%	375	14.1%	
	\$80,000 - \$99,999	2682	11.0%	239	9.0%	
	\$100,000 or more	4802	19.6%	368	13.8%	

Note. * $p < .05$, ** $p < .01$, *** $p < .001$.

Table 2 Principal Components Factor Analysis for Travel Motivations between Anglo-Canadians and Asian-Canadians

Construct and Items	Factor Loadings				Item Means		F-value	p-value
	1	2	3	4	Anglo-Canadians	Asian-Canadians		
Knowledge and Competence								
Seek knowledge history, cultures, places	.768				2.08	2.26	76.208	.000***
Seek stimulate mind -intellectually	.750				1.88	2.01	66.784	.000***
Seek enrich your perspective on life	.745				2.42	2.43	64.303	.000***
Seek - do something different	.642				2.40	2.42	.231	.631
Seek be physically challenged/energized	.463				1.78	1.84	43.055	.000***
Relaxation and Escape Routine								
Seek to relax and relieve stress		.768			2.63	2.68	8.200	.004**
Seek break from day-to-day environment		.687			2.65	2.63	13.457	.000***
Seek have life with no fixed schedule		.660			2.39	2.33	26.039	.000***
Relationships								
Seek to keep family ties alive			.839		2.28	2.46	80.915	.000***
Seek renew personal connections people			.693		1.90	1.97	13.313	.000***
Memory Creation								
Seek to create lasting memories				.631	2.49	2.36	45.397	.000***
Seek stories share/something talk about				.597	1.73	1.72	.322	.570
Eigenvalues	3.274	2.037	1.466	1.039				
Variance explained (%)	17.104	14.179	11.625	9.199				
Reliability coefficient	0.75	0.65	0.57	0.54				

Note. * $p < .05$, ** $p < .01$, *** $p < .001$; measured on a 3-point Likert type scale, 1= of no importance, 3= highly important.

Table 3 Estimated Binary Logistic Regressions of Anglo-Canadians and Asian-Canadians' Travel Constraints

Travel Constraint (DV)	SE	B	Wald	Exp(B)	Sig
No Trips-No particular reason	.091	-.232	6.509	.793	.011*
No trips- No interest/nothing to see	.114	-.835	53.953	.434	.000***
No trips-Too expensive	.086	.167	3.770	1.182	.052
No trips - Financial reasons	.072	.420	34.011	1.522	.000***
No trips - Recently made major purchase	.311	-.289	.861	.749	.353
No trips - Not enough time to travel	.087	.664	57.707	1.943	.000***
No trips - No family/friends to visit	.202	.293	2.102	1.340	.147
No trips - Nobody to travel with	.219	-.141	.415	.868	.520
No trips - Language difficulties	1.081	3.396	9.875	29.835	.002**
No trips - Too much hassle to travel	.300	-.246	.671	.782	.413
No trips - Sick/infirm/disabled	.105	-.633	36.295	.531	.000***
No trips - Too old to travel	.189	-1.126	35.633	.324	.000***
No trips - Health issues at destination	.339	-.393	1.346	.675	.246
No trips - Worried about terrorism	.469	.448	.911	1.565	.340
No trips - Young children	.135	.877	42.396	2.403	.000***
No trips - I am done travelling	.330	-.980	8.835	.375	.003**
No trips - Some other reason	.093	.135	2.123	1.145	.145

Note. * $p < .05$, ** $p < .01$, *** $p < .001$; measured by 1=Yes, 0=No.

