

**TOURIST SATISFACTION WITH CULTURAL / HERITAGE
SITES: The Virginia Historic Triangle**

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(Abstract)

Cultural/heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increased specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people (Hollinshead, 1993). Especially, Americans' interest in traveling to cultural/ heritage destinations has increased recently and is expected to continue. For example, cultural/heritage sites are among the most preferred tourism experiences in America. (Virginia Department of Historic Resources, 1998)

The recent studies about cultural/heritage tourism focused on the characteristics of tourists who visited cultural/heritage destinations. The study attempts to investigate the relationship between cultural/heritage destination attributes and tourist satisfaction, and to identify the relationship between cultural/heritage destination attributes and tourist satisfaction in terms of selected tourists' demographic characteristics and travel behavior characteristics.

The expectancy-disconfirmation theory provided a conceptual framework for this study. The expectancy-disconfirmation theory holds that consumers first form expectations of products or service performance prior to purchasing or use. Subsequently, purchasing and use convey to the consumer beliefs about the actual or perceived performance of the product(s) or service(s). The consumer then compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of this comparison (Clemons & Woodruff, 1992).

The study area for this study was Virginia Historic Triangle (Williamsburg, Jamestown, and Yorktown). Virginia Historic Triangle has been called the 'largest living museum in the world'. Furthermore, it is one of America's popular vacation destinations, attracting more than 4 million tourists each year. The data of this study were collected

from the on-site survey method. The sample population for this study was composed of tourists who visited Virginia Historic Triangle between June and August in 2001. The survey was conducted at five different sites in the Virginia Historic Triangle. Out of 300 questionnaires, 251 were usable. Therefore, the data from 251 respondents were analyzed in this study.

Appropriate statistical analyses such as frequencies, descriptive, factor analysis, correlation analysis, multiple regressions, Multivariate Analysis of Variance (MANOVA), Analysis of Variance (ANOVA), and Multivariate Analysis of Covariance (MANCOVA) were used according to respective objectives and descriptors.

The factor analysis was conducted to create correlated variable composites from the original 25 attributes. Using factor analysis, 25 destination attributes resulted to four dimensions: General Tour Attraction, Heritage Attraction, Maintenance Factors, and Culture Attraction. These four factors then were related with overall satisfaction. Correlation analysis revealed that four factors were correlated with tourists' overall satisfaction. The multiple regression analysis revealed that there was relationship between cultural/heritage destination attributes and tourists' overall satisfaction. MANOVA revealed that there was significant difference between derived factors in relation to only total household income and the length of stay among 10 demographic and travel behavior characteristics. ANOVA revealed that there is a significant difference in the overall satisfaction of tourists by gender, past experience, and decision time to travel. Finally, MANCOVA revealed that only one of the control variables (past experience) controlled the relationship between the overall satisfaction of tourists and derived factors.

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with the Virginia Historic Triangle. First, comprehending what tourists seek at cultural/heritage attractions will help tourism marketers better understand their customers. Second, identifying which attributes satisfy the tourist who visit cultural/heritage destinations will help tourism planners develop appropriate strategies to attract their customers and serve them effectively. Third, knowing who the satisfied tourists are may help reduce marketing costs and maintain cultural/heritage destinations' sustainability.

Dedication

I dedicate this dissertation to my dear parents Yangsoo Huh and Okshin Park, who instilled in me the determination and will to meet obstacles positively. They have given me unconditional love and support throughout my life. To my mom and dad, I love you and hope I have made you proud.

Finally, I would like to thank my lovely wife, Sunhee Hong, who encouraged and prayed for me ever since I began this research. I thank God with all my heart who provided the strength and wisdom to finish this research.

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Chapter One

INTRODUCTION

1.1. Background of the Study

Because of people's inclination to seek out novelty, including that of traditional cultures, heritage tourism has become a major "new" area of tourism demand, which almost all policy-makers are now aware of and anxious to develop. Heritage tourism, as a part of the broader category of "cultural tourism", is now a major pillar of the nascent tourism strategy of many countries. Cultural/heritage tourism strategies in various countries have in common that they are a major growth area, that they can be used to boost local culture, and that they can aid the seasonal and geographic spread of tourism (Richards, 1996).

In recent decades, tourism has become the world's largest industry, with \$3.4 trillion in annual revenue (Virginia Department of Historic Resources, 1998). There is a trend toward an increased specialization among travelers, and cultural/heritage tourism is the fastest growing segment of the industry. Americans' interest in traveling to cultural/heritage destinations has increased recently and is expected to continue. This trend is evident in the rise in the volume of travelers who seek adventure, culture, history, archaeology and interaction with local people (Hollinshead, 1993). For American families, for example, the five top destinations were cities, (51%), historic sites (49%), beaches (44%); and lakes (35%). The top three activities of U.S. resident travelers were recently found to be shopping (33%); outdoor activities (18%); and visiting museums and/or historic sites (16%) (Virginia Department of Historic Resources, 1998). Furthermore, the number of properties recorded in the United States National Register of Historic Places has increased from 1,200 in 1968, to 62,000 in 1994. At the same time, the Travel Industry Association Travelometer (1994) listed visiting historic sites as one of the top five activities for travelers in North America (Kaufman, 1999).

Recent studies about cultural/heritage tourism have focused on identifying the characteristics, development, and management of cultural/heritage tourism, as well as on investigating demographic and travel behavior characteristics of tourists who visit cultural/heritage destinations. Pearce and Balcar (1996) analyzed destination characteristics, development, management, and patterns of demand through an element-by-element comparison of eight heritage sites on the West Coast of New Zealand. Silberberg (1995) provided a common pattern of cultural/heritage tourists by analyzing age, gender, income, and educational level. Formica and Uysal (1998) explored the existing markets of a unique annual event that blends internationally well-known cultural exhibitions with historical settings. Behavioral, motivational, and demographic characteristics of festival visitors were examined by using a posteriori market segmentation.

The study also researched cultural/heritage tourists' demographic and travel behavior characteristics in order to help tourism marketers better understand their customers. In addition, because there have been few studies that identify the relationship between cultural/heritage destination attributes and tourists' satisfaction, this study investigates which attributes satisfy tourists who visit cultural/heritage destinations in order to help tourism planners develop strategies to attract customers.

1.2. Objectives of the Study

Cultural/heritage tourism is a rapidly growing niche market. This market is fueled by an increasing number of domestic and international tourists, and by the increasing availability of global communication. Therefore, this study has three specific objectives in order to repetitive understand cultural/heritage tourism.

The first objective of the study is to identify the relationship between cultural/heritage destination attributes and the overall satisfaction of tourists who visit cultural/heritage destinations. The second objective of the study is to investigate the differences in the cultural/heritage destinations attributes that tourists' select, depending on tourists' demographic and travel behavior characteristics. The last objective of the study is to

analyze the relationship between cultural/heritage destination attributes and tourists' overall satisfaction, controlling for their demographic and travel behavior characteristics.

The demographic characteristics of tourists that are the focus on this study include age, gender, total household incomes, and educational level. The travel behavior characteristics of tourists include whether or not they traveled as part of a group, past experience, length of stay, time spent in deciding to visit cultural/heritage destinations, and source of information about destinations.

1.3. Theoretical Basis

The study focuses on identifying the cultural/heritage destination attributes which influence tourists' satisfaction. Therefore, this research is based on a consumer behavior model, which postulates that consumer satisfaction is a function of both expectations related to certain attributes, and judgements of performance regarding these attributes. (Clemons and Woodruff, 1992)

One of the most commonly adopted approaches used to examine the satisfaction of consumers is expectancy-disconfirmation theory. Expectancy-disconfirmation theory currently dominates the study of consumer satisfaction and provides a fundamental framework for this study.

As described by Oliver (1980), expectancy-disconfirmation theory consists of two sub-processes having independent effects on customer satisfaction: the formation of expectations and the disconfirmation of those expectations through performance comparisons. Expectancy-disconfirmation theory holds that consumers first form expectations of products' or services' (the cultural/heritage destination attributes in this study) performance prior to purchase or use. Subsequently, purchase and use contribute to consumer beliefs about the actual or perceived performance of the product or service. The consumer then compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of this comparison (Clemons & Woodruff, 1992).

Moreover, a consumer's expectations are: (a) confirmed when the product or service performance matches prior expectations, (b) negatively disconfirmed when product or service performance fails to match expectations, and (c) positively

disconfirmed when perceived the product or service performance exceeds expectations. Dissatisfaction comes about when a consumer's expectations are negatively disconfirmed; that is the product performance is less than expected. (Churchill & Surprenant, 1982; Oliver & Beardon, 1985; Patterson, 1993)

The study also measures the overall satisfaction of tourists' travel experiences in visiting cultural/heritage destinations, because overall satisfaction is the entire result of the evaluation of various experiences. It is important to identify and measure consumer satisfaction with each attribute of the destination because the satisfaction or dissatisfaction with one of the attributes leads to satisfaction or dissatisfaction with the overall destination (Pizam, Neumann, and Reichel, 1978).

1.4. Hypotheses of Study

The study provides four hypotheses in order to analyze the relationship between cultural/heritage destination attributes and tourists' satisfaction, to understand the difference in derived factors in relation to their demographic and travel behavior characteristics, and to identify the differences in the overall satisfaction of tourists' in terms of their demographic and travel behavior characteristics.

H₁: There is a relationship between the selected cultural/heritage destination attributes and the overall satisfaction of tourists.

H_{2a}: There are difference among derived factors in relation to tourists' demographic characteristics, such as gender, age, state, education level, and total house incomes.

H_{2b}: There are differences among derived factors in relation to the travel behavior characteristics of tourists, such as past experience, time taken to choose a destination, length of stay, membership in a group, and distance of travel (one-way).

H_{3a}: There is a difference in the overall satisfaction of tourists in terms of the tourists' demographic characteristics of gender, age, state, education level, and total household incomes.

H_{3b}: There is a difference in the overall satisfaction of tourists in terms of the tourists' demographic characteristics, such as past experience, decision time to travel, length of stay, membership in a group, and distance of travel (one-way).

H₄: There is a relationship between the selected cultural/heritage destination attributes and the overall satisfaction of tourists for controlling selected demographic (gender) and travel behavior characteristics (past experience and decision time to travel).

1.5. Contributions of Study

The study is justified on the basis that the growth in the cultural/heritage tourism market may provide several benefits to cultural/heritage destinations. If the cultural/heritage tourism market can be segmented so that planners can easily understand market niches, the contribution to the field is three-fold. First, comprehending what tourists seek at cultural/heritage attractions may help tourism marketers better understand their customers. Second, identifying which attributes satisfy tourists who visit cultural/heritage destinations could help tourism planners develop strategies to attract customers. Third, knowing who the satisfied tourists are may reduce marketing costs and maintain the cultural/heritage destination's sustainability.

Furthermore, this study contributes to the body of knowledge in satisfaction research. The findings should strengthen knowledge about the relationship between the factors that satisfy tourists and tourists' behaviors after purchasing cultural/heritage tourism products.

1.6. Definition of Terms

Cultural heritage:

- The complex of monuments, buildings and archeological sites of outstanding universal value from the point of view of history, art or science.

Cultural tourism:

- Cultural tourism is defined as visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution (Silberberg, 1995).
- Cultural tourism is experiential tourism based on being involved in and stimulated by the performing arts, visual arts, and festivals. Heritage tourism, whether in the form of visiting preferred landscapes, historic sites, buildings or monuments, is also experiential tourism in the sense of seeking an encounter with nature or feeling part of the history of the place (Hall and Zeppel, 1990).

Heritage Tourism:

- Heritage tourism is a broad field of specialty travel, based on nostalgia for the past and the desire to experience diverse cultural landscapes and forms. It includes travel to festivals and other cultural events, visit to sites and monuments, travel to study nature, folklore or art or pilgrimages (Zeppel and Hall, 1992).
- The word “heritage” in its broader meaning is generally associated with the word “inheritance,” that is, something transferred from one generation to another. Owing to its role as a carrier of historical values from the past, heritage is viewed as part of the cultural tradition of a society. The concept of “tourism,” on the other hand, is really a form of modern consciousness (Nuryanti, 1996).

In this study, both heritage and cultural tourism are used in combination and/or interchangeably.

Chapter Two

LITERATURE REVIEW

2.1. Introduction

The theoretical framework of the study focuses on the attributes affecting tourists' satisfaction with cultural/heritage destinations and on analyzing the relationship among these attributes and tourists' satisfaction in terms of their demographic and travel behavior characteristics.

First, this chapter discusses the definitions of cultural/heritage tourism, as well as explains the benefits of cultural/heritage tourism. Second, the chapter discusses previous research on cultural/heritage tourism, including such issues as the attributes of cultural/heritage destinations and the characteristics of tourists. Finally, the chapter identifies the attributes of cultural/heritage destinations, tourists' characteristics, satisfaction, and the relationship among the attributes of cultural/heritage destinations and tourists' satisfaction.

2.2. Cultural/Heritage Tourism

As mentioned in Chapter One, Prentice (1993) defined the term "heritage" as not only landscapes, natural history, buildings, artifacts, cultural traditions and the like that are literally or metaphorically passed on from one generation to the other, but those among these which can be promoted as tourism products. He also suggested that heritage sites should be differentiated in terms of types of heritage: built, natural, and cultural heritage. Furthermore, Hall and Zeppel (1990) supply definitions for cultural tourism and heritage tourism. The former is tied with visual attractions, performing arts, and festivals, whereas the latter involves visits to historical sites, buildings, and monuments. Heritage tourism is referred to as experiential tourism because visitors often wish to immerse

themselves in the historical environment and experience. In her study of the connection between heritage and tourism, Peterson (1994) reveals three major reasons for visiting historic sites: to experience a different time or place, to learn to enjoy a cerebral experience, and to share with others or teach children the history of the site. Heritage tourism is also described as a segment of travelers who are highly motivated by performing and visual arts, cultural exhibitions, and other related attractions.

As tourists are becoming more sophisticated, their need to recapture the past has been increasing. Tourists have been visiting cultural/heritage sites more frequently. Cultural/heritage tourism offers several benefits to tourists and residents, as well as governments. First of all, cultural/heritage tourism protects historic, cultural, and natural resources in communities, towns, and cities. People become involved in their community when they can relate to their personal, family, community, regional, or national heritage. This connection motivates residents to safeguard their shared resources and practice good stewardship. Second, cultural/heritage tourism educates residents and tourists about local/regional history and traditions. Through the research about and development of heritage/cultural destinations, residents will become better informed about local/regional history and traditions which can be shared with tourists. Third, cultural/heritage tourism builds closer, stronger communities. Knowledge of heritage provides continuity and context for communities, which instills respect in their residents, strengthens citizenship values, builds community pride, and improves quality of life. Fourth, cultural/heritage tourism promotes the economic and civic vitality of a community or region. Economic benefits include: the creation of new jobs in the travel industry, at cultural attractions, and in travel-related establishments; economic diversification in the service industry (restaurants, hotels/motel, bed-and-breakfasts, tour guide services), manufacturing (arts and crafts, souvenirs, publications), and agriculture (specialty gardens or farmers' markets); encouragement of local ownership of small businesses; higher property values; increased retail sales; and substantial tax revenues (Virginia Department of Historic Resources, 1998).

2.3. Cultural/Heritage Destination Attributes

The study attempts to identify cultural/heritage destination attributes which satisfy tourists when they visit these destinations. Therefore, after investigating previous research related to this topic, the researcher decided to select several attributes of cultural/heritage tourism.

Andersen, Prentice and Guerin (1997) researched the cultural tourism of Denmark. They chose several attributes, such as historical buildings, museums, galleries, theaters, festivals and events, shopping, food, palaces, famous people (writer...), castles, sports, and old towns. They identified the important attributes as being castles, gardens, museums, and historical buildings, when tourists made a decision to visit Denmark.

Richards (1996) focused on the marketing and development of European cultural tourism. He chose several attributes related to cultural/heritage destinations in order to analyze European cultural tourism. Especially, through analyzing these attributes, this article indicated a rapid increase in both the production and consumption of heritage attractions.

Glasson (1994) explained the impacts of cultural/heritage tourism and management responses through an overview of the characteristics of tourists to Oxford. This article highlighted the varying perspectives and dimensions of impacts on and tourist capacity of the city. Peleggi (1996) examined the relevance of Thailand's heritage attractions to both international and domestic tourism, including an analysis of the state tourism agency's promotion of heritage and the ideological implications of heritage sightseeing in relation to the official historical narrative. This research provided several attributes, such as traditional villages, monuments, museums, and temples. Philipp (1993) studied black-white racial differences in the perceived attractiveness of cultural/heritage tourism. The article surveyed a Southern metropolitan area and chose various attributes. The research found that white tourists were more interested in cultural/heritage destinations than black tourists.

In addition to the research discussed above, many other researchers have studied cultural/heritage destination attributes. For example, Sofield & Li (1998) studied the cultural tourism of China by selecting history, culture, traditional festivals, historical

events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance. Janiskee (1996) emphasized the importance of events through several attributes such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food, and the direct experience of traditional life.

The following table illustrates not only the attributes of previous studies about cultural/heritage tourism, but also the attributes identified for the purpose of this study. The 25 selected attributes are based on previous studies, which were similar to this study. These attributes include cultural/heritage attributes as well as infrastructure attributes, such as food, shopping places, accommodations, etc.

Table 2-1

The Previous Study About Cultural/Heritage Attributes

	Sofield 1998	Anderson 1997	Richards 1996	Janiskee 1996	Glasson 1994	Peleggi 1996	Philipp 1993	Author 2001
History/Tradition	X				X			
Monuments /			X			X		X
Monumental ruins								
Historical buildings		X	X		X	X	X	X
Culture villages	X					X		X
University/College					X		X	
Museums		X	X	X	X	X	X	X
Galleries		X	X				X	X
Traditional scenery	X						X	X
Arts (music/dance)	X		X	X			X	X
Architecture	X		X					X
Handicrafts	X		X	X		X	X	X
Theaters		X	X		X			X
Festivals/Events	X	X	X	X				X
Old town (city)			X			X		
Historic people		X	X					X
Religious places			X			X	X	X
Food		X		X			X	X
Shopping places		X			X		X	X
Sports								
Information centers						X		X
Atmosphere/ people					X			X
Indoor facilities					X			X
Accessibility					X			X
Expensiveness					X			X
Accommodations								X
Tour package								X
Guide								X
Souvenirs								X

2.4. Tourists' Characteristics

As mentioned in Chapter One, the characteristics of tourists are important factors when the researcher analyzes tourists' satisfaction with cultural/heritage destinations. Therefore, socioeconomic, demographic, and behavioral indicators are commonly used in tourism research to profile tourists by age, gender, income, marital status, occupations, education or ethnic background. These indicators are easy to identify and use in marketing decisions. (Yavuz, 1994)

Silberberg (1995) provided a common pattern of cultural/heritage tourists. This study identified the cultural/heritage tourist as one who: earns more money and spends more money while on vacation; spends more time in an area while on vacation; is more highly educated than the general public; is more likely to be female than male, and tends to be in older age categories. (This is particularly important with the aging of the large baby-boom generation.)

Master and Prideaux (2000) analyzed the variance by age, gender, occupation and previous overseas travel of Taiwanese cultural/heritage tourists to determine if demographic and travel characteristics influenced responses on the importance of attributes and satisfaction levels.

Light (1996) compared the characteristics of tourists visiting a heritage site in South Wales. In this study, tourists' experiences are important attributes related to satisfaction with the destination and in motivating tourists to revisit.

Lee (1999) examined the demographic variables of tourists in his tourism research. In particular, he investigated individuals' trip characteristics (trip group types) and past experience with a destination. Past experience was measured by asking tourists to indicate the number of trips they have taken to the chosen destination. His study analyzed the relationship between past experience and place attachment.

Fomica and Uysal (1998) explored the existing markets of a unique annual event, the Spoleto Festival in Italy, that blends internationally well-known cultural exhibitions with historical settings. The behavioral, motivational, and demographic characteristics of festival visitors were examined by using a posteriori market segmentation. The results of

the study showed statistically significant differences between the groups in terms of age, income, and marital status.

Kerstetter, Confer, and Graefe(2001) investigated whether types of heritage tourists exist and, if so, whether they differ based on socio-demographic characteristics. This study found that tourists with an interest in visiting heritage or cultural sites (i.e., “heritage tourists”) tend to stay longer, spend more per trip, are more highly educated, and have a higher average annual income than the general tourists.

This study provides tourists’ demographic and travel behavior characteristics in order to explain the differences in tourists’ attributes and tourists’ satisfaction. Tourists’ demographic characteristics in the study include age, gender, total household incomes, and educational level. On the other hand, tourists’ travel behavior characteristics include membership in a group, past experience, length of stay, decision time taken to select a destination, and sources of information about the destination.

2.5. Tourists’ Satisfaction

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen,2001). For example, Parasiraman, Zeithaml, and Berry’s (1985) expectation-perception gap model, Oliver’s expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy’s congruity model (Sirgy, 1984 ; Chon and Olsen, 1991), and the performance – only model.(Pizam, Neumann, and Reichel, 1978) have been used to used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable.

Pizam and Milman (1993) utilized Oliver’s (1980) expectancy-disconfirmation model to improve the predictive power of travelers’ satisfaction. They introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form. In order to assess the causal relationship

between two different disconfirmation methods, they employed a regression model with a single “expectation – met” measure as the dependent variable, and 21 difference–score measures as the independent variables. Some studies on customer satisfaction are also notable in tourism behavior research. For example, Pizam, Neumann and Reichel (1978) investigated the factor structure of tourists’ satisfaction with their destination areas. The authors showed eight distinguishable dimensions of tourist satisfaction.

Barsky and Labagh (1992) introduced the expectancy – disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine “expectations met” factors that were weighted by attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer’s willingness to return.

Chon and Olsen (1991) discovered a goodness of fit correlation between tourists’ expectations about their destination, and tourists’ satisfaction. Then, after tourists have bought the travel service and products, if the evaluation of their experience of the travel product is better than their expectations, they will be satisfied with their travel experience. Furthermore, Chon and Olsen (1991) provided an intensive literature review of tourist satisfaction. One thing to be noted, however, is that although the posited social cognition theory offers an alternative way of explaining satisfaction processes, its methodological mechanism is analogous to that of expectancy–disconfirmation theory. In other words, the concepts of congruity and incongruity can be interpreted similarly to the concepts of confirmation and disconfirmation, both of which can result in either positive or negative directions.

Kozak and Rimington (2000) reported the findings of a study to determine destination attributes critical to the overall satisfaction levels of tourists. Pizam, Neumann, and Reichel (1978) stated that it is important to measure consumer satisfaction with each attribute of the destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. Furthermore, Rust, Zahorik, and Keininghan (1993) explained that the relative importance of each attribute to the overall impression should be investigated because dis/satisfaction can be the result of evaluating various positive and negative experiences.

2.6. Relationship between Destination Attributes and Tourists' Satisfaction

There is a need to investigate the relationship between destination attributes and tourists' satisfaction from the tourist's perspective in order to gain an in-dept understanding of tourists' attitudes and behavior after they visit cultural/heritage destinations. Tourists express satisfaction or dissatisfaction after they buy tourism products and services (Fornell, 1992). If tourists are satisfied with the products, then they will have the motivation to buy them again or they will recommend them to their friends.

Glasson (1994) provides an overview of the characteristics of visitors to Oxford, their impacts, and the management responses to date. In general, around 80% of tourists who visited this cultural/heritage destination were satisfied. Over 80% of the tourists who visited Oxford said that they would like to make a return visit. The tourists particularly enjoyed the architecture, which together with the traditions of the university and colleges creates an attractive physical environment and atmosphere. The shopping facilities were also well liked, and local people were regarded as friendly. However, in several areas, Oxford scored badly. These were traffic, crowds, and availability of restrooms, the expensiveness of the city, poor sign-posting, and poor weather.

Light (1996) reported a case study of the characteristics of visitors to a special event (in this case historical re-enactments) at a heritage site (Carephilly Castle) in South Wales. By comparing the characteristics of visitors on event and non-event days, it was apparent that the events had particular appeal to tourists and were successful in encouraging repeat visits. In Light's study, most visitors were satisfied with the cultural/heritage destination. This satisfaction leads tourists to expand the length of stay and visit it again.

Table 2-2

The Relationship between Destination Attributes and Tourist's satisfaction

Researcher	Title	The result of the research
Glasson (1994)	Oxford: a Heritage City under Pressure.	<ul style="list-style-type: none">• Overall percentage of satisfaction: 80%.• The intention to revisit: 80%.• The attributes of satisfaction: architecture, university, history, shopping facilities, and friendliness.• The attributes of dissatisfaction: traffic, weather, rest-rooms, and expensiveness.
Light (1996)	Characteristics of the audience for 'events' at a heritage site.	<ul style="list-style-type: none">• Overall percentage of satisfaction: 80%• The intention to revisit: Event days are better than non-event days.• The length of stay: Events lead tourists to stay longer.

2.7. Summary

This chapter discussed the increase in interest in cultural/heritage destinations. Cultural/heritage tourism was defined and earlier research in this sector was acknowledged in order to explore which areas required further study. The previous research on cultural/heritage tourism included such issues as the attributes of cultural/heritage destinations, the characteristics of tourists, and relationship between cultural/heritage destination attributes and tourists satisfaction. From these previous researches, the attributes of the study were decided.

Furthermore, this chapter discussed the relevant literature on the customer satisfaction (expectation-disconfirmation theory). Expectation-disconfirmation theory was analyzed in order to develop a model to guide this study. The variable in the model will be discussed in Chapter Three along with other pertinent methodological issues.

Chapter Three

RESEARCH METHODOLOGY

3.1. Introduction

The purpose of this chapter is to describe the methodology used to achieve the research objectives of this study. This section discusses the study area, the selection of the sample, the collection of data, and data analysis procedures. The study attempted to investigate which attributes satisfy tourists who visited cultural and heritage destinations, and to identify the relationship between destination attributes and tourists' overall satisfaction, controlling for tourists' demographic and travel behavior characteristics.

3.2. Study Area

Tourism destinations consist of several types of attractions that are planned and managed to provide various tourist interests, activities, and enjoyment. Gunn (1988) and Lee (1999) explained that tourism destinations, such as national parks, theme parks, beaches, resorts, and cultural/heritage destinations, can be grouped according to their basic resource foundation: natural or cultural. While destinations based on a natural resource include beach resorts, campgrounds, parks, golf courses, natural reserves, and scenic roads, destinations based on cultural/heritage resources are comprised of historic sites, and ethnic areas.

The research area for this study was the Virginia Historic Triangle (Williamsburg, Jamestown, and Yorktown). The Virginia Historic Triangle has been called the 'largest living museum in the world'. Furthermore, it is one of America's most popular vacation destinations. Jamestown is where America began when in 1607, a few hardy souls carved out of the wilderness the first permanent English settlement in the New World. Williamsburg is the world's premier living history site, an entire town that has been

restored to the days when it was the political and economic center of the American colonies. Yorktown is where General George Washington defeated England's troops in 1781 in the final battle of the American Revolution.

Although famous throughout the world, the Virginia Historic Triangle is still a 'small town.' However, every year more than 4,000,000 tourists come to visit. Due to its varied, year-round attractions, it is one of the most popular visit destinations in the United States. Therefore, the study selected the Virginia Historic Triangle as the study area in order to accomplish the objectives of the study.

3.3. Study Framework

The study sought to identify the relationships between the destination attributes and tourists' satisfaction, in order to analyze the differences in the attributes, and to investigate destination attributes and tourists' overall satisfaction, controlling for tourists' demographic and travel behavior characteristics. In order to accomplish the objectives of the study, a model was designed, shown in Figure 3.1. The attributes of the study were selected through the related tourism literature review. In the review of the tourism literature, the selected attributes were crucial ones affecting tourists' satisfaction.

Furthermore, through an analysis of previous studies, this research chose tourists' demographic and travel behavior characteristics and destination attributes, in order to determine the differences in the contribution of attributes to tourists' satisfaction.

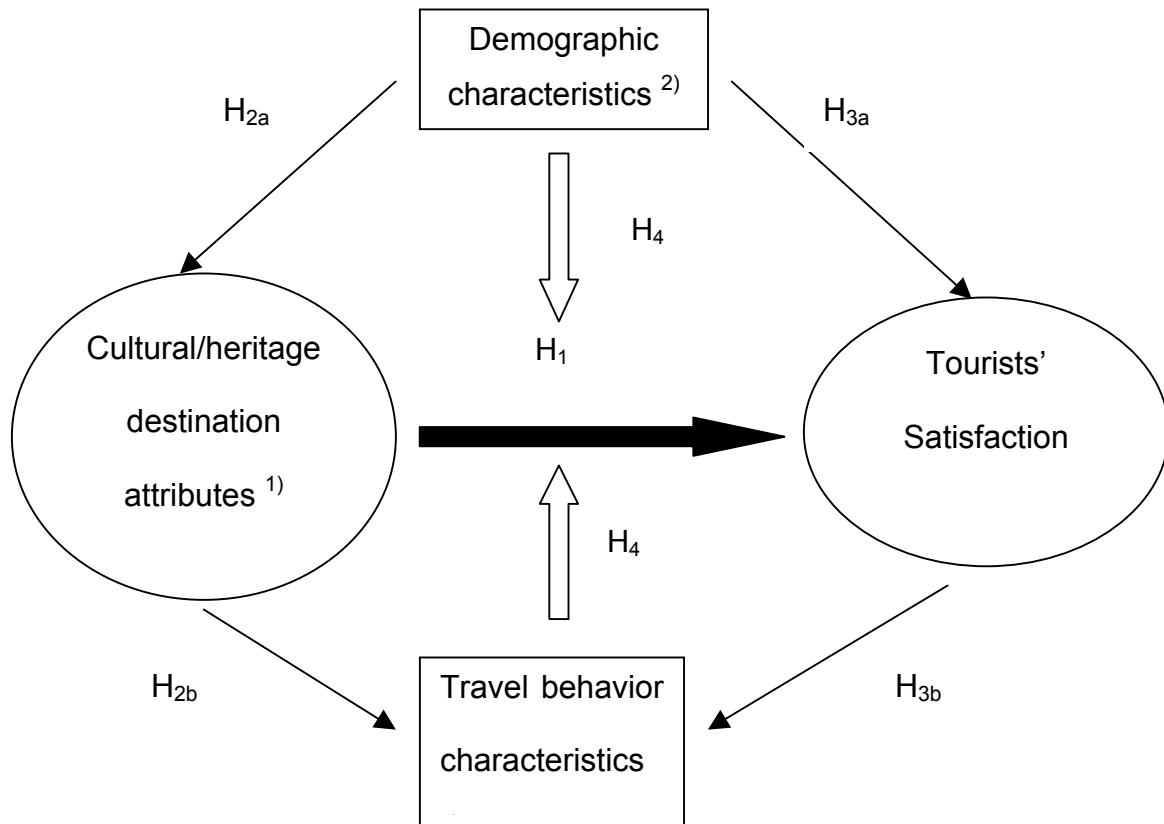


Figure 3-1. Model of the study

¹⁾ Cultural/heritage destination attributes:

Monument/monumental ruins, historical buildings, culture villages, museums, galleries, traditional scenery, arts, architecture, handicrafts, theaters, festivals/events, historic people, religious places (churches, temples), food, shopping places, information centers, expensiveness, atmosphere/people, indoor facilities, accessibility, accommodations, tour packages, guides, souvenirs, theme parks.

²⁾ Tourists' characteristics

Demographic characteristics: Age, gender, state/country, total household incomes, educational level

Travel behavior characteristics: Membership in a group, past experience, length of stay, decision time to travel, sources of information, miles traveled one way .

3.4. Study Hypotheses

Four main study hypotheses were utilized to fulfill the objectives of the study. These hypotheses are expressed in null-forms as follow:

- H₁: There is no relationship between the selected cultural/heritage Destination attributes and the overall satisfaction of tourists.
- H_{2a}: There is no difference between derived factors in relation to tourists' demographic characteristics, such as gender, age, state, education level, and total household income.
- H_{2b}: There is no difference between the derived factors in relation to travel behavior characteristics of tourists, such as past experience, decision time to travel, length of stay, membership in a group, and distance of travel (one-way).
- H_{3a}: There is no difference in the overall satisfaction of tourists in terms of tourists' demographic characteristics, such as gender, age, state, education level, and total household income.
- H_{3b}: There is no difference in the overall satisfaction of tourists in terms of tourists' demographic characteristics, such as past experience, decision time to travel, length of stay, membership in a group, and distance of travel (one-way).
- H₄: There is a relationship between the selected cultural/heritage destination attributes and the overall satisfaction of tourists for controlling selected demographic (gender) and travel behavior characteristics (past experience and decision time to travel).

3.5. Study Design

3.5.1. Sample

The sample population for this research was composed of tourists who visited the Virginia Historic Triangle (Williamsburg, Jamestown, and Yorktown) in June and August, in 2001. The survey was conducted over a 2-week period at five different places that are frequently visited in the Virginia Historic Triangle. Distribution of questionnaires was carried out only during the daytime from 11 A.M. to 4 P.M. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire. They were also given a cold drink as incentive to complete the survey, and were asked if they would participate in the survey. Data were collected at five different places, including two parking lots, Downtown of Williamsburg, a shopping center, and a visitors' information center in the Virginia Historic Triangle.

Respondents younger than age 18 were automatically excluded. Personal observations revealed that tourists who were age 18 or older visit cultural/heritage destinations either individually or with their friends or families as groups. No particular attempt was made to apply a random sample or to select particular segments. However, tourists were selected at different times of the day. A total sample size of 300 was completed.

3.5.2. Variables

The study analyzed which cultural/heritage destination attributes were important in satisfying tourists who visited cultural/heritage destinations, and identified the relationship of satisfaction to tourists' characteristics. To develop an instrument for this study, previous literature was examined to identify instruments used with studies having similar objectives. A preliminary questionnaire was developed based upon previous instrumentation developed by Kozak & Rimmington(2000), Heung & Cheng (2000),and Joppe, Martin & Waalen (2001). For example, Kozak and Rimmington's study reported findings about destination attributes critical to the overall satisfaction levels of tourists visiting Mallorca, Spain during the winter season.

The questionnaire used in this study consisted of two sections. The first section explored destination attributes affecting tourists' expectations, perceptions, and satisfaction levels in relation to a cultural/heritage destination. Respondents were requested to give a score to each of the 25 attributes on the levels of expectations and satisfactions separately using a 5-point Likert-type scale ranging from *very low expectation (1)* to *very high expectation (5)* and from *very dissatisfied (1)* to *very satisfied (5)*. A final question in this section was asked about respondents' overall level of satisfaction with the Virginia Historic Triangle (*1 = extremely dissatisfied, 7 = extremely satisfied*).

A section of the questionnaire gathered the respondents' demographic and travel behavior characteristics (see Table 3-1). Total household incomes were operationalized as a categorical variable. The categories ranged from "less than \$19,999" to "\$100,000 or more." Educational level also was operationalized as a categorical variable. The categories ranged from "no high school degree" to graduate school/professional degree." Membership in a group was investigated by asking respondents to select one response among the choices of alone, family, friends, and organized groups. Past experience was measured by asking respondents to indicate their number of visits to cultural/heritage destinations in the past 3 years, from 1999 to 2001 (not including the present trip).

Table 3-1

Variables of the Study

Variables	
Dependent variable	Tourists' satisfaction
Independent variable	Cultural/heritage destination: Monuments/monumental ruins, historical buildings, culture villages, museums, galleries, traditional scenery, arts, architecture, handicrafts, theaters, festivals/events, historic people, religious places (churches, temples), food, shopping places, information centers, atmosphere/people, indoor facilities, accessibility, accommodations, tour packages, guides, souvenirs, expensiveness, theme parks.
Control variable	Tourists' demographic characteristics: Age, gender, origin, total household incomes, education level. Travel behavior characteristics: Membership in a group, past experience, length of stay, decision time to travel, sources of information, miles traveled one way

3.6. Pretest of the Survey Instrument

The survey instrument was revised, and to strengthen its validity, the questionnaire was circulated to 15 graduate students in the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University. Based on the feedback received from the pretested sources, the questionnaire was modified. Then, the questionnaire was tested through convenience samples consisting of tourists (N=25) in the Virginia Historic Triangle by on-site interviews. The main purpose of the pretest was to validate the questions of the study.

3.7. Reliability and Validity of Data

Reliability can be thought of as consistency in measurement. To establish the reliability of the tourists' satisfaction measurement used in the survey instrument, the reliability coefficient (Cronbach alpha) was verified. Therefore, the reliability of tests on the selected cultural/heritage attributes was accomplished.

Validity indicates the degree to which an instrument measures the construct under investigation. Content validity refers to the subjective agreement among professionals that a scale logically appears to reflect accurately what it purports to measure (Zikmund, 2000). Therefore, in this study, content validity was strengthened through an extensive review of the literature.

3.8. Data Analysis

After sorting out the invalid questionnaires, data were coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS).

Statistical analyses such as frequencies, descriptive, factor analysis, correlation analysis, multiple regression, Multivariate Analysis of Variance (MANOVA), Analysis of Variance (ANOVA), and Multivariate Analysis of Covariance (MANCOVA) were used according to the respective objectives of the study.

Factor analysis was conducted to create correlated variable composites from the original 25 attributes and to identify a smaller set of dimensions, or factors, that explain most of the variances between the attributes. The derived factor scores were then applied in subsequent regression analysis. In this study, factors were retained only if they had values greater than or equal to 1.0 of eigenvalue and a factor loading greater than 0.4.

Multiple regression analysis was used to examine tourists' overall levels of satisfaction with the cultural/heritage destination. The dependent variable (tourists' overall satisfaction levels with the cultural/heritage destination) was regressed against each of the factor scores of the independent variables (cultural/heritage dimensions) derived from the factor analysis.

Multivariate Analysis of Variance (MANOVA) was used to analyze the difference of derived factors in relation to tourist demographic characteristics and travel behavior characteristics.

Analysis of Variance (ANOVA) was used to identify the differences in the overall satisfaction of tourists' in terms of tourists' demographic characteristics and travel behavior characteristics.

Multivariate Analysis of Variance (MANCOVA) was performed to reveal the control variables which influenced the relationship between tourists' overall satisfaction of tourists' and cultural/heritage destination attributes.

Chapter Four

RESULTS

4.1. Introduction

This chapter is divided into three major sections. The first section provides the demographic characteristics and travel behavior characteristics of the respondents. The second section presents results on the respondents' expectations and satisfaction with 25 attributes in the Virginia Historic Triangle. Finally, the last section addresses the results of testing the proposed research hypotheses in terms of factor analysis, correlation analysis, multiple regression analysis, Multivariate Analysis of Variance (MANOVA), Analysis of Variance (ANOVA), and Multivariate Analysis of Covariance (MANCOVA).

4.2. Respondents

Out of 300 questionnaires, 251 were usable. Unusable questionnaires included missing sections either expectation or satisfaction in the survey instrument. Therefore, the data from 251 respondents were analyzed in this study. As stated in Chapter Three, the respondents were tourists who visited at the Virginia Historic Triangle in June to August, in 2001. The survey was conducted at five different places of the Virginia Historic Triangle, which were frequently visited by tourists over a 2-week period.

4.2.1. Demographic Characteristics of the Respondents

The demographic characteristics of the respondents are shown in Table 4-1. The gender distribution of the respondents was quite even, with 51.4% female respondents and 48.6% male respondents. The dominant age group of the respondents was 38 to 47 years (37.5%), followed by 48 to 57 years (22.3%), 28 to 37 years (19.5%), and 58 years and older (10.8%), whereas 18 to 27 years (10%) made up the smallest group, representing 10% of the respondents.

Most of the respondents (68.9%) reported that they live in other states of the United States, and 25.5 % of the respondents live in Virginia, whereas 3.6% of the respondents were international travelers.

In terms of level of education, almost 52% of the respondents had a university education level; 32.3% of the respondents had a post graduate education, and 15.9% of the respondents had a secondary school education. No respondent in the research study was at the primary level or below. The result shows the relatively high educational attainment of the respondents.

With regard to respondents' annual household income, the largest group included those with an annual household income of US \$80,000 or above (45.4%), followed by US \$40,000 to US \$59,999 (20.3%), US \$60,000 to US \$79,999 (18.3%), and US \$20,000 to US \$39,999. Only 4.8% of the respondents had an annual household income of US \$19,999 or below (see Table 4-1).

Table 4-1

Demographic Characteristics of the Respondents (N=251)

Variable	Frequency	Percentage (%)
Gender		
Male	122	48.6
Female	129	51.4
Age (years)		
18-27	25	10
28-37	49	19.5
38-47	94	37.5
48-57	56	22.3
58-67	18	7.2
67+	9	3.6
States		
Virginia	64	25.5
Other States	173	68.9
Abroad	14	5.6
Education levels		
Primary & Secondary school	40	15.9
College	130	51.8
Graduate school	81	32.3
Total household incomes(USD)		
19,999 or less	12	4.8
20,000-39,999	28	11.2
40,000-59,999	51	20.3
60,000-79,999	46	18.3
80,000 or above	114	45.4

4.2.2. Travel Behavior Characteristics of the Respondents

The travel behavior characteristics of the respondents are shown in Table 4-2. In the category of the number of previous visits to the Virginia Historic Triangle, 25.1% of the respondents did not have previous experience with area. Almost 44% of the respondents visited 1 to 2 times. Furthermore, 16.4% of the respondents visited 3 to 4 times, whereas 14.7% of the respondents visited 5 times or more.

With regard to the plan of travel, the distribution of the respondents was quite even. Around 40% of the respondents planned for travel 4 to 6 months in advance, and 39.5% of the respondents planned in advance 3 months or less. The smallest group of the respondents (20.4%) planned in advance 6 months or more.

In the category of length of stay, 58.2% of the respondents stayed for 2 to 4 days, followed by 5 to 7 days (24.3%), and 1 day (13.5%). Only 4% of the respondents stayed 8 days or above.

With regard to membership in a group, most respondents (97.2%) traveled with a partner, friends, and family members, whereas only 2.8% of respondents traveled alone or in an organized group.

Lastly, in the category of travel miles one way, the largest group of respondents (50.2%) traveled 301 miles or more; the middle group of respondents (33%) traveled 101 to 300 miles, and the smallest group of respondents traveled 100 miles or less (see Table 4-2).

Table 4-2

Travel Behavior Characteristics of the Respondents (N=251)

Variable	Frequency	Percentage (%)
Past experience at cultural/heritage sites		
Yes	188	74.9
No	63	25.1
How long in advance planned to visit the Virginia Historic Triangle		
3 months or less	99	39.5
4-6 months	101	40.2
6 months or more	51	20.4
Length of stay		
1 day	34	13.5
2-4 days	146	58.2
5-7 days	61	24.3
8 or more	10	4.0
Membership in a group		
Alone	3	1.2
A couple	50	19.9
Family members	154	61.4
Friends/relatives	40	15.9
Organized groups	4	1.6
Distance of travel (miles)		
50 or less	22	8.8
51-100	20	8.0
101-200	39	15.5
201-300	44	17.5
300 or more	126	50.2

Travel Behavior Characteristics of the Respondents (N=251) (Condt.)

Variable	Frequency	Percentage (%)
Sources of information*		
Magazines	70	
Newspapers	16	
Internet	125	
Words of Mouth	160	
Television	34	
Others	94	

* Represents multiple response expressed in absolute numbers

4.3. Satisfactory Attributes, Indifferent Attributes, and Unsatisfactory Attributes.

Table 4-3 listed 25 attributes of the Virginia Historic Triangle, broken down into satisfaction, indifference, and dissatisfaction categories. The results indicated that there were 15 attributes about the Virginia Historic Triangle with which tourists were satisfied, and 3 attributes with which they were dissatisfied. Tourists were neither satisfied nor dissatisfied with 7 other attributes.

4.3.1. Satisfying Attributes

In this study, “satisfying” is defined as those attributes with satisfaction scores above expectation scores (positive mean difference) and with a t-value significant at the .05 level. Results indicated that tourists were satisfied with "religious places," "monuments," "shopping places," "guides," "traditional scenery," "arts," "galleries," "cultural villages," "theme parks," "tour packages," "historic people," "indoor facilities," "architecture," and "historic building." The respondents' satisfactions with these 15 attributes were positively disconfirmed with their expectations, which led to satisfaction in relation to those attributes (see Table 4-3).

4.3.2. Indifferent Attributes

Indifferent attributes were defined as those attributes with a non-significant t-value ($p \geq 0.05$), regardless of a positive or negative mean difference. Attributes such as "theaters," "information centers," "atmosphere/people," "festivals/events," "handicrafts," "souvenirs," and "food" were included in the group of indifferent attributes. This showed that respondents' satisfaction was confirmed with their expectations, and resulted in neutral feelings or indifference in relation to those attributes (see Table 4-3).

4.3.3. Dissatisfying Attributes

Dissatisfying attributes were defined as those attributes with expectation scores outweighing satisfaction scores (ex, negative mean score), regardless of a significant or non-significant t-value at the .05 level or below. Results indicated that tourists were dissatisfied with "accessibility," "accommodations," and "expensiveness." This indicated that respondents' satisfaction in relation to those attributes were negatively disconfirmed with their expectations, which resulted in dissatisfaction (see Table 4-3).

Table 4-3

Results on Paired t-test between Tourists' Expectations and Satisfaction with Attributes

Attribute	Satisfaction Mean ¹⁾	Expectation Mean ²⁾	Mean Difference	t-Value
Satisfying				
Religious places	3.604 (0.954)	3.292 (1.022)	+0.312	-4.742*
Monuments	3.917 (0.801)	3.691 (0.862)	+0.226	-3.866*
Shopping places	3.858 (0.896)	3.648 (0.874)	+0.210	-3.578*
Guides	3.832 (0.950)	3.650 (0.970)	+0.182	-2.780*
Traditional scenery	4.241 (0.827)	4.063 (0.776)	+0.178	-3.191*
Galleries	3.732 (0.888)	3.567 (0.954)	+0.165	-2.905*
Arts(music/dance)	3.481 (0.958)	3.326 (0.959)	+0.155	-2.571*
Culture villages	4.073 (0.867)	3.922 (0.802)	+0.151	-2.577*

Results on Paired t-test between Tourists' Expectation and Satisfaction of Attributes (Condt.)

Attribute	Satisfaction Mean ¹⁾	Expectation Mean ²⁾	Mean Difference	t-Value
Theme parks	3.946 (1.049)	3.798 (1.026)	+0.148	-2.340*
Tour packages	3.544 (0.971)	3.398 (1.049)	+0.146	-2.112*
Museums	3.962(0.810)	3.822(0.918)	+0.140	-2.609*
Historic people	4.094 (0.893)	3.955 (0.879)	+0.139	-2.354*
Indoor facilities	3.771 (0.910)	3.633 (0.832)	+0.138	-2.252*
Architecture	4.230 (0.852)	4.101 (0.852)	+0.129	-2.401*
Historic buildings	4.258 (0.838)	4.142 (0.763)	+0.116	-2.067*
Indifferent				
Theaters	3.344 (0.947)	3.224 (1.079)	+0.120	-1.760
Information centers	3.969 (0.951)	3.849 (0.938)	+0.120	-1.755
Atmosphere/people	4.133 (0.912)	4.022 (0.757)	+0.111	-1.699
Festivals/events	3.677 (0.920)	3.591 (0.989)	+0.086	-1.201
Handicrafts	3.714 (0.870)	3.648 (0.908)	+0.066	-1.074
Souvenirs	3.527 (0.949)	3.493 (1.033)	+0.034	-0.503
Food	3.648 (1.045)	3.622 (0.912)	+0.026	-0.398
Dissatisfying				
Accessibility	3.831 (0.930)	3.862 (0.798)	-0.031	0.466
Accommodations	3.741 (0.968)	3.850 (0.783)	-0.109	1.609
Expensiveness	3.622(0.937)	3.353(1.099)	-0.269	3.362*

Note: Standard deviations are in parentheses.

Satisfaction mean ranges from 1 (very dissatisfied) to 5 (very satisfied).

Expectation mean ranges from 1 (very low) to 5 (very high).

* $p < 0.05$

4.4. Expectation-Satisfaction Analysis

The average level of satisfaction with various attributes of the Virginia Historic Triangle and the average expectation of these attributes were calculated for the overall sample (see Table 4-3). The placement of each attribute on an expectation-satisfaction grid was accomplished by using the means of expectation and satisfaction as the coordinates. When these calculations had been performed, they were plotted on a two-dimensional grid.

This expectation-satisfaction grid positioned the grand means for satisfaction ($X=3.83$, $SD=0.25$) and expectation ($X=3.70$, $SD=0.26$), which determined the placement of the axes on the grid. Each attribute on the grid could then be analyzed by locating the appropriate quadrant in which it fell. For example, the top left quadrant contains attributes (accommodations and accessibility) that were rated very expected but the associated satisfaction with them were rated below average. Attributes in the top right quadrant were rated very satisfied, and the level of expectation was above the average. Attributes in the bottom left quadrant were considered less satisfied, and the expectation level is below average. Finally, attributes in the bottom right quadrant were rated above average on satisfaction, but were rated below average on expectation.

Figure 4-1 is an expectation-satisfaction grid showing the overall ratings of tourists' perceptions of the Virginia Historic Triangle. "Historical buildings," "cultural villages," "museums," "traditional scenery," "architecture," "information centers," "atmosphere/people," "historic people," and "theme parks" were located in the upper right-hand quadrant (high satisfaction, high expectation). Only "accommodation" was located in the upper left-hand quadrant (low satisfaction, high expectation). "Galleries," "handicrafts," "theaters," "festival/events," "religious places," "indoor facilities," "expensiveness," "tour packages," and "souvenirs" were rated below average for both satisfaction and expectation (lower left-hand quadrant). The respondents perceived "monuments" and "shopping centers" higher than average on satisfaction, but below average on expectations (lower right-hand quadrant).

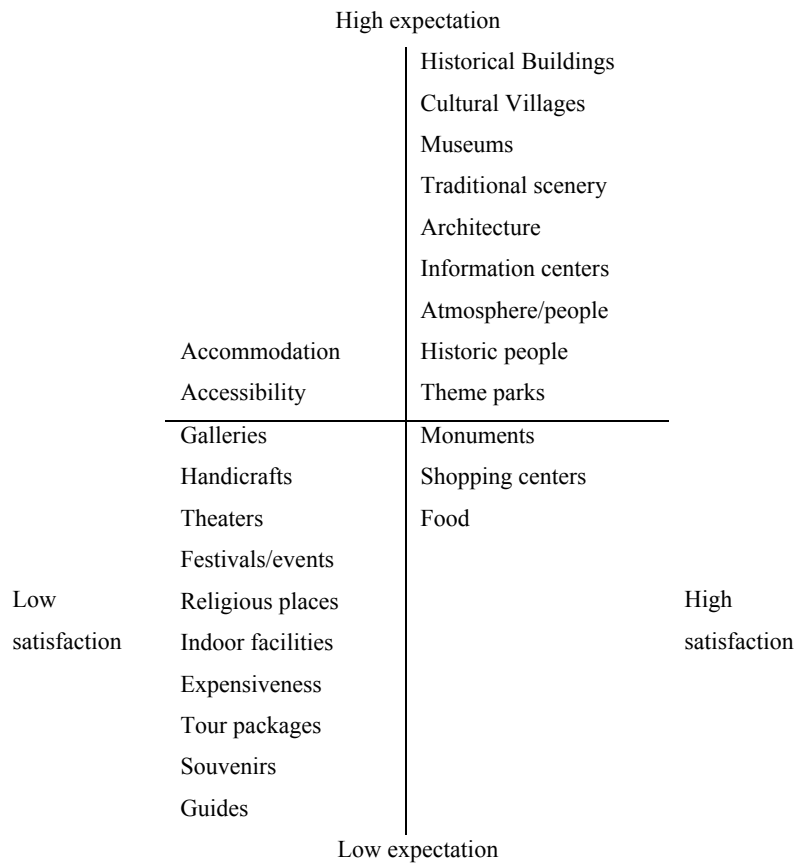


Figure 4-1. Expectation-Satisfaction Grid

4.5. Tourist's overall Level of Satisfaction with the Virginia Historic Triangle

Respondents were also questioned about their overall level of satisfaction with the Virginia Historic Triangle. The results were summarized in Table 4-4. From the research findings, 82.5% of the respondents indicated that they were satisfied, very satisfied, or extremely satisfied with the Virginia Historic Triangle; 13.9% were neutral in their opinions, and 3.6% of the respondents were dissatisfied, very dissatisfied, or extremely dissatisfied. The mean value of respondents' overall perceived level of satisfaction was 5.454, which tended toward the high end of the satisfaction scale. This suggests that the Virginia Historic Triangle provides tourists with a satisfactory experience.

Table 4-4

Tourists' Overall Level of Satisfaction with the Virginia Historic Triangle (N=251)

Variable	Frequent	Percentage (%)
Overall satisfaction level	1	0.4
Extremely dissatisfied	1	0.4
Very dissatisfied	7	2.8
Neutral	35	13.9
Satisfied	85	33.9
Very satisfied	74	29.5
Extremely satisfied	48	19.1

Note: Overall satisfaction mean ranges from 1 (extremely dissatisfied) to 7 (extremely satisfied)

4.6. Hypotheses Testing

Based on the purpose of this study, three hypotheses were proposed. Each hypothesis is reiterated below and then the results of statistical analysis for testing them are reported. Hypothesis 1 was tested by using correlation analysis and multiple regression analyses. In order to get the destination attribute scale ready for analysis, a factor analysis of the attributes was conducted. There were five factors that emerged from this procedure, which is explained in the following section. And, these factors were then utilized during the testing of multiple regression analysis as independent variables. Hypotheses 2a and 2b were tested through Multivariate Analysis of Variance (MANOVA). Hypotheses 3a and 3b were analyzed by Analysis of Variance (ANOVA). Furthermore, hypothesis 4 was analyzed by Multivariate Analysis of Covariance (MANCOVA)

4.6.1. Factor Analysis (Underlying Dimensions of Tourists' Perceptions of Attributes)

The principal components factor method was used to generate the initial solution. The eigenvalues suggested that a four- factor solution explained 57.65% of the overall variance before the rotation. The factors with eigenvalues greater than or equal to 1.0 and attributes with factor loadings greater than 0.4 were reported. Table 4-5 illustrates the results of the factor analysis. The four factors were: General Tour Attraction, Heritage Attraction, Maintenance Factors, and Cultural Attraction.

The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 1541.42. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.882, which was meritorious (Hair, Anderson, and Black 1999).

From the varimax-rotated factor matrix, four factors with 23 variables were defined by the original 25 variables that loaded most heavily on them (loading ≥ 0.4) (see Table 4-5). Two attributes were dropped due to the failure of loading on any factor at the level of

0.40 (or higher). These were “religious people and “expensiveness.” The communality of each variable ranged from 0.416 to 0.743.

To test the reliability and internal consistency of each factor, the Cronbach’s alpha of each was determined. The results showed that the alpha coefficients ranged from 0.702 to 0.879 for the four factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

The four factors underlying tourists’ perceptions of cultural/heritage attributes in the Virginia Historic Triangle were as follows.

General Tour Attraction (Factor 1) contained nine attributes and explained 40.45% of the variance in the data, with an eigenvalue of 9.708 and a reliability of 87.88%. The attributes associated with this factor dealt with the general tour items, including “religious places,” “souvenirs,” “theaters,” “theme parks,” “tour package,” “festivals/events,” “food,” “shopping places,” and “guides.”

Heritage attraction (Factor 2) accounted for 6.74% of the variance, with an eigenvalue of 1.616, and a reliability of 70.20%. This factor was loaded with four attributes that referred to heritage attraction. The four attributes were “handicrafts,” “architecture,” “traditional scenery,” and “arts (music/dance).”

Maintenance factors (Factor 3) loaded with five attributes. This factor accounted for 5.58% of the variance, with an eigenvalue of 1.339, and a reliability of 72.85%. These attributes were “accessibility,” “indoor facilities,” “atmosphere/people,” “information centers,” and “accommodations.”

Cultural attraction (Factor 4) contained five attributes that referred to cultural dimensions. This factor explained 4.88% of the variance, with an eigenvalue of 1.173, and a reliability of 80%. These attributes were “museums,” “galleries,” “culture villages,” “historic buildings,” and “monuments.”

Table 4-5

Factor Analysis Results of the Perception of Attributes in the Virginia Historic Triangle
(N=126)

Attributes	Factor Loading				Communality
	Factor 1	Factor 2	Factor 3	Factor 4	
Factor 1: General Tour Attraction					
Religious places	0.817				0.737
Souvenirs	0.700				0.643
Theaters	0.670				0.628
Theme parks	0.617				0.600
Tour packages	0.580				0.582
Festivals/events	0.565				0.587
Food	0.565				0.416
Shopping places	0.548				0.502
Guides	0.511				0.593
Factor 2: Heritage Attraction					
Handcrafts		0.705			0.588
Architecture		0.685			0.541
Traditional scenery		0.664			0.616
Arts (Music/dance)		0.599			0.499
Factor 3: Maintenance Factors					
Accessibility			0.722		0.624
Indoor facilities			0.681		0.743
Atmosphere/people			0.623		0.574
Information centers			0.580		0.529
Accommodations			0.557		0.577

Factor Analysis Results of the Perception of Attributes in the Virginia Historic Triangle
(N=126) (Condt.)

Attributes	Factor Loading				Communality
	Factor 1	Factor 2	Factor 3	Factor 4	
Factor 4: Culture Attraction					
Museums				0.787	0.683
Galleries				0.602	0.465
Culture villages				0.581	0.577
Historic buildings				0.499	0.522
Monuments				0.470	0.541
Eigenvalue	9,708	1,616	1,339	1,173	
Variance (%)	40.449	6.735	5.577	4.888	
Cumulative variance (%)	40.449	47.184	52.761	57.649	
Reliability Alpha (%)	87.88	70.2	72.85	80.00	
Number of items (total=23)	9	4	5	5	

Note: Extraction Method – Principal Component Analysis

Rotation Method – Varimax with Kaiser Normalization

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.882

Bartlett's Test of Sphericity: $p = 0.000$ ($\chi^2 = 1541.422$, $df = 276$)

4.6.2. Hypothesis 1

H₁: There is no relationship between the selected cultural/heritage destination attributes and the overall satisfaction of tourists.

4.6.2.1. Correlation Analysis

A correlation coefficient measured the strength of a linear between two variables. In the study, a correlation coefficient measured the strength of a linear between the overall satisfaction of the respondents and four factors (General Tour Attraction, Heritage Attraction, Maintenance Factor, and Culture Attraction). The correlation between overall satisfaction and four factors was positive and was significant at the 0.01 level (2-tailed). For example, the correlation between overall satisfaction and General Tour Attraction (Factor 1) was 0.277 ($p=0.002$); the correlation between overall satisfaction and Heritage Attraction (Factor 2) was 0.300 ($p=0.001$); the correlation between overall satisfaction and Maintenance Factor (Factor 3) was 0.266 ($p=0.003$), and the correlation between overall satisfaction and Culture Attraction (Factor 4) was 0.0.282 ($p=0.001$) (Table4-6). Therefore, the study indicated that the correlation between overall satisfaction and Heritage Attraction or Cultural Attraction was higher than that between overall satisfaction and General Tour Attraction or Maintenance Factor.

These results revealed support for hypothesis 1 that there seems to be a moderate correlation between overall satisfaction and the selected cultural/heritage attributes.

Table 4-6

Correlation between Overall Satisfaction and Four Factors

		Factor 1 (General Tour Attraction)	Factor 2 (Heritage Attraction)	Factor 3 (Maintenance Factor)	Factor 4 (Culture Attraction)
Overall Satisfaction	Pearson Correlation	0.277**	0.300**	0.266**	0.282**
	Sig. (2-tailed)	0.002	0.001	0.003	0.001
	N	126	126	126	126

Note: ** $p \leq 0.01$ **4.6.2.2. Multiple Regression Analysis**

In order to further reveal support for hypothesis 1, the factors that influenced tourists' overall levels of satisfaction, the four orthogonal factors were used in a multiple regression analysis. The multiple regression procedure was employed because it provided the most accurate interpretation of the independent variables. The four independent variables were expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation were shown in order of importance based on the beta coefficients. The dependent variable, tourists' overall level of satisfaction, was measured on a 7-point Likert-type scale and was used as a surrogate indicator of tourists' evaluation of the perception in the Virginia Historic Triangle.

The equation for tourists' overall level of satisfaction was expressed in the following equation:

$$Y_s = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4,$$

Where,

Y_s = tourists' overall level of satisfaction with Virginia Historic Triangle

β_0 = constant (coefficient of intercept)

X_1 = General Tour Attraction

X_2 = Heritage Attraction

X_3 = Maintenance Factor

X_4 = Culture Attraction

B_1, \dots, B_4 = regression coefficient of Factor 1 to Factor 4.

Table 4-7 showed the results of the regression analysis. To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2), and F ratio were examined. First, the R of independent variables (four factors, X_1 to X_4) on the dependent variable (tourists' overall level of satisfaction, or Y_s) is 0.563, which showed that the tourists had positive and high overall satisfaction levels with the four dimensions. Second, the R^2 is 0.317, suggesting that more than 30% of the variation of tourist' overall satisfaction was explained by the four factors. Last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 14.024 ($p=0.00$) and was considered significant. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of tourists' overall satisfaction in relation to the four factors, as measured by the above – mentioned R , R^2 , and F ratio. In other words, at least one of the four factors was important in contributing to tourists' overall level of satisfaction with the Virginia Historic Triangle.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the four dimensions (independent variables) in contributing to the variance in tourists' overall satisfaction (dependent variable). As far as the relative importance of the four cultural/heritage dimensions is concerned, Factor 2 (Heritage Attraction, $B_2=0.300$, $p=0.000$) carried the heaviest weight for tourists' overall satisfaction, followed by Factor 4 (Culture Attraction, $B_4=0.282$, $p=0.000$), Factor 1 (General Tour Attraction, $B_1=0.277$, $p=0.000$), and Factor 3 (Maintenance Factors, $B_3=0.279$, $p=0.001$). The results showed that a one-unit increase in satisfaction with the Heritage Attraction factor would lead to a 0.300 unit increase in tourists' overall level of satisfaction with the Virginia Historic Triangle, other variables being held constant.

In conclusion, all underlying dimensions are significant. Thus, the results of multiple regression analysis reject hypothesis 1, that there is no relationship between the selected cultural/heritage destination attributes and the overall satisfaction of tourists. So, there is a relationship, which is what you expected.

Table 4-7

Regression Results of Tourists' Overall Satisfaction Level Based on the Dimensions
(N=126)

Dependent variable: Tourist's overall satisfaction with the Virginia Historic Triangle

Independent variable: Four factors

Model summary

R	R ²	Adjusted R ²	SE
0.563	0.317	0.294	0.8802

Analysis of variance

	Sum of square	df	Mean square	F	p
Regression	43.461	4	10.865	14.024	0.000
Residual	93.746	121	0.775		
Total	137.206	125			

Regression Analysis

Independent variables	B	SE	Beta	t	p
(constant)	5.365	0.78		68.419	0.000
Factor 2	0.314	0.079	0.300	3.988	0.000*
Factor 4	0.296	0.079	0.282	3.755	0.000*
Factor 1	0.290	0.079	0.277	3.684	0.000*
Factor 3	0.279	0.079	0.266	3.539	0.001*

Note: * p < 0.05

4.6.3. Hypothesis 2a and 2b

H_{2a}: There is no difference between derived factors in relation to tourists' demographic characteristics, such as gender, age, state, education level, and total household incomes.

H_{2b}: There is no difference between derived factors in relation to travel behavior characteristics of tourists, such as past experience, decision time to travel, length of stay, membership in a group, and distance of travel (one-way).

4.6.3.1. Multivariate Analysis of Variance (MANOVA)

Multivariate Analysis of Variance (MANOVA) was used to analyze hypothesis 2a and 2b. This study made use of MANOVA to determine whether there were differences among derived factors with respect to demographic and travel behavior characteristics. The results of the analysis are presented in Table 4-8.

In tourists' characteristics, the results of MANOVA revealed that respondents' mean scores for the dimensions of tourists' perceptions showed variation by total household incomes (Wilks' Lambda $F = 1.694$, $p = 0.045$). The results of ANOVA showed that the total household incomes differed only on Factor 1, General Tour Attraction ($F = 2.613$, $p = 0.038$). The group who had \$40,000 to 59,999 provided the lowest mean score ($M = -0.047$). On the other hand, the group who earned more than \$80,000 provided the highest mean score ($M=0.233$).

Moreover, in travel behavior characteristics of tourists, the results of MANOVA revealed that respondents' mean scores for the dimensions of tourists' perceptions differed by the length of stay (Wilks' Lambda $F = 1.993$, $p=0.022$). The results of ANOVA indicate that the length of stay differed only on Factor 3, Maintenance factor ($F=2.977$, $p=0.034$). The group who stayed for 1 day provided the lowest mean score ($M=-0.177$). However, the group who stayed for 5 to 7 days provided the highest mean score ($M=0.104$), suggesting that there may be a positive relationship between the reported satisfaction and length of stay.

In Multivariate Analysis of Variance (MANOVA), the results indicated that there is a difference in derived factors in terms of only total household incomes among the demographic variables and in terms of only the length of stay.

Table 4-8

MANOVA and ANOVA on Tourists' Perceptions for Demographic Variables

Income	N	Factor 1	Factor 2	Factor 3	Factor 4
(N=251)					
\$19,999 or below	10	0.231	0.308	0.120	0.445
\$20,000-\$39,999	27	0.115	0.096	0.020	0.080
\$40,000-\$59,999	46	-0.047	0.087	-0.054	0.057
\$60,000-\$79,999	44	0.124	0.140	0.014	0.134
\$80,000 or above	108	0.233	0.181	0.056	0.177
Total	251	0.144	0.154	0.035	0.146
Univariate(F)		2.613	2.244	1.328	1.955
p		0.038*	0.067	0.262	0.104
Multivariate (F=1.694)					
Wilks' Lamda p = 0.45					

MANOVA and ANOVA on Tourists' Perceptions for Travel Behavior Variables

Length of Stay	N	Factor 1	Factor 2	Factor 3	Factor 4
(N=251)					
1	33	-0.043	0.028	-0.177	0.032
2-4	137	0.133	0.136	0.060	0.118
5-7	55	0.241	0.267	0.104	0.284
8+	10	0.386	0.292	-0.037	0.140
Total	251	0.144	0.150	0.035	0.146
Univariate(F)		0.817	0.711	2.977	1.648
p		0.487	0.547	0.034*	0.181
Multivariate (F=1.993)					
Wilks' Lamda p = 0.024					

Note: value is mean scores * p < 0.05

4.6.4. Hypothesis 3a and 3b

H_{3a}: There is no difference in the overall satisfaction of tourists in terms of tourists' demographic characteristics, such as gender, age, state, education level, and total household incomes.

H_{3b}: There is no difference in the overall satisfaction of tourists in terms of tourists' demographic characteristics, such as past experience, decision time to travel, length of stay, membership in a group, and distance of travel (one-way).

4.6.4.1. Demographic Differences in Overall Satisfaction

Table 4-9 illustrates that two-tailed independent t-test and one-way ANOVA results of the mean difference of overall satisfaction by the demographic characteristics of the respondents. The results indicated that no significant difference in the overall satisfaction of the respondents was found by age, state, education level, and total household income. Significant difference in the overall satisfaction of the respondents was found only by gender ($t=54.491$, $p<0.05$). The results explained that female respondents were more satisfied with the Virginia Historic Triangle than were male respondents. Thus, hypothesis 3a could be rejected only for gender.

Table 4-9

Two-tailed Independent t-test and One-way ANOVA Results of the Mean Difference of Overall Satisfaction by Demographic Characteristics of the Respondents

Variable	Frequency	Mean
Gender (t=54.491*)		
Male	122	5.303
Female	129	5.597
Age (years) (F=1.436)		
18-27	25	5.240
28-37	49	5.449
38-47	94	5.394
48-57	56	5.500
58-67	18	6.056
67+	9	5.222
States (F=0.060)		
Virginia	64	5.469
Other States	173	5.457
Abroad	14	5.357
Education levels (F=0.394)		
Primary & Secondary school	40	5.425
College	130	5.408
Graduate school	81	5.543
Total household income (USD) (F=0.300)		
19,999 or less	12	5.250
20,000-39,999	28	5.321
40,000-59,999	51	5.549
60,000-79,999	46	5.457
80,000 or above	114	5.465

Note: Overall satisfaction mean ranges from 1 (extremely dissatisfied) to

7 (extremely satisfied) * $p < 0.05$

4.6.4.2. Travel Behavior Differences in Overall Satisfaction

Two-tailed independent t-test and Analysis of Variance (ANOVA) were tested in order to identify the mean differences in overall satisfaction by the travel behavior characteristics of the respondents. The results are shown in Table 4-10.

The results indicated that no significant difference in overall satisfaction of the respondents was found in terms of the length of stay, membership in a group, and the distance of travel (one-way). However, the results illustrated that significant differences were found in past experience ($t=54.140$, $p<0.05$) and decision time to travel ($F=3.213$). The study revealed that the respondents who had experienced travel to heritage/cultural sites were more satisfied than the respondents who had never experienced heritage/cultural sites. Furthermore, the study explained that the respondents who planned to travel to Virginia Historic Triangle for more than 6 months were very satisfied with the destination among three categories. Thus, hypothesis 3b was rejected for past experience and decision time to travel.

Table 4-10

Two-tailed Independent Samples t-test and One-way ANOVA Results of Mean Difference of Overall Satisfaction by Travel Behavior Characteristics of the Respondents

Variable	Frequency	Mean
Past experience in cultural/heritage sites (t=54.140*)		
Yes	188	5.532
No	63	5.222
How long in advance planned to visit the Virginia Historic Triangle (F=3.213*)		
3 months or less	99	5.556
4-6 months	101	5.248
6 months or more	51	5.667
Length of stay (F=0.670)		
1 day	34	5.529
2-4 days	146	5.397
5-7 days	61	5.590
8 or more	10	5.200
Distance of travel (miles) (F=2.264)		
50 or less	22	5.955
51-100	20	5.050
101-200	39	5.513
201-300	44	5.591
300 or more	126	5.365

Note: Overall satisfaction mean ranges from 1 (extremely dissatisfied) to

7 (extremely satisfied)

* $p < 0.05$

4.6.5. Hypothesis 4

H₄: There is a relationship between the selected cultural/heritage destination attributes and the overall satisfaction of tourists for controlling selected demographic (gender) and travel behavior characteristics (past experience and decision time to travel) .

4.6.5.1 Multivariate Analysis of Covariance

In order to further understand the relationship between cultural/heritage destination attributes and overall satisfaction with such attributes and how the relationship may show variation controlling for demographic and travel behavior variables, the study also used Multivariate Analysis of Covariance (MANCOVA) to see if the relationship would still exist while controlling for the significant variables, including gender, past experience, and the decision time to travel as part of the demographic and travel behavior characteristics in the study.

The results of MANCOVA revealed that only one of the control variables (past experience) controlled the relationship between the overall satisfaction of tourists and derived factors (Wilks' Lambda, $F=3.209$, $p=0.014$). On the other hand, gender (Wilks' Lambda, $F=0.964$, $p=0.087$) and decision time to travel (Wilks' Lambda, $F=0.985$, $p=0.485$) did not control the relationship between the derived factors and the overall satisfaction of tourists.

Table 4-11

Multivariate Analysis of Covariance

	Factor 1 (F.p)	Factor 2 (F.p)	Factor 3 (F.p)	Factor 4 (F.p)	Wilks' Lambda
Gender	0.164(0.686)	3.858(0.05)*	0.022(0.883)	0.078(0.781)	2.062(0.087)
Past experience	0.003(0.955)	1.972(0.162)	8.141(0.005)*	0.491(0.219)	3.209(0.014)
Decision Time	0.002(0.966)	0.260(0.611)	0.970(0.326)	1.130(0.289)	0.867(0.485)

Note: * $p < 0.05$

Chapter Five

CONCLUSION

5.1. Summary of the Study

The purposes of the study were to identify the relationship between cultural/heritage destination attributes and the overall satisfaction of tourists who visited a cultural/heritage destination, and analyze the differences in the level of overall satisfaction of tourists' with respect to demographic and travel behavior characteristics. Earlier studies of cultural/heritage tourism have focused on identifying the characteristics, development, and management of cultural/heritage tourism, as well as on investigating the demographic and travel behavior characteristics of tourists who visit cultural/heritage destinations (Hall and Zeppel, 1990; Philipp, 1993; Glasson, 1994; Silberberg, 1995; Richard, 1996; Peleggi, 1996; Pearce and Balcar, 1996; Light, 1996; Anderson, Prentice and Guerin, 1997; Formica and Uysal, 1998; Lee, 1998; Kaufman, 1999; Master and Prodeaux, 2000, Kerstetter, Confer and Graefe, 2001). Some studies have investigated the relationship between the attributes and tourists' satisfaction (Glasson, 1994; Light, 1996).

From these studies, it has been emphasized that the identification of tourists' characteristics and an investigation of the relationship between the attributes and tourists' satisfaction are needed. It is argued that such research efforts would help tourism practitioners and planners to have a better understanding of cultural/heritage tourism and to formulate better strategy and planning about cultural/heritage tourism. With these observations in mind, this current study was conducted.

5.2. Theoretical Standpoint

From a theoretical perspective, the concept of expectancy-disconfirmation theory was introduced to guide this study. Expectancy-disconfirmation theory is one of the most commonly adopted approaches used to examine the customer satisfaction of consumers. Furthermore, it currently dominates the study of consumer satisfaction. Therefore, this study used expectancy-disconfirmation theory as a guiding framework.

5.3. Methodological Standpoint

From a methodological perspective, the Virginia Historic Triangle (Williamsburg, Jamestown, and Yorktown) was selected as a research area because the Virginia Historic Triangle is one of the largest living museums and one of the most popular vacation destinations in the United States. The research framework and model were presented. Tourists who visited Virginia Historic Triangle in June to August, 2001 were surveyed. The questionnaire consisted of the perception of destination attributes and tourists' demographic and travel behavior characteristics. A total of 300 tourists were surveyed in the research areas. Three main hypotheses were proposed, and correlation analysis, multiple regression analysis, Multivariate Analysis of Variance (MANOVA), independent t-test and Analysis of Variance (ANOVA) were performed in order to test the study hypotheses. Furthermore, Multivariate Analysis of Covariance (MANCOVA) was used in order to reveal the control variables that influenced the relationship between cultural/heritage destination attributes and the overall level of satisfaction.

5.4. Summary of Findings

Three hundred surveys were collected and 251 final surveys were utilized for the study. The demographic and travel behavior characteristics of the respondents were presented.

In general, almost 70% of respondents tended to be over 38 years old. Most of the respondents had a high level of education with a high-income level. Most respondents had previous experience in visiting cultural/heritage destinations. They usually spent 2 to 4 days at the destination. Most of the respondents visited with family members and traveled over 300 miles from the Virginia Historic Triangle. Moreover, they obtained information about the Virginia Historic Triangle by Internet or word-of-mouth.

The study compared tourists' expectations and satisfaction toward 25 cultural/heritage destination attributes and categorized the attributes into satisfied attributes, indifferent attributes, and dissatisfied attributes. Results of the study showed that 15 attributes were categorized into satisfied attributes, 7 attributes into indifferent attributes, and 3 attributes into dissatisfied attributes.

5.5. Findings of Hypotheses Testing

Based on the objectives of the study, three main hypotheses were presented and tested. Correlation analysis, multiple regression analysis, Multivariate Analysis of Variance (MANOVA), two-tailed independent t-test and Analysis of Variance (ANOVA) were performed for hypothesis testing. Moreover, Multivariate Analysis of Covariance (MANCOVA) was performed.

First of all, factor analysis of 25 cultural/heritage destination attributes was conducted in order to delineate the underlying dimension of the attributes, and then correlation analysis, and multiple regression analysis were used in order to identify the relationship between the attributes and the level of overall satisfaction of tourists. Using factor analysis, 25 destination attributes resulted to four dimensions: General Tour Attraction, Heritage Attraction, Maintenance Factors, and Culture Attraction. These four factors then were related with overall satisfaction. Correlation analysis and multiple

regression analysis revealed that Heritage Attraction had the highest influence on tourists' overall satisfaction. The second highest influential dimension was Culture Attraction. The third highest influential dimension was General Tour Attraction. The last influential dimension was Maintenance Factors.

Multivariate Analysis of Variance (MANOVA) was performed in order to investigate the differences in the derived factors in terms of demographic and travel behavior characteristics. The results of MANOVA revealed that the respondent mean scores for the dimensions of cultural/heritage factors showed variation by total household incomes (Wilks' Lambda $F = 1.694$, $p = 0.045$) and the length of stay (Wilks' Lambda $F = 1.993$, $p = 0.022$).

Two-tailed independent t-test and Analysis of Variance (ANOVA) were also used in order to analyze the differences in the level of overall satisfaction in relation to demographic and travel behavior characteristics. The results of the two-tailed independent t-test and ANOVA revealed that there was a significant difference between male and female tourists in the overall satisfaction with the cultural/heritage destination attributes ($t = 54.491$, $p < 0.05$). Furthermore, the results revealed that there was a significant difference among the groups, divided by the past experience ($t = 54.140$, $p < 0.05$), and decision time to travel ($F = 3.213$, $p < 0.05$), in the overall satisfaction with the cultural/heritage destination attributes.

The results of MANCOVA revealed that only one of control variables (past experience) controlled the relationship between the overall satisfaction of tourists and derived factors (Wilks' Lambda, $F = 3.209$, $p = 0.014$). On the other hand, gender (Wilks' Lambda, $F = 0.964$, $p = 0.087$) and decision time to travel (Wilks' Lambda, $F = 0.985$, $p = 0.485$) did not control the relationship between the derived factors and the overall satisfaction of tourists.

5.6. Implications

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with the Virginia Historic Triangle. The results of the study revealed that even if four factors (General Tour Attractions, Heritage Attractions, Maintenance Factors, and Culture Attractions) have a significant relationship with the overall satisfaction of tourists, Heritage Attraction and Cultural Attraction were more important factors that influenced overall tourist satisfaction than General Tour Attraction and Maintenance Factors. This finding can be useful to the planners and marketers of cultural/heritage tourism in formulating strategies to maintain or enhance their competitiveness. In other words, they should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists. For example, the content of brochures and Web-sites about the Virginia Historic Triangle attractions should reflect such features as handicrafts, architectures, traditional scenery, and arts as part of the Heritage Attractions, and museums, galleries, cultural villages, historical buildings, and monuments as part of Culture Attractions. In addition, tourism managers and marketers should provide quality service with their General Tour Attractions such as special events, tour packages, and food, and Maintenance Factors such as ease of accessibility, information centers, and accommodations. Thus, this study helps to identify the importance of cultural/heritage destination factors as perceived by the tourists who visit the Virginia Historic Triangle.

Because this study revealed that there were differences in the overall satisfaction of tourists in terms of gender, past experience, and decision time to travel, it is hoped that the results of the study will provide some insights that may help tourism marketers develop specific promotional strategies. For example, according to the Virginia Department of Historic Resources (1998), family vacation plans to visit cultural/heritage destinations are typically made by women. The study revealed that female tourists were more satisfied than male tourists. Therefore, tourism marketers may keep this in mind as they develop special products and services for their market. The study also revealed that about 75 % of respondents had previous experience with heritage destinations. The respondents with previous experience were more satisfied than the respondents without

previous experience. Thus, this finding can be useful to tourism planners to improve and create key attributes for repeat and first time visitors. Also, tourism planners may develop the special services and products that make tourists revisit. For example, marketers can send promotional packages to repeat tourists in order to induce and maintain their interest in the destinations and attract potential visitors to cultural/heritage destinations.

Furthermore, the study classified high-satisfaction and high expectation attributes, high-satisfaction and low expectation attributes, low-satisfaction and high expectation attributes, and low-satisfaction and low-expectation attributes through expectation-satisfaction analysis. This classification will help tourism marketers and planners to maintain or enhance their strengths and improve their weaknesses. For example, the study suggests that marketers should maintain high-satisfaction and high-expectation attributes (historic buildings, cultural villages, museums, and theme parks, etc). They also should focus more on low-satisfaction and high expectation attributes (accommodations) to meet tourists' expectations. And, the study recommends that marketers should make presentations and interpretations of the cultural/heritage destination by using multimedia in order to improve low-expectation attributes (weaknesses).

To conclude, in order to create effective marketing strategies for products and services in the cultural/heritage tourism market, a better understanding of tourists who visit to the cultural/heritage destinations is necessary.

5.7. Directions for Future Research

The study provided a general picture of the relationship between cultural/heritage destination attributes and tourists' overall satisfaction with the Virginia Historic Triangle and analyzed tourists' level of satisfaction variations by demographic and travel behavior characteristics. However, the study did not mention the relationship between tourist satisfaction and intention to revisit a destination. Future research should investigate the relationship between tourists' satisfaction and intention to revisit a destination, because repeat visitation to a destination is an important issue for tourism marketers and researchers. Future studies could be applied to other cultural/heritage destinations using a similar research method so that a competitive analysis in different destinations can be

explored. Also, more refinement is needed in selecting attributes because some respondents felt there was some ambiguity in the questionnaire items.

5.8. Limitations

Implications drawn here also were subject to several limitations. First, the attributes chosen as independent variables could be a limitation because other attributes, which were not used in this study, could impact tourists' satisfaction. Second, the population sample obtained by the survey instrument presented some challenges due to insufficient information. This limitation resulted from a one-time measurement for data collection, a limited questionnaire, and the timing of the survey. Third, the study did not obtain longitudinal data (data collected at different points in time) but relied on a cross sectional data (data collected at one point in time). Fourth, the Virginia Historic Triangle is not representative of all cultural/heritage destinations. Finally, the other limitation of the study lies in the area of differentiation between expectation and satisfaction in the minds of respondents. Since the study did not conduct pre and post evaluation of the attributes, respondents may have provided answer in a very similar way to both expectation and satisfaction, thus making the distinction less possible.

Nevertheless, it is hoped that such limitations could suggest and encourage additional directions and guidelines for future study.

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APPENDIX A.
Cover Page of the Survey

VISITOR SURVEY

Virginia Polytechnic Institute and State University
Department of Hospitality and Tourism Management
362 Wallace Hall
Blacksburg, VA 24061

We'd really like to have your input on this survey.
Your help will be greatly appreciated. You can
make a difference!

Contact Person: Mr. Jin Huh, Master; Phone: (540) 961-9153

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APPENDIX B.
Survey Questionnaire

Part I. Evaluation of Destination

1. Please indicate the expectation and satisfaction of following attributes in the Virginia History Triangle.

Attributes	Expectation					Satisfaction				
	Very low expectation					Very high expectation		Very dissatisfied		
Monument	1	2	3	4	5	1	2	3	4	5
Historical buildings	1	2	3	4	5	1	2	3	4	5
Culture villages	1	2	3	4	5	1	2	3	4	5
Museums	1	2	3	4	5	1	2	3	4	5
Galleries	1	2	3	4	5	1	2	3	4	5
Traditional scenery	1	2	3	4	5	1	2	3	4	5
Arts(music/dance)	1	2	3	4	5	1	2	3	4	5
Architecture	1	2	3	4	5	1	2	3	4	5
Handicrafts	1	2	3	4	5	1	2	3	4	5
Theaters	1	2	3	4	5	1	2	3	4	5
Festivals/Events	1	2	3	4	5	1	2	3	4	5
Historic people	1	2	3	4	5	1	2	3	4	5
Religious places	1	2	3	4	5	1	2	3	4	5
Food	1	2	3	4	5	1	2	3	4	5
Shopping places	1	2	3	4	5	1	2	3	4	5
Information centers	1	2	3	4	5	1	2	3	4	5
Atmosphere/people	1	2	3	4	5	1	2	3	4	5
Indoor facilities	1	2	3	4	5	1	2	3	4	5
Accessibility	1	2	3	4	5	1	2	3	4	5
Expensiveness	1	2	3	4	5	1	2	3	4	5
Climate/Weather	1	2	3	4	5	1	2	3	4	5
Accommodations	1	2	3	4	5	1	2	3	4	5
Tour packages	1	2	3	4	5	1	2	3	4	5
Guides	1	2	3	4	5	1	2	3	4	5
Souvenirs	1	2	3	4	5	1	2	3	4	5
Theme parks	1	2	3	4	5	1	2	3	4	5

2. Overall, how satisfied were you with your visit to the Virginia Historic Triangle?

Extremely dissatisfied							Extremely satisfied
1	2	3	4	5	6	7	

3. Please indicate how well you were satisfied with following sites?

	Dissatisfied ←————→ Satisfied						
Colonial Williamsburg	1	2	3	4	5	6	7
Jamestown	1	2	3	4	5	6	7
Yorktown	1	2	3	4	5	6	7
Busch Garden	1	2	3	4	5	6	7

Part II. Tourist’s Demographic Characteristics.

1. Gender: () Male () Female

2. What is your age? () year old

3. Where do you live? City:_____ State:_____
 If outside USA:_____ City/Province:_____ Country:_____

4. What is your approximate total household income before taxes?

- () Less \$19,999 () \$20,000 - \$39,999
- () \$40,000 - \$59,999 () \$60,000 - \$79,999
- () \$80,000 or more

5. What was the last year of school you have completed?

- | | | | |
|--------------|----------------|--------------------|-----------------|
| Grade school | High school | College/University | Graduate school |
| 1 2 3 4 5 6 | 7 8 9 10 11 12 | 13 14 15 16 | 17 18 19 20 |

Part III. Travel Behavior Characteristics

1. A. Have you ever been to a cultural/heritage site except this trip in the past 3 years?
 Yes No
B. How many times did you travel this place? _____ Time(s)

2. How far in advance did you begin planning your Virginia Historic Triangle?
 Less than three months
 Three to six months
 Over six months

3. How many days are you planning to (or did you) spend in the Virginia Historic Triangle?
 Days

4. Which of the following best describes your travel party (check the most appropriate answer)?
 Alone A couple Family members
 Friends and relatives Organized groups

5. In what types of sources did you use to find information of the Virginia Historic Triangle? (check one or more than one if you need)
 Magazine Newspaper Internet
 Words of Mouth T.V Others

6. Please estimate how many miles you traveled from your place to the Virginia Historic Triangle?
 Less than 50 miles Between 50 and 100 miles
 Between 101 and 200 miles Between 201 and 300 miles
 Over 300 miles

Thank you very much!

VITA.

JIN HUH

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EDUCATION:

- 9/99 – 5/02 **VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY** – Blacksburg, VA
Hospitality and Tourism Management
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 Virginia Historic Triangle.
Major: TOURISM MANAGEMENT
- 9/98 – 5/99 **FLORIDA INTERNATIONAL UNIVERSITY** – Miami, FL
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CONFERENCES and PRESENTATIONS:

Jin Huh and Muzaffer Uysal (Accepted).

Tourist Satisfaction with Cultural/Heritage Sites: The Virginia Historic Triangle.

Consideration at the Tourist Historic City – Sharing Culture for the Future Conference,
Bruges, Belgium, 17-20 March, 2002.

AWARDS:

The Washington Metro Area Travel Marketing Executives / TTRA Harvey M. Shields
Memorial Research Proposal Award for 2001. (October 15th, 2001)