

Links Between Cultural Heritage Tourism And Overall Sense Of Tourist Well-Being

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## ABSTRACT

Cultural heritage tourism is still the growing segment of tourism industry. Moreover, many tourists prefer exploring something new, cultural heritage tourism (CHT) has become one of the major “new” segments of tourism demand. Therefore, it is true that cultural heritage tourism has been one of the major sources of both quantitative and qualitative growth of tourism industry in many countries.

In regard to the context of cultural heritage tourism industry, by identifying the relationship and impacts between tourist motivations, tourist satisfaction, and overall sense of tourist well-being, tourism marketers and administrators who are engaged in cultural heritage tourism can improve strategies for creating tourist's distinctive experiences, allowing tourists to become more physically and emotionally engaged in cultural heritage tourism destinations.

However, there is, if any, very limited work that explores the link between cultural heritage tourism experiences and overall sense of tourist well-being induced by these experiences. Therefore, this study examines what attributes on tourist motivation contribute to the overall sense of well-being of tourists who visit cultural heritage tourism destinations. Therefore, this study examines what attributes on tourist motivations contribute to the satisfaction and the overall sense of well-being of tourists who visit cultural heritage tourism sites.

An online survey using panel data from a marketing research company was used to collect 350 completed questionnaires. Tourist motivations (HONs and LONs), tourist

satisfaction, and overall sense of tourist well-being were measured using different scales from previous researches discussed in the literature review.

This study conducted various analyses including a profile of 350 respondents based on descriptive statistics, exploratory factor analysis of tourist motivations, correlation analysis of all constructs, and path analysis for the conceptual study model to understand the relationships between tourist motivations and tourist satisfaction, tourist motivations and overall sense of tourist well-being, and tourist satisfaction and overall sense of tourist well-being and identify impacts of each construct on the study model.

This study contributes to the growing body of knowledge in understanding the link between cultural heritage tourism and overall sense of tourist well-being and identifying the perceived value and critical role of tourist motivations and tourist satisfaction connecting to overall sense of tourist well-being by establishing a theory based on empirical link between tourist motivations and overall sense of tourist well-being via tourist satisfaction in the context of cultural heritage tourism business.

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# **Chapter One**

## **INTRODUCTION**

### **1.1. Background of the Study**

Domestically and internationally, the rapid expansion in the mobility of population has brought remarkable advancement and growth of several industries in the world. Moreover, in terms of tourism industry, the significance of economy and its prospects are also worthy for careful study. In other words, the rapid economic growth causes people to consider their sense of well-being beyond their satisfaction of essential needs. Tourism decision-makers in the host community attempt to increase satisfaction and overall sense of tourists and residents' well-being by promoting tourism businesses and attempting to attract more tourists to the host site (Yu, Chancellor, & Cole, 2011). With the virtuous cycle between tourists and residents, currently, there are many different types of tourism over the world.

Since many tourists prefer exploring something new, cultural heritage tourism (CHT) has become one of the major “new” segments of tourism demand, which tourism marketers are now aware of and eager to develop in the long term. Therefore, cultural heritage tourism has been one of the major sources of both quantitative and qualitative growth of tourism industry in many countries.

Recent studies about cultural heritage tourism have focused on identifying the development, and management of cultural heritage tourism(CHT), examining the economic impact of cultural heritage tourism, and understanding the travel motivation, behavior

characteristics and patterns of tourists who visit cultural heritage tourism (CHT) destinations. Tourists and residents interact with each other via a mediator of cultural heritage tourism (CHT). A 2009 research study conducted by Mandala Research for the U.S. Department of Commerce, U.S. Cultural Heritage Tourism Marketing Council, National Trust for Historic Preservation and other industry partners, reports that “78% of all U.S. leisure travelers participate in cultural heritage activities while traveling, translating to 118.3 million adults each year (Research, 2009).” The study further demonstrates the impact of this industry segment, reporting that cultural and heritage travelers spend more than other types of travelers – an average of \$994 per trip compared to \$611 for all U.S. tourists. This spending translates to a contribution of more than \$192 billion annually to the U.S. economy by the cultural heritage tourism segment.

Besides, numerous cultural heritage tourism sites are located in suburban or rural areas, usually peaceful and silent residential regions during off-peak tourist seasons. During a peak tourist season or a particular event in a host local site, residents face the number of tourists beyond infrastructure and resource capacities of the destination (Gursoy, Jurowski, & Uysal, 2002). Bowitz and Ibenholt (2009) addressed some methodological questions regarding economic impact studies of investments in cultural heritage projects through discussion of different types of direct and indirect impacts, especially how these factors can be calculated and analyzed. Poria, Butler, and Airey (2004) clarified heritage tourism by identifying and segmenting reasons for visiting heritage tourism places and highlighted that the links between a site's features and the tourists themselves are critical to understanding tourists' motivations to visit heritage tourism sites.

However, there is, if any, very limited work that explores the link between cultural heritage tourism (CHT) experiences and overall sense of tourist well-being (TWB) induced by

these experiences. Therefore, this study examines what attributes on tourist motivation contribute to the overall sense of well-being of tourists who visit cultural heritage tourism (CHT) sites. It helps tourism marketers to consider that cultural heritage tourism(CHT) can appeal to a wider variety of visitors more effectively by developing products and attractions with more focused designs.

## **1.2. Objectives of the Study**

Cultural heritage tourism (CHT), which has different types of features from other hedonic focused tourism, is still one of growing tourism markets. As time goes by, conquering the spatial-temporal limit with the geometrical progression of scientific technologies including Internet and satellite communication, many tourists have been more and more motivated by historical and cultural factors when doing a tour. Therefore, these changes boost the number of tourists who prefer cultural heritage tourism (CHT) destination and growth of CHT market domestically and internationally.

This study has two specific objectives in order to understand the links between cultural heritage tourism (CHT) and overall sense of tourist well being (TWB). The first objective of the study is to examine the relationship between cultural heritage tourism (CHT) experience and overall sense of well-being of tourists who experienced cultural heritage tourism. The second objective of the study is to identify how tourists' satisfaction (SAT) through cultural heritage tourism (CHT) experience may mediate the relationships between types of needs and overall sense of tourist well-being (TWB).

The demographic characteristics of tourists for this study include gender, age, total household incomes, and final educational level, and so on. Regarding motivations of tourists for

this study, the travel behavior characteristics of tourists consist of various types of tourist needs as motivations, preference of heritage destination, units of tourist members, tourists' past experience, length of stay, time spent for decision to visit cultural heritage tourism(CHT) sites, information source if the destinations, etc.

### **1.3. Theoretical Basis**

The research mainly focuses on identifying the features of types of needs, satisfaction through CHT experience, and overall sense of tourist well-being to understand the organic links among them. Therefore, with a focus on motivations of tourists, this study applies 'A Theory of Human Motivation' (hierarchy of needs) of Maslow (1943), which summarizes that there are at least five sets of needs of human beings. They are briefly physiological, safety, love, esteem, and self-actualization. He, in this theory, points out that we are motivated by the wants to achieve or maintain the various circumstances upon which these basic satisfactions rest and by certain more intellectual needs. (Maslow, 1943).

Basically, this study focuses on the effects of tourist well-being (TWB) related to cultural heritage tourism. TWB is conceptualized as a combination of high-order and low-order need satisfaction in the research. Validating TWB measure in cultural heritage tourism in the context of tourist behavioral outcomes should help heritage tour marketers design tour programs in ways that effectively heighten TWB as well as other positive behavioral outcomes.

At first, reviewing the literature on traveler motivation, this research will conceptualize tourist well-being (TWB) as a composition of high-order and low-order need satisfaction based on the theoretical conception of need hierarchy (Maslow, 1943; Maslow, Frager, Fadiman, McReynolds, & Cox, 1970) and two factor theory of motivation of Herzberg (1966). Second,

this study will develop a predictive model of TWB with respect to behavioral outcomes. Third, the results based on survey studies and implications of the study findings will be presented at the end of this study.

#### **1.4. Research Questions of Study**

The study provides five study questions in order to explore the links between experience of cultural heritage tourism (CHT) and overall sense of tourist well-being (TWB) and to understand how the factor of tourist 'Satisfaction' through experience of cultural heritage tourism (CHT) may be mediator of the relationships between types of needs for CHT experience and overall sense of tourist well-being (TWB).

In terms of these purposes of this study, two research questions in this investigation are following:

- **RQ<sub>1</sub>**: Do high order needs (HONs) and low order needs (LONs) influence satisfaction (SAT) through cultural heritage tourism experiences?
  
- **RQ<sub>2</sub>**: Do high order needs (HONs), low order needs (LONs), and satisfaction (SAT) through cultural heritage tourism experiences affect overall sense of tourist well-being (TWB)?

## **1.5. Contribution of Study**

Focusing on cultural heritage tourists' motivations based on types of needs, this study explores on the basis that the growth in the cultural heritage tourism (CHT) market may provide various benefits to cultural heritage tourism (CHT) destinations. This study, in terms of contribution, provides both theoretical and practical implications.

With regard to theoretical contributions, this study provides and tests a conceptual model with appropriate scales that would measure types of needs, satisfaction(Sat.) through cultural heritage tourism, and overall sense of tourist well-being (TWB) in the context of cultural heritage tourism (CHT) experiences and sites. Moreover, with related analysis, this study establishes the links between Cultural Heritage Tourism (CHT) experience and tourist overall sense of tourist well-being (TWB).

Additionally, from the perspective of the heritage tourism marketers, this research helps them to comprehend that destinations with cultural heritage destinations could develop products and attractions with more focused designs that would appeal to visitors with different needs. Furthermore, this study also contributes to understanding how different needs are met and how cultural heritage tourism (CHT) experiences and sites can serve as facilitators to enhance visitor satisfaction and overall sense of tourist well-being (TWB).

## **1.6. Definition of Terms**

The terms 'heritage tourism' and 'cultural tourism' are often used in scholarly writing as being two separate but interrelated, or overlapping, phenomena (Timothy, 2011).

### **Heritage Tourism:**

- Including travel to festivals and other cultural events, visit to destinations, travel to research nature, folklore or art, heritage tourism is a wide field of specialty travel, based on nostalgia for the past and the desire to experience various cultural landscapes and forms (Zeppel, Hall, & Weiler, 1992).
- The word 'heritage' in its broader meaning is generally associated with the word 'inheritance,' valuable thing transferred from one generation to another. In addition, in charge of its role as a conveyor of historical values from the past, heritage is viewed as part of the cultural custom of a society. On the other hand, the notion of "tourism," is really a form of modern perception (Nuryanti, 1996).

### **Cultural Tourism:**

- The word 'cultural tourism' is defined as tourist visits by person from outside the host community provoked wholly or partly by interest in the historical, scientific, artistic, or lifestyle heritage offerings of a organization, community, region, or society (Silberberg, 1995; Walker & Walker, 2011).
- Cultural tourism stands for tourism that encompasses cultural activities and experiences that are highly appealing and enriching to visitors (Croes & Semrad, 2013).

**Cultural Heritage:**

- the legacy of physical artifacts and intangible properties of a group or society that are bestowed from past generations, maintained in the present and conferred for the benefit of future generations.

As many other scholars state, cultural heritage tourism (CHT) encompasses built legacy, living lifestyles, ancient and modern art and culture. While some authors prefer to distinguish cultural tourism from heritage tourism based on people's desires or the currency of resources, the differences are rather vague (Timothy, 2011). Therefore, as the term of 'cultural heritage tourism (CHT)' is used in this research, cultural tourism is still used in combination with heritage tourism.

## **Chapter Two**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

The theoretical structure of the research focuses on the factors affecting tourists' satisfaction through cultural heritage tourism (CHT) experiences by analyzing the links between the factors related to cultural heritage tourism (CHT) experiences and overall sense of tourist well-being (TWB) based on their demographic and travel behavior attributes.

With respect to the composition of Chapter Two, first, exploring the definitions related to cultural heritage tourism (CHT), this chapter elucidates the benefits caused by cultural heritage tourism (CHT). Second, the chapter reviews prior studies of various types of variables for understanding the relationship between cultural heritage tourism (CHT) experience and overall sense of well-being of tourists who experienced cultural heritage tourism. The variables are two kinds of tourist motivations such as high order needs (HONs) and low order needs (LONs), tourists' satisfaction through cultural heritage tourism (Sat.) and overall sense of tourist well-being (TWB). Finally, based on previous studies, this chapter also investigates several linkages such as the relationship between tourist motivations (MOT) and satisfaction (SAT), the relationship between tourist motivations (MOT) and overall sense of tourist well-being (TWB), and the relationship between tourist satisfaction (SAT) and overall sense of tourist well-being (TWB).

## 2.2. Cultural Heritage Tourism

Considering the definition of Heritage mentioned in Chapter One, Prentice (1993) addresses the term “heritage” as what people can promote as tourism products as well as what one generation can transmit to the other literally or metaphorically such as landscapes, natural resources, buildings, artifacts, cultural traditions, etc. He also urges that with respect to types of heritage such as built, natural, and cultural heritage, the heritage destinations should have distinct features. Furthermore, in terms of cultural tourism and heritage tourism, Hall and Zeppel (1990) define that generally the term "cultural tourism" is related with sensible attractions, performing arts, and festivals, whereas the term "heritage tourism" stands for several visits to destination based on heritage attributes such as historical sites, buildings, monuments, etc. The heritage tourism is relevant to experiential tourism because the visitors for heritage experience often desire to throw themselves into the historical environment through experience of heritage tourism. With respect to the linkage between heritage and tourism, Peterson (1990) shows three major reasons why people visit historic regions: to acquire various experiences at a different time or place, to learn to enjoy a rational experience, and to share with others around the visitor through teaching the history of the site for children. Heritage tourism is also designated as one segment reflecting on highly motivated travelers' preference by sensible arts, cultural exhibitions, performance for art, and other related enjoyable attractions.

When it comes to consumers in tourism market, as tourists' tastes in tourism have been more sophisticated, their desire to explore more about their ancestors in ancient times has been escalating. As time goes by, tourists have been visiting cultural or heritage destinations more frequently. It is clear that cultural heritage tourism (CHT) offers several benefits to tourists who enjoy the CHT, residents who live in the CHT destinations, and even governments who impose

various taxes and regulate CHT industry. With respect to the critical roles of cultural heritage tourism (CHT), first, cultural heritage tourism (CHT) keeps historic, cultural, artistic and natural resources in communities, cities and regions. People are usually willing to participate in their own organizational societies related to their personal, family, group, regional, or national heritages when they feel interested. This correlation motivates residents in cultural heritage destination to preserve their public resources and practice desirable roles for human prosperity. Second, cultural heritage tourism (CHT) carries out its educational function, showing local or regional history, and traditional cultures for residents and tourists related with several types of cultural heritage tourism (CHT). Considering the standpoint of cultural heritage tourism (CHT) researches and successful prosperity of cultural heritage destinations, residents in the destinations will find information about local and regional history or traditional cultures to share with tourists who would like to visit a cultural heritage tourism destination. Third, cultural heritage tourism brings social organization and communities to be closer and stronger than before. In other words, various knowledge and information about cultural heritages can provide several positive impacts for communities. For example, the communities can instill respect in their residents, strengthen citizenship values, grow community pride, and finally contribute to the overall sense of well-being of residents. Fourth, cultural heritage tourism (CHT) supports the economic growth of regional and local societies or related tourism destinations. According to a tourism handbook from Virginia Department of Historic Resources (1998), economic benefits from CHT market include the creation of new jobs related to the tourism industry, traditional and cultural attractions, and travel-related establishments. Furthermore, other benefits for economic growth include diversification in the hospitality industry (hotels or motels, restaurants, tour guide services, etc.), the manufacturing industry (souvenirs, arts and crafts, paperbacks, etc.), and the

agriculture industry (special gardens or farmers' produce markets). From the standpoint of government, positive economic impacts also include encouragement of local proprietary related to local growth from CHT, higher values of properties in CHT destination, increased retail sales and even substantial tax revenues.

### **2.3. Various Types of Variables**

The study attempts to develop and test an integrated model that would have the links among different types of tourist motivations, tourist satisfaction through cultural heritage tourism experience (SAT) and overall sense of tourist well-being (TWB). The variables in regard to tourist motivations can be classified to two types: high order needs and low order needs. Figure 2.1 illustrates the variables consisting of the conceptual model of the study.

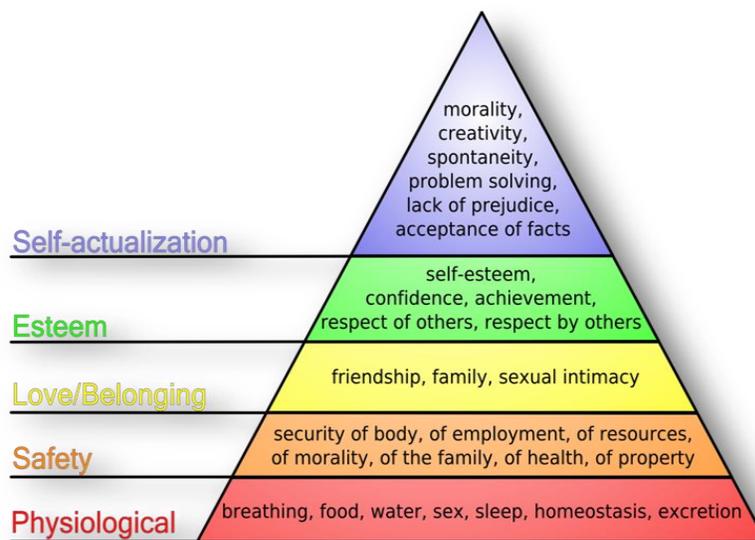
**Figure 2.1** The Various variables for conceptual model of the study

- **Tourist Motivations related to High Order Needs (HONs)**
- **Tourist Motivations related to Low Order Needs (LONs)**
- **Tourists' Satisfaction through Cultural Heritage Tourism (SAT)**
- **Overall Sense of Tourist Well-Being (OSWB)**

### 2.3.1. Hierarchy of Needs

The conceptual foundation of this study is grounded in two theories: Hierarchy of Needs (Maslow et al., 1970) and Two- Factor Theory (Herzberg, 1966). In 1970, publishing "Motivation and Personality," Maslow introduced his theory about how people satisfy various personal needs in his work. Based on his observations as a humanistic psychologist, he suggested that people are basically motivated by the desire to achieve or maintain the various conditions upon which these basic satisfactions rest and by certain more intellectual desires. He also proposed that, in general, there is a common pattern of needs recognition and satisfaction that people follow the same sequence. Furthermore, he also made a theory that people could not recognize or pursue the next upper need in the hierarchy until their currently recognized need was substantially or completely satisfied (Gawel, 1997). Maslow's need hierarchy theory is often illustrated as a pyramid with the survival need at the broad-based bottom and the self-actualization need at the narrow top (Figure 2.2).

**Figure 2.2** Maslow's 'Hierarchy of Needs' (Maslow, 1943)



### **2.3.2. Tourist Motivations related to Low Order Needs (LONs)**

Based on the Two Factor Theory of Herzberg (1966), this study divides people's needs to two different types of needs: low-order needs (LONs) and high order needs(HONs), and analyzes each type of people needs. Considering low-order needs (LONs), D.-J. Lee, Kruger, Whang, Uysal, and Sirgy (2014) state that the low-order needs (LONs) are considered as “hygiene factors (namely, maintenance factors)” because each benefit of low-order need is considered to be basic and “musthave” feature. Based on the definition of low-order needs (LONs), getting away, relaxing, experiencing good accommodations, having good time with friends, etc. can be examples of low-order needs (LONs). Regarding low-order needs (LONs) as one of tourist motivations, Pearce and Lee (2005) also state that tourists have a core set of motives such as the needs to escape and relax, experience novelty, and build relationships (Pearce, 2005).

### **2.3.3. Tourist Motivations related to High Order Needs (HONs)**

According to D.-J. Lee et al. (2014)'s definition of high order needs (HONs), different from low-order needs (LONs), HONs are considered as “motivators (namely, expressive factors)” because each benefit is considered to be “nice-to-have” feature for tourists such as, exploring, education for the benefit of visiting cultural heritage sites, overall knowledge of cultural heritage sites, learning about heritage, emotionally connecting to cultural heritage sites, etc. (D.-J. Lee et al., 2014). In their academic paper, Pearce and Lee (2005) also postulate that “growth” or “HONs” include the needs for self-development such as getting a new life perspective through involvement with the destination and self-actualization.

It is very critical to recognize the fact that these two different kinds of people needs grounded in tourist motivations are not necessarily mutually exclusive, rather, they have

mutually complimentary relationship for overall sense of tourist well-being (TWB). Therefore, they may overlap depending on context of tourists' experiences.

#### **2.3.4. Satisfaction through Cultural Heritage Tourism Experience (SAT)**

About the definition of people's satisfaction, Anderson, Fornell, and Lehmann (1994) state that in general, the satisfaction can be defined as 'a judgment that a product, or service feature, or the product or service itself, provides a pleasurable level of consumption'. Furthermore, they also state that overall satisfaction (or cumulative satisfaction) is an overall evaluation based on the total purchase and consumption experience with a product or service over time. Applying these concepts of people's satisfaction to substantial types of tourism markets, several scholars postulate that tourist satisfaction is a very critical factor to gain better destination image, attract more consumption of products and services, and generate loyalty in the more competitive and saturated tourism market (Meng, Tepanon, & Uysal, 2008).

#### **2.3.5. Overall Sense of Tourist Well-Being (TWB)**

Considering the overall sense of tourist well-being (TWB) connected with the concepts of people's satisfaction and dissatisfaction, several scholars refer to following two points as basic components of TWB. Based on the context of physical and psychological aspects in human life, these two basic points are 'how to increase degree of satisfaction' and 'how to decrease degree of dissatisfaction'.

Through their academic articles, following scholars support these two fundamental points. Diener (2000) states that overall sense of well-being is defined as a person's perceptive and affective evaluations of his or her life. Like experiencing pleasant emotions, low levels of

negative moods, and high life satisfaction, these evaluations include not only cognitive judgments of achievement and satisfaction but also emotional reactions to events (Diener, 2009). Categorizing the types of overall sense of well-being, several researchers state that OSWB of human life includes physical health, psychological well-being, social well-being, and so on (Bek, Simsek, Erel, Yakut, & Uygur, 2009; Diener, 2000; Dolnicar, Yanamandram, & Cliff, 2012).

## **2.4. Academic Links among the Variables**

After investigating previous studies related to various linkages among several variables, this section discusses previous studies on this topic among several variables, including the relationship between tourist motivations (MOT) and satisfaction (SAT), the relationship between tourist motivations (MOT) and overall sense of tourist well-being (TWB), and the relationship between tourist satisfaction (SAT) and overall sense of tourist well-being (TWB), these relationships shown in Figure 2.3.

**Figure 2.3** Several relationships among the four variables

- **Tourist Motivations (MOT) - Tourist Satisfaction (SAT)**
- **Tourist Motivations (MOT) - Overall Sense of Tourist Well-Being (TWB)**
- **Tourist Satisfaction (SAT) - Overall Sense of Tourist Well-Being (TWB)**

### **2.4.1. The relationship between tourist motivations (MOT) and satisfaction (SAT)**

It is clear that through a variety of academic studies, several researchers have discussed the relationship between tourist motivations (MOT) and satisfaction (SAT). Scholars state that a number of researches have suggested that motivation reflects psychological needs and wants that influence an individual's overall sense of tourist well-being (TWB) and behaviors (Crompton, 1979; Dann, 1981; Pearce & Caltabiano, 1983; Uysal & Hagan, 1993). Studying correlation motivation and well-being of people, Ryan and Deci (2000) mentioned that self-determination theory supported motivation is essential for facilitating function of social development and well-being. However, with respect to the standpoint of tourist motivations connected with cultural heritage tourism (CHT), it is true that, a limited number of tourism studies have addressed or examined the constructs of high order needs (HONs) and low-order needs (LONs) in the same context of tourist motivations.

### **2.4.2. The relationship between tourist motivations (MOT) and overall sense of tourist well-being (TWB)**

Considering the correlation between tourist motivations (MOT) and overall sense of tourist well-being (TWB), Ross and Iso-Ahola (1991) state that motivations of people are complicatedly connected to the expected outcomes of satisfaction. Classifying the origin of motivations to high order needs (HONs) and low-order needs (LONs), researchers state that, according to the growth needs principle of goal selection in leisure, the leisure life satisfaction can be more by having leisure travel goal associated with growth needs (namely, high order needs) such as self-

actualization and social interaction more than by having leisure travel goal related to basic needs (namely, low-order needs) (Sirgy, Widgery, Lee, & Grace, 2010).

### **2.4.3. The relationship between tourist satisfaction (SAT) and overall sense of tourist well-being (TWB)**

Scholars strive to distinguish satisfaction of high order needs (HONs) from satisfaction of low-order needs (LONs) in order to examine the relationship between tourist satisfaction (SAT) and overall sense of tourist well-being (TWB). Meeberg (1993) postulates that overall sense of well-being is a feeling of overall life satisfaction, as determined by the mentally alert individual whose life is being evaluated. Furthermore, according to the Two-Factor Theory, growth factors that affect satisfaction (positive affect) may be different from hygiene factors that affect dissatisfaction (negative affect) (Herzberg, 1966). Therefore, with respect to the difference between these two different types of people desires, positive affects in major life domains contribute directly to life satisfaction or overall sense of well-being (Sirgy et al., 2010).

## **Chapter Three**

# **RESEARCH METHODOLOGY**

### **3.1. Introduction**

The purpose of this chapter is to introduce the conceptual model for the research framework and to describe the methodology used to accomplish the research objectives of this study. This section also discusses the study area, the study framework based on the study hypotheses, the study design which includes the selection of the sample and various variables, the collection of data, survey, and data analysis procedures. This research attempts to investigate the relationship between cultural heritage tourism (CHT) experience and overall sense of well-being of tourists who experienced cultural heritage tourism and to identify, controlling tourists' demographic and travel behavior characteristics, how tourists' "satisfaction" through cultural heritage tourism (CHT) experience may mediate the relationships between types of needs and overall sense of tourist well-being (TWB).

### 3.2. Study Area

Tourism destinations consisting of several types of attractions planned and managed to provide various tourist needs, interests, activities, and enjoyment as their motivations. C. C. Lee (1999) and Gunn and Var (2002) point out that tourism destinations, such as beaches, resorts, national parks, theme parks, and cultural heritage destinations, can be grouped in accordance with the basic resource foundation that they have such as the natural resource based tourism destination or cultural resource based tourism destination. In other words, tourism destinations based on cultural heritage resources are comprised of historic region, culture focused sites, or ethnic areas, whereas tourism destinations based on natural resources include national or state parks, spectacular scenery focused sites, beach or golf resorts, campgrounds, natural reserves, and scenic roads, etc.

The research area for this study is the America's Historic Triangle (Williamsburg, Jamestown, and Yorktown in Virginia State). The America's Historic Triangle is called the 'largest living museum in the world'. Furthermore, it is clear that this region is one of America's most popular vacation destinations with 90 hotels and resorts. As point of the America's Historic Triangle, Williamsburg is the world's premier living history district, an entire site that has been restored to the days when it was the political and economic center of the American colonies (Guide, 2013). Jamestown is the location where America began in 1607; this is the first permanent English settlement with harbor in the New World by English pioneers (Resources, 2001). Yorktown is the site where, in 1781, George Washington triumphed over a defeated English troops in the final battle of the American Revolution (Guide, 2013).

From the standpoint of the famous historic places throughout the world, it is obvious that the America's Historic Triangle sites are still small towns, however; it is also true that a lot of tourists come to visit. For example, Williamsburg , one site of the America's Historic Triangle, has a population of just over 15,000 souls, and more than annual 4,000,000 visitors (TRAVEL, 2012-2013). Because of its year-round, various attractions for visitors, it is one of the most popular visit destinations in the United States. Therefore, this research selects of the America's Historic Triangle in Virginia State as the research area in order to achieve the objectives of the study. Given the nature of the area as a cultural heritage tourism (CHT) site, the study will survey visitors who experienced a firsthand culture-heritage site.

### **3.3. Study Hypotheses**

In this section, five main study hypotheses are utilized to accomplish the objectives of the study:

- **H<sub>1a</sub>**: Tourist motivations related to high order needs (HONs) influence tourist satisfaction (SAT) through cultural heritage tourism experiences.
- **H<sub>1b</sub>**: Tourist motivations related to low order needs (LONs) influence tourist satisfaction (SAT) through cultural heritage tourism experiences.
- **H<sub>2a</sub>**: Tourist motivations related to high order needs (HONs) affect overall sense of tourist well-being (TWB).
- **H<sub>2b</sub>**: Tourist motivations related to low order needs (LONs) affect overall sense of tourist

well-being (TWB).

- **H<sub>3</sub>**: Tourist satisfaction (SAT) through cultural heritage tourism experiences have an effect on overall sense of tourist well-being (TWB).

### 3.4. Study Framework

#### 3.4.1. Basic Conceptual Model of the Study

At first, this study examines to the link between cultural heritage tourism (CHT) experience and overall sense of tourist well-being (TWB), with the basic conceptual model designed (Figure 3.1.).

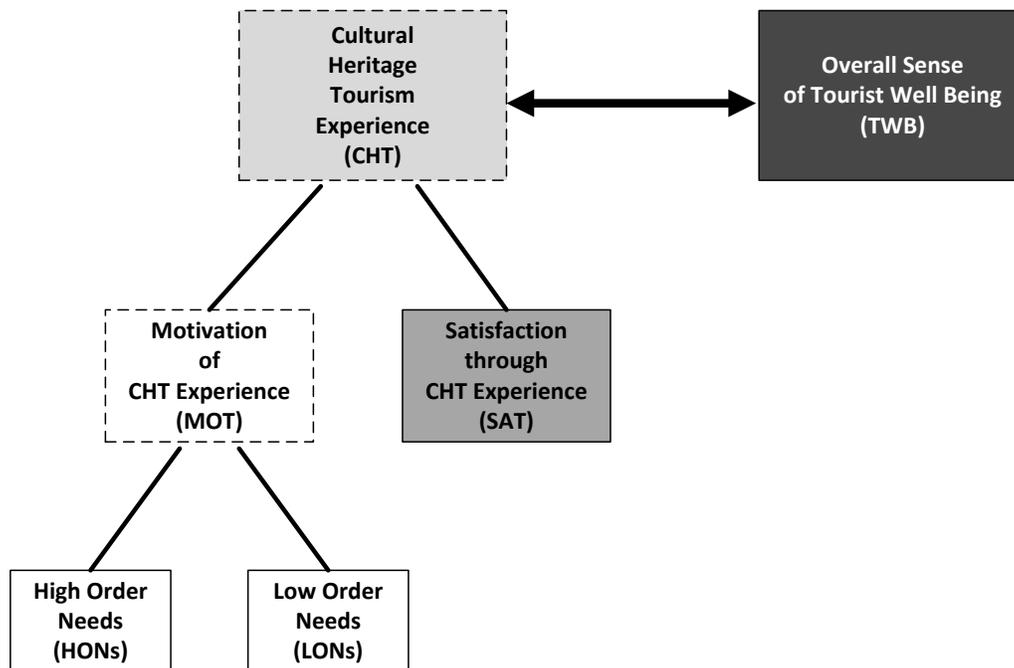
**Figure 3.1.** Basic Conceptual Model of the study



### 3.4.2. Components of the Conceptual Model for the Study

As shown in Figure 3.2., the components of the conceptual model can be categorized into two types of variables: tourist motivation (MOT) of cultural heritage tourism (CHT) experience and tourist satisfaction (SAT) through cultural heritage tourism (CHT) experience. Furthermore, based on theories of Maslow (1943) and Herzberg (1966), this tourist motivation variables can have two classes of tourist needs, which are tourist high order needs (HONs) and tourist low order needs (LONs). Figure 3.2. presents the detailed components of the study model.

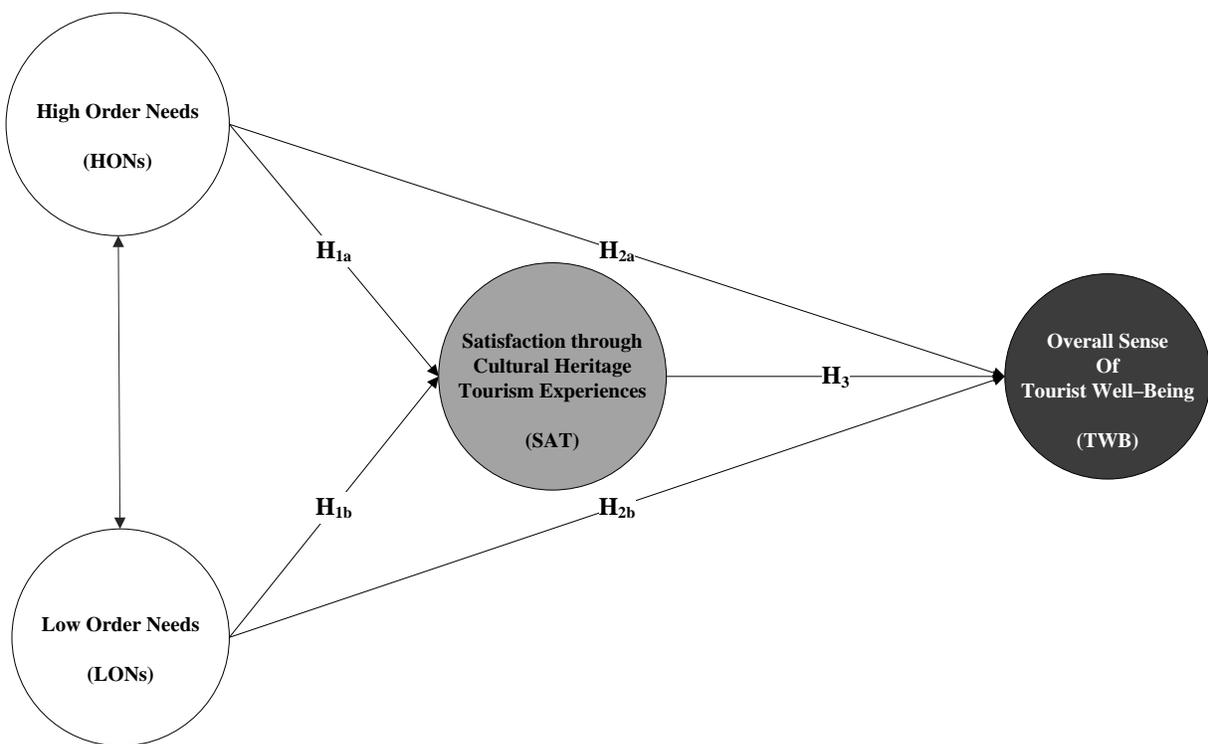
**Figure 3.2.** Components of Conceptual Model of the Study



### 3.4.3. Final Conceptual Model for the Study

To accomplish the purpose of study, attaching indicators of each hypothesis (from H<sub>1a</sub> to H<sub>3</sub>) in this study, the final conceptual model is designed (Figure 3.3.). The attributes of each variable in the model are selected through the literature review related to cultural heritage tourism (CHT). It is found, in the review of CHT literatures, that the selected features of one construct are crucial to affect other constructs.

**Figure 3.3.** Final Conceptual Model and Hypotheses of the study



The study designates high order needs (HONs) and low order needs (LONs) of tourists as the independent variables and overall sense of tourist well-being (TWB) as the dependent variable. The variable of satisfaction (SAT) through cultural heritage tourism experiences can be changeable to independent variable or dependent variable under different situations. For example, while the variable of satisfaction (SAT) is in charge of the role of the dependent variable in the relationship between tourist motivations such as HONs or LONs and tourist satisfaction (SAT), the variable of satisfaction (SAT) is in charge of the role of the independent variable in the relationship between tourist satisfaction (SAT) and overall sense of tourist well-being (TWB).

### **3.5. Study Design**

Following the conventional approach based on the purposes of the study, this section illustrates how to develop scales of several variables such as tourist high order needs (HONs) and low order needs (LONs), tourist satisfaction (SAT) and overall sense of tourist well-being (TWB). Furthermore, description of target population, introduction and brief descriptions of data collection, different types of variables, and the like are discussed in this section.

#### **3.5.1. Sample**

This study plans to acquire the selected samples of at least two types of cultural heritage attraction sites among Williamsburg, Jamestown, and Yorktown, the America's Historic Triangle (AHT) in Virginia State, USA. The selection of data collection area will be determined at a later time after consultation with tourist experts and the committee members. Referring to

the target population, this study includes visitors who are 18 year olds or older and who have visited the America's Historic Triangle (AHT), in the past 2 years. Survey questionnaires will be sent out through an independent global marketing research firm in Virginia Beach, Virginia, Issues and Answers Network, Inc. who would guarantee the settled number of useable, completed surveys from the desired pool of respondents. Therefore, it is planned to collect 250 samples from each site, totaling 500 completed questionnaires.

### **3.5.2. Constructs**

This research analyzes what visitors' motivation attributes for cultural heritage tourism are critical in satisfaction (SAT) and overall sense of well-being (TWB) of tourists who visited cultural heritage destinations, and identifies the correlation of overall sense of well-being (TWB) based on tourist motivations (MOT) and satisfaction (SAT) through cultural heritage tourism experience. Based on these concepts for the study, the following table includes Independent Variables, Dependent Variable, Interchangeable Variable, and Control variables (Table 3.1.).

**Table 3.1.** Valuable List for the Study

<b>Variables</b>	<b>Examples</b>
<b>Independent Variables</b>	<ul style="list-style-type: none"><li>- Low Order Needs (LONs): getting away, relaxing, experiencing good accommodations, having good time with friends, etc.</li><li>- High Order Needs (HONs): exploring, education, knowledge, learning about heritage, emotional connection, etc.</li><li>- Satisfaction of each Tourist Motivation (SAT)</li></ul>
<b>Dependent Variable</b>	<ul style="list-style-type: none"><li>- Satisfaction of each Tourist Motivation (SAT)</li><li>- Overall sense of Tourist Well-Being (TWB)</li></ul>
<b>Interchangeable Variable</b>	<ul style="list-style-type: none"><li>- Satisfaction of each Tourist Motivation (SAT)</li></ul>
<b>Control Variable</b>	<ul style="list-style-type: none"><li>- Demographic attributes of Cultural Heritage Tourists: gender, age, ethnicity, education, residency, employment, total household income, etc.</li></ul>

### **3.6. The Survey Instrument of the Pretest for the Study**

To strengthen its validity for the study, the survey instrument is planned to be revised after pretest. In other words, this research plans for the offered survey questionnaire to be circulated to 100 undergraduate students in the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University. Then, the study expects that the construct of motivation will be modified through the feedback received from the respondents' pretested date

sources. However, the pre-test will be done for the construct of tourist high order needs (HONs) and low order needs (LONs) as the motivation variables.

### **3.7. The Survey Instrument for the Study**

For the survey instrument for this study, these questions targets respondents 18 years of age or older, who have visited the America's Historic Triangle (one site among Williamsburg, Jamestown, and Yorktown in Virginia State) in the past 2 years.

The survey instrument begins with "motivation" section, which asks respondents to identify their perceived importance of each motivation in cultural heritage tourism (CHT). Following the "motivation" section 30 attributes of motivation are listed and respondents will be asked how much they recognize the importance with a variety of motivation statements, rated with a five-point Likert scale (1=Very Low Motivation to 5=Very High Motivation). Then the overall satisfactions of respondents' most recent cultural heritage trip will be measured using a five-point Likert scale (1=No, not at all to 5=Yes, very much) to rate the extent to which they are satisfied with the following 7 statements. Moreover, the respondents will be asked for their sense of well-being through following the attribute list with 10 statements. They will be able to rate how much they can feel the growth of overall sense of well-being through their cultural heritage trip on a five-point Likert scale (1=Very Unsatisfied to 5=Very Satisfied).

The next section focus on understanding the behavior patterns of the respondents traveling to cultural heritage site with following 3 extra questions. The final part of the survey asks respondents to provide their personal information for the demographics section of the survey.

### **3.8. Data Analysis**

After the invalid questionnaires are sorted out, the collected data will be coded, computed, and analyzed through the Statistical Package for Social Sciences (SPSS). This research will use several statistical analyses such as frequencies, descriptive, correlation analysis, multiple regression, factor analysis, etc.

Factor analysis will be conducted to build correlated variable composites from the original attributes and to identify a smaller set of factors that explain most of the variances between several attributes. With respect to analysis reflecting on the respective of the study, in general, exploratory factor analysis (EFA) is a statistical method used to uncover the underlying structure of a relatively large set of variables. Exploratory factor analysis (EFA) of the mentioned scales to uncover the underlying structure of a relatively large set of variables such as tourist high order needs and low order needs as tourist motivation will be used and the result from factor scores will be applied in subsequent regression analysis.

This study plans to apply Multiple regression analysis (MRA) because, in general, multiple regression analysis provides the most accurate interpretation of independent variables for the social science study. In other words, the multiple regression analysis (MRA) will be conducted to study the overall sense of tourist well-being (TWB) with the cultural heritage tourism (CHT) experience and to establish the link between these two variables in this examination. This research expects that the dependent variable of the overall sense of tourist well-being (TWB) will be regressed against each of the factor scores of the independent variables such as tourist high order needs and low order needs as tourist motivation derived from the factor analysis.

## **Chapter Four**

### **RESULTS AND ANALYSIS**

#### **4.1. Introduction**

This chapter consists of three main sections. The first section of this chapter discusses the result and analysis of the pre-test, which is used in order to check the validity of measurement scale of survey items employed in this study. the second section presents results on the respondents' motivations of the cultural heritage tourism (CHT), satisfaction through experiences of the cultural heritage tourism (CHT), and the overall sense of tourist well-being (TWB) in the America's Historic Triangle (AHT) in Virginia State, USA, as well as the demographic profile of the survey respondents. The last section discusses the results of testing the proposed research questions through various analyses such as factor analysis, correlation analysis, and multiple regression analysis.

## **4.2. Pre-test**

Prior to this study the pre-test is run in order to validate the measurement scale employed in the study. The questionnaire is concerned with respondents' motivations of the cultural heritage tourism (CHT) and the demographic (APPENDIX B). The respondents were asked to rate on a Likert-type scale (1=Not Important At All to 5=Very Important) in order to indicate the perceived importance of each of the 30 motivations for choosing or visiting a cultural heritage tourism (CHT) destination listed. Using a web-based survey tool named Virginia Tech Survey, the survey questionnaire for pre-test is sent out to undergraduate students in Hospitality Tourism Management online class of Virginia Tech.

### **4.2.1. Profile of the Respondents**

A total of 181 questionnaires are collected during six-day time period. These 181 useable responses, as the number of samples for pre-test, are thought to be sufficient in order to refine and provide more structure for the existing survey questions. According to the demographic results of respondents from the pre-test, the percentage of those who have visited the America's Historic Triangle (AHT) is twice the percentage of those who have never visited (66.3% Yes and 33.7% No). The proportion of gender and college year of respondents is evenly distributed, respectively (47.5% male and 52.5% female), (19.3% Freshman, 27.1% Sophomore, 22.7% Junior, and 30.9% Senior)(Table 4.1.).

**Table 4.1.** Demographic Characteristics of Respondents (n = 181)

<b>Variable</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<i>Visit America's Historic Triangle</i>		
Yes	120	66.3
No	61	33.7
<i>Gender</i>		
Male	86	47.5
Female	95	52.5
<i>College Year</i>		
Freshman	35	19.3
Sophomore	49	27.1
Junior	41	22.7
Senior	56	30.9

#### **4.2.2. Tourist Motivations through Explanatory Factor Analysis (EFA)**

At first, the thirty factors proposed to measure respondents' perception of personal motivations using the list of motivation scale (APPENDIX B.). The results of the explanatory factor analysis (EFA) indicate that the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy test is 0.79 and the Bartlett's test of sphericity is  $p < 0.0001$ , which means that the data are qualified for conducting explanatory factor analysis (EFA) (Table 4.2.).

**Table 4.2.** Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Tourist Motivations

<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		.79
<i>Bartlett's Test of Sphericity</i>	Approx. Chi-Square	635.611
	df	66
	Sig.	.000

Moreover, through explanatory factor analysis (EFA), these factors are categorized into three groupings with a total of twelve factors of tourist motivation of cultural heritage tourism: main factors directly related to CHT, maintenance factors indirectly related to CHT and expressive factors indirectly related to CHT. The EFA result also explains that 58.7% of the total variance of the scale and the reliability for these three groupings is 0.84, 0.61, and 0.60 respectively (Table 4.3.).

**Table 4.3.** Exploratory Factor Analysis of Tourist Motivations

	<b>Factor Loading</b>	<b>Value Explained (%)</b>	<b>Cronbach's Alpha</b>
<b><i>Main factors directly related to CHT</i></b>		30.3	.84
To learn history	.79		
To learn heritage	.76		
For historic culture experience	.75		
To investigate historical facts	.74		
For new knowledge	.70		
To remember cultural facts	.69		
<b><i>Maintenance factors indirectly related to CHT</i></b>		19.1	.61
For good weather/climate	.76		
To visit relatives or friends	.71		
To visit new place	.69		
<b><i>Expressive factors indirectly related to CHT</i></b>		9.3	.60
For seeking spiritual enrichment	.79		
To grow myself	.70		
To escape from the ordinary	.64		
<b>Total Variance</b>		58.7	

## **4.3. Data Collection and Sample**

### **4.3.1. Survey Method and Sample**

In this study, data is collected by a marketing research company (Issues & Answers Network, Inc.). The company used its own survey panels' e-mails to send out invites to a random sample populations of the U.S. public. The panel provider sent e-mail invitations to 58,152 members residing in the state of Virginia to participate in the survey. The panelists are rewarded for taking part in surveys with a structured incentive scheme. Once a sample has been selected, email invites are automatically randomized so as not to induce bias. Specifically, this is a process whereby all projects are coded with subject identification code so that the respondents who have take part in surveys on one of the pre-coded subjects over a stated time period can be excluded. After the invitations had been out for six launch days, this survey achieved a final count of 350 useable questionnaire responses.

### **4.3.2. Profile of the Respondents**

The general demographic information of the total sample is demonstrated to provide an overview of the characteristics of respondents (Table 4.4.). Of the 350 respondents, 48.3% (169) are male and 51.7% (181) are female and the average age of respondents is 55. In regard to most of the respondents of the survey, 86.6% (303) are Caucasians. Considering education and annual household income, 56% (196) of total had some or completed a college degree and 31.4% (110) respondents maintain annual household income of \$40,000 - \$79,999.

**Table 4.4.** Demographic Characteristic of Respondents (n = 350)

<b>Variable</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b><i>Age</i></b>		
18 - 29	34	9.7
30 - 39	41	11.7
40 - 49	35	10.0
50 - 59	58	16.6
60 and Over	182	52.0
<b><i>Gender</i></b>		
Male	169	48.3
Female	181	51.7
<b><i>Ethnic Group</i></b>		
Caucasian	303	86.6
African-American	16	4.6
Hispanic	6	1.7
Asian	18	5.1
Others	7	2.0
<b><i>Education</i></b>		
High School or less	34	9.7
Some College (2 years or less)	75	21.4
College (4 years)	121	34.6
Post College (MS, Ph.D)	120	34.3
<b><i>Household Income</i></b>		
Less \$39,999	63	18.0
\$40,000 - \$79,999	110	31.4
\$80,000 - \$119,999	79	22.6
\$120,000 - \$159,999	55	15.7
\$160,000 or more	43	12.3

### 4.3.3. Tourist Motivations through Explanatory Factor Analysis (EFA)

At first, the thirty factors, as total attributes, were proposed to measure respondents' perception of personal motivations using the list of motivation scale (APPENDIX D). Based on 350 samples, the results of the explanatory factor analysis (EFA) indicated that the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy test is 0.937 (> 0.6) and the Bartlett's test of sphericity is  $p < 0.0001$ , which shows that the data are acceptable for factor analysis (Table 4.5.).

**Table 4.5.** Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Tourist Motivations

<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		.937
<i>Bartlett's Test of Sphericity</i>	Approx. Chi-Square	4458.949
	df	190
	Sig.	.000

Moreover, through explanatory factor analysis (EFA), these factors are categorized into two groupings with twenty factors of tourist motivation of cultural heritage tourism; tourist motivations related to high order needs (HONs), and tourist motivations related to low order needs (LONs). The following table explains 58.5% of the total variance of the scale and reveals that each construct in the table is highly reliable as each grouping has an Cronbach's alpha level of .87 or greater. (Table 4.6.).

**Table 4.6.** Exploratory Factor Analysis of Tourist Motivations for CHT

	<b>Factor Loading</b>	<b>Value Explained (%)</b>	<b>Cronbach's Alpha</b>
<b><i>Tourist Motivations related to HONs</i></b>		44.4	.93
To learn history	.88		
For historic culture experience	.85		
To learn something new	.84		
To learn heritage	.84		
For new knowledge	.83		
To investigate historical facts	.78		
To remember cultural facts	.76		
For personal growth	.63		
To study different culture	.63		
To become more cultured	.59		
<b><i>Tourist Motivations related to LONs</i></b>		14.1	.87
For vacation package	.74		
To socialized with people	.71		
For souvenirs	.71		
To visit relatives	.69		
For good weather/climate	.68		
For the aesthetics and cleanliness of the facilities	.64		
For shopping	.63		
To enjoy good accommodations	.63		
For special events	.60		
To visit new place	.49		
Total Variance		58.5	

## **4.4. Data Analysis**

This section discusses the results of the statistical analysis of the data collected. First, the reliability of each construct (e.g. tourist motivation co-creation, satisfaction through cultural heritage tourism experience, and overall sense of tourist well-being) is examined along with the skewness and kurtosis of each variable. Second, the study analyze the correlations of all constructs to achieve more critical insight of the relationships through the path analysis. Lastly, the results of the path analyses are presented and discussed along with the five hypotheses.

### **4.4.1. Reliability and Skewness**

The following tables show the mean, standard deviation, Cronbach's alpha (written with 'alpha' in the tables), skewness, and kurtosis of each construct. The tables reveal that each construct is highly reliable as each construct has Cronbach's alpha level of .87 or greater. The constructs are uni-dimensional, indicating that the refinements from the pre-test are successful in measuring one dimension of each construct. Besides, both skewness and kurtosis statistic values of each construct distribution fall to close range of zero, indicating that the data is normally distributed (Tables 4.7.4.8. and 4.9.).

**Table 4.7.** Descriptive Statistics and Alphas for the Constructs of the study (N=350)

	Mean	Std. Deviation	Alpha	Skewness Stat.	Kurtosis Stat.
<b>Motivations - High Order Needs</b>	<b>3.4074</b>	<b>.93371</b>	<b>.927</b>	<b>-.591</b>	<b>.077</b>
To learn history	3.89	1.085			
For historic culture experience	3.79	1.083			
To learn something new	3.60	1.158			
To learn heritage	3.51	1.150			
For new knowledge	3.75	1.095			
To investigate historical facts	3.41	1.195			
To remember cultural facts	3.23	1.193			
For personal growth	3.03	1.234			
To study different culture	3.04	1.227			
To become more cultured	2.81	1.229			
<b>Motivations - Low Order Needs</b>	<b>2.6963</b>	<b>.85211</b>	<b>.873</b>	<b>.300</b>	<b>-.295</b>
For vacation package	2.26	1.257			
To socialized with people	2.81	1.138			
For souvenirs	2.19	1.192			
For good weather/climate	2.33	1.385			
For the aesthetics and cleanliness of the facilities	2.94	1.109			
For shopping	2.84	1.180			
To enjoy good accommodations	2.76	1.339			
For special events	2.90	1.314			
To visit new place	2.83	1.272			
For vacation package	3.10	1.249			

**Table 4.7 Continued:** Descriptive Statistics and Alphas for the Constructs of the study

	Mean	Std. Deviation	Alpha	Skewness Stat.	Kurtosis Stat.
<b>Satisfaction with Cultural Heritage Tourism Experiences</b>	<b>4.2898</b>	<b>.67552</b>	<b>.951</b>	<b>-.676</b>	<b>-.037</b>
1. My experience in America's Historic Triangle is positive.	4.41	.691			
2. My experience in America's Historic Triangle is favorable.	4.38	.698			
3. My experience in the America's Historic Triangle is memorable	4.25	.799			
4. My overall evaluation on the experience in America's Historic Triangle is recommendable to others.	4.33	.744			
5. I intend to revisit America's Historic Triangle.	4.26	.835			
6. I am satisfied with the tourism experience in America's Historic Triangle	4.19	.784			
7. I am pleased with the tourism experience in America's Historic Triangle.	4.21	.812			

**Table 4.7 Continued:** Descriptive Statistics and Alphas for the Constructs of the study

	Mean	Std. Deviation	Alpha	Skewness Stat.	Kurtosis Stat.
<b>Tourist Well-Being (TWB) through Cultural Heritage Tourism Experiences</b>	<b>3.2666</b>	<b>.86246</b>	<b>.930</b>	<b>-.011</b>	<b>-.142</b>
1. Through this trip, I realized that I am a happy person.	3.42	1.028			
2. After this trip, I have felt that I have the most important things I desire in life.	3.32	1.033			
3. I think that this trip contributes many benefits to my life.	3.37	1.017			
4. After this trip, I felt that the conditions of my life are much better than before	3.06	1.042			
5. Overall, my experience with this trip was memorable.	3.99	.911			
6. Through this trip, I felt that I have better mental health than before.	3.05	1.049			
7. I realized that I am lead a meaningful and fulfilling life and how happy I am now.	3.21	1.042			
8. I was very proud of my life after this trip.	3.19	1.059			
9. I felt this trip was one of the most meaningful trips of my life.	2.82	1.210			
10. I learned many lessons through this trip.	3.24	1.103			

#### **4.4.2. Correlation Analysis**

The correlation analysis is used to gain critical insight into the relationships among the four constructs, which are motivations related to high order needs (HONs), motivations related to low order needs (LONs), tourist satisfaction through cultural heritage tourism experience (SAT), and overall sense of tourist well-being (TWB). From the analysis it can be seen that all of the constructs are significantly correlated at the .01 probability level (Table 4.10.).

The findings of this study show that tourist motivations related to high order needs (HONs) and tourist motivations related to low order needs (LONs) are most strongly correlated (.564). Tourist motivations related to high order needs (HONs) and tourist well-being (TWB) has the second strongest correlation (.534). While the correlations between tourist well-being (TWB) and low order needs (.518), tourist well-being (TWB) and satisfaction (.470), and satisfaction and tourist motivations related to high order needs (.425), and satisfaction and low order needs (.186) are not that strong as the previous two (.564 and .534), they are still significant, indicating that the variables are significantly related and positively affect one another (Table 4.10).

**Table 4.8.** Correlation Analysis of the Study Constructs

		<b>Tourist Motivations (HONs)</b>	<b>Tourist Motivations (LONs)</b>	<b>Satisfaction with CHT Experiences (SAT)</b>	<b>Tourist Well-Being (TWB)</b>
<b>Tourist Motivations (HONs)</b>	<b>Pearson Correlation</b>	1.000			
	<b>Sig. (2-tailed)</b>				
	<b>N</b>	350			
<b>Tourist Motivations (LONs)</b>	<b>Pearson Correlation</b>	.564**	1.000		
	<b>Sig. (2-tailed)</b>	.000			
	<b>N</b>	350	350		
<b>Satisfaction with CHT experiences (SAT)</b>	<b>Pearson Correlation</b>	.425**	.186**	1.000	
	<b>Sig. (2-tailed)</b>	.000	.000		
	<b>N</b>	350	350	350	
<b>Tourist Well-Being (TWB)</b>	<b>Pearson Correlation</b>	.534**	.518**	.470**	1.000
	<b>Sig. (2-tailed)</b>	.000	.000	.000	
	<b>N</b>	350	350	350	350

#### 4.4.3. Test of the Proposed Model and Hypotheses

The primary objective of this study is to examine the relationship between cultural heritage tourism (CHT) experience and overall sense of well-being of tourists who experienced cultural heritage tourism and to identify how tourists' satisfaction (SAT) through cultural heritage tourism (CHT) experience may mediate the relationships between types of needs and

overall sense of tourist well-being (TWB). More specifically, the study aims to investigate the relationships between: (1) high order needs (HONs) and satisfaction (SAT) through cultural heritage tourism experiences, (2) low order needs (LONs) and satisfaction (SAT) through cultural heritage tourism experiences, (3) high order needs (HONs) and overall sense of tourist well-being (TWB), (4) low order needs (LONs) and overall sense of tourist well-being (TWB) and (5) satisfaction (SAT) through cultural heritage tourism experiences and overall sense of tourist well-being (TWB).

#### **4.4.4. Path Analysis of the Hypotheses**

The results of the model and corresponding the five hypotheses are analyzed using Path Analyses. The hypotheses are evaluated on the basis of the significance of the model using F values and the associated P values. The individual significance of the independent variables is evaluated by t-test values and the associated P values. The relationships between the constructs are examined based on a decision rule of a .05 significance level. In other words, if the significance level is  $P < .05$ , the hypothesized relationship is significantly supported. Moreover, the test reports the values of standardized Beta coefficients in the tables. These values reveal the relative importance of independent variables in explaining the dependent variables.

##### **4.4.4.1. Test of Hypothesis 1**

**Hypothesis 1:** Tourist motivations influence satisfaction (SAT) through cultural heritage tourism experiences.

**H<sub>1a</sub>:** Tourist motivations related to high order needs (HONs) influence satisfaction (SAT)

through cultural heritage tourism experiences.

The results from the regression analysis show that the path from the construct of high order needs (HONs) to satisfaction (SAT) through cultural heritage tourism experiences is significant and positive ( $F = 39.359$ ;  $P = .000$ ). Therefore,  $H_{1a}$  is supported. This analysis shows that high order needs (HONs) is a significant predictor (leads to increased satisfaction) of satisfaction (SAT) through cultural heritage tourism experiences ( $t = 8.0002$ ;  $P = .000$ ). The standardized Beta coefficient of high order needs (HONs) is .470.

**H<sub>1b</sub>:** Tourist motivations related to low order needs (LONs) influence satisfaction (SAT) through cultural heritage tourism experiences.

The results from the regression analysis show that the path from the construct of low order needs (LONs) to satisfaction (SAT) through cultural heritage tourism experiences is not significant ( $P > .05$ ). Therefore,  $H_{1b}$  is not supported. This analysis shows that low order needs (LONs) is not a significant predictor (leads to increased satisfaction) of satisfaction (SAT) through cultural heritage tourism experiences ( $t = -1.346$ ;  $P = .179$ ). The standardized Beta coefficient of low order needs (LONs) is -.079.

#### 4.4.4.2. Test of Hypothesis 2

**Hypothesis 2:** Tourist motivations affect overall sense of tourist well-being (TWB).

**H<sub>2a</sub>:** Tourist motivations related to high order needs (HONs) affect overall sense of tourist well-being (TWB).

The results from the regression analysis show that the path from the construct of high order needs (HONs) to overall sense of tourist well-being (TWB) is significant and positive ( $F = 89.577$ ;  $P = .000$ ). Therefore, H<sub>2a</sub> is supported. This analysis shows that high order needs (HONs) is a significant predictor (leads to increased tourist well-being) of overall sense of tourist well-being (TWB) ( $t = 3.861$ ;  $P = .000$ ). The standardized Beta coefficient of high order needs (HONs) is .205.

**H<sub>2b</sub>:** Tourist motivations related to low order needs (LONs) affect overall sense of tourist well-being (TWB).

The results from the regression analysis show that the path from the construct of low order needs (LONs) to overall sense of tourist well-being (TWB) is significant and positive ( $F = 89.577$ ;  $P = .000$ ). Therefore, H<sub>2b</sub> is supported. This analysis shows that low order needs (HONs) is a significant predictor (leads to increased tourist well-being) of overall sense of tourist well-being (TWB) ( $t = 7.004$ ;  $P = .000$ ). The standardized Beta coefficient of low order needs (LONs) is .343.

#### 4.4.4.3. Test of Hypothesis 3

**Hypothesis 3:** Tourist satisfaction (SAT) through Cultural Heritage Tourism Experiences have an effect on Overall Sense of Tourist Well-Being (TWB).

**H<sub>3</sub>:** Tourist satisfaction (SAT) through Cultural Heritage Tourism Experiences have an effect on Overall Sense of Tourist Well-Being (TWB).

The results from the regression analysis show that the path from the construct of satisfaction (SAT) through cultural heritage tourism experiences to overall sense of tourist well-being (TWB) is significant and positive ( $F = 89.577$ ;  $P = .000$ ). Therefore, H<sub>3</sub> is supported. This analysis shows that tourist satisfaction (SAT) through cultural heritage tourism experiences is a significant predictor (leads to increased tourist well-being) of overall sense of tourist well-being (TWB) ( $t = 7.145$ ;  $P = .000$ ). The standardized Beta coefficient of co-creation is .319. A summary of the results of the hypotheses shows as follows (Table 4.11.).

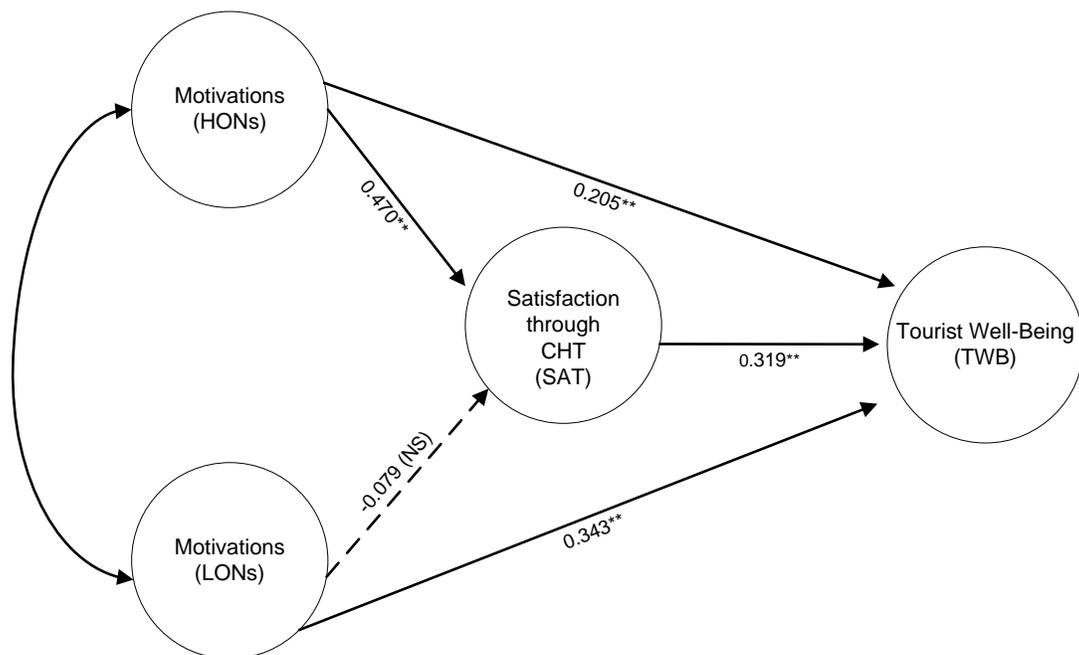
**Table 4.9.** Summary of the Hypotheses Testing on Conceptual Model

Hypothesis	Hypothesized Path	Standardized Beta Coefficients	t - value	Results
H <sub>1a</sub>	High Order Needs → Satisfaction through CHT experiences	0.470	8.002	<b>Supported</b>
H <sub>1b</sub>	Low Order Needs → Satisfaction through CHT experiences	-0.079	-1.346	NOT Supported
H <sub>2a</sub>	High Order Needs → Overall Sense of Tourist Well-Being	0.205	3.861	<b>Supported</b>
H <sub>2b</sub>	Low Order Needs → Overall Sense of Tourist Well-Being	0.343	7.004	<b>Supported</b>
H <sub>3</sub>	Satisfaction through CHT experiences → Overall Sense of Tourist Well-Being	0.319	7.145	<b>Supported</b>

#### 4.4.5. Path Analysis with the Revised Model

As shown in Figure 4.1., tourist motivations related to high order needs (HONs), tourist motivations related to low order needs (LONs), and tourist satisfaction (SAT) through cultural heritage tourism significantly affect tourist well-being. While tourist motivations related to high order needs (HONs) significantly affect tourist satisfaction (SAT) through cultural heritage tourism, tourist motivations related to low order needs (LONs) do not have significant effect on tourist satisfaction (SAT) through cultural heritage tourism. Therefore, to identify how tourists' satisfaction (SAT) through cultural heritage tourism (CHT) experience may mediate the relationships between types of needs and overall sense of tourist well-being (TWB), the study revised the path model with dropping the non-significant path (LONs - SAT) in the previously proposed model and re-estimated the newly revised path model (Figure 4.1.).

**Figure 4.1.** The Results of Hypotheses Testing on Conceptual Model



#### 4.4.5.1. Test of Hypothesis 1

**Hypothesis 1:** Tourist motivations influence satisfaction (SAT) through cultural heritage tourism experiences.

**H<sub>1a</sub>:** Tourist motivations related to high order needs (HONs) influence satisfaction (SAT) through cultural heritage tourism experiences.

Given the impact of between high order needs (HONs) and satisfaction (SAT) through cultural heritage tourism experiences, the result is the same as that from the previous model. However, technically, the values of statistic factors from the new path model are slightly different from the previous values.

Specifically, the results from the regression analysis show that the path from the construct of high order needs (HONs) to satisfaction (SAT) through cultural heritage tourism experiences is still significant and positive ( $F = 76.727$ ;  $P = .000$ ). Therefore, H<sub>1a</sub> is still supported. This analysis shows that high order needs (HONs) is a significant predictor (leads to increased satisfaction) of satisfaction (SAT) through cultural heritage tourism experiences ( $t = 8.759$ ;  $P = .000$ ). The standardized Beta coefficient of high order needs (HONs) is .425.

**H<sub>1b</sub>:** Tourist motivations related to low order needs (LONs) influence satisfaction (SAT) through cultural heritage tourism experiences.

The results from the regression analysis show that the path from the construct of low order needs (LONs) to satisfaction (SAT) through cultural heritage tourism experiences is not significant ( $P > .05$ ). Therefore, H<sub>1b</sub> is not supported. According to the result, the test drops the path between low order needs (LONs) and satisfaction (SAT) through cultural heritage tourism experiences in the new path model.

#### 4.4.5.2. Test of Hypothesis 2

**Hypothesis 2:** Tourist motivations affect overall sense of tourist well-being (TWB).

**H<sub>2a</sub>:** Tourist motivations related to high order needs (HONs) affect overall sense of tourist well-being (TWB).

In regard to the impact of high order needs (HONs) on overall sense of tourist well-being (TWB), the result is the same as that from the previous model. Additionally, the values of statistic factors from the new path model are exactly same as the previous values.

The results from the regression analysis show that the path from the construct of high order needs (HONs) to overall sense of tourist well-being (TWB) is also significant and positive ( $F = 89.577$ ;  $P = .000$ ). Therefore, H<sub>2a</sub> is also supported. This analysis shows that high order needs (HONs) is a significant predictor (leads to increased tourist well-being) of overall sense of tourist well-being (TWB) ( $t = 3.861$ ;  $P = .000$ ). The standardized Beta coefficient of high order needs (HONs) is .205.

**H<sub>2b</sub>:** Tourist motivations related to low order needs (LONs) affect overall sense of tourist well-being (TWB).

In terms of the effect that low order needs (LONs) has on the overall sense of tourist well-being (TWB), the result is the same as that from the previous model. Moreover, the values of statistic factors from the new path model are also the same as values from the previous model.

Specifically, the results from the regression analysis show that the path from the construct of

low order needs (LONs) to overall sense of tourist well-being (TWB) is also significant and positive ( $F = 89.577$ ;  $P = .000$ ). Therefore,  $H_{2b}$  is also supported. This analysis shows that low order needs (LONs) is a significant predictor (leads to increased tourist well-being) of overall sense of tourist well-being (TWB) ( $t = 7.004$ ;  $P = .000$ ). The standardized Beta coefficient of low order needs (LONs) is .343.

#### **4.4.5.3. Test of Hypothesis 3**

**Hypothesis 3:** Tourist satisfaction (SAT) through Cultural Heritage Tourism Experiences have an effect on Overall Sense of Tourist Well-Being (TWB).

**H<sub>3</sub>:** Tourist satisfaction (SAT) through Cultural Heritage Tourism Experiences have an effect on Overall Sense of Tourist Well-Being (TWB).

Given the influence of tourist satisfaction (SAT) through cultural heritage tourism experiences on overall sense of tourist well-being (TWB), the result is the same as that from the previous model. Moreover, the values of statistic factors from the new path model are all the same as the values from previous model.

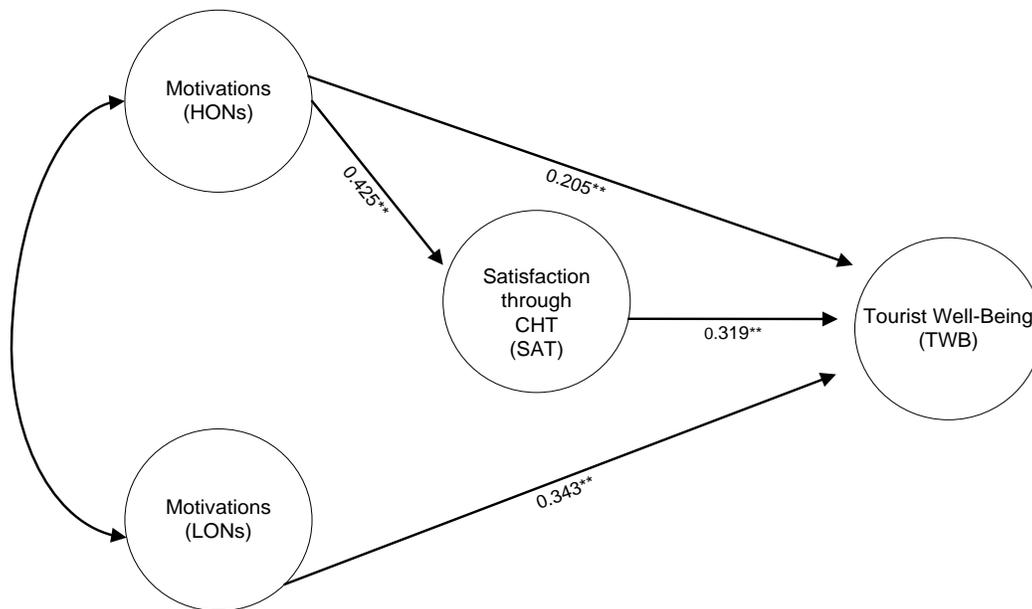
In other words, the results from the regression analysis show that the path from the construct of satisfaction (SAT) through cultural heritage tourism experiences to overall sense of tourist well-being (TWB) is significant and positive ( $F = 89.577$ ;  $P = .000$ ). Therefore,  $H_3$  is also supported. This analysis shows that satisfaction (SAT) through cultural heritage tourism experiences is a significant predictor (leading to increased tourist well-being) of overall sense of tourist well-being (TWB) ( $t = 7.145$ ;  $P = .000$ ). The standardized Beta coefficient of satisfaction (SAT) is .319. A

summary of the results of hypotheses tested on the revised path model is shown as follows (Table 4.12. and Figure 4.2.).

**Table 4.10.** Summary of the Hypotheses Testing on Revised Path Model

Hypothesis	Hypothesized Path	Standardized Beta Coefficients	t-value	Results
H <sub>1a</sub>	High Order Needs → Satisfaction through CHT experiences	0.425	8.759	<b>Supported</b>
H <sub>1b</sub>	Low Order Needs → Satisfaction through CHT experiences	N/S	N/S	Dropped
H <sub>2a</sub>	High Order Needs → Overall Sense of Tourist Well-Being	0.205	3.861	<b>Supported</b>
H <sub>2b</sub>	Low Order Needs → Overall Sense of Tourist Well-Being	0.343	7.004	<b>Supported</b>
H <sub>3</sub>	Satisfaction through CHT experiences → Overall Sense of Tourist Well-Being	0.319	7.145	<b>Supported</b>

**Figure 4.2.** The Results of Hypotheses Testing on the Revised Path Model



## **Chapter Five**

# **CONCLUSION**

### **5.1. Introduction**

This chapter consists of the findings and implications. The first section provides a summary of the research questions testing and the findings. Next, the practical and theoretical implications of the findings are discussed in order to understand the relationship between cultural heritage tourism (CHT) experience and overall sense of well-being of tourists who experienced cultural heritage tourism through testing the link between each construct in the path model. Besides, the implications also aim at identifying how tourist satisfaction can be a mediator on the path between tourist motivations and overall sense of tourist well-being. At last, this concludes with a discussion of suggestions for future research as well as limitations of the study.

### **5.2. Summary of the Findings**

This study developed a conceptual model that proposed impacts of the four constructs: tourist motivations related to low order needs (HONs), tourist motivations related to low order needs (LONs), tourist satisfaction (SAT) through cultural heritage tourism experiences, and overall sense of tourist well-being (TWB). The proposed model was empirically tested by path

analyses (Figure 3.3.). Specifically this path model analyzed the influence of (1) tourist motivations (both motivations related to high order needs and low order needs) on tourist satisfaction (SAT) through cultural heritage tourism experiences, (2) tourist motivations (both motivations related to high order needs and low order needs) on overall sense of tourist well-being (TWB), (3) tourist satisfaction (SAT) through cultural heritage tourism experiences on overall sense of tourist well-being (TWB).

Before the study was conducted, a questionnaire was created by adopting measurement scales from previous studies as discussed in the literature review and by listing attributes which reflected the constructs in the questions, namely tourist motivations related to high order needs (HONs) and low order needs (LONs). Then, a pre-test was given to a group of 181 undergraduate students at Virginia Tech. Through the pre-test, the reliability of each attribute of constructs was assessed to determine whether or not the attributes were uni-dimensional.

After the pre-test, the refined survey was given to a marketing research company - Issues & Answers Network, Inc.- who sent the survey out to a panel of respondents that the company retains. The respondents were asked to complete the online questionnaire based on their most recent cultural heritage tourism experiences in America's Historic Triangle (AHT) in Virginia State, USA. The respondents were screened by two criteria: (1) they must be 18 years old or above, (2) they had to have visited America's Historic Triangle (Williamsburg, Jamestown, or Yorktown in the State of Virginia) at least once in the past 2 years. The criteria ensured that all respondents who completed this survey have experienced cultural heritage tourism activities and whether or not they actually participated in the constructs of motivation, satisfaction and overall sense of well-being through cultural heritage tourism experiences.

Correlation analysis was used to analyze the relationships among the four constructs, tourist motivations related to high order needs (HONs), tourist motivations related to low order needs (LONs), tourist satisfaction (SAT) through cultural heritage tourism experience, and overall sense of tourist well-being (TWB) and path analyses were used to analyze the five main study hypotheses.

Through correlation analysis, it is found that there are significant relationships between tourist motivations related to high order needs (HONs) as well as low order needs (LONs) and tourist satisfaction (SAT) through cultural heritage tourism experience, between tourist motivations related to HONs and LONs and overall sense of tourist well-being (TWB), and between tourist satisfaction (SAT) and tourist well-being (TWB). It was also seen that both types of tourist motivations and tourist satisfaction (SAT) significantly affect overall sense of tourist well-being (TWB). However, in terms of the impact on tourist satisfaction (SAT), there is obvious difference between tourist motivations related to high order needs (HONs) and tourist motivations related to low order needs (LONs). These findings are discussed in detail in the following section.

### **5.3. Discussion of Findings**

#### **5.3.1. Discussion of Research Questions**

To identify how tourists' satisfaction (SAT) through cultural heritage tourism (CHT) experience may mediate the relationships between types of needs and overall sense of tourist well-being (TWB), two research questions are given based on the results of the path model: (1) Do high order needs (HONs), low order needs (LONs), and satisfaction (SAT) through cultural

heritage tourism experiences influence overall sense of tourist well-being (TWB)? and (2) Do high order needs (HONs) and low order needs (LONs) influence satisfaction (SAT) through cultural heritage tourism experiences?

### **5.3.2. Research Question 1**

**RQ<sub>1</sub>:** Do high order needs (HONs), low order needs (LONs), and satisfaction (SAT) through cultural heritage tourism experiences affect overall sense of tourist well-being (TWB)?

In the first research question, the test result indicates that the  $R^2$  of overall sense of tourist well-being (TWB) is .437. In other words, 43.7% of the variance in overall sense of tourist well-being (TWB) is explained by high order needs (HONs), low order needs (LONs), and satisfaction (SAT) through cultural heritage tourism experiences ( $F= 89.577$ ,  $P = .000$ ). Tourist motivations related to High order needs ( $t = 3.861$ ,  $p < .05$ ), low order needs ( $t = 7.004$ ,  $p < .05$ ), and satisfaction (SAT) through cultural heritage tourism experiences ( $t = 7.145$ ,  $p < .05$ ) significantly affect overall sense of tourist well-being (TWB). Furthermore, the standardized coefficients (beta) between overall sense of tourist well-being (TWB) and three variables show that high order needs (HONs) is .205, low order needs (LONs) is .343, and satisfaction (SAT) through cultural heritage tourism experiences is .319., which is predicted to be most influenced by tourist motivations related to low order needs (LONs).

Therefore, it is clear that high order needs (HONs), low order needs (LONs), and satisfaction (SAT) through cultural heritage tourism experiences significantly affect overall sense of tourist well-being (TWB). Moreover, the result also reveals that motivations related to low order needs (LONs) and satisfaction (SAT) through cultural heritage tourism experiences have

only direct effect on overall sense of tourist well-being (TWB), while motivations related to high order needs (HONs) have both direct and indirect effects, which are mediated by satisfaction (SAT) through cultural heritage tourism experiences, on overall sense of tourist well-being (TWB). Thus, the more tourists have motivations related to high order needs (HONs), the more they acquire satisfaction (SAT) through cultural heritage tourism experiences, which is associated with high degree of overall sense of tourist well-being (TWB).

In conclusion, based on the revised path model, the test result reveals the construct of satisfaction (SAT) through cultural heritage tourism experiences has a role of partial mediator only in the relationship between tourist motivations related to high order needs (HONs) and overall sense of tourist well-being (TWB).

### **5.3.3. Research Question 2**

**RQ<sub>2</sub>:** Do high order needs (HONs) and low order needs (LONs) influence satisfaction (SAT) through cultural heritage tourism experiences?

In the second research question, the test result shows that tourist motivations related to high order needs (HONs) significantly affect satisfaction (SAT) through cultural heritage tourism experiences. However, tourist motivations related to low order needs (LONs) have no significant effect on influence satisfaction (SAT) through cultural heritage tourism experiences (Figure 4.1.). Therefore, dropping the non-significant path in the previously proposed model, the study revised the model to a new path model (Figure 4.2.).

Based on the revised path model, the  $R^2$  of satisfaction (SAT) through cultural heritage tourism experiences is .181 ( $F = 76.727, P < .05$ ), which means that 18.1% of the variance in

satisfaction (SAT) through cultural heritage tourism experiences is explained by tourist motivations related to high order needs (HONs). In addition, the result indicates that the standardized coefficients have changed (tourist high order needs: Beta =.425,  $t = 8.759$ ,  $p < .05$ ).

Accordingly, the test result concludes that tourist motivations related to high order needs (HONs) have direct influence on satisfaction (SAT) through cultural heritage tourism experiences, however; there is no direct effect of tourist motivations related to low order needs (LONs) on satisfaction (SAT) through cultural heritage tourism experiences.

#### **5.4. Summary of the Discussion**

The findings of this study indicate that the two types of tourist motivations (HONs and LONs) have a positive relationship with tourist satisfaction and overall sense of tourist well-being. In addition, tourist satisfaction has a significant relationship with overall sense of tourist well-being.

In regard to the influence of each construct in the path model linked with cultural heritage tourism, the test indicates that tourist motivations related to high order needs and low order needs as well as tourist satisfaction through cultural heritage tourism experiences significantly influence overall sense of tourist well-being. However, in terms of impact on tourist satisfactions, tourist motivations related to high order needs are different from tourist motivations related to low order needs. Specifically, while tourist motivations related to high order needs significantly affect tourist satisfactions, tourist motivations related to low order needs have no effect on tourist satisfactions (Figure 4.1.), which means that motivation related to high order needs has both direct and indirect effects, while motivation related to low order needs

have only direct effect on overall sense of tourist well-being. The findings also suggest that tourist satisfaction through cultural heritage tourism experiences has a role of partial mediator in the impact of tourist motivations related to high order needs on overall sense of tourist well-being.

## **5.5. Implications of the Study**

### **5.5.1. Theoretical Contributions**

It is true that there is very limited work that explores the link between cultural heritage tourism (CHT) experiences and overall sense of tourist well-being induced by such experiences. Through factor, correlation and path analysis, however, this study helps develop a deeper understanding of tourist motivations, tourist satisfaction and overall sense of tourist well-being in the context of cultural heritage tourism. In other words, this study illustrates how different types of tourist motivations and tourist satisfaction influence overall sense of tourist well-being and how tourist motivations related to high order needs and tourist motivations related to low order needs are different in terms of the impact on tourist satisfaction through cultural heritage tourism experiences. Additionally, regarding the role of each construct in the conceptual model, this study also helps identify how tourist satisfaction can be mediated by the link between two types of tourist motivations and overall sense of tourist well-being in the context of cultural heritage tourism.

This study also contributes to the growing body of knowledge in understanding the perceived value of cultural heritage tourism experiences by establishing a theory-based empirical link between tourism experience and overall sense of tourist well-being. The feature of tourist

satisfaction, as a mediator between tourist motivations and overall sense of tourist well-being in the context of cultural heritage tourism experiences and sites, had not been empirically examined until this study. From the path analysis in the context of cultural heritage tourism, it can be concluded that greater tourist motivations related to high order needs contribute to greater tourist satisfaction through cultural heritage tourism, leading to higher degree of overall sense of tourist well-being.

### **5.5.2. Practical Implications**

Based on the results of this study, various recommendations can be made to enhance tourist satisfaction and overall sense of tourist well-being under the context of cultural heritage tourism experience in the America's Historic Triangle (AHT) site. The findings through several analyses are practical for the marketers of cultural heritage tourism to formulate effective strategies to maintain or grow their competitiveness. In other words, comprehending the context of the America's Historic Triangle (AHT) in Virginia, a representative cultural heritage tourism site in USA, the marketers should focus more on maintaining or enhancing those factors that contribute to the overall satisfaction of tourists.

Since tourist motivations related to high order needs has different impact on tourist satisfaction though CHT experiences from tourist motivations related to low order needs, the marketers and administrators working for cultural heritage tourism industry should understand the different impact of tourist motivations on tourist satisfaction and precisely recognize the characteristics of tourists who visit cultural heritage tourism site like the America's Historic Triangle (AHT). It is also suggested more products, services, and attractions with focused

designs be developed to appeal to visitors with motivations related to high order needs such as knowledge, education, academic learning, etc.

Besides, the study also extracts groups with the lowest degree of tourist satisfaction under various demographic constructs, which are age, gender, ethnicity, education, and household income. It reveals that 30 -39 year group, males, African-American group, College degree holders, and \$40,000 - \$79,999 household income group are the groups with the lowest tourist satisfaction through cultural heritage tourism experiences in the America's Historic Triangle (AHT). The results of the study are expected to provide insights for cultural heritage tourism marketers to develop specific and effective promotional strategies. Such strategies can improve the degree of tourist satisfaction of those groups who have the lowest degree of satisfaction and contribute to quantitative and qualitative growth of cultural heritage tourism industry.

In sum, this study suggests that the marketers should comprehend and interpret cultural heritage tourism destination by conducting correct data analysis based on the information from the visitors who have been to CHT site to improve the degree of satisfaction of low-satisfied groups. Apparently, the marketers and administrators engaging in cultural heritage tourism business should understand their on-site tourists better and strive to create marketing strategies related to new products, services, and attractions in the cultural heritage tourism market to appeal to more potential visitors, contributing to the growth of cultural heritage tourism industry eventually.

## 5.6. Limitations

Even though this academic study of cultural heritage tourism was proceeded through pre-test, refinement of factor on each construct, and various rational analyses to acquire academic objectivity, limitations exist.

First, the motivation attributes consisting of high order needs and low order needs chosen from factor analysis have different weight between two of them. Specifically, while most attributes of tourist high order needs are directly related to cultural heritage tourism, a few of them are not closely related to cultural heritage tourism. Rather, they are just generally described as features of common tourist motivations of high order needs, causing ambiguity in the questionnaire attributes to some extent.

Second, with regard to collecting samples, it is found that the all respondents (n=350) who conducted the survey are residents in Virginia state. For more fluent collecting samples from respondents who have visited the America's Historic Triangle (AHT) in Virginia, the marketing research company restricted the samples to respondents who are still living in Virginia Tech. Therefore, comparing with collected samples from the whole America, the objectivity of the collected samples only from Virginia can be reduced than the other ones. With respect to demographic characteristics of respondents, because more than 50% of total respondents are 60 years old or above and more than 80% of total respondents consist of Caucasian, this study failed to collect samples evenly in age, and ethnic group. Additionally, the America's Historic Triangle (AHT) may not represent all cultural heritage destinations.

Third, when the study conducted pre-test to 181 undergraduate students at Virginia Tech, among various constructs for the study, the respondents provided answers to the only questions

of tourist motivation related to high order need and low order needs, and demographic questions. In regard to propriety of the study, this pre-test including only tourist motivations with HONs and LONs is somewhat less sophisticated to refine attributes for the main test than the pre-test including all constructs, which are tourist motivations, tourist satisfaction, and tourist well-being.

## **5.7. Future Research**

This study provided an empirical picture of the link between cultural heritage tourism and overall sense of tourist well-being in the America's Historic Triangle and analyzed the difference of impact from two types of tourist motivations (HONs and LONs) on tourist satisfaction and tourist well-being in the context of cultural heritage tourism using demographic characteristics. It is suggested that most of the limitations mentioned can provide insight for future research. Therefore, future research can improve the current findings of this study and contribute further to the body of knowledge in the academic literature of tourism.

In the context of cultural heritage tourism, current research can be expanded to studies that comprehend moderating factors that influence on the link between the constructs of tourist motivation, tourist satisfaction, and tourist well-being. Specifically, using several regression analysis with interaction effects to assess moderation effects, the research can be extended to the study that identify the role of tourist expectation, attraction types, and market types as moderators, on the link between tourist motivation and tourist satisfaction. Additionally, the research can also be expanded to studies that explain the difference of impact of the three moderators on the path between tourist motivations and tourist satisfaction in the theoretical framework for the current study through Multivariate Analysis of Variance (ANOVA).

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**APPENDIX A.**

**Cover Page of the Survey for Pretest**

**Dear Respondents for the study:**

At first, thank you so much for your participation in this study.

The aim of the study is to examine the link between cultural heritage tourism experience and overall sense of well-being of tourists. Specifically, this survey is designed to assess your responses and opinions to identify how tourists' satisfaction through cultural heritage tourism experience can serve as a mediator between types of motivation and overall sense of tourist well-being. Your participation for this survey would allow you to contribute valuable information to academic researchers and tourism marketers.

It will take approximately 5 minutes of your time to complete this survey. Your participation in this study is entirely voluntary. Please answer all questions, as omitted responses may render your survey unusable for this study. Please know that your responses will be treated confidentially and anonymously. Please read all instructions and questions carefully. Because there are no right or wrong answers, please try to answer as openly and accurately as possible.

If you have any questions about the study, please contact the lead researcher, Jeongyong (JJ) Jew, at [jjjew@vt.edu](mailto:jjjew@vt.edu). Thank you so much for your valuable time and participation.

Sincerely,

Muzzo Uysal, Ph.D  
Principal Investigator  
Hospitality and Tourism Management  
Virginia Tech  
Email: [samil@vt.edu](mailto:samil@vt.edu)  
Office: 540-231-8313

Jeongyong (JJ) Jew, MS Candidate  
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## **APPENDIX B.**

### **Survey Questionnaire for Pretest**

1. The following is a list of motivation items in choosing or visiting a cultural heritage tourism destination such as Williamsburg, VA. Please, rate the perceived importance of each item: (1 = being not important at all to 5 = being very important).

Attributes	Motivation				
	Not Important at all		Neutral		Very Important
1. For fun	1	2	3	4	5
2. For new knowledge	1	2	3	4	5
3. To relax	1	2	3	4	5
4. To learn history	1	2	3	4	5
5. To escape from the ordinary	1	2	3	4	5
6. To study different culture	1	2	3	4	5
7. To spend time with family	1	2	3	4	5
8. For nostalgic reminiscence	1	2	3	4	5
9. To socialize with people	1	2	3	4	5
10. For seeking spiritual enrichment	1	2	3	4	5
11. To enjoy good accommodations	1	2	3	4	5
12. For historic culture experience	1	2	3	4	5
13. To enjoy local food and drink	1	2	3	4	5
14. To learn heritage	1	2	3	4	5
15. For shopping	1	2	3	4	5
16. To teach history	1	2	3	4	5
17. To visit new place	1	2	3	4	5
18. For education of children	1	2	3	4	5
19. For special events	1	2	3	4	5
20. To grow myself	1	2	3	4	5
21. For good weather/ climate	1	2	3	4	5
22. To investigate historic fact	1	2	3	4	5
23. For souvenirs in the site	1	2	3	4	5
24. To remember cultural facts	1	2	3	4	5
25. To visit relatives or friends	1	2	3	4	5
26. To learn something new	1	2	3	4	5
27. For Packaged Trip	1	2	3	4	5
28. To enhance the level of my culture	1	2	3	4	5
29. For cleanliness of facilities	1	2	3	4	5
30. For my patriotism	1	2	3	4	5

2. Please indicate if you have ever visited the America's Historic Triangle (one site among Williamsburg, Jamestown, and Yorktown in Virginia State).

\_\_\_\_\_ Yes

\_\_\_\_\_ No

3. Please indicate your gender.

\_\_\_\_\_ Male

\_\_\_\_\_ Female

4. Please indicate your year of college.

\_\_\_\_\_ Freshman

\_\_\_\_\_ Sophomore

\_\_\_\_\_ Junior

\_\_\_\_\_ Senior

**Thank You So Much!!!**

**APPENDIX C.**

**Cover Page of the Survey for the Study**

**Dear Respondents for the study:**

At first, thank you so much for your participation in this study.

The goal of the study is to examine the link between cultural heritage tourism experience and overall sense of well-being of tourists. Specifically, this survey is designed to assess your responses and opinions to identify how tourists' satisfaction through cultural heritage tourism experience can serve as a mediator between types of motivation and overall sense of tourist well-being. Your participation for this survey would allow you to contribute valuable information to academic researchers and tourism marketers.

It will take approximately 5 to 10 minutes of your time to complete this survey. Your participation in this study is entirely voluntary. Please know that your responses will be treated confidentially and anonymously. Please read all instructions and questions carefully. Because there are no right or wrong answers, please try to answer as openly and accurately as possible.

If you have any questions about the study, please contact the lead researcher, Jeongyong (JJ) Jew, at [jjjew@vt.edu](mailto:jjjew@vt.edu). Additionally, if you have any question about your rights as human subject research participants, please email to [moored@vt.edu](mailto:moored@vt.edu).

Thank you so much for your valuable time and participation.

Sincerely,

Muzzo Uysal, Ph.D  
Principal Investigator  
Hospitality and Tourism Management  
Virginia Tech  
Email: [samil@vt.edu](mailto:samil@vt.edu)  
Office: 540-231-8313

Jeongyong (JJ) Jew, MS Candidate  
Co-Investigator  
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Virginia Tech  
Email: [jjjew@vt.edu](mailto:jjjew@vt.edu)  
Cell: 703-475-7885

## **APPENDIX D.**

### **Survey Questionnaire for the Study**

## Screening Conditions:

Individuals who meet the following two conditions will be included in the survey:

S1. Are you 18 years of age or older?

1. Yes
2. No (**Terminate**)

S2. Have you visited America's Historic Triangle (Williamsburg, Jamestown, or Yorktown in the State of Virginia) at least once in the last 2 years?

1. Yes
2. No (**Terminate**)

## Part 1. Evaluation about Visitors' Motivation in Cultural Heritage Tourism

1. Considering your most recent Cultural Heritage Trip, please rate the perceived importance of each motivation item in visiting America's Historic Triangle.

Attributes	Motivation				
	Very Low Motivation				Very High Motivation
1. For fun	1	2	3	4	5
2. For new knowledge	1	2	3	4	5
3. To relax	1	2	3	4	5
4. To learn history	1	2	3	4	5
5. To escape from the ordinary	1	2	3	4	5
6. To study different culture	1	2	3	4	5
7. To spend time with family	1	2	3	4	5
8. For nostalgia	1	2	3	4	5
9. To socialize with people	1	2	3	4	5
10. For seeking spiritual enrichment	1	2	3	4	5
11. To enjoy good accommodations	1	2	3	4	5
12. For historic culture experience	1	2	3	4	5
13. To enjoy local food and drink	1	2	3	4	5
14. To learn heritage	1	2	3	4	5
15. For shopping	1	2	3	4	5
16. To teach history	1	2	3	4	5
17. To visit new place	1	2	3	4	5
18. For education of children	1	2	3	4	5
19. For special events	1	2	3	4	5
20. Personal growth	1	2	3	4	5
21. For good weather/ climate	1	2	3	4	5
22. To investigate historical facts	1	2	3	4	5
23. For souvenirs	1	2	3	4	5
24. To remember cultural facts	1	2	3	4	5
25. To visit relatives or friends	1	2	3	4	5
26. To learn something new	1	2	3	4	5
27. For Vacation Package	1	2	3	4	5
28. To become more cultured	1	2	3	4	5
29. For the aesthetics and cleanliness of facilities	1	2	3	4	5
30. For patriotism	1	2	3	4	5

2. Thinking about your most recent cultural heritage trip to America's Historic Triangle, please rate the extent to which you were satisfied with the following attributes.

Attributes	Satisfaction				
	Very dissatisfied				Very satisfied
1. Monument	1	2	3	4	5
2. Historical buildings	1	2	3	4	5
3. Culture villages	1	2	3	4	5
4. Museums	1	2	3	4	5
5. Galleries	1	2	3	4	5
6. Traditional scenery	1	2	3	4	5
7. Arts(music/dance)	1	2	3	4	5
8. Architecture	1	2	3	4	5
9. Handicrafts	1	2	3	4	5
10. Theaters	1	2	3	4	5
11. Festivals/Events	1	2	3	4	5
12. Historic people	1	2	3	4	5
13. Religious places	1	2	3	4	5
14. Food	1	2	3	4	5
15. Shopping places	1	2	3	4	5
16. Information centers	1	2	3	4	5
17. Atmosphere/people	1	2	3	4	5
18. Indoor facilities	1	2	3	4	5
19. Accessibility	1	2	3	4	5
20. Monetary expense	1	2	3	4	5
21. Climate/Weather	1	2	3	4	5
22. Accommodations	1	2	3	4	5
23. Tour packages	1	2	3	4	5
24. Guides	1	2	3	4	5
25. Souvenirs	1	2	3	4	5
26. Theme parks	1	2	3	4	5

3. Considering your most recent trip to America's Historic Triangle, please indicate if you agree or disagree with following statements:

	<b>Strongly Disagree</b>			<b>Strongly Agree</b>	
1. My experience in America's Historic Triangle is positive.	1	2	3	4	5
2. My experience in America's Historic Triangle is favorable.	1	2	3	4	5
3. My experience in the America's Historic Triangle is memorable.	1	2	3	4	5
4. My overall evaluation on the experience in America's Historic Triangle is recommendable to others.	1	2	3	4	5
5. I intend to revisit America's Historic Triangle.	1	2	3	4	5
6. I am satisfied with the tourism experience in America's Historic Triangle.	1	2	3	4	5
7. I am pleased with the tourism experience in America's Historic Triangle.	1	2	3	4	5

4. The following is a list of statements that assess the contribution of the items to one's sense of well-being. Please indicate if you agree or disagree with these statements:

<b>Attribute List</b>	<b>Strongly Disagree</b>			<b>Strongly Agree</b>	
1. Through this trip, I realized that I am a happy person.	1	2	3	4	5
2. Through this trip, I realized that I have gotten the important things I desire in life.	1	2	3	4	5
3. I think that this trip contributes many benefits to my life.	1	2	3	4	5
4. After this trip, I have felt that I have the most important things I desire in life	1	2	3	4	5
5. Overall, my experience with this trip was memorable.	1	2	3	4	5
6. Through this trip, I felt that I have better mental health than before.	1	2	3	4	5
7. I realized that I am lead a meaningful and fulfilling life and how happy I am now.	1	2	3	4	5
8. I was very proud of my life after this trip.	1	2	3	4	5
9. I felt this trip was one of the most meaningful trips of my life.	1	2	3	4	5
10. I learned many lessons through this trip.	1	2	3	4	5

5. Please indicate how many times you have visited America's Historic Triangle in the past.

- 1) First time visit
- 2) 2-3 times
- 3) 4 times or more

6. Please rate how satisfied are you with following sites located in America's Historic Triangle.

	Very Dissatisfied	←—————→			Very Satisfied
Williamsburg	1	2	3	4	5
Jamestown	1	2	3	4	5
Yorktown	1	2	3	4	5

7 ~ 9. Please mark the attractions you have visited in the America's Historic Triangle.

7. Colonial Williamsburg			8. Historic Jamestown			9. Historic Yorktown		
Attractions	Yes	No	Attractions	Yes	No	Attractions	Yes	No
The Governor's Palace	<input type="checkbox"/>	<input type="checkbox"/>	Jamestown Settlement	<input type="checkbox"/>	<input type="checkbox"/>	The Yorktown Victory Center	<input type="checkbox"/>	<input type="checkbox"/>
The Capitol	<input type="checkbox"/>	<input type="checkbox"/>	17th- century Jamestown Memorial Church	<input type="checkbox"/>	<input type="checkbox"/>	Yorktown Battlefield	<input type="checkbox"/>	<input type="checkbox"/>
James Geddy House	<input type="checkbox"/>	<input type="checkbox"/>	the 1607 James Fort excavation site	<input type="checkbox"/>	<input type="checkbox"/>	Gallery Exhibits	<input type="checkbox"/>	<input type="checkbox"/>
Duke of Gloucester Street	<input type="checkbox"/>	<input type="checkbox"/>	the Visitor center immersion theater	<input type="checkbox"/>	<input type="checkbox"/>	Outdoor Living History	<input type="checkbox"/>	<input type="checkbox"/>
Bassett Hall	<input type="checkbox"/>	<input type="checkbox"/>	the Glasshouse	<input type="checkbox"/>	<input type="checkbox"/>	Watermen's Museum	<input type="checkbox"/>	<input type="checkbox"/>
Other: Please specify _____	<input type="checkbox"/>	<input type="checkbox"/>	Other: Please specify _____	<input type="checkbox"/>	<input type="checkbox"/>	Other: Please specify _____	<input type="checkbox"/>	<input type="checkbox"/>
Other: Please specify _____	<input type="checkbox"/>	<input type="checkbox"/>	Other: Please specify _____	<input type="checkbox"/>	<input type="checkbox"/>	Other: Please specify _____	<input type="checkbox"/>	<input type="checkbox"/>

10. My primary two or three reasons to visit the America's Historic Triangle in VA.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**Part 2. Demographic Information**

1. What is your **age**? \_\_\_\_\_

2. **Gender:**

- 1) Male
- 2) Female

3. Ethnic Group:

- 1) Caucasian
- 2) African-American
- 3) Hispanic
- 4) Asian
- 5) \_\_\_\_\_ Other (specify)

4. Your **residency:**

County or City \_\_\_\_\_ State \_\_\_\_\_

If your residency is outside of USA:

County or City \_\_\_\_\_ Province \_\_\_\_\_ Country \_\_\_\_\_

5. Please indicate on the years of your education.

- 1) High School or less
- 2) Some College (2 years or less)
- 3) College (4 years)
- 4) Post College (MS, Ph.D)

6. Please indicate your occupation:

\_\_\_\_\_

7. What is your approximate **total household income before taxes**?

- 1) Less \$39,999
- 2) \$40,000 - \$79,999
- 3) \$80,000 - \$119,999
- 4) \$120,000 - \$159,999
- 5) \$160,000 or more

**THANK YOU SO MUCH !!!**

**APPENDIX E.**

**Virginia Tech IRB Approval Letter**

**MEMORANDUM**

**DATE:** March 10, 2015  
**TO:** Muzaffer Uysal, Jeongyong Jew  
**FROM:** Virginia Tech Institutional Review Board (FWA00000572, expires April 25, 2018)  
**PROTOCOL TITLE:** The Link between Cultural Heritage Tourism (CHT) Experience and Overall Sense of Tourist Well-Being (TWB)  
**IRB NUMBER:** 15-267

Effective March 9, 2015, the Virginia Tech Institutional Review Board (IRB) Chair, David M Moore, approved the New Application request for the above-mentioned research protocol.

This approval provides permission to begin the human subject activities outlined in the IRB-approved protocol and supporting documents.

Plans to deviate from the approved protocol and/or supporting documents must be submitted to the IRB as an amendment request and approved by the IRB prior to the implementation of any changes, regardless of how minor, except where necessary to eliminate apparent immediate hazards to the subjects. Report within 5 business days to the IRB any injuries or other unanticipated or adverse events involving risks or harms to human research subjects or others.

All investigators (listed above) are required to comply with the researcher requirements outlined at:

<http://www.irb.vt.edu/pages/responsibilities.htm>

(Please review responsibilities before the commencement of your research.)

**PROTOCOL INFORMATION:**

Approved As: Exempt, under 45 CFR 46.110 category(ies) 2  
Protocol Approval Date: March 9, 2015  
Protocol Expiration Date: N/A  
Continuing Review Due Date\*: N/A

\*Date a Continuing Review application is due to the IRB office if human subject activities covered under this protocol, including data analysis, are to continue beyond the Protocol Expiration Date.

**FEDERALLY FUNDED RESEARCH REQUIREMENTS:**

Per federal regulations, 45 CFR 46.103(f), the IRB is required to compare all federally funded grant proposals/work statements to the IRB protocol(s) which cover the human research activities included in the proposal / work statement before funds are released. Note that this requirement does not apply to Exempt and Interim IRB protocols, or grants for which VT is not the primary awardee.

The table on the following page indicates whether grant proposals are related to this IRB protocol, and which of the listed proposals, if any, have been compared to this IRB protocol, if required.

*Invent the Future*