

**THE EFFECTS OF DIFFERENT ASPECTS OF  
TOURISM SERVICES ON TRAVELERS' QUALITY OF LIFE:  
MODEL VALIDATION, REFINEMENT, AND EXTENSION**

by

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## **ABSTRACT**

Numerous satisfaction studies have been conducted in both tourism and marketing which have examined various aspects of travelers and/or consumers. Quality of life satisfaction studies look beyond the types of satisfaction experiences that endure for only a short time to those that “spill over” into individuals' life domains thus enhancing their overall life satisfaction.

Many research studies in the discipline of marketing have revealed that the overall quality of life of consumers may be affected by the marketing efforts of organizations for all of the marketing mix elements. Although it logically follows that the marketing endeavors of tourism organizations would likely have the same impact on their consumers (i.e., travelers), little research has been done to date to determine the validity of this premise. The purpose of this study is to examine the effects of leisure tourism on the traveler's quality of life.

A model and measurement instrument which help to explain the role of satisfaction with leisure tourism services and experiences in satisfaction with leisure life and overall life were designed for use in this study. The model was based on the hierarchy of life satisfaction model and speculated that overall life satisfaction is derived from satisfaction with the major life domains (e.g., leisure life). Lasting satisfaction or dissatisfaction experienced within the leisure life domain spills up vertically to the most superordinate domain (life in general), thus affecting the overall life satisfaction or dissatisfaction of the traveler. Both the model and the measurement instrument were validated, refined, and extended in this study.

A survey of 815 consumers of travel/tourism services who reside in Southwest Virginia was conducted. Structural Equation Modeling (i.e., LISREL) analysis was performed to test the goodness of fit of the model. The results indicated a good model fit. That is, no revisions to the hypothesized model were needed, thus confirming the belief leisure travel does contribute to travelers' overall quality of life satisfaction.

Additional analyses were conducted to test the moderating effects of personality type, length of stay, and type of trip on select relationships in the model. Differences of effects for some of the relationships in the model were identified for length of stay and type of trip, but not for the traveler's personality type.

Among the key findings of this work are the establishment of those factors which contribute to the overall life satisfaction of travelers, the validation of a measurement instrument which could be used periodically by industry experts to gauge the “health” of the industry in its contribution to the overall life satisfaction of tourism consumers, and the revelation that the length of stay moderates several of the relationships in the model, thus suggesting differences in the way the various identified components influence the overall life satisfaction of short-term versus long-term visitors.

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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

The introduction provides an explanation of and support for the research question. The objectives of the study are explicated. Four propositions and twenty-one related hypotheses are presented. A description of the structural model used in the study follows. A discussion of the contributions of the study is given. Limitations of the study are discussed.

## 1.2 RESEARCH QUESTION

"All societies basically strive to provide a better quality of life (QOL) for their citizens, and they try to satisfy this goal by using the social forces at their disposal" (Samli 1987, xiii). Enhancing the QOL of individuals has been linked in prior research to greater levels of happiness, improved health, increased longevity, increased self-esteem, greater satisfaction with various aspects of life, and greater life satisfaction, in general.

QOL has been examined in a variety of contexts. For instance, various researchers in the past have established various ways in which marketing, leisure, and travel/tourism affect QOL. This study examines QOL as it relates to leisure travel/tourism marketing. More precisely, this study is designed to validate, refine, further develop, and test a measure that can be used to assist the travel/tourism industry in measuring and periodically monitoring its contribution to the QOL of its consumers of travel/tourism services.

Tourism is often viewed as an expression of human behavior. Przeclawski (1986) signifies that tourism "is the set of ideas, the theories, or ideologies for being a tourist, and it is the behavior of people in touristic roles, when the ideas are put into practice." It is thus essential that tourism industry professionals properly identify those ideas, theories, and ideologies important to their "consumers" to provide the services and experiences desired by the tourists. In so doing, it is

proposed that travel/tourism industry professionals can enhance not only consumer satisfaction, but also the QOL of the tourist. Therefore, this research study examines the effect leisure travel/tourism marketing has on QOL. Specifically, the research questions addressed are:

- A. Is satisfaction with life in general affected by:
  - 1. satisfaction with leisure life?
  - 2. satisfaction with nonleisure life domains (e.g., family, job, health, community, financial)?
  
- B. Is satisfaction with leisure life affected by:
  - 1. satisfaction with travel/tourism experiences?
  - 2. satisfaction with leisure experiences at home?
  
- C. Is satisfaction with travel/tourism experiences affected by:
  - 1. trip reflections (e.g., perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, spontaneity)?
  - 2. satisfaction with travel/tourism services?
  
- D. Is satisfaction with travel/tourism services affected by satisfaction with the service aspects of the travel/tourism phases (e.g., pretrip services, en route services, destination services, return trip services)?
  
- E. Do the results vary with different personality types (e.g., allocentric vs. psychocentric), the type of trip, and/or the length of stay?

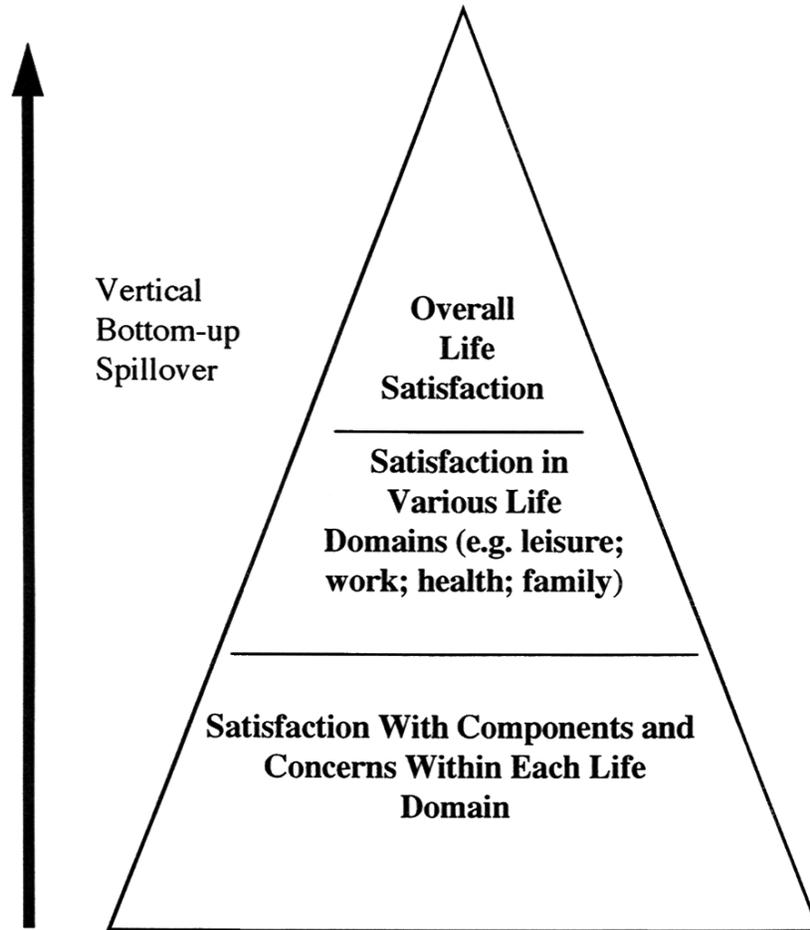
### 1.3 KNOWLEDGE FOUNDATION

Earlier studies have addressed issues related to the ability of travel/tourism to both enhance and diminish the QOL of local residents in the host community (e.g., Cohen 1978; Linton 1987; Williams and Shaw 1988; Jurowski, Uysal, and

Williams 1997; Perdue, Long, and Kang 1999), to contribute to the leisure satisfaction of travelers (e.g., Kelly 1978; Jeffres and Dobos 1993; Kousha and Mohseni 1997), to prevent abating the QOL (e.g., Cleland 1998), and to enhance the QOL of travelers (e.g., Neal, Uysal, and Sirgy 1995; Neal, Sirgy, and Uysal 1997; Neal, Sirgy, and Uysal 1999). Few have addressed the effect leisure travel/tourism has on enhancing the overall life satisfaction traveler. Enhancing the life satisfaction of individuals is believed to improve their QOL.

Various methods for examining QOL exist (Sirgy and Samli 1995). One such method for measuring QOL is the "bottom up" method. The bottom up method is used in this study. A prominent model that explains the bottom up method is the Hierarchy of Life Satisfaction Model (Meadow 1988).

The Hierarchy of Life Satisfaction Model (Meadow 1988) will serve as the conceptual framework for the current study. The Hierarchy model explicates that overall life satisfaction is determined by satisfaction within the major life domains (i.e., leisure, work, health, family) (See Figure 1.1 for an adaptation of that model).



Reprinted from *Journal of Business Research*, Vol 44, Neal, J.D., Sirgy, M. J., and Uysal, M. "The Role of Satisfaction with Leisure/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life," p. 155, © 1999, with permission from Elsevier Science. This model is derived from Meadow (1988).

**Figure 1.1: The Hierarchy Model of Life Satisfaction**

Satisfaction experienced with the aspects of various life domains "spills over" upward vertically to each life domain which in turn "spills over" to the most superordinate domain (life in general), thus determining life satisfaction.

QOL studies are usually either objective or subjective in nature (Sirgy, Meadow, and Samli 1995). Objective QOL studies focus on social indicators (e.g., income and crime rate) to determine the life satisfaction of individuals whereas subjective QOL measures attempt to measure the perceived satisfaction that individuals report experiencing in their lives. The present study uses subjective measures.

In the article "The Role of Satisfaction with Leisure Travel/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life," Neal, Sirgy, and Uysal (1999) made an initial attempt to develop a measure of satisfaction with leisure tourism services that lead to life satisfaction. The Hierarchy of Life Satisfaction Model was used to hypothesize that travelers' overall satisfaction may be derived from satisfaction with the primary life domains. Furthermore, the article postulated that satisfaction with the primary life domains stems from satisfaction with the aspects (or components) of each life domain.

The Neal, Sirgy, and Uysal study (1999) introduced the model shown in Figure 1.2. The initial survey questionnaire was completed by 373 consumers of

travel/tourism services employed in a large university. LISREL analysis was performed on the data.

The findings indicated that, while most of the relationships depicted in the proposed model were strong and significant, the leisure life construct became insignificant upon analysis of the data. Since numerous studies have shown that leisure satisfaction is a predictor of overall life satisfaction (e.g., Andrews and Withey 1976; Campbell, Converse and Rogers 1976), the preliminary study (reported in Neal, Sirgy, and Uysal 1999) may not have done so because "satisfaction with travel/tourism experiences" was included as a construct and may have been seen by the survey respondents as a "substitute" for leisure life. Another possibility is that the reliability of the leisure construct was not adequate in the preliminary study, which could have skewed the results. Also, the travel and leisure views of faculty and staff at a university may not reflect that of the traveling population at large.

The current study will attempt to validate and further refine the measures of the model's constructs and the model itself. An attempt will also be made to correct the reliability problem with the leisure satisfaction construct used in the preliminary study (refer to Neal, Sirgy, and Uysal 1999). The survey population will be enlarged to include consumers of travel/tourism services in Southwest Virginia.

## 1.4 OBJECTIVES

This study will build upon a model designed to explain the role of satisfaction with leisure travel/tourism services and experience in satisfaction with leisure life and overall life (Neal, Sirgy, and Uysal 1999) which has demonstrated both direct and indirect relationships between leisure travel and QOL. The research objectives of the present study are to identify:

- 1.) the indirect and direct effects the satisfaction of various service aspects of travel/tourism phases, satisfaction with travel/tourism services, trip reflections, satisfaction with travel/tourism experiences, satisfaction with leisure experiences at home, satisfaction with leisure life, and satisfaction with nonleisure life have on satisfaction with life in general.
- 2) how personality types, length of stay, and type of trip influence degree of traveler/tourist satisfaction or dissatisfaction with various aspects of travel, tourism, leisure, and life.

## 1.5 THEORETICAL BASIS

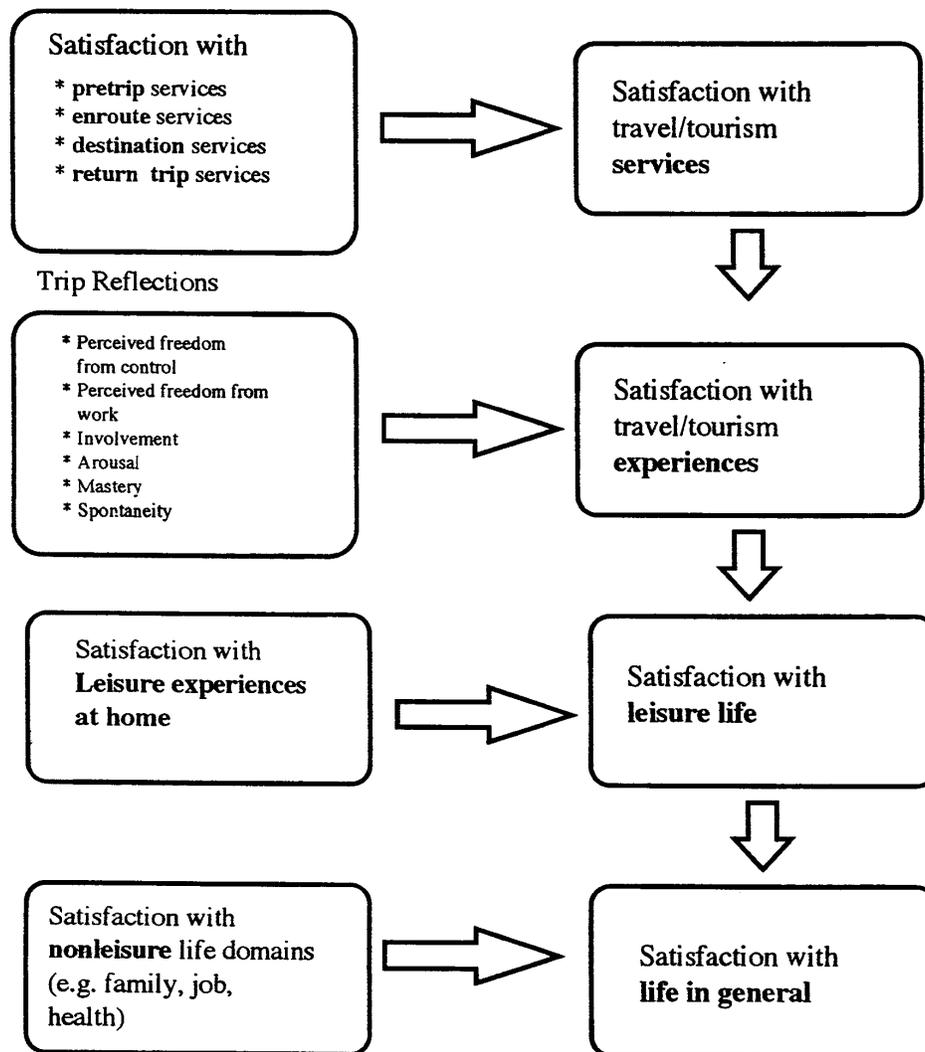
To date, little is known about the impact of tourism on the QOL. Since the "leisure" domain consists of both tourism and non-tourism activity, it is unclear at the present time if the findings from leisure studies can be directly applied to leisure travel. There is no universally accepted definition for "tourism" at the present time. Some view tourism as part of the "recreation" experience (e.g., Murphy 1985), whereas others consider it to be part of the leisure domain (Reid, McLellan, and Uysal 1992). Clearly, some types of tourism fall outside the scope of the "leisure" sphere (e.g., travel for the sake of business only). This study, therefore, focuses on leisure travel/tourism exclusively since leisure travel/tourism clearly falls within the leisure domain.

The Hierarchy of Life Satisfaction Model depicted in Figure 1.1 is used to explain the relationship between the aspects of leisure travel/tourism satisfaction and QOL (Meadow 1988). This model depicts that overall life satisfaction (i.e., the most "superordinate" level of the model) is derived from satisfaction within various life domains (e.g., leisure; work; financial situation). Satisfaction within each of these life domains originates from satisfaction with the components (or aspects) of these life domains. For instance, satisfaction with various aspects of one's job (e.g., wages; challenging work) will affect the satisfaction with the

"work" domain. Satisfaction with the work domain will affect satisfaction with the individual's QOL.

This study proposes that satisfaction with components of leisure travel/tourism (specifically in regard to the service quality, service reliability, and service cost) will enhance satisfaction with the leisure domain. Satisfaction with the leisure domain will then enhance the QOL of the leisure traveler. The specific hypothesized relationships between the aspects of leisure travel/tourism and QOL satisfaction are shown in Figure 1.2.

Satisfaction with the Service  
Aspects of Travel/Tourism Phases



Reprinted from *Journal of Business Research*, Vol. 44, Neal, J.D., Sirgy, M.J., and Uysal, M. "The Role of Satisfaction with Leisure/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life," p. 156, © March 1999, with permission from Elsevier Science.

NOTE: The relationships in the model are moderated by personality type, length of stay, and type of trip.

**Figure 1.2: The Role of Satisfaction with Leisure Travel/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life**

## 1.6 PROPOSITIONS

**Proposition 1:** Satisfaction with life in general of travelers/tourists can be enhanced directly through both leisure life and nonleisure life and indirectly through satisfaction with travel/tourism experiences, satisfaction with leisure experiences at home, satisfaction with trip reflections, satisfaction with travel/tourism services, and satisfaction with the service aspects of travel/tourism phases (i.e., pretrip services, en route services, destination services, and return trip services).

H1: Satisfaction with life in general is a positive function of satisfaction with leisure life and satisfaction with non-leisure life (i.e., satisfaction with job, family, health, relationships, community, and financial situation).

The model in Figure 1.1 illustrates that overall life satisfaction is derived from satisfaction with various life domains. Satisfaction with life domains is obtained from satisfaction with the aspects of those domains. The leisure (sometimes called the "nonwork") domain is a major life domain that has been identified in several research studies (e.g., Andrews and Withey 1976; Campbell, Converse, and Rodgers 1976). Earlier research has shown that satisfaction with

leisure life has a positive direct effect on satisfaction with life in general (e.g., Andrews and Withey 1976; Campbell, Converse, and Rodgers 1976).

H2: Satisfaction with leisure life is a positive function of satisfaction with travel/tourism trip experiences and with leisure experiences at home.

Figure 1.1 also illustrates that satisfaction with each life domain is derived from satisfaction with the aspects of each life domain. Based on this premise, the leisure life domain is viewed as being comprised of the components of leisure experiences at home (e.g., walking around the block; playing basketball in your backyard) and satisfaction with travel/tourism trip experiences (e.g., going to historical sites; visiting the nation's capital).

H3: Satisfaction with travel/tourism trip experiences is a positive function of satisfaction with travel/tourism trip services and with trip reflections.

H4: Satisfaction with travel/tourism trip services is a positive function of satisfaction with the service aspects of travel/tourism phases (i.e., pretrip, en route, destination, and return trip services.)

It is hypothesized that leisure satisfaction with travel/tourism trip experiences is most likely derived from two sources: (1) leisure satisfaction with travel/tourism services and (2) leisure satisfaction stemming from leisure trip reflections. Determinants of leisure satisfaction identified by Unger and Kernan (1983) are used to tap the traveler's trip reflections through perceived freedom from work, perceived freedom from control, involvement, arousal, mastery, and spontaneity (which is consistent with the work of Kelly 1978, Iso-Ahola 1979, and Fielding, Pearce, and Hughes 1992).

For the practical application of this study, satisfaction with travel/tourism services and satisfaction with aspects of travel/tourism services are paramount. For, it is at this level that specific strong and weak points for QOL contribution to the traveler can be identified and corrected.

**Proposition 2:** Satisfaction with life in general derived from satisfaction with leisure life and satisfaction with nonleisure life domains; satisfaction with leisure life derived from satisfaction with travel/tourism experiences and satisfaction with leisure experiences at home; satisfaction with travel/tourism experiences derived from satisfaction with travel/tourism services and satisfaction with trip reflections; and satisfaction with travel/tourism services derived from satisfaction with the service aspects of travel/tourism phases can be affected by the personality type of the traveler/tourist such that the more

"allocentric" personality type will positively influence these relationships more than will the more "psychocentric" type.

The traveler's satisfaction with the travel/tourism experience is based upon what is retained in his or her memory about his or her travels. Travel/tourism research is most often conducted after the traveler/tourist has returned home from his or her travels. Therefore, these studies generally reflect what the traveler remembers about the trip. It is widely accepted that memory is a function of personality and that personality plays a key role in leisure activities, in general (Iso-Ahola 1979); therefore, it can be argued that personality plays a major role in influencing travelers' perceptions of satisfaction with leisure travel experiences. In fact, the "physiological" need (i.e., the need for eating, drinking, relaxation, escape, excitement, curiosity, arousal, external excitement, stimulation, and so forth) is considered to be the most basic travel motivation in "The Travel Needs Ladder" (Pearce and McDermott 1991).

Plog's continuum of Allocentrism/Psychocentrism is used as a theoretical foundation to explain how personality types of allocentrics versus psychocentrics affect the various relationships depicted in Figure 1.2 regarding numerous aspects of travel, tourism, leisure, and life. The five categories identified by Plog (1974) and depicted in his continuum are: "psychocentrics," "near psychocentrics," "midcentrics," "near allocentrics," and "allocentrics." "Psychocentrics" are defined as travelers who are rather self-inhibited and non-adventuresome on

vacation (about 3% of the population), whereas "allocentrics" are defined as those who enjoy trying a wide variety of pursuits and challenges while on vacation (about 3% of the population). Most of the population consists of midcentrics.

Allocentrics, by definition, tend to be more intellectually curious, more willing to try new products, more adventurous, more self-confident, more interested and more emotionally involved with all aspects of a trip than are psychocentrics (Plog 1974; McIntosh, Goeldner, and Ritchie 1995). Allocentrics tend to enjoy exploring and searching, prefer non-touristy areas, and enjoy a sense of discovery. Since allocentrics are more emotionally involved and more interested than psychocentrics (Plog 1991), it is logical to conclude that any kind of satisfaction or dissatisfaction is likely to spill over affecting other types of satisfaction and/or dissatisfaction going up the hierarchy of life satisfaction. Individuals possessing allocentric personality traits will tend to enhance their levels of satisfaction or dissatisfaction generating from a variety of aspects and experiences related to travel and leisure.

Psychocentrics tend to be "intellectually restricted," low risk taking, nonadventurous, lacking in confidence, and show "little interest in events or activities in other countries" (Plog 1991). More importantly to the discussion at hand, according to Plog, psychocentrics tend to be more "naive, nondemanding, *passive* travelers, thus making them less engaged in the entire travel experience.

This lack of involvement would suggest that the degree of satisfaction or dissatisfaction would be less for “psychocentric” travelers.

Allocentrics and near allocentrics are inclined to view travel as a chance to experience a “sense of power and freedom” (e.g., flying, sea travel, fast trains), to participate in “sports events and sports activities,” to search for the exotic and novel, to develop new friendships in foreign places, to explore (e.g., mountain climbing, hiking, deep sea diving), to sharpen their perspectives (e.g., awaken their senses and heighten their awareness) and to try a new lifestyle (Plog 1974; McIntosh, Goeldner, and Ritchie 1995). Therefore, the levels of interest and excitement in the overall travel experience could have the potential to generate stronger feelings of satisfaction or dissatisfaction for the allocentric personality type than for the psychocentric personality type.

Conversely, psychocentrics and near-psychocentrics tend to travel because it is a cultural norm, to enhance their egos, to gain status, to gain acceptance, and to be comfortable socially (Plog 1974; McIntosh, Goeldner, and Ritchie 1995). Consequently, it is likely that the feelings of satisfaction or dissatisfaction will not be as strong for the psychocentric personality as for the allocentric personality type, since the level of involvement tends to be lower for the psychocentric travel segment.

Existing research has indicated that allocentrism and psychocentrism have predictive effects on satisfaction with destination services, satisfaction with travel

services in general, satisfaction with trip experiences, perceived freedom from control, perceived freedom from work, involvement, arousal, spontaneity, satisfaction with leisure experiences at home, and satisfaction with leisure life (Neal, Sirgy, and Uysal 1997). The current study will examine the moderating effects of the allocentric and psychocentric personality types.

H5: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

H6: The effect of satisfaction with nonleisure life on satisfaction with life in general is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

H7: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

- H8: The effect of satisfaction with the leisure experiences at home on satisfaction with leisure life is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H9: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H10: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H11: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

**Proposition 3:** Satisfaction with life in general derived from satisfaction with leisure life; satisfaction with leisure life derived from satisfaction with travel/tourism experiences; satisfaction with travel/tourism experiences derived from satisfaction with travel/tourism services and satisfaction with trip reflections; and satisfaction with travel/tourism services derived from satisfaction with the service aspects of travel/tourism phases can be affected by the length of stay of the traveler such that longer stays will positively influence these relationships more than shorter stays.

The length of stay is extremely important in examining travel/tourism issues. While length of stay has historically been used predominantly to define the supply side of tourism (e.g., to help determine the number and types of visitors in order to develop the proper facilities) (Getz 1986; Gunn 1988), it can be argued that the length of stay can be a useful measure in examining the demand side of tourism as well (e.g., visitor satisfaction).

The longer the tourist remains on vacation, the more opportunities he or she will have to interact with destination service providers and the more experiences at the travel destination in which he or she is likely to engage. For that reason, the feelings of satisfaction or dissatisfaction experienced by those staying longer periods of time on their vacations will likely be more intense than for those staying shorter periods of time.

The longer the tourist remains on vacation, the more he or she will be able to engage in stimulating activities during the trip, to meet people, to spend time with travel companions, to engage in sports or other exhilarating activities and will have more experiences to remember about the trip, thus giving the guest the ability to become more emotionally involved and engaged in the services. Furthermore, those who stay longer will also have the opportunity to interact more often with service providers. Thus, stronger feelings of satisfaction or dissatisfaction with all travel-related aspects of the model are anticipated for those who stay longer periods of time on their trips than for those who stay shorter periods.

Since those staying longer on the trip are likely to experience greater satisfaction or dissatisfaction from travel/tourism services and trip reflections as previously discussed, those staying longer on the trip are also expected to derive more satisfaction or dissatisfaction from travel/tourism experiences than are those who do not stay as long.

Individuals who stay longer on trips have the opportunity to spend more time resting, relaxing, rejuvenating, and engaging in activities they enjoy and are, therefore, prone to derive more satisfaction or dissatisfaction from leisure life than those who stay for shorter periods of time. Thus, satisfaction or dissatisfaction with life in general derived from leisure life is expected to be greater for those who spend more time on a leisure trip than for those who spend less time.

The length of stay is measured with the open-ended question: "How many nights did you stay on your trip?"

H12: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

H13: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

H14: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

H15: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by the length of stay in that the

effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

H16: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

**Proposition 4:** Satisfaction with life in general of the traveler/tourist derived from satisfaction with leisure life; satisfaction with leisure life derived from satisfaction with travel/tourism experiences; satisfaction with travel/tourism experiences derived from satisfaction with travel/tourism services and satisfaction with trip reflections; and satisfaction with travel/tourism services derived from satisfaction with the service aspects of travel/tourism phases can be affected by the type of trip of the traveler such that traveling for “leisure only” will positively influence the relationships more than “nonleisure” travel.

Previous research has shown that leisure activity has a direct effect on life satisfaction (Palmore 1979; Kelly 1982; Riddick and Stewart 1994); therefore, travel for leisure purposes tends to be very important to the traveler. So, having positive experiences during a leisure vacation could enhance the life satisfaction of

the traveler (Neal, Sirgy, and Uysal 1999), whereas, having negative experiences during a leisure vacation could diminish the life satisfaction of the traveler.

Furthermore, since most of the vacation time for those traveling for leisure only will be spent engaging in leisure activities, the experiences that are remembered from the vacation (i.e., the "trip reflections" and "trip experiences") will likely produce greater levels of satisfaction or dissatisfaction for those who travel for "leisure only" as opposed to those who travel for "multiple purposes" (i.e., business and pleasure).

The trip classifications suggested by the World Tourism Organization (1994) will be used as a basis to categorize the various types of travel. These categories are as follows: "beach," "resort," "theme park(s)," "festivals/special events," "recreation," "outdoor," "combined (business and pleasure)," "visiting friends and relatives," "touring (traveling from one place to another)," and "other." For this study, two general categories will be examined: 1) travel for leisure purposes only (i.e., "beach," "resort," "theme park(s)," "festivals/special events," "recreation," and/or "outdoor") and 2) travel for leisure and an additional purpose (i.e. "combined business and pleasure," and/or "visiting friends and relatives"). Throughout the remainder of this study, the first category will be referred to as "leisure only," and the second as "multiple purpose."

Those traveling for "leisure only" more often than not have more control over making their own travel plans and arrangements, their own lodging

arrangements, their own choices regarding where to go and what to do on a trip than those traveling for “multiple purposes.” Accordingly, they will be more involved with these activities. So, those traveling for “leisure only” will experience more intense levels of satisfaction or dissatisfaction from the aspects of travel/tourism phases and from travel/tourism services than will those traveling for “multiple purposes.”

Likewise, “leisure only” travelers, as a general rule, have much greater freedom regarding whom to bring on the trip, what types of activities in which to participate, and so forth. The opportunity to choose activities on the trip which will help them build meaningful relationships, to engage in things that stimulate them, to do things on the spur-of-the-moment, to get a break from work, and to escape the controls of the work environment is definitely greater for this group than for those traveling for “multiple purposes.” Or, in essence, interest and involvement in regard to all of these issues should be higher for those traveling for leisure only than for those traveling for multiple purposes. Hence, satisfaction or dissatisfaction ensuing from trip reflections should be more pronounced for this group of individuals than for “multiple purpose” travelers.

Since those who travel for “leisure only” are more apt to experience higher levels of satisfaction or dissatisfaction from travel/tourism services and trip reflections as previously mentioned, feelings of satisfaction or dissatisfaction

derived from travel/tourism experiences should also be stronger for this group than for those traveling for “multiple purposes.”

In a similar manner, satisfaction or dissatisfaction with life satisfaction derived from leisure life should be stronger for those who travel for “leisure only” than for those who travel for “multiple purposes.” Those who travel for “leisure only” will tend to derive more intense levels of satisfaction or dissatisfaction from leisure life than those who travel for “multiple purposes,” given that leisure is the primary purpose of the trip, making it possible for them to participate in more leisure-based activities.

H17: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H18: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H19: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H20: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H21: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

## 1.7 STRUCTURAL MODEL OF THE STUDY

A structural model was used to allow for control of spurious relationships (i.e., those that sometimes exist but often disappear in bivariate correlations).

Using a causal model allows a theoretical scheme to be developed and tested which is based on a sequence of events. The model in Figure 1.2 shows the hypothesized

relationships. The model describes the logical flow of factors related to leisure travel/tourism that impact travelers' QOL.

The model structurally depicts that satisfaction with life in general is derived from satisfaction with nonleisure life domains (e.g., family; job; health) and satisfaction with leisure life. Satisfaction with leisure life is derived from satisfaction with leisure experiences at home and satisfaction with travel/tourism experiences. Satisfaction from travel/tourism experiences comes from satisfaction with trip reflections (e.g., perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, and spontaneity) and satisfaction with travel/tourism services. Satisfaction with travel/tourism services is obtained from satisfaction with the aspects of the travel/tourism phases (pretrip services, en route services, destination services, and return trip services).

In this model, satisfaction with the aspects of travel/tourism phases (i.e., pretrip services, en route services, destination services, return trip services), trip reflections (i.e., perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, spontaneity), satisfaction with leisure experiences at home, and satisfaction with nonleisure life domains (e.g., family; job; health) are considered to be exogenous variables (i.e., those that are not predicted by any other variables in the model). The other variables in the models are endogenous (i.e., variables that are dependent variables in at least some of the relationships in the model).

Satisfaction with life in general is the ultimate dependent variable (the one that is affected by all of the others). Satisfaction with travel/tourism services, satisfaction with travel/tourism experiences, and satisfaction with leisure life are considered to be mediating variables (those which either directly or indirectly impact the ultimate dependent variable), whereas length of stay, type of trip, and personality type of the traveler are considered to be moderating variables (those which do not directly or indirectly impact the ultimate dependent variable, but do determine the strength of the hypothesized relationships).

The mediating variables depicted in Figure 1.2 were first developed and tested in "The Role of Satisfaction with Leisure Travel/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life" (Neal, Sirgy, and Uysal 1999). A preliminary research instrument was developed to test the mediating relationships shown in the model. Three hundred seventy-three (373) faculty and graduate students at a large university completed the survey questionnaire. The results generally supported the hypotheses of the study. However, the findings indicated that the path between the "satisfaction with travel/tourism experiences" and "satisfaction with leisure life" constructs in addition to the path between the "satisfaction with leisure life" and "satisfaction with life in general" became insignificant when tested. This brought about eliminating the "satisfaction with leisure life" construct from the model. Other researchers have indicated that satisfaction with leisure life has a positive direct

effect on satisfaction with life in general (e.g., Andrews and Withey 1976; Campbell, Converse, and Rodgers 1976).

The necessity to drop the leisure life construct from the model may indicate that the respondents equated "travel and tourism experience" to "leisure life." Since the research conducted by Neal, Sirgy, and Uysal (1999) was the first to examine the travel and tourism experience separately from leisure life in a quality of life study, this is altogether conceivable. Another possibility is that a slight problem occurred with the internal consistency of the leisure life construct. The leisure life construct initially had a low Cronbach's Alpha until one of the measures was deleted. The survey instrument will be altered for the current study in an effort to correct the internal consistency problem with that construct. The moderating variables are a new addition to this study.

Specifically, this analysis will seek to provide a cross-validation study for the model "The Role of Satisfaction with Leisure Travel/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life" developed in the Neal, Sirgy, and Uysal study (1999) by testing a refined measurement instrument with a more general sample of consumers of travel/tourism services. The measurement instrument will be refined by attempting to correct the reliability problem with the leisure life construct and by including an additional measure for the spontaneity construct.

## 1.8 CONTRIBUTIONS OF THE STUDY

This study can contribute to both theoretical and practical aspects of travel/tourism. From a theoretical perspective, the study validates the notion that the aspects of various aspects of an individual's life can, in fact, indirectly contribute that individual's overall QOL. It also establishes that travel/tourism is an important aspect of leisure life.

From a practical perspective, the study provides validation for a model and survey instrument that can be used by industry professionals on a periodic basis (e.g., annually, biannually) to "gauge" the health of the industry in regard to how it is doing in contributing to the QOL of the traveling public. Each phase of the travel experience can be examined in regard to its ability to contribute to the traveler's quality of life. For instance, the satisfaction measures related to "destination" satisfaction may provide travel industry professionals at the tourism site (e.g., tour guides, hotel clerks) with useful information on how they can enhance travelers' quality of life.

Furthermore, the information obtained regarding travelers' personality types may be useful to marketing professionals for segmentation purposes in the product development, advertising, and positioning the travel experience. To illustrate, different "products" (i.e., tourism packages) may be developed based on traveler personality type. Guided tours may be more appropriate for "psychocentric"

personality types, whereas more novel types of destination experiences may be more appropriate for allocentric personality types.

If the study supports the idea that the length of stay affects the degree of satisfaction or dissatisfaction associated with various aspects of the trip, then industry professionals should take special care in satisfying the needs of those staying greater lengths of time, since they are likely to remember the experience more than those staying for lesser amounts of time. This is also true since longer trips will likely have more of a chance to impact the traveler's QOL.

Information regarding the type of trip should be ascertained by industry professionals whenever possible, since it is probable that leisure travel is more likely to impact overall quality of life than other types of travel (e.g., business and pleasure combined). Those traveling for leisure purposes should be provided with more options for engaging in the subjective conditions of leisure (i.e., perceived freedom from work, perceived freedom from control, involvement, arousal, mastery, and spontaneity).

## 1.9 LIMITATIONS

This study focuses on the examination of the precise components listed in the research question and depicted in the model. In reality, many other factors may exist which could influence the travel/tourism industry's ability to influence the

QOL of travelers. Further, the regionality of the sample may not reflect the opinions of the U.S. traveling population or the international traveling public at large.

Cross-sectional data are being collected for this study in which the data are collected at one point in time after the traveler/tourist has returned from his/her trip, whereas the actual trip takes place in phases. To accurately measure the satisfaction during each phase of the trip, one may argue that it would be best to send the questionnaire to the respondent before he or she begins his or her travels (or even begins making travel plans) so that he or she could respond to the section that he or she is experiencing as it is being encountered. Attempting to do so would be laborious for the traveler and would, no doubt, substantially decrease the response rate. Further, since the model is attempting to measure those enduring aspects of satisfaction experienced during the various phases, those most remembered after the traveler returns are the ones, in fact, most likely to contribute to overall life satisfaction.

# **CHAPTER II**

## **LITERATURE REVIEW**

### **2.1 INTRODUCTION**

At the beginning of this chapter, the literature which helps explain the need for this research, is reviewed. A presentation of leisure and tourism satisfaction literature that links the theoretical foundation of the study with the components of the model ensues.

## 2.2 IMPORTANCE OF QOL RESEARCH IN TOURISM

Most existing research studies related to tourism satisfaction have dealt with issues regarding the "temporal" forms of consumer satisfaction derived from a tourism experience rather than the more "enduring" forms of satisfaction which have the potential to enhance the overall well-being of the traveler. Since enhancing QOL of individuals has been linked in prior research to many positive benefits (including greater levels of happiness, improved health, increased longevity, increased self-esteem, greater satisfaction with various aspects of life, and greater overall life satisfaction), QOL studies in tourism should be prompted.

In "Developing a Macro Measure of QOL/Leisure Satisfaction with Travel/Tourism Services: Stage One (Conceptualization)," the authors proposed a macro measure of QOL satisfaction with travel/tourism services (Neal, Uysal, and Sirgy 1995). This conceptual paper submitted that an indirect relationship between the aspects of leisure travel/tourism and QOL exists, based on the Hierarchy of Life Satisfaction Model. The hierarchy model suggests that overall life satisfaction is derived from satisfaction with the various life domains (e.g., leisure; family life; financial situation). Satisfaction with the various life domains is, in turn, derived from satisfaction with the aspects (or components) of each life domain.

The model referred to as "The Role of Leisure Satisfaction in Life Satisfaction" incorporated these concepts to suggest that life satisfaction is derived from leisure satisfaction and nonleisure satisfaction.

The model proposed that leisure satisfaction is obtained from both leisure satisfaction away from home (e.g., going to the beach; going on a cruise; going to a theme park) and leisure satisfaction at home (e.g., watching television; reading a book; walking around the neighborhood). Since leisure satisfaction away from home usually involves travel industry professionals, this construct was further examined.

The model further submitted that leisure satisfaction away from home is determined by leisure satisfaction with travel and tourism services and leisure satisfaction with the traveler's own travel efforts. Again, since leisure satisfaction with travel and tourism services would likely involve travel industry professionals, this construct was further delineated.

Finally, the model posed that leisure satisfaction with travel and tourism services is predicted by satisfaction with travel and tourism pretrip services, leisure satisfaction with travel and tourism trip route services, and leisure satisfaction with travel and tourism destination services -- based on the "phases of leisure travel" described by Leiper (1990).

Additionally, the authors provided a chart of examples of specific events that may lead to tourists' satisfaction during the various phases of leisure travel

explained above. Although the model discussed was not empirically tested, it laid an important foundation for theoretically linking aspects of travel/tourism services indirectly to overall life satisfaction, based on prior research.

In the article "The Role of Satisfaction with Leisure Travel/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life," the authors attempt to develop and empirically test a measure of "satisfaction with leisure travel/tourism services that is related to life satisfaction" (Neal, Sirgy, and Uysal 1999, p. 153). The theoretical underpinning for this study was the Hierarchy of Life Satisfaction Model. The life satisfaction model indicates that life satisfaction is derived from satisfaction with "all of life's domains and subdomains" (p. 154). The model developed and tested by the authors in the study is shown in Figure 1.2.

The model shown in Figure 1.2 varies considerably from the model developed in an earlier work of Neal, Uysal, and Sirgy (1995). Although the ultimate independent variable is overall life satisfaction in both models and both present satisfaction with leisure life and satisfaction with nonleisure activities as jointly determining overall life satisfaction, the models vary from that point on. The primary reason for this is that the model shown in Figure 1.2 uses Clawson and Knetsch's (1966) five-phase model of travel (i.e., pretrip, en route, destination, and return trip, and trip reflections) to tap the specific dimensions of satisfaction.

Neal, Sirgy, and Uysal (1999) develop the logic for the constructs of the model shown in Figure 1.2. The importance of QOL studies to marketing and its potential contribution to travel/tourism satisfaction research is discussed by the authors. The authors further point out that the leisure experience has been proven in prior studies to enhance QOL. This includes subjective measures such as “asking respondents to indicate satisfaction with how much fun they are having (Andrews and Withey 1976), tapping leisure experience through intrinsic satisfaction and perceived freedom (Kelly 1978; Iso-Ahola 1979), and through a combination of affective states such as intrinsic satisfaction (Fielding, Pearce, and Hughes 1992), perceived freedom, involvement, arousal, mastery, and spontaneity (Unger and Kernan 1983)” (p. 154). The authors postulate that leisure life satisfaction is derived from satisfaction with leisure experiences at home (e.g., knitting; watching television) and satisfaction with travel/tourism experiences (e.g., going on a cruise; going to a historical site).

The model in Figure 1.2 uses Clawson and Knetsch's (1966) framework of the phases of travel to develop its remaining elements. It is noted that during the first four phases of travel (i.e., pretrip, en route, destination, and return trip) that the tourist is most likely to use travel/tourism industry services.

Unger and Kernan's (1983) six conditions of leisure were used by the authors to measure trip reflections (the remaining "phase" of the Clawson/Knetsch (1966) model). This phase is considered to be perhaps most significant of the

phases in contributing to life satisfaction since travelers remember those elements which are most likely to have either a long-term positive or negative effect on the traveler.

Trip reflections were defined by the authors as "remembering the conditions of leisure that were present during the trip" (i.e., freedom from control, freedom from work, involvement, arousal, mastery, and spontaneity).

The "freedom" measurements were based on two categories of freedom frequently presented in travel/tourism research: perceived freedom from control and perceived freedom from work. The authors use Unger and Kernan's 1983 words to define "freedom from control" as "something one perceives as voluntary, without coercion or obligation" (p. 157).

Freedom from work is defined as "the ability to rest, relax, and not be obligated to perform tasks" (p. 157). The authors point out that the "[t]wo types of freedom may contribute to overall life satisfaction in different ways" (p. 157). For instance, some travelers would enjoy the freedom from control that comes from making their own travel plans, whereas, other travelers would enjoy the freedom from work that comes from having travel industry professionals make plans for them.

Involvement addresses how engaged or absorbed the traveler becomes in various travel activities. Arousal is the "internal excitement, stimulation, exhilaration, or inspiration" (p. 157) that travelers experience during the phases of

travel. Mastery refers to the sense of accomplishment regarding some aspect of the travel experience (e.g., navigating the travel route properly; accomplishing the purpose of the trip). Finally, spontaneity deals with issues such as having flexibility when traveling.

The following four hypotheses based on the model in Figure 1.2 were empirically tested by the authors:

H1: Satisfaction with life in general is a positive function of satisfaction with leisure life and satisfaction with nonleisure life (i.e., satisfaction with job, family, health, relationships, community, financial situation).

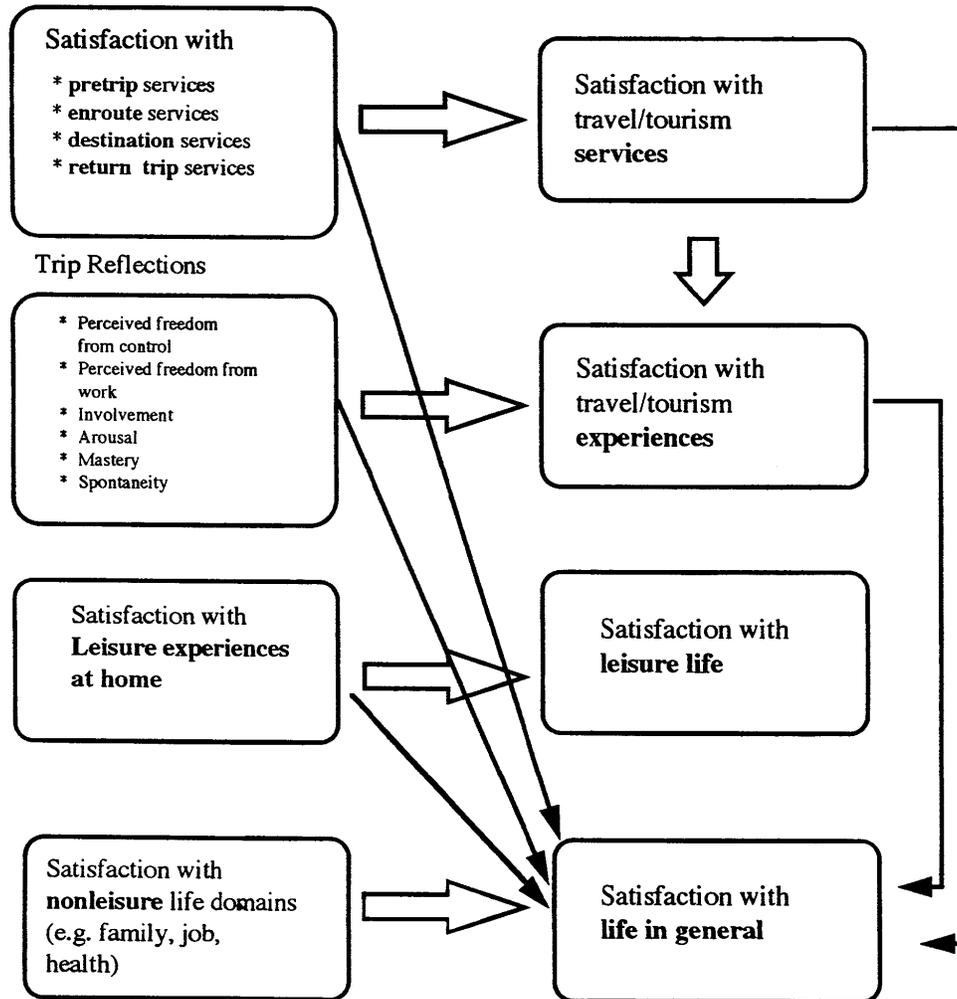
H2: Satisfaction with leisure life is a positive function of satisfaction with leisure experiences at home and satisfaction with travel/tourism trip experiences.

H3: Satisfaction with travel/tourism trip experiences is a positive function of satisfaction with trip reflections and satisfaction with travel/tourism trip services.

H4: Satisfaction with travel/tourism services is a positive function of satisfaction with the service aspects of travel/tourism phases (i.e., pretrip, en route, destination, and return trip services).

The authors used LISREL analysis to test the hypotheses. Some revisions to the proposed model were suggested and are shown in Figure 2.1.

Satisfaction with the Service  
Aspects of Travel/Tourism Phases



(The “thicker” arrows denote originally hypothesized relationships while the “thinner” arrows indicate relationships derived from the data.)

Reprinted from *Journal of Business Research*, Vol. 44, Neal, J.D., Sirgy, M.J, and Uysal, M. “The Role of Satisfaction with Leisure/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life,” p. 159, © March 1999, with permission from Elsevier Science.

**Figure 2.1: Modified Model from Original Study**

The initial study hypothesized that “life satisfaction is a positive function of satisfaction with leisure life and satisfaction with nonleisure life (i.e., satisfaction with job, family, health, relationships, community, and financial situation)” (p. 158). The first LISREL analysis that was run supported the hypothesis that satisfaction with overall life satisfaction is predicted by satisfaction both with leisure and with nonleisure life. Nevertheless, the run of the modified model yielded somewhat different results.

Life satisfaction continued to be significantly predicted by nonleisure satisfaction, but not by leisure satisfaction. Notwithstanding, the modified model indicated that “life satisfaction is predicted by satisfaction with leisure experiences at home” and “satisfaction with travel/tourism trip experiences” (p. 159). This revealed that satisfaction with travel/tourism experiences has a more direct effect on life satisfaction than was originally postulated.

Also hypothesized in the initial study is that "leisure satisfaction is a positive function of satisfaction with leisure experiences at home and satisfaction with travel/tourism trip experiences" (p. 159). Only the portion of this hypothesis that addressed leisure experiences at home was found to be significant during the first run LISREL analysis and during the modified model. The effect of travel/tourism trip experiences on satisfaction with leisure life remained nonsignificant during the first run LISREL analysis and during the run of the modified model, as well. These findings suggested that satisfaction with life in

general is more directly determined by satisfaction with travel/tourism experiences than previously speculated.

Another hypothesis of the initial study held that “satisfaction with travel/tourism trip experiences is a positive function of satisfaction with trip reflections and satisfaction with travel/tourism trip services” (p. 159). The results of the first run LISREL analysis and the modified model both strongly supported this hypothesis.

Additionally, the initial study hypothesized that “satisfaction with travel/tourism trip services is a positive function of satisfaction with the service aspects of travel tourism phases (i.e., pretrip, en route, destination, and return trip services)” (p. 160). Both the first run LISREL analysis and the modified model provided strong support for this hypothesis.

Some unsuspected relationships were found to exist during LISREL analysis. For instance, significant relationships were discovered that link satisfaction with life in general with the service aspects of travel/tourism phases and satisfaction with travel/tourism trip services. Although such instances occurred, it was reported that “the strengths of the links were rather negligible” (p. 160).

This article broke ground in establishing a link between the aspects of tourism services and overall life satisfaction. This relationship is extremely important to travel/tourism industry professionals since it establishes that

improved industry performance can enhance the QOL of consumers of travel services.

Although the link between leisure satisfaction and overall life satisfaction has been well established in prior research studies, the construct "satisfaction with leisure life" became insignificant in the modified model. The authors surmise that this may be because respondents are using the travel/tourism experience construct as a "substitute" for the leisure construct.

Other possibilities include a concern with the internal reliability of the leisure construct and/or the possibility that the population surveyed (faculty, staff, and graduate students in a large university) may not reflect the opinions of the traveling public, at large. Therefore, it is essential that studies be conducted that would further validate the measurement instrument. Also, improving the measure of satisfaction with leisure life would be helpful. Conducting this study in additional populations could help further validate this measurement instrument designed to help the travel/tourism industry better serve its traveling public.

## 2.3 SUPPORT FOR THE MODEL

### Leisure's Impact on QOL

Riddick & Stewart (1994) compared the perceived life satisfaction and determinants of life satisfaction of black and white female retirees. Their research

showed that differences exist in perceived life satisfaction between the two groups. The study also found that perceived health, leisure repertoire planning, and leisure activity contributed to overall life satisfaction for white female retirees. It was also discovered that leisure repertoire planning, health, and income affect leisure activity participation for both groups.

Swan and Combs (1976) defined instrumental performance as the means to an end or the evaluation of the physical product, whereas they defined expressive performance as the end in itself of the psychological interpretation of a product. Both concepts are goal-directed. Notwithstanding, expressive factors have more of an emotional orientation whereas instrumental factors have more of a cognitive orientation. Expressive satisfiers are akin to Herzberg's motivational factors (Herzberg et al. 1959), which are the elements that, if present, encourage tourist satisfaction. Instrumental factors are similar to Herzberg's hygiene factors -- the presence of which do not necessarily produce satisfaction, however, the absence of which may lead to dissatisfaction.

### Expressive Factors

Some studies have measured leisure satisfaction by either expressive or instrumental factors, but not both. For example, Lounsbury and Polik (1992) measured leisure in terms of the following expressive attributes: intellectual, social, competence, mastery, and stimulus avoidance. Similarly, Burnstein and his

associates (1985) examined the level of satisfaction the expressive attributes of visual appreciation and sense of refuge symbolized in landscape typography had on residents who lived next to a park in Toronto.

### Instrumental Satisfiers

Studies, such as those conducted by Vaske et al. (1991) and Bartlett and Einert (1992) have sought to measure leisure satisfaction based exclusively on instrumental attributes (e.g. lighting; fencing; restrooms; shade).

The importance of having pertinent instrumental attributes is instrumental in preventing dissatisfaction from occurring. Wakefield et al. (1994) found that, in relation to major league baseball stadiums, the customer's opinion of service facilities does affect his satisfaction with the service rendered, rating of service quality, and repatronage intentions.

The travel/tourism industry is beginning to recognize the importance of providing consumers of its services with instrumental factors. For instance, Maritz Travel Company (MTC), a company specializing in group travel, is overhauling its technology systems in an effort to enhance consumer satisfaction via increased productivity, to strengthen cost-effectiveness, to improve data integrity, and to increase the speed of its response to customers (Reengineering 1993).

### Both Instrumental and Expressive Satisfiers

Studies have also been conducted which examined both instrumental and expressive factors. For instance, Noe (1987) attempted to compare specific expressive and instrumental satisfaction indicators with general measures of satisfaction. Most of the variance in the general measures of satisfaction employed by Noe was explained by expressive indicators. Little variance was explained by the instrumental indicators.

Kelly et al. (1990) identified both instrumental and expressive satisfiers experienced when turkey hunting. Instrumental dimensions identified include locating and calling turkeys, whereas the satisfaction derived from harvest itself was found to be expressive.

Lieber and Fesenmaier (1985) identified instrumental attributes that prevented dissatisfaction of visitors to a walking trail in Chicago as follows: surface, length, terrain, and proximity to residence. Albeit, the expressive attribute of sightseeing was found to contribute more to the emotional satisfaction than did the access or trailway that served as gateways to the experience. Likewise, Connelly (1987) studied campers in the Adirondack Mountains and found that the expressive attribute of the solitude to be the most important influence on consumer satisfaction than were the instrumental attributes (such as facilities).

Whipple and Thach (1988) examined group tours and found that the tour escort service and point of departure (i.e., instrumental factors) as well as

sightseeing (i.e., an expressive attribute) interacted to produce customer satisfaction.

Likewise, Jurowski and her associates (1995) found that instrumental and expressive factors work together to produce overall tourist satisfaction. Similarly, Noe and Uysal (1997) found that expressive and instrumental factors are likely better predictors of overall leisure satisfaction than are expectation factors or past-use of outdoor recreational facilities.

## 2.4 SUPPORT FOR MODERATING VARIABLES

### Personality

The vast majority of tourism satisfaction studies are based on affective theory, that is, they attempt to reveal the subjectively felt needs of tourists. The source of these felt needs may be internal (e.g., personality, antecedents) or external (e.g., weather, community). Stanley Plog (1974) conducted the first research examining personality type in the context of tourist behavior. Plog developed and empirically tested a continuum that helps classify travelers by personality type.

The travel personality taxonomy is based on the dimension of personality referred to as “centrism” (i.e., personal focus or personal interest). The categories

established by Plog are “psychocentric,” “near-psychocentric,” “mid-centric,” “near-allocentric,” and “allocentric” travel personality types.

On one end of the scale are the “psychocentrics.” “Psychocentrics” travelers prefer resting and relaxing on vacation, spending most of the vacation time in one location, returning to the same spot regularly (i.e., they enjoy familiarity), and often prefer “packaged” tours. Psychocentrics also tend to be very *passive* rather than active travelers who pay little attention to detail on vacation. This group tends to travel less, in general, and usually travels because it is expected.

On the other end of the scale are the “allocentrics.” “Allocentrics” enjoy excitement, become actively engaged and involved in events at the vacation site, and relish novelty and change. This personality prefers “undiscovered destinations” and likes to visit new and exciting places each vacation. Also, allocentrics are likely to prefer “traveling tourism,” that is, not staying in one place, but traveling from place to place during a vacation. Additionally, allocentrics are more likely to enjoy international travel, whereas psychocentrics are more apt to prefer domestic travel.

Between the two extremes are the “mid-centrics.” Travelers fitting into this group are likely to enjoy variety on vacations. They enjoy relaxing and resting at times on vacation but doing exciting things and “being on the go” at other times. Mid-centrics would likely enjoy traveling to popular international tourist destinations, major cities, and well-liked vacation spots, as long as they have not

been spoiled by too much tourism (Plog 1991). This group tends to be moderately involved with travel activities. These individuals are not usually labeled as “passive” tourists (like the psychocentrics are) nor are they viewed as “interested and involved” to the extent that allocentrics are. Rather, midcentrics tend to become involved and interested in activities central to their interests, but remain passive to peripheral activities.

Plog indicated that most individuals are classified as near-allocentrics, midcentrics, or near-psychocentrics. According to Plog, pure psychocentrics make up approximately three percent of the traveling population, which is also true for allocentrics (Plog 1987).

One of the most important sources of consumer satisfaction/dissatisfaction is the personality of the tourist. The personality aspect of the tourism satisfaction equation is nonetheless one of the most difficult to measure and control.

According to Dann (1979), if a tourism marketing researcher aspires to begin to understand tourist satisfaction or dissatisfaction, it is imperative to consider the personality of the tourist, particularly in regard to the tourist's destination preference.

Mayo (1973) and Mayo and Jarvis (1981) presented similar arguments and demonstrated that as a traveler is deciding a travel destination among alternative choices, the subjective judgment he or she makes about the alternatives available to him/her depends on a number of factors, among which the most important of

these is the image about each alternative and its perceived ability to satisfy his/her needs. In a study of 670 automobile vacationers at 24 locations in the U.S., Mayo (1973) found that the image of a destination area, particularly as related to the traffic congestion, pleasant climate, and the scenic beauty, was the most critical factor in the destination choice process by automobile travelers.

Sources other than those generated from within the tourist are also instrumental in influencing consumer satisfaction. Leiss (1979) noted that felt satisfaction or dissatisfaction with a nature leisure experience may be contingent not only on the recreational experience itself, but also with the facilities, services, and programs that are available. Some factors, such as facilities and friendliness of service providers are controllable. Other factors, such as weather and social circumstances are often outside the domain of management control, as is noted by Crompton and MacKay (1988). This study focuses on those factors that are within the control of management.

In their article "Satisfaction with Various Aspects of Travel, Tourism, Leisure, and Life: Differences Between Allocentrics and Psychocentrics," Neal, Sirgy, and Uysal (1997) established that personality type has an effect on various aspects of the leisure travel experience. Plog's model of Allocentrism/Psychocentrism was used as a framework to identify relationships between traveler (self-reported) personality types and various aspects of travel, tourism, leisure, and life.

Neal, Sirgy, and Uysal (1997) hypothesized that "the more allocentric a traveler is, the more he or she will be satisfied with destination services, with travel services, with trip experiences, with trip reflections, with leisure experiences at home, and with his or her leisure life."

A survey questionnaire was used to collect the data. Pearson correlations were performed on the 373 respondents. The studies indicated that the hypothesized relationships were significant, thus establishing that travel personality type can affect satisfaction with various aspects of travel, tourism, leisure, and life. Nonetheless, this study identified predictive effects for personality type rather than moderation effects.

Moderation effects related to personality type have been evident in diverse types of previous studies regarding various life domains. One such study related to the personal health domain established that personality characteristics may moderate key relationships within a life domain. Neuroticism (a personality disorder) was shown to moderate breast cancer patients' affective reactions to social comparisons about other patients in an experimental study (van der Zee, Buunk, and Sanderman 1998). Patients who were more neurotic tended to more strongly associate social comparison information to their own conditions than those who were less neurotic. This seems to suggest that personality characteristics that generate very intense feelings regarding things that are

important to individuals may produce moderation effects between their own experiences and other factors.

Personality has also been proven to be a potential moderator for various relationships in the work life domain. A work-related meta-analysis of work hours and health studies showed positive significant relationships between harmful health symptoms and increased work hours (Sparks et al. 1997). Several moderators affecting this relationship were identified. One such moderator was personality type (categorized as Type A versus Type B). Individuals with a Type A personality tend to be more emotionally involved in work. Thus, the results indicated that the presence of the Type A personality type produced a stronger positive relationship between work hours and failing health than did the Type B personality type.

Similar to the previous two studies, Plog found that allocentrics are more intellectually curious, are more interested, are more emotionally involved, are more self-confident, and are more inquisitive and curious about the world and its peoples than are other travel personality types (Plog 1991). Consequently, travelers possessing the allocentric travel personality type tend to get highly involved with the travel experience and are very actively engaged at every stage of travel. Conversely, Plog (1991) discovered that psychocentrics are more “intellectually restricted,” are likely to be very passive in their travels, and tend to

be very nonadventurous. In fact, this group tends to travel less in general than the allocentric group.

Although the moderation effects of these two groups have not been tested by Plog or other researchers to date, the extreme differences in the passion regarding travel, the intellectual and emotional involvement of the trip, and the importance of travel and novelty between two groups strongly suggests that moderation effects in regard to various aspects of tourism and leisure are likely.

### Length of Stay

The length of stay is of the utmost importance in examining travel/tourism issues (Butler 1974; Masberg 1998). The importance and seasonal variation of length of vacation stay in 48 states in the United States has been clearly established in previous research (Uysal et al. 1994). This was accomplished by developing a trip index for each state that was used to calculate the length of stay and seasonal variation of length of stay in each state in addition to information related to length of stay in all states visited.

A statistical analysis was performed to cluster states into five groups that show high to low concentration in pleasure travel. The findings indicated that not only do different states tend to attract tourists that are “destination-oriented” (traveling specifically to that destination thus having a greater length of stay), but also that the attractiveness of these states tends to be seasonal.

A study conducted in Queensland found that the number of destinations visited in Queensland influences the length of stay of the visitor and vice versa. It would logically follow that having a variety of activities and services available at various destinations would likely increase the length of stay, as well.

While length of stay is often used to define the supply side of tourism (e.g., to help determine the number and types of visitors in order to develop the proper facilities; to ascertain how information centers affect the visitors' length of stay to specific states) (Getz 1986; Gunn 1988; Tierney 1993), it can be argued that the length of stay can be a useful measure in examining the demand side of tourism as well (e.g., visitor satisfaction). For instance, Uysal (1998) indicated that the length of stay (tourist nights spent on vacation) is one of the most commonly used methods of measuring tourism demand. The length of stay is usually defined as the amount of time travelers spend at a destination and is frequently measured in the number of days or nights the tourist spends at the site (Pearce and Elliott 1983; Uysal, McDonald, and O'Leary 1988).

Length of stay has been shown in prior research to be an effective tool in measuring demand. The duration of time (i.e., number of nights) a traveler spends on his or her vacation has been used as the indicator of tourism demand. One study conducted at national parks used length of stay (the number of "ski-touring" days at the destination site) as a measure of demand by regressing variables such as direct cost of skiing, distance traveled, number of previous skiing trips, and a

myriad of site characteristics on it (Uysal et al. 1988). Another study used length of stay to examine tourism demand at resort destinations (Crouch 1994) based on the rationale that the most basic product that is being purchased by tourists is a “night’s stay,” therefore, length of stay is an appropriate measure for tourism demand.

It is logical to conclude that this increase in demand for particular tourism services and so forth is a function of the tourist’s satisfaction at the destination site. That is, the more satisfied the tourist is with the destination services, the more he or she will demand that service, and the greater the length of stay is likely to be at that particular destination site. This is consistent with the finding of many researchers who have found that an increase in quality leisure time enhances leisure satisfaction (e.g., Driver 1976; Buchanan 1983).

Length of stay has also been examined in the literature as a function of the traveler’s income. For instance, Mak et al. (1977) used simultaneous equations to develop a behavioral model to analyze the determinants of length of stay and per capita daily expenditures for mainland U.S. visitors in Hawaii. The results of the study indicated that the length of stay affects how much the tourist spends. The inverse was also found to be true. Results also showed that higher income visitors stay longer and spend more per day than visitors with low incomes.

Similarly, Tierney (1993) examined the effect of travel information centers in Colorado on the length of stay. The findings of this study disclosed that not only

do traveler information centers increase the tourist length of stay, but also the average increase (2.2 days) meant an increase in excess of a million tourist dollars in that state. From this one can derive that there are intervening variables that may affect the length of stay, as well. This also seems to indicate that, as most quality of life researchers are aware, the domains are not mutually exclusive. That is, some horizontal spillover may occur between life domains. For instance, satisfaction with the traveler's financial situation may also affect the length of stay of the traveler and thus the traveler's satisfaction with various aspects of the trip and with the ability for the traveler to enjoy his or her leisure life to the fullest.

### Type of Trip

People travel for a variety of reasons. The type of trip relates to the primary purpose for which the trip is taken. Inasmuch as not all tourists travel for the same purpose, the segmentation of the travel market is frequently done by type of trip. The four most commonly used categories by which to segment travelers by trip type are: personal business travel, government or corporate business travel, visiting friends and relatives, and pleasure vacation travel (Nesbit 1973).

Since the focus of this study is leisure travel, two primary segments will be examined: pleasure vacation travel and business and travel combined. Previous research has shown that various types of leisure activity have a direct effect on life satisfaction (Palmore 1979; Kelly 1982; Riddick and Stewart 1994); therefore,

travel for leisure purposes tends to be very important to the traveler. Furthermore, a current trend in the travel industry is for business travelers to visit attractive locations while on business trips (Dunnann 1992; Finney 1993; Bing 1997).

Moreover, many business travelers often extend their length of stay several days to explore the travel destination after the often hectic business meetings have ended (Sheehy 1990), thus providing them with additional opportunities to interact with tourism industry professionals and to take advantage of travel services. One reason for this trend is the lack of leisure and vacation time experienced by many business executives. Another is that business trips that are extended to include vacation time are often still tax deductible if the primary purpose for traveling was business (Dunnann 1992). This is true even if spouses, children, or other family members join the business traveler.

Although the family's traveling costs and the lodging expenses for days used for recreation cannot be deducted, the expenses for the time used for business can (Dunnann 1992). Because of this growing trend, many hotels that are predominantly visited by business travelers are beginning to offer special services to accommodate the children of the business traveler (e.g., babysitting services) (Israel 1994). "Business vacation retreats" designed specifically to allow the business executive to mix business and pleasure are also becoming more numerous (Rackow 1983).

Motivations for pleasure travel have been addressed by several tourism researchers. Discussing the motive for which one travels is necessary to the understanding of the “internal forces and external goals and incentives that guide, direct, and integrate a person’s behavior, for future, potential satisfaction” (Uysal and Hagan 1993). In other words, fulfilling the goals derived from the motives (i.e., “internal forces”) of the trip will often lead to traveler satisfaction, whereas, the inability to fulfill the goals of the trip will often lead to traveler dissatisfaction.

People often go on leisure trips in an attempt to fulfill inner needs that are not easily identified by the researcher or even by the travelers themselves (Van Doren 1983). Therefore, the study of travel motivations is difficult, at best.

Many researchers have attempted to study and develop models explaining travel motivations, nonetheless. In one such study, the author sought to discover the basic motivations that influence vacationers in choosing their travel destinations (Crompton 1979). The empirical study identified nine motives. These motives are escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, facilitation of social interaction, novelty, and education. The study provided an essential step in understanding not only travel motivations, but also the importance of the travel destination being viewed as a means by which the traveler could satisfy his or her socio-psychological desires.

When people travel, they often seek to fulfill multiple unmet physiological or psychological needs (McIntosh and Goeldner 1990). In other words, travel motives are often complex in that they frequently involve more than an independent want or need and are most often a complex network of needs and desires. According to Iso-Ahola (1980), these motivations may be grouped into two basic categories: approach and avoidance. That is, individuals often travel to either leave the everyday environment behind (i.e., “escaping”) or to obtain intrinsic rewards through experiencing new things on vacation (i.e., “seeking”). At times, both motivations may be present for travel. For instance, an individual embarking on international travel may be escaping the drudgery of his or her job while concomitantly seeking to encounter novel experiences abroad.

Iso-Ahola later expanded the conceptualization that individuals travel for escaping and seeking in his Seeking and Escaping Dimensions model (1989). This model maintains that four quadrants explaining tourist motivations exist and that the same traveler may be in different quadrants under different conditions (e.g., different vacations, various events during a single vacation, pleasure travel only versus business and pleasure travel combined). The four quadrants are labeled as seeking personal rewards, seeking interpersonal rewards, escaping personal environments, and escaping interpersonal environments.

The fulfillment of the seeking/escaping dimensions may lead to traveler satisfaction, whereas, the inability to seek or escape may diminish the level of

tourist satisfaction, or even lead to traveler dissatisfaction. It is logical to assume that those traveling primarily for pleasure travel will more likely be motivated by escaping from their daily environment than those traveling for business and pleasure combined, since the work and often the colleagues travelers wish to escape by means of travel often accompany them to the travel site during business trips.

Similarly, it is difficult to “seek” new adventures and novel experiences the traveler would enjoy during business trips since the accommodations and activities are most often planned by the travelers’ business, so it is likely that the importance of using a myriad of travel services, experiences, and leisure experiences will be less for those traveling for business and travel combined than for those traveling primarily for leisure and recreation.

Leiper (1984) examined leisure and recreation activities and discovered that two types of leisure exist: “recreational leisure” which provides restoration to the participant and “creative leisure,” which allows the participant to enjoy something novel or new. The primary functions of recreation are rest, relaxation, and entertainment. It is likely that it would be more difficult for individuals traveling for business and pleasure combined to have more difficulty resting and relaxing on the trip, therefore, several key aspects of the trip will be less important to them than for leisure travelers. Also, those traveling for business and pleasure combined

will be absorbed in business-related issues, thus reducing the level of involvement with various tourism services and interaction with tourism service providers.

One of the most well-known models explaining tourist motivations is the “Push/Pull Model of Tourist Motivations.” This model describes how various “forces” induce individuals to travel (i.e., “push” them to go on a trip) and to travel to specific sites (i.e., “pull” them to a specific destination). This model has been used as a basis for several studies in the area of travel motivations (e.g., Dann 1977; Crompton 1979; Smith 1983; Pyo, Mihalik, and Uysal 1989; Yuan and McDonald 1990).

Many of the “push” motivations (which include escape, rest and relaxation, adventure, and personal interests) will not be as important to the traveler who is combining business and pleasure, since the primary purpose of his or her trip is not escaping, resting, or relaxing. It is difficult to escape, to rest and relax, to experience adventure, or to pursue personal interests on trips that combine business with pleasure. Similarly, the pull factors (those that “draw” a traveler to a specific vacation destination) such as climate, historic sites, beaches, recreational opportunities, and cultural events are often not explored at all by the traveler combining business and pleasure. This is true because those traveling for business and pleasure combined seldom have any influence regarding where the trip will take place, the specifics of accommodations, or choices regarding trip

activities, therefore, making the motivations obtained from the “pull” factors moot in most instances for this group of travelers.

## 2.5 SUMMARY OF CHAPTER II

An in-depth discussion of the two articles in which the preliminary survey instrument was developed was given. The importance of the research based on prior studies was discussed. The effect of leisure on quality of life followed, including a discussion of the distinction between instrumental and expressive satisfiers. The contrast between instrumental and expressive attributes in leisure satisfaction will be used to help explain the differences between trip services and the trip experience of leisure satisfaction.

# **CHAPTER III**

## **METHODS AND MEASURES**

### **3.1 INTRODUCTION**

This chapter explains the framework of the research. The research propositions and hypotheses are discussed at great length. A description of the survey instrument and a discussion regarding the development of survey questions is given. Data collection and methods of statistical analyses are discussed.

## 3.2 OVERVIEW

The previous chapters identified the research domain as the indirect and direct effects satisfaction of various service aspects of travel/tourism phases, satisfaction with travel/tourism services, trip reflections, satisfaction with travel/tourism experiences, satisfaction with leisure experiences at home, satisfaction with leisure life, and satisfaction with nonleisure life have on satisfaction with life in general. Additional elements include how personality types, length of stay, and type of trip influence levels of traveler/tourist satisfaction with various aspects of travel, tourism, leisure, and life. The ultimate goal was to determine how tourism industry professionals can use this information to provide travel/tourism services and experiences that enhance not only the trip satisfaction of their guests, but also their overall life satisfaction.

A self-administered survey questionnaire was mailed to 2,000 consumers of travel/tourism services who reside in Southwest Virginia. The random sample was obtained via a mailing list service provider. Three weeks after the survey was mailed, a reminder postcard was sent to those who did not return their surveys reminding them to do so (Dillman 1978).

### 3.3 RESEARCH FRAMEWORK

The study is designed to validate, refine, further develop, and test a model QOL and tourism. The model of the role of satisfaction with leisure travel/tourism services and experience in satisfaction with leisure life and overall life shown in Figure 1.2 was previously developed and tested (See Neal, Sirgy, and Uysal 1999) based on a logical application of tourism, leisure, and QOL research. The emphasis during the development of that model was to search the body of knowledge to identify those concepts that would be useful in creating a measurement instrument that could be used by the tourism industry to periodically gauge the health of the industry in regard to contribution to travelers' QOL.

The following are the research questions the study at hand strives to answer:

- A. Is satisfaction with life in general affected by:
  - 1. satisfaction with leisure life?
  - 2. satisfaction with nonleisure life domains (e.g., family, job, health, community, financial)?
  
- B. Is satisfaction with leisure life affected by:
  - 1. satisfaction with travel/tourism experiences?
  - 2. satisfaction with leisure experiences at home?
  
- C. Is satisfaction with travel/tourism experiences affected by:
  - 1. trip reflections (e.g., perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, spontaneity)?
  - 2. satisfaction with travel/tourism services?

- D. Is satisfaction with travel/tourism services affected by satisfaction with the service aspects of the travel/tourism phases (e.g., pretrip services, en route services, destination services, return trip services)?
- E. Do the results vary with different personality types (e.g., allocentric vs. psychocentric), the type of trip, and/or the length of stay?

The research hypotheses related to these objectives are presented below.

### 3.4 RESEARCH PROPOSITIONS AND HYPOTHESES

Twenty-one research hypotheses were tested to determine if and how leisure travel/tourism impacts travelers'/tourists' QOL. The first four hypotheses are designed to test the mediating variables of the model, whereas, hypotheses five through twenty-one are designed to test possible moderating variables of the model's relationships. Mediating variables "intervene between preceding and subsequent variables in a model, thus accounting in part or whole for the relation between the predictor and the criterion" (Baron and Kenny 1986). Moderating variables are those that "affect the direction or strength of the relation between another independent and dependent variable pair in a model" (Baron and Kenny 1986). In other words, the mediating variables (those depicted in the "boxes" in the model shown in Figure 1.2) are those variables intervening between the exogenous and endogenous variables that account for the indirect and direct effects of the relationships hypothesized by the model. The moderating variables are those that affect the strength or direction of the relationships in the model.

An illustration of these two concepts can be drawn by looking at the model in Figure 1.2. Satisfaction with life in general is hypothesized to be a positive function of satisfaction with leisure life (the bottom two boxes on the right in Figure 1.2) and leisure life is hypothesized to be a positive function of satisfaction with travel experiences (the third box from the bottom right of the model in Figure 1.2). According to these hypotheses, leisure life is the mediator between travel experiences and life in general. That is, leisure life is necessary to explain the link between travel experiences and life in general. The same is true for other relationships in the model. For instance, “satisfaction with travel services” is the mediating variable between “satisfaction with the service aspects of travel/tourism phases” and “satisfaction with travel/tourism experiences,” and so forth. Thus, mediators provide the necessary framework that establishes the relationships in the model.

Moderators serve a very different purpose. Unlike mediators, moderators are not necessary for the relationships in the model to exist. In other words, moderators do not serve as part of the basic structure that connect the exogenous variables to the endogenous and eventually to the ultimate dependent variable (in this instance, “satisfaction with life in general”) as mediators do. Moderators rather affect the direction or strength of the relationships in the model. For example, it is hypothesized that the degree of satisfaction or dissatisfaction with life in general is affected by the type of trip. Therefore, when the moderator is

introduced to the links attaching the two mediating variables (i.e., satisfaction with nonleisure life domains and satisfaction with leisure life) to life in general, it is possible for satisfaction with life in general to be significantly higher for those traveling for leisure and recreation than for those traveling for business and travel combined, for instance.

A structural equation modeling technique (i.e., the LISREL statistical analysis program) was used to analyze the data. LISREL analysis, as it is commonly called, allows the relationships to be submitted for analysis symbolically thus eliminating the need for unwieldy creation of a detailed mathematically precise representation of the relationships. LISREL analysis was used to test the proposed relationships in the proposed model to see if the model is accurate or if it needs modification.

H1: Satisfaction with life in general is a positive function of satisfaction with leisure life and satisfaction with non-leisure life (i.e., satisfaction with job, family, health, relationships, community, and financial situation).

H2: Satisfaction with leisure life is a positive function of satisfaction with leisure experiences at home and satisfaction with travel/tourism trip experiences.

- H3: Satisfaction with travel/tourism trip experiences is a positive function of satisfaction with trip reflections and satisfaction with travel/tourism trip services.
- H4: Satisfaction with travel/tourism trip services is a positive function of satisfaction with the service aspects of travel/tourism phases (i.e., pretrip, en route, destination, and return trip services.)

The first four hypotheses are designed to test the mediating variables in the model (i.e., the relationships depicted in Figure 1.2). First, Confirmatory Factor Analysis (CFA) was conducted on each of the variables to ensure convergent validity. One measure relating to “satisfaction with return trip services” had a completely standardized loading lower than the recommended 0.30 and was dropped from the study. A Cronbach’s Alpha was conducted on the three questions pertaining to personality type, since these variables are not part of the overall structural model. One measure with a low reliability score was dropped from the study. Next, the structural equation modeling software package LISREL was used to test the goodness-of-fit of the model. LISREL stands for “Linear Structural Relations.” The term is used to refer to both a computer program and a

statistical system (or method of performing structural equation modeling) (Jöreskog and Sörbom 1983).

The overall measurement model fit was tested. This model provides the best “fit” possible, based on the data, without taking into account the hypothesized relationships and serves as a basis of comparison for future analyses (Anderson and Gerbing 1988; Jöreskog 1993; Sethi and King 1994). The null structural model (in which all parameters relating the constructs to each other are set to zero) was generated by the LISREL program during this run.

Next, the hypothesized relationships were “fixed” and a second LISREL analysis was performed (Anderson and Gerbing 1988; Jöreskog 1993). The goodness-of-fit indices were examined. Also, the modification indices were analyzed to determine what recommended revisions to the hypothesized model should be made. The first run LISREL analysis of the hypothesized model yielded excellent goodness-of-fit results, so the additional steps often required for model development and refinement were not necessary.

H5: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

- H6: The effect of satisfaction with nonleisure life on satisfaction with life in general is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H7: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H8: The effect of satisfaction with the leisure experiences at home on satisfaction with leisure life is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H9: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

- H10: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H11: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.
- H12: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.
- H13: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

- H14: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.
- H15: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.
- H16: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.
- H17: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H18: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H19: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H20: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

H21: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

The moderating variables described in hypotheses five through twenty-one were also analyzed using the LISREL software package. Each moderator was tested individually. For each moderator, the data were split in half based on the defining categories of the moderator being examined. For instance, for the moderator "length of stay," the data were split in two by the number of nights spent on the trip. The category "short-term visitors" included those who spent six or fewer nights on the trip, whereas, "long-term visitors" included those who spent seven or more nights on the trip.

After the data were split based on that variable into those two categories, several LISREL analyses were conducted. For instance, a LISREL analysis was performed that considered the two groups (i.e., short-term visitors vs. long-term visitors) independently. The gamma and beta significance values were examined. This was done by "freeing" all gammas and all betas individually (in separate analyses). If significant differences in the gamma values (i.e., the paths from the exogenous to the endogenous variables) were present, then a new analysis was performed freeing each gamma individually and fixing those that are not significant until all of the significant differences in the gamma values were uncovered. The same procedure was used to determine significant differences in the beta values (i.e., the paths from endogenous to other endogenous variables). The same procedure was repeated for all of the moderators.

### 3.5 RESEARCH DESIGN

The research design is fundamentally correlational research based on a self-reported mail survey. A description of the survey instrument is presented below.

#### Survey Instrument

The survey instrument is a pamphlet consisting of eighteen major parts and a cover letter. A copy of the "revised" survey instrument is shown in APPENDIX A.

The first part includes questions regarding the purpose of the trip. The second part asks how long the respondent stayed on their trip. The third part examines if the trip took place within the U.S. or abroad. The fourth part inquires about satisfaction with travel/tourism services related to pretrip activities. The fifth part asks questions regarding satisfaction en route to the destination. The sixth part probes satisfaction with the destination site. The seventh part examines satisfaction related to the return trip. The eighth part asks questions related to the trip in general. The ninth part asks questions about trip reflections.

The tenth part asks questions regarding the satisfaction with the general trip experience. The eleventh part asks questions in regard to satisfaction with

leisure experiences at home. The twelfth part asks questions regarding satisfaction with leisure experiences at large. The thirteenth part asks questions regarding satisfaction with non-leisure life domains. The fourteenth part asks questions regarding life in general. The fifteenth part asks questions regarding life satisfaction related to the trip. The sixteenth part asks questions regarding travel personality. The seventeenth part asks demographic questions. The eighteenth part asks for respondents to self-report if they are "allocentric" or "psychocentric."

The measurement instrument was designed to test the relationships depicted in Figure 1.2 as well as the moderators personality type, type of trip, and length of stay. "The Role of Satisfaction with Leisure Travel/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life" model presented in Figure 1.2 is based on the Hierarchy of Life Satisfaction Model shown in Figure 1.1. As stated earlier, the Hierarchy of Life Satisfaction Model suggests that satisfaction with each life domain is derived from satisfaction with the aspects of that domain. Thus, satisfaction with leisure stems from satisfaction with travel/tourism experiences and satisfaction with leisure activities at home. On the one hand, travel/tourism experiences may be thought of as "leisure activities away from home" and may include vacationing at a resort, at a historical site, and so forth. On the other hand, examples of leisure activities at home would include watching television or playing bridge with neighbors.

The travel/tourism industry is most often involved in leisure travel/tourism experiences (i.e., leisure activities that take place away from home). Therefore, satisfaction with travel/tourism experiences merits further examination. Leisure satisfaction away from home is ascertained from two factors: (1) leisure satisfaction with travel/tourism services is determined by satisfaction with four factors: (1) leisure satisfaction with pretrip travel/tourism services, (2) leisure satisfaction with en route travel/tourism services, (3) leisure satisfaction with destination travel/tourism services and (4) satisfaction with return trip travel/tourism services. These specific dimensions are based on the “five phase model of travel” proposed by Clawson and Knetsch (1966).

Clawson and Knetsch (1966) developed a five-phase model of travel that includes: pretrip, en route, destination, return trip, and reflection phases. The traveler is most likely to interact with travel service providers during the first four of the aforesaid phases. Therefore, the first four phases will most likely affect satisfaction with travel/tourism services whereas trip reflections will most likely affect satisfaction with travel/tourism experiences (see Figure 1.2).

The tourist/traveler will presumably interact with travel service providers during the pretrip, en route, destination, return trip, and reflection phases. Therefore, these four phases are the most probable to affect the traveler’s satisfaction with travel/tourism services.

Satisfaction with the aspects of travel/tourism services can be explained by examining the various traveler roles and interactions that occur with travel/tourism service providers during the pretrip, en route, destination, and return trip phases of the trip. During the pretrip phase, travel service providers may assist travelers with travel arrangements, hotel accommodations, and so forth. While en route, travelers often rely on travel service providers (e.g., airlines; railways) to help them safely reach their destinations. At the destination, travel/tourism service providers often provide the accommodations, entertainment, and so forth for the tourist. During the “return trip,” tourists often interact with service providers (e.g., rail travel providers; car rental agencies).

Trip reflections involve those enduring thoughts regarding the trip that remain with the traveler after the trip has been completed. Since QOL satisfaction deals primarily with enduring satisfaction rather than temporal (short-lived) satisfaction, trip reflections are hypothesized to be essential in contributing to the overall QOL satisfaction of the traveler.

The six subjective conditions of leisure identified by Unger and Kernan (1983) were used to categorize leisure trip reflections. These subjective conditions are: perceived freedom, involvement, arousal, mastery, and spontaneity. Although “intrinsic satisfaction” was included as a condition of leisure in the Unger and Kernan study (1983), as the constructs were being initialized in the pretest of the current work, it appeared as though the other conditions of leisure (i.e., perceived

freedom, involvement, arousal, mastery, and spontaneity) are actually forms of intrinsic satisfaction. This could explain why the Unger/Kernan and subsequent studies failed to validate that one of the six constructs. Therefore, “intrinsic satisfaction” was not used as one of the categories by which to measure trip reflections.

“Perceived freedom” was split into two categories (i.e., perceived freedom from control and perceived from work) because much of the tourism literature suggested that both types of freedom exist in leisure travel (e.g., Kelly 1978; Iso-Ahola 1979; Fielding, Pearce, and Hughes 1992). Accordingly, “trip reflections” for the preliminary study (Neal, Sirgy, and Uysal 1999) and the current study examine perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, and spontaneity.

### 3.6 MEASURES

#### Variables

For the ultimate dependent variable, exogenous, and endogenous variables, survey respondents were asked to indicate their agreement with satisfaction or dissatisfaction to several sets of questions on a five point Likert-type scale where 1=strongly agree, 2=agree, 3=neither agree nor disagree, 4=disagree, 5=strongly disagree. Most variables were measured using at least

three questions, unless otherwise noted. Changes to the survey instrument previously developed during the pretest phase (Neal, Sirgy, and Uysal 1999) are indicated by italics in the discussion that follows.

Ultimate dependent variable: satisfaction with life in general

Satisfaction with life in general will be assessed by a scale containing three items that will ask respondents if they were generally happy with their life.

The following items will be used to measure the ultimate dependent variable in the model:

1. I am generally happy with my life.
2. Although I have my ups and downs, in general, I feel good about my life.
3. I lead a meaningful and fulfilling life.

These three questions were developed for and used in the preliminary study (Neal, Sirgy, and Uysal study 1999). The three measurement items borrowed heavily from prior QOL research to enhance the reliability and validity of these measures. The reliability alpha for this measure reported by Neal, Sirgy, and Uysal (1999) was 0.91, indicating that these are very strong and valid measures for this construct.

### Other endogenous variables

Satisfaction with leisure life will be measured using the following three questions:

1. *Recently, I have been spending quality leisure time in general (e.g., going on vacation, relaxing around the house, enjoying a hobby).*
2. I am the kind of person who knows how to enjoy leisure time anytime and anywhere.
3. *I am generally happy with the quality of my leisure time.*

Although the measures for this construct were based on the previously developed survey instrument (Neal, Sirgy, and Uysal 1999), they seemed to have lacked internal validity since the initial Cronbach's Alpha for this construct was 0.42. Therefore, the authors dropped one measure that did not correlate well with the others in the aforementioned study. Omitting this measurement item improved the reliability alpha to 0.66, which is an acceptable level. However, for the current study, one of the goals is to refine the measurement instrument. Therefore, an examination of the initial survey instrument was conducted. Upon closer examination, the measurement item that lacked internal validity in the preliminary study "Leisure time after work and going away on vacation trips is very important to me," seemed to address the

importance of the respondent's leisure time rather than his or her satisfaction with leisure at large. Therefore, that question was replaced with "*I am generally happy with the quality of my leisure time.*"

Additionally, based on suggestions from respondents of the initial study (i.e., Neal, Sirgy, and Uysal 1999) and during the pretesting of the instrument, one of the other questions was slightly altered from "Recently I have been spending quality leisure time in general – after work as well as going on vacations" to "*Recently, I have been spending quality leisure time in general (e.g., going on vacation, relaxing around the house, enjoying a hobby)*" in an effort to enhance the readability and understandability of the question.

Satisfaction with travel/tourism experiences will be measured using the following three items:

1. All in all, I feel that this trip has enriched my life. I'm really glad I went on this trip.
2. On this trip, I accomplished the purpose of the vacation. This experience has enriched me in some ways.
3. This trip was rewarding to me in many ways. I feel much better about things and myself after this trip.

These measures were also developed for the preliminary study (Neal, Sirgy, and Uysal 1999) based on a review of travel/tourism and QOL literature. The reliability alpha for this construct was 0.89, indicating that it has high internal reliability. These questions were not altered for the current study, since the initial administration of these proved favorable.

Satisfaction with travel/tourism services will be measured using the following three items:

1. In general, I was pleased with the quality of the travel and tourism services related to this vacation trip.
2. The travel and tourism services related to this vacation trip were basically problem-free.
3. The cost of the travel and tourism services related to this vacation trip was reasonable and well worth it.

The Cronbach's Alpha for this measure in the preliminary study (Neal, Sirgy, and Uysal 1999) was 0.88, again indicating a very sound internal reliability. Moreover, the construct fit into the model exactly as hypothesized suggesting that it does, in fact, measure what it purports to measure. Accordingly, all of the measurement items for this construct were retained for the current study.

### Exogenous variables

Since the relationships for non-leisure life are well supported by a large body of research (e.g., Andrews and Withey 1976; Converse, Campbell and Rodgers 1976), satisfaction with nonleisure life domains (e.g., family; job; health) will be measured with a single measure for several representative non-leisure life domains as follows:

1. I am generally happy with my job.
2. I am generally happy with my family situation.
3. I am generally happy with my personal health.
4. I am generally happy with the relationships I have with people such as relatives, friends, and neighbors.
5. I am generally happy with my community and neighborhood.
6. I am generally happy with my standard of living and financial situation.

These measurement items were developed for the preliminary study (Neal, Sirgy, and Uysal 1999) and were suggested based on previous QOL studies (e.g., Andrews and Withey 1976; Converse, Campbell and Rodgers 1976). Similar questions have been tested and used in several QOL studies and are considered to be both valid and reliable.

Satisfaction with leisure experiences at home will be measured with the following three questions:

1. I do things that are fulfilling when I'm off work.
2. Lately, I have been feeling very good about the way I spend my leisure time after work.
3. Leisure time after work is very important to me.

The Cronbach's reliability for this measurement item was 0.73 when it was pretested (Neal, Sirgy, and Uysal 1999), revealing a high level of internal consistency for this construct's measures. Additionally, the construct fit into the model as suspected, again, indicating that it is measuring what it purports to measure.

Three items for each category of trip reflections (i.e., perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, and spontaneity) will be used to measure this construct. These items are:

Perceived freedom from control:

1. On this trip, I felt free to do the kinds of things that I can't do at home.
2. On this trip, I felt free from the controls of other people. I felt in control of my movements and actions.
3. On this trip, I felt free from the pressures of life.

Perceived freedom from work:

1. On this trip, I felt far away from the drudgery of work.
2. I needed to get away from work and relax. This trip helped me to rejuvenate.
3. I was feeling overworked and emotionally exhausted. This trip helped me to get away from the stresses and strains of work.

Involvement:

1. On this trip, I became emotionally involved and engaged with people and things. This experience was very pleasant for me.
2. This trip allowed me to get close to my spouse, children, relatives, and/or friends. It was very much worthwhile.
3. *On this trip, I was able to reestablish a dwindling relationship with people for whom I care a lot.*

### Arousal:

1. On this trip, I managed to do exciting things. I experienced a lot of thrills. This experience has been enriching.
2. On this trip, I established friendships with one or more new people. This was exciting. I needed to make new friends.
3. On this trip, I got involved with an exciting activity. I felt alive.

### Mastery:

1. On this trip, I was able to pursue a passionate interest. This experience was thrilling.
2. On this trip, I had a chance to master a hobby or sport. I had wanted to do this for a long time but never had the chance.
3. On this trip, I was able to sharpen my skills on a passionate hobby or sport. This was very rewarding to me.

### Spontaneity:

1. On this trip, I felt spontaneous. This experience has enriched me in ways I never expected.
2. One cannot afford to be spontaneous in everyday life. But one needs to be spontaneous once in a while. This trip allowed me to do just that -- be spontaneous.

3. *On this trip, I enjoyed getting to do things on the "spur-of-the-moment."*

These questions were developed and tested in the preliminary study (Neal, Sirgy, and Uysal 1999) based on the subjective conditions of leisure identified by Unger and Kernan (1983). Several of these measures were also suggested from previous research studies (such as Iso-Ahola, Kelly, and others). The alpha reliabilities for perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, and spontaneity were: 0.81, 0.86, 0.69, 0.77, 0.87, and 0.85, respectively. The testing of this measure during preliminary study proved so solid that the only variations in this measure for the present study occurred in the involvement and spontaneity measures. One of the initial questions measuring involvement was slightly changed from "On this trip, I was able to re-establish a dwindling relationship with people I care a lot for" to "*On this trip, I was able to reestablish a dwindling relationship with people for whom I care a lot*" in response to several comments from the pretest survey population that this sentence ended in a preposition. Therefore, it was changed simply to make it more grammatically correct.

The other change was the introduction of an additional measurement item for the spontaneity construct. The preliminary study (1999) had only two for this item, due to an oversight. Therefore, the item "*On this trip, I enjoyed getting to do things on the "spur-of-the-moment"*" was added to ensure having at

least three items for each construct. This item was shown to experts in tourism and QOL research to confirm face validity. Also, it was included in the pretest described below.

Satisfaction with the service aspects of travel/tourism phases will be measured using three questions for each of the four components (i.e., pretrip services, en route services, destination services, return trip services). All of these were based on the concept that satisfaction with services comes primarily from three sources: satisfaction with the quality, reliability, and cost of the service, which is consistent with much contemporary service management thought. The application of the tourism phases identified by Clawson and Knetsch (1966) (i.e., pretrip, en route, destination, and return trip) to examine the aspects of travel services was first tested in the preliminary study (Neal, Sirgy, and Uysal 1999). The questions used in the current study to examine these aspects are:

Satisfaction with Pretrip Services:

1. I was satisfied with the quality of the service provided by travel and tourism professionals (e.g., travel agents, ticket agents, hotel reservation clerks) while planning the trip.

2. *Making travel and accommodation arrangements for this trip was basically problem-free (e.g., travel agents were knowledgeable, I was not put on hold for long periods of time).*
3. The cost of the services provided by travel and tourism professionals in helping me with the travel logistics was reasonable and well worth it.

The Cronbach's Alpha for this construct was 0.85 in the preliminary study (Neal, Sirgy, and Uysal 1999). This construct fit into the structural model as hypothesized. The addition of examples of what was meant by "problem-free" in measurement item #2 above to further clarify the question was the only alteration made to the measurement items for this construct.

#### Satisfaction with En route Trip Services:

1. I was pleased with the quality of the services provided in transit to the vacation site.
2. *My travels to the vacation site were basically problem-free (e.g., plane seats were as reserved, train seats reclined properly, bus driver did not get lost).*
3. The cost of travel to the vacation site was reasonable and well worth it.

The Cronbach's Alpha for this construct was 0.85 in the preliminary study (Neal, Sirgy, and Uysal 1999). This construct also fit well into the structure of the model being tested. Again, the only alteration was to question #2 in an effort to clarify for the reader how the term "problem-free" is being used in this context.

Satisfaction with Destination Site Services:

1. Tourist services at the vacation site (e.g., regarding activities, tourist attractions, restaurants, hotels) were comprehensive and of high quality. These services made the trip a richer experience for me.
2. *Tourist services provided at the vacation site were basically problem-free (e.g., the hotel room reserved was available at check-in time, the food was acceptable).*
3. The cost of tourist services at the vacation site was reasonable and well worth it.

The Cronbach's Alpha reliability for this construct was 0.86 in when it was tested beforehand (Neal, Sirgy, and Uysal 1999). The construct also fit as it should in the proposed model. The only variation made to the measurement items of this construct was again to clarify the term "problem-free" for the respondent.

### Satisfaction with Return Trip Services:

1. I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents).
2. *My return travels were basically problem-free (e.g., the plane seats were comfortable, we returned on time).*
3. The cost of travel home from the vacation site was reasonable and well worth it.

The Cronbach's Alpha for this measure was 0.83 in when it was initially tested (Neal, Sirgy, and Uysal 1999). The construct had an excellent structural fit into the proposed model. The only alteration was to the second question to provide examples for the term "problem-free."

### Moderating variables

The type of trip is measured by asking respondents to check the category which best describes their trip. The choices given were: *"beach," "resort," "theme parks," "festivals/special events," "recreation," "outdoor," "combined (business and pleasure)," "visiting friends and relatives," "touring (traveling from place to place)," and "other."* If "other" were chosen, respondents were asked to specify in their own words the type of trip they had taken.

The length of stay is measured by asking the open-ended question "*How many nights did you stay on your trip?*" The responses will later be categorized for analysis.

Two sections of the questionnaire are dedicated to measuring the travel personality type of the traveler. One is designed to help validate the other. One section asks respondents to check their responses on a 5-point Likert-type scale to indicate their level of agreement with the following questions:

1. *I am the kind of person who enjoys embarking on new adventures while on vacation.*
2. *In general, I feel confident in the planning decisions I make regarding my vacation trips.*
3. *I usually experience feelings of anxiety about traveling.*

These questions were designed distinctively for the current study. These questions are designed based on the general profiles of "allocentrics" and "psychocentrics" and will be used in lieu of Plog's scale (which was not made available for this study). Previous research has indicated that allocentrics tend to enjoy new adventures, feel confident about themselves, and do not experience anxiety about traveling (the third question in this section will be reverse coded).

The other section asks respondents to place an "X" on a 6-section grid to indicate how "psychocentric" or "allocentric" they feel they are ("psychocentrics" are defined in the survey question as "travelers who are rather self-inhibited and non-adventuresome on vacation" whereas "allocentrics" are defined as "those who enjoy trying a wide variety of pursuits and challenges while on vacation").

#### Direct measures

Direct measures related to life satisfaction gained from the trip will also be included to help further validate the instrument. The survey respondents will be asked to answer the following three questions based on a 5-point Likert-type scale indicating levels of agreement with the following three questions:

1. *I feel as though this trip has enriched my life.*
2. *Taking this vacation trip was important to me. My life would have been more stressful without this trip.*
3. *I felt that I really needed this trip. It helped me rejuvenate and feel good about myself and my life in general.*

### Pretest of the Measurement Instrument

A pretest of the measurement instrument was conducted in several stages. The survey questionnaire was circulated to several faculty and graduate students in the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University. Participants provided feedback regarding the layout, wording, and ease of understanding of the measurement items. The feedback was then taken into account in the revision of the questionnaire.

The revised questionnaire was dispensed to 2,700 graduate students and faculty at Virginia Polytechnic and State University. Three hundred seventy-three (373) of the respondents returned the surveys completed, many of which had comments regarding the layout, wording, structure, and comprehensibility of the survey. The responses from the faculty and graduate students were analyzed to test the internal reliability of the measurement items and to test the fit of the hypothesized model shown in Figure 1.2 (refer to Neal, Sirgy, and Uysal 1999). Also, the feedback received was considered in the final revision of the survey instrument. The questionnaires were produced in booklet form.

### Data Collection and Sample

A self-administered survey questionnaire (consisting of an eight-page questionnaire booklet and accompanying cover letter) was mailed to 2,000

consumers of travel/tourism services who reside in Southwest Virginia. The names and addresses of the random sample were obtained via a reputable mailing list provider. The survey population includes those who are consumers of travel/tourism services who are at least 18 years of age or older and who reside in Southwest Virginia. This area was selected to provide a population different from the initial study (reported in Neal, Sirgy, and Uysal 1999) in an effort to enhance the validity of the survey instrument.

Several measures were employed in an effort to enhance the response rate. Self-addressed, stamped envelopes were included in the package being mailed to the respondents to ensure ease of return. Each of the cover letters was signed individually in blue ink in an attempt to show personalization and increase the response rate. Additionally, each envelope was stamped individually with a regular postage stamp to prevent the surveys from looking like a mass mailing, again, to try to increase the response rate. Three weeks after the survey was mailed, a reminder postcard was sent to those who had not returned their surveys (Dillman 1978).

### Data Analysis

The data analyses described below were performed. All analyses were conducted by using the SPSS and LISREL software packages.

- The responses were coded and entered into the SPSS software package.
- Frequencies of the data were generated, examined, and reported for each variable. Frequency distributions were used in some instances to determine the appropriate split points in the data set, when necessary.
- Confirmatory Factor Analysis (CFA) was performed on all of the study's constructs contained in the hypothesized model. A Cronbach's Alpha reliability test was conducted on the personality moderator construct. Both of these procedures were done to identify indicators that lacked internal validity and should be excluded from the analysis.
- LISREL analysis was conducted to test the goodness-of-fit of the model shown in Figure 1.2. Analyzing the results will help determine if the first four hypotheses are appropriate.
- To test hypotheses five through twenty-one, the data were split based on the measurement items for moderator being examined. Then, a new syntax file was written that included the models for both sets of the data. Next, the models were run simultaneously. Nothing was defined as invariant. This produced the base model. Then, the gamma (exogenous to

endogenous) and beta (endogenous to endogenous) paths were examined separately. A  $\chi^2$  difference test was performed for the two groups (using the  $\chi^2$  value from the base model as the basis of comparison). If significant differences were detected in the beta and/or gamma paths, each path was tested individually to detect where the differences were. Significant differences indicate a moderator effect is present.

### 3.7 SUMMARY

In this chapter, the research framework was developed and the research questions were raised. Four propositions and twenty-one hypotheses were explained in some detail. Further, the research design, the particularities of the research instrument, the description of the survey population, the method of data collection, and the statistical methods that were employed to analyze the data were discussed. The results are presented in the next chapter.

# **CHAPTER IV**

## **RESULTS**

### **4.1 INTRODUCTION**

This chapter discusses the data analysis and hypothesis testing results. A profile of the respondents is given. Descriptions of the major variables in the study are discussed. The procedures for some of the validity checks are presented in some detail. The findings of the testing of the hypotheses are presented.

## 4.2 SAMPLING RESULTS

The sample population consisted of individuals who (1) reside in Southwest Virginia and who (2) have participated in leisure travel (or leisure travel combined with business travel) within the last year. A cover letter and survey questionnaire were mailed to two-thousand (2,000) travelers who met the aforementioned criteria (See APPENDIX A). A reminder postcard was sent out to those who had not responded after two weeks (Also in APPENDIX A).

The overall response rate was 47.69% (826 respondents) (See Table 4.1). Eleven (11) of the returned questionnaires were eliminated as the data were being coded because they were returned blank or only partially completed. After eliminating the unusable responses, eight hundred fifteen (815) responses were coded and used for data analysis.

One hundred forty-one (141) individuals who had received a copy of the survey questionnaire but who had not returned it were telephoned. Eighty-six (86) of these individuals were not available to participate in the survey (e.g., they were not at home, they had moved, they were deceased, and so forth). Three (3) individuals declined to participate. Fifty-two (52) of these individuals agreed to answer thirteen of the survey questions via telephone. These data were coded separately to be used to check for non-response bias.

<b>Table 4.1</b>		
<b>Response Rate</b>		
	Number	Percent (%)
Total target population	2000	100.00%
less undeliverable	<u>268</u>	<u>13.40%</u>
<b>Total survey population</b>	<b>1,732</b>	<b>86.60%</b>
Total survey population (from above)	1,732	100.00%
Total responses	826	47.69%
less unusable	<u>11</u>	<u>0.01%</u>
<b>Total usable responses</b>	<b>815</b>	<b>47.06%</b>
Description of unusable surveys:		
Returned without any completion	7	
Incomplete surveys	4	

A general overview of the respondents follows. For more specific details regarding the age, income, marital status, gender, or ethnic origin statistics of the respondents, please refer to the profile of the respondents shown in APPENDIX B.

## Profile of the Respondents

The demographic characteristics of age, income, marital status, gender, and ethnic origin were included in the study in an effort to provide a descriptive profile of the survey respondents. A discussion of the demographics of the respondents ensues.

### Age

The survey respondents were simply asked their age in an open-ended question and provided a blank in which to supply the answer. Most of the people who return the complete questionnaires are middle-aged or older with 34% between the ages of 35 and 55 and another 58.2% who are 55 or older. The mean age for the respondents is 56.55.

### Income

Respondents were asked to approximate their household income to the nearest \$10,000. More of the survey population left this question blank than any other question on the survey, with only 681 of the 815 respondents providing information regarding their annual income. Of those who did answer the question, only 4.1% reported incomes less than \$20,000, whereas 18.4% reported incomes in excess of \$100,000. Most of the reported incomes fell between \$20,000 to \$59,999, with 20.1% of the respondents reporting incomes

between \$20,000 and \$39,999 and 26.5% indicating they earned between \$40,000 and \$59,999. Eighteen percent (18%) of survey respondents signified they earned between \$60,000 and \$79,999 annually. Surprisingly for the Southwest Virginia, 30.90% of the respondents reported incomes in excess of \$80,000, with 12.5% declaring incomes between \$80,000 and \$99,999 and 18.4% asserting incomes in excess of \$100,000.

### Marital Status

Respondents were asked to provide information regarding their marital status by circling one of the following choices: "now married," "widowed," "divorced," "separated," or "never married." The vast majority of the individuals who completed the questionnaires is currently married (77.8%), followed by 8.7% who are widowed, 6.7% who have never been married, 5.9% who are divorced, and 0.9% who are currently separated.

### Gender

Survey respondents were asked to circle if they were male (M) or female (F). More than half of the survey respondents were men. Of the eight-hundred six individuals who provided gender information, 458 (56.8 %) were male, whereas 348 (43.2%) were female.

### Ethnic Origin

The designations of "white" and "black" were used to maintain consistency with the census categories so they could later be compared with the census information. All other census ethnic origin categories were grouped into the classification of "other" for the current study with a blank provided (following a "please specify" request) for the survey respondents to use to provide more detailed information. The vast majority of the survey participants were white (97.6%) with only 2% being African-American and 0.4% indicating they belonged to a race that was neither white nor African-American.

### Representativeness of the Data

The data were checked for consistency with the census information for Southwest Virginia to ensure representativeness. This study was designed to examine only the residents of Southwest Virginia who travel. Since not all residents of Southwest Virginia travel, some differences were anticipated. Therefore, the respondent demographics from the present study were compared with those of a similar study that was conducted in 1994 on residents of Southwest Virginia (Jurowski 1994). However, the 1994 tourism study was designed to measure the opinions of local residents to tourism, not to measure the opinions of the tourists, themselves. Therefore, again, dissimilarities may

be present since not all of the residents from the aforesaid region travel. The results of these tests are reported in APPENDIX E.

The only demographic variable that was consistent with both the census and the 1994 tourism study was that of "gender" (See Tables E.1 and E.2). This was true although the current study had a greater percentage of men than women as did the 1994 tourism study, whereas the census had a greater percentage of women than men. It is highly likely that the present study had more men than women because the list was limited to area travelers. It is typical for travel plans to be made in the man's name if both a female and male travelers are traveling together (e.g., a husband and a wife). Even so, the differences between the census data, the 1994 tourism study, and the current study showed no significant gender make-up differences. The age, marital status, and ethnic origin demographic characteristics *were not* significantly different from the 1994 tourism study, but *were* significantly different from the census data (Refer to Tables E.3, E.4, E.7, E.8, E.9, and E.10). It is important to recall that the present study is only concerned with residents of Southwest Virginia who travel and neither the census nor the tourism study of 1994 include only travelers -- both include all residents from Southwest Virginia whether they travel or not.

The income for the current study was significantly different from both the census and the 1994 tourism study data (See Tables E.5 and E.6). It is possible that the income information varies between the present study and the 1994

tourism study because the unit of analysis is different (as is true of the census data). The 1994 tourism study examined the attitudes of the *host community* (or area residents) toward tourism. Therefore, similarly to the census, the 1994 study polled the residents at large, not just those who travel as the present study does. As a general rule, those who travel tend to have more disposable income than those who do not, so this could be the reason for the dissimilarities in reported incomes.

Although some differences exist between the census population and the survey population, this should not present a major problem to the testing of the model since the survey is basically representative. However, the survey population does have higher incomes, in general, than the overall population. This actually may indicate representativeness rather than a nonconformity to the traveling population (which is the actual "population" for which this model was designed). This is so because the traveling public, in general, tends to have higher incomes than the non-traveling public.

#### Late and Non-response Bias Tests

The answers of the late respondents (those who sent in the surveys after the reminder postcard was mailed out) were compared with those of the early respondents (those who returned the completed survey before the postcard was mailed out) to test for late response bias. The results from those tests are

reported in APPENDIX C. Tables C.1, C.2, and C.3, and C.4 indicate that *no* significant differences exist between the early and late respondents.

Non-response bias was checked by asking selected survey questions of those who had received a survey but had not responded (See APPENDIX D for a list of the questions asked). One hundred forty-one (141) individuals who fit this criteria were telephoned. Eighty-six (86) of these individuals were not available to participate in the survey (e.g., they were not at home, they had moved, they were deceased, and so forth). Three (3) individuals declined to participate. Fifty-two (52) of these individuals agreed to answer thirteen of the survey questions via telephone. These data were coded separately to be used to check for non-response bias. Several demographic questions and selected questions from the survey were asked to inspect if the profiles and responses of the "non-respondents" differed significantly from those who responded.

The results of the tests are shown in APPENDIX D. The t-tests (i.e., parametric) and  $\chi^2$  tests (i.e., nonparametric) performed on these two groups indicated significant differences for some of the questions.

### 4.3 DESCRIPTIVE STATISTICS, SKEWNESS, AND KURTOSIS

Since all of the data had been keyed into SPSS by hand, before any tests were conducted using the data set, frequency distributions for each variable in the study were run and examined to ensure that the data were "clean" (e.g., no extra categories had been accidentally added, data had not accidentally been recorded as "40" instead of "4," missing cells had been treated as such by SPSS). As could be expected, a few keying errors were evident and the actual survey questionnaires corresponding with the survey coding number for the surveys that contained coding errors were pulled. The errors were corrected and frequencies were run a second time to ensure that all of the keying errors had been corrected. Next, measures of central tendency were run for each of the variables in the study. The mean scores and standard deviation in addition to the skewness and kurtosis of each of the variables in the study are shown in Table 4.2.

To assess the normality of the distribution of the data, the skewness and kurtosis of each variable were examined. The critical value for both of these measures of normality is drawn from a z distribution. The SPSS software package was used to generate the skewness and kurtosis values for each of the variables in the model. Therefore, for the calculated skewness and kurtosis values, zero assumes perfect normality in the data distribution (which is seldom

achieved),  $\pm 2.58$  indicates rejecting the normality assumption at the 0.01 probability level, and  $\pm 1.96$  signifies a 0.05 error level (Hair et al. 1998).

By applying the above criteria to the skewness values for each of the variables listed in Table 4.2, it is clear that only two variables fall outside the  $\pm 1.96$  range for skewness: "My travels to the vacation site were basically problem-free (e.g., the plane seats were as reserved, the train seats reclined properly, the bus driver did not get lost" (-2.12) and "I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents)" (-2.29). However, both of these fall well within the  $\pm 2.58$  range, therefore, it can be assumed that all of the variables for the study are reasonably free from skewness.

Another data characteristic that was considered is the kurtosis. That is, how observations "cluster around a central point" for a given standard distribution (Norušis 1990, p. 82). Distributions that are more peaked than normal are called "leptokurtic" whereas those that are flatter than normal are referred to as "platykurtic." Positive values for kurtosis show that a distribution has a higher than normal peak.

Looking again at Table 4.2, although none of the variables are platykurtic, several of the variables appear to be leptokurtic (or possess a higher than normal peak around certain standard deviations). The variables that possess leptokurtic values are listed below with their kurtosis values:

- I was satisfied with the quality of service provided by travel and tourism professionals (e.g., travel agents, ticket agents, hotel reservation clerks) while planning the trip (6.63)

This variable is leptokurtic, or has unusually high peaks around the "Agree" (entered as "4" for data analysis) and "Strongly Agree" (entered as "5" for data analysis) responses. The highest peak coheres to the "Agree" response whereas the second highest corresponds with the "Strongly Agree" answer. Having two variables that possess unusually high peaks could account for the high kurtosis value. It is important to remember that although the data peak more for the two variables at the high end of the scale, the data are *not* skewed, so this does *not indicate* that the data are significantly "top-heavy," in fact, the skewness test results show otherwise.

Although the data are for this variable possess a higher peak than the normal data at two points, the most commonly suggested remedy for skewness and/or kurtosis is increasing the sample size. Since the sample size for this study is quite large, it is likely that the leptokurtic shape of this response is simply an accurate reflection of the opinions of the respondents rather than a data design/collection flaw or a response bias.

Since most of the variables were normally distributed, it is unlikely that a response bias was the cause of the kurtosis of any single variable. Further, it is highly likely that the survey respondents were overall genuinely happy with the

quality of the service provided by travel and tourism professionals while planning the trip. In other words, the industry is doing an exceptionally good job overall serving the traveling public in this respect, which could easily explain the "nonnormal" distribution of the data for this variable. Regardless of the reason for the nonnormal kurtosis of this variable, as will be explained later in this section, the maximum likely (ML) estimates used in the analyses that follow are very robust against violations of kurtosis (and skewness) within reasonable ranges.

- Making travel and accommodation arrangements for this trip was basically problem-free (e.g., travel agents were knowledgeable, I was not put on hold for long periods of time) (6.12)

This variable reveals a leptokurtic distribution around the "Agree" and "Strongly Agree" choices. As with the previously discussed variable, the "Agree" response has the highest peak, closely followed by the peak of the "Strongly Agree" response. For the reasons discussed above, it is likely that the leptokurtic distribution of this variable simply means that the industry is also doing a good job overall helping the travelers make arrangements for their trips.

- The cost of the services provided by travel and tourism professionals in helping me with the travel logistics was reasonable and well worth it (5.92)

The leptokurtic distribution of this variable is also because of unusually high peaks at the "Agree" and "Strongly Agree" responses (with "Agree" having the tallest peak). This could simply reveal the accurate respondents' perceptions of the value received in regard to planning the trip.

- I was pleased with the quality of the services provided in transit to the vacation site (7.12)

The leptokurtic distribution of this variable also possesses high peaks around both the "Agree" and "Strongly Agree" answers. The "Agree" response is somewhat more peaked than the "Strongly Agree" response. As with the previously discussed variables, this could easily exhibit a sincere satisfaction with the service quality provided at the vacation site, which shows that the industry is doing a good job. The "Agree" response having a higher peak than the "Strongly Agree" response with this and the aforementioned variable could suggest that most of the respondents were satisfied with the services, and that several were so elated that they reported strong agreement with this statement.

- My travels to the vacation site were basically problem-free (e.g., the plane seats were as reserved, the train seats reclined properly, the bus driver did not get lost) (7.79)

The leptokurtic distribution for this variable is very similar to the others in that the "Agree" response has the highest peak and the "Strongly Agree" response has the next highest. As mentioned before, having two high peaks could account for the large kurtosis value. Although the "Agree" response is higher than the "Strongly Agree" response, they are relatively close in distribution for this variable. This reasonably shows that the travel/tourism industry is doing a good job getting its guests to their travel destinations.

- The cost of travel to the vacation site was reasonable and well worth it (6.82)

Upon examination of Table 4.2, a leptokurtic distribution is revealed for this variable. The data peaks are again highest for the "Agree" and "Strongly Agree" choices. The peak for the "Agree" choice is about one-third higher than the "Strongly Agree" choice in this instance. Again, this shows that the industry is doing an excellent job in providing value to its customers when traveling to the vacation site.

- Tourist services at the vacation site (e.g., regarding activities, tourist attractions, restaurants, hotels) were comprehensive and of high quality. These services made the trip a richer experience for me (3.18)

Although a leptokurtic distribution was detected for this variable (with a kurtosis value of 3.18), this "nonnormal" distribution is not far from the

"normal" range. An examination of the data indicates that the peaks are again at the "Agree" and "Strongly Agree" choices, with the "Agree" peak only being slightly higher than the "Strongly Agree" choice. A somewhat large peak is also present for the "Neither Agree nor Disagree" response in this variable. This implies that the industry is doing an acceptable job of providing tourist services at the vacation site to the survey respondents.

- Tourist services provided at the vacation site were basically problem-free (e.g., the hotel room reserved was available at check-in time, the food was acceptable) (4.97)

This variable shows a leptokurtic distribution, as well. Both the "Agree" and "Strongly Agree" selections have high peaks, however, the "Agree" response is nearly twice as tall as the "Strongly Agree" response in this instance. This suggests that the survey respondents have a very favorable opinion of the tourist services at the vacation site.

- The cost of tourist services at the vacation site was reasonable and well worth it (3.23)

This leptokurtic distribution has high peaks at three points (from highest to lowest): "Agree," "Neither Agree nor Disagree," and "Strongly Agree." Although this shows that the industry is doing better than average serving its traveling public, the kurtosis value for this variable was only slightly out of the

normal range, indicating an acceptable cost-value relationship for tourist services at the vacation site.

- I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents) (7.87)

The leptokurtic distribution for this variable exhibits very large peaks for both the "Agree" and "Strongly Agree" selections. The distributions for both of these responses were about equally high. This could be good news for the travel/tourism industry because it could signify that it is doing extremely well in providing satisfactory quality return trip services to its customers.

- My return travels were basically problem-free (e.g., the plane seats were comfortable, we returned on time) (4.61)

The high points for this leptokurtic distribution (in descending order) were: "Agree," "Neither Agree nor Disagree," and "Strongly Agree." The "Agree and "Neither Agree nor Disagree" responses were nearly even, whereas the "Strongly Agree" choice, although clearly taller than the "Disagree" and "Strongly Disagree" choices, was only about half as tall as the "Agree" and "Neither Agree nor Disagree" choices. This suggests that although the travelers were not necessarily ecstatic with the efficiency of the return trip services, they were basically satisfied, in general.

- The cost of travel home from the vacation site was reasonable and well worth it (6.41)

A closer look at this leptokurtic distribution revealed that the highest peak, by far, was created by those who "Agree" with this statement. In fact, the peak for that response was about four times taller than the next highest, "Strongly Agree," which also tended to peak somewhat above the rest. A slight peak was also present for "Neither Agree nor Disagree." This shows that the travelers basically thought they were receiving a fair price for their return trip, but were not necessarily overjoyed by it.

- In general, I was pleased with the quality of the travel and tourism services related to this vacation trip (4.96)

Since this is a general summary question related to the travelers' overall trip experience, it is not surprising that the distribution is leptokurtic as the other individual ones have been, as well. The tallest peak is for the "Agree" response, although the "Strongly Agree" response also possesses a fairly tall peak. The peak for the "Agree" answer is just over twice as tall as the peak for the "Strongly Agree" response. This could be interpreted to mean that most of the consumers of travel/tourism services polled in this study were overall

pleased with the quality of the services provided to them during all phases of their vacation trips.

- The travel and tourism services related to this vacation trip were basically problem-free (3.90)

The leptokurtic distribution for this variable is characterized by an unusually high peak at the "Agree" response, followed by another (about one third as tall) at the "Strongly Agree" response. This, too, is a summation question for the overall multi-phase trip experience, so this can be expected, considering the individual questions for the various phases demonstrated similar results. This easily could have been anticipated since this variable was designed to tap the satisfaction with the efficiency of the overall trip and similar results were reported for the indicators of the services for various aspects of the trip. This also shows that the consumers of travel/tourism services surveyed for this study were overall happy with the competence of the travel service providers.

- The cost of the travel and tourism services related to this vacation trip was reasonable and well worth it (3.62)

By far the tallest peak of the leptokurtic distribution for this variable centers around the "Agree" response. Approximately three-fourths its size, the "Strongly Agree" choice also has a high peak. The "Neither Agree nor

"Disagree" response is about twice as high as the next most popular response ("Disagree"), but only about one-fourth as high as the "Strongly Agree" answer. This again, indicates a relatively satisfied group of travel/tourism customers.

- On this trip, I felt *far away from the drudgery of work* (2.79)

Although leptokurtic, this distribution is only a couple of tenths of a point outside the normal kurtosis range. Perhaps, this is because two answers had about equally very high peaks. The "Agree" and "Strongly Agree" choices were both quite tall, with the "Neither Agree nor Disagree" being somewhat tall as well (only about one-fifth as tall as the other two aforesaid answers, but clearly taller than "Disagree" and "Strongly Disagree"). This could suggest that escaping from work is quite important to consumers of travel/tourism services.

- I needed to *get away from work and relax*. This trip helped me to rejuvenate (2.65)

This leptokurtic distribution is only *very slightly* above the acceptable limit. In fact, it is literally only a few hundredths of a point beyond the normal kurtosis value. The "Agree" and "Strongly Agree" peaks were higher than the others, with "Agree" being approximately one-third taller. The "Neither Agree nor Disagree" peak was also fairly large. This may provide further support that

escape from work is an essential part of the vacation experience for most consumers of travel/tourism services.

- On this trip, I managed to *do exciting things*. I experienced a lot of thrills. This experience has been enriching (2.65)

This *slightly* leptokurtic distribution, literally a few hundredths of a point from normal kurtosis is characterized by three high peaks. The tallest is the "Agree" response. About three-fourths its height is the "Strongly Agree" answer. The "Neither Agree nor Disagree" reply is about three-fourths as tall as the "Strongly Agree" choice. While this may suggest a high importance of arousal during the trip to the customer, since the kurtosis is small, it is likely that this information would not be pertinent in planning.

- I do things that are fulfilling when I'm off work (3.02)

This somewhat leptokurtic distribution is characterized by three tall peaks. The "Agree" and "Neither Agree nor Disagree" responses are roughly the same height, whereas, the "Strongly Agree" is taller than the remaining responses, but about one-fourth as tall as the previously mentioned two. The "Disagree" peak is about half as tall as the "Strongly Agree." So, this is nearly a normal distribution, except very few individuals "Strongly Disagree" with this

statement. Also, most people tended to "Agree" or "Neither Agree nor Disagree" with this statement, indicating that overall, most of the survey respondents were basically content with the way they spend their leisure time.

- I am generally happy with my job (2.66)

This distribution is *faintly* leptokurtic. That is, it is only a few hundredths of a point outside the normal range. Nonetheless, the data show that the "Agree" reply is much taller than all of the other responses. This indicates that most of the respondents are generally happy with their jobs.

**Table 4.2****Individual Items of the Constructs with Mean Scores and Standard Deviations**

(All items in table were measured with a 5-point Likert-type scale)

Variable	Mean	SD	Skewness	Kurtosis
<b>Satisfaction with travel/tourism services related to the pretrip</b>				
• I was satisfied with the quality of service provided by travel and tourism professionals (e.g., travel agents, ticket agents, hotel reservation clerks) while planning the trip.	4.26	0.60	-1.70	6.63
• Making travel and accommodation arrangements for this trip was basically problem-free (e.g., travel agents were knowledgeable, I was not put on hold for long periods of time).	4.24	0.62	-1.72	6.12
• The cost of the services provided by travel and tourism professionals in helping me with the travel logistics was reasonable and well worth it.	4.23	0.55	-1.40	5.92
<b>Satisfaction with travel/tourism services related to the en route trip</b>				
• I was pleased with the quality of the services provided in transit to the vacation site.	4.15	0.61	-1.82	7.12
• My travels to the vacation site were basically problem-free (e.g., the plane seats were as reserved, the train seats reclined properly, the bus driver did not get lost).	4.13	0.68	-2.12	7.79
• The cost of travel to the vacation site was reasonable and well worth it.	4.15	0.61	-1.71	6.82

<b>Satisfaction with travel/tourism services at the destination site</b>				
• Tourist services at the vacation site (e.g., regarding activities, tourist attractions, restaurants, hotels) were comprehensive and of high quality. These services made the trip a richer experience for me.	4.14	0.64	-1.09	3.18
• Tourist services provided at the vacation site were basically problem-free (e.g., the hotel room reserved was available at check-in time, the food was acceptable).	4.14	0.69	-1.61	4.97
• The cost of tourist services at the vacation site was reasonable and well worth it.	3.99	0.69	-1.17	3.23
<b>Satisfaction with travel/tourism services related to the return trip</b>				
• I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents).	4.34	0.60	-2.29	7.87
• My return travels were basically problem-free (e.g., the plane seats were comfortable, we returned on time).	3.98	0.73	-1.62	4.61
• The cost of travel home from the vacation site was reasonable and well worth it.	4.13	0.57	-1.54	6.41
<b>Satisfaction with travel/tourism services related to the trip in general</b>				
• In general, I was pleased with the quality of the travel and tourism services related to this vacation trip.	4.21	0.57	-1.24	4.96
• The travel and tourism services related to this vacation trip were basically problem-free.	4.10	0.67	-1.36	3.90
• The cost of the travel and tourism services related to this vacation trip was reasonable and well worth it.	4.10	0.65	-1.22	3.62
<b>Trip Reflections</b>				

• On this trip, I <i>felt free</i> to do the kinds of things I can't do at home.	4.02	0.76	-0.70	0.84
• On this trip, I <i>felt free</i> from the controls of other people. I felt in control of my movements and actions.	3.90	0.85	-0.78	0.73
• On this trip, I <i>felt free</i> from the pressures of life.	4.06	0.81	-0.86	0.95
• On this trip, I <i>felt far away from the drudgery of work</i> .	4.26	0.71	-1.25	2.79
• I needed to <i>get away from work and relax</i> . This trip helped me to rejuvenate.	4.14	0.75	-1.25	2.65
• I was feeling overworked and emotionally exhausted. This trip helped me <i>to get away from the stresses and strains of work</i> .	3.80	0.86	-0.73	0.90
• On this trip, I became <i>emotionally involved and engaged</i> with people and things. This experience was very pleasant for me.	3.84	0.82	-0.65	0.69
• This trip allowed me to <i>get close</i> to my spouse, children, relatives, and/or friends. It was very much worthwhile.	4.15	0.73	-0.99	1.97
• On this trip, I was able to <i>re-establish a dwindling relationship</i> with people for whom I care a lot.	3.33	0.81	-0.26	1.15
• On this trip, I managed to <i>do exciting things</i> . I experienced a lot of thrills. This experience has been enriching.	4.14	0.75	-1.25	2.65
• On this trip, I established friendships with one or more new people. This was <i>exciting</i> . I needed to make some new friends.	3.33	0.90	-0.29	-0.32
• On this trip, I got involved with an exciting activity. I <i>felt alive</i> .	3.54	0.78	-0.35	0.18

<ul style="list-style-type: none"> <li>On this trip, I was able to pursue a passionate interest. This experience was <i>thrilling</i>.</li> </ul>	3.39	0.83	-0.24	0.20
<ul style="list-style-type: none"> <li>On this trip, I had a chance to <i>master</i> a hobby or sport. I had wanted to do this for a long time but never had the chance.</li> </ul>	2.68	0.56	0.48	1.95
<ul style="list-style-type: none"> <li>On this trip, I was able to <i>sharpen my skills</i> on a passionate hobby or sport. This was very rewarding to me.</li> </ul>	2.90	0.67	0.14	0.90
<ul style="list-style-type: none"> <li>On this trip, I felt <i>spontaneous</i>. This experience has enriched me in ways I never expected.</li> </ul>	3.33	0.72	-0.18	0.29
<ul style="list-style-type: none"> <li>One cannot afford to be spontaneous in everyday life. But one needs to be spontaneous once in a while. This trip allowed me to do just that – <i>be spontaneous</i>.</li> </ul>	3.33	0.83	-0.36	0.20
<ul style="list-style-type: none"> <li>On this trip, I enjoyed getting to do things on the "<i>spur-of-the-moment</i>."</li> </ul>	3.72	0.71	-0.69	0.54
<b>Satisfaction with the General Trip Experience</b>				
<ul style="list-style-type: none"> <li>All in all, I feel that this trip has <i>enriched my life</i>. I am really glad I went on this trip.</li> </ul>	4.23	0.47	-0.90	1.81
<ul style="list-style-type: none"> <li>On this trip, I <i>accomplished the purpose of the vacation</i>. This experience has enriched me in some ways.</li> </ul>	4.23	0.41	-0.72	1.71
<ul style="list-style-type: none"> <li>This trip was <i>rewarding</i> to me in many ways. I feel much better about things and myself after this trip.</li> </ul>	3.93	0.64	-0.41	0.13

<b>Satisfaction with Leisure Experiences at Home</b>				
• I do things that are fulfilling when I'm off work.	3.87	0.42	-1.07	3.02
• Lately, I have been feeling very good about the way I spend my leisure time after work.	3.53	0.58	-0.46	0.81
• Leisure time after work is very important to me.	4.18	0.31	-0.70	2.37
<b>Satisfaction with Leisure Experiences at Large</b>				
• Recently, I have been spending quality leisure time in general (e.g., going on vacations, relaxing around the house, enjoying a hobby).	3.79	0.80	-0.91	0.74
• I am the kind of person who knows how to enjoy leisure time anytime and anywhere.	3.88	0.68	-0.73	0.55
• I am generally happy with the quality of my leisure time.	3.92	0.64	-1.00	1.36
<b>Satisfaction with Non-leisure Life Domains</b>				
• I am generally happy with my job.	3.91	0.47	-1.10	2.66
• I am generally happy with my family situation.	4.16	0.67	-1.33	2.35
• I am generally happy with my personal health.	3.99	0.70	-1.10	1.47
• I am generally happy with the relationships I have with people such as relatives, friends, and neighbors.	4.19	0.40	-0.71	1.67
• I am generally happy with my community and neighborhood.	4.11	0.50	-1.03	2.38
• I am generally happy with my standard of living and financial situation.	4.10	0.60	-1.17	2.24

<b>Satisfaction with Life in General</b>				
• I am generally happy with my life.	4.30	0.64	-0.88	2.05
• Although I have my ups and downs, in general, I feel good about my life.	4.30	0.61	-0.74	1.97
• I lead a meaningful and fulfilling life.	4.21	0.73	-0.89	1.20

The data for the study were normal in regard to skewness. And, although some variables possessed nonnormal kurtosis, it is not unusual for a study this size to contain variables that are not perfectly normal. In fact, the vast majority of data collected in the behavioral and social sciences do not follow univariate normal distributions, much less multivariate normal distributions (Micceri 1989). One of the reasons suggested for this is because many times the scales used by researchers are "dichotomous or ordered categories" rather than truly continuous (West, Finch, and Curran 1995, p. 57). This is true of the present study, in that the respondents reply to questions based on a 5-point Likert-type scale (i.e., "Strongly Agree," "Agree," "Neither Agree nor Disagree," "Disagree," "Strongly Disagree.") which contributes to the probability of nonnormal data. A close examination of the variables that fall outside the normal kurtosis range for the present study suggests that the tourism industry is doing an above normal job in serving its traveling public.

While it is true that maximum likelihood (ML) estimation procedures utilized by LISREL assume that the variables are distributed multivariate normally, notwithstanding, it has been proven in practice that the ML estimates are highly robust against violations of both kurtosis and skewness within reasonable ranges. The parameter estimates are generally not affected by either, however, the  $\chi^2$  goodness of fit statistic is generally inflated in the presence of nonnormality (Curran et al. 1996). However, since the sample size is large for this study, the  $\chi^2$  statistic is not being used as an estimate for model fit, therefore, that concern is moot.

The other influence on estimates created by nonnormality is the estimated standard errors. However, unless the estimates are extremely significant, adjusting the standard errors in various ways does not influence the conclusions (Bollen 1989a). Very few ways for eliminating this problem exist. One such method is adjusting the manifest variables by data manipulation (i.e., log transformations), which is not recommended and is not used in practice by serious researchers (West, Finch, and Curran 1995). Another method is by estimating the standard errors by a "bootstrap" technique, which has been shown to only work once in a while (Yung and Bentler 1996). The remaining technique deals with distribution-free estimation procedures (i.e., WLS in LISREL). But, many problems have also been reported for using this method, and it is not usually recommended (Bollen 1989a).

The most widely recommended method in the absence of "severe" nonnormality is to use the ML estimates, relying on the robustness of these measures. Except in extreme cases of skewness and kurtosis, these measures have proven to be the most reliable and most widely used (Bollen 1989a; Curran et al. 1996).

#### 4.4 VALIDITY AND RELIABILITY TESTS

Validity refers to the accuracy of a measurement, or how well the measurement taps what it is designed to measure (Rosenthal and Rosnow 1984). Reliability deals with how consistently similar measures will produce similar results (Rosenthal and Rosnow 1984). Several validity and reliability checks were done in this study. For instance, face validity (how well the measurement appears to measure what it should, which is frequently based on expert opinion) was assessed for the measurement instrument by allowing several professors well-versed in quality of life and/or tourism research studies to examine it and provide feedback for revisions.

Several pretests of the instrument were also useful in establishing validity. For example, a pretest of the survey instrument was given to several graduate students majoring in hospitality/tourism management to solicit feedback as well as to check for the readability of the questions and estimated

time to complete the survey questionnaire. Additionally, a formal pretest of the instrument was conducted by sending it to 2,700 graduate students and faculty at a large university in the Southeast (373 were returned completed and useable).

Confirmatory factor analysis (CFA) was used to check for the internal consistency of the constructs in the hypothesized model. Cronbach's reliability alpha was used to assess construct validity for the personality-type moderator. Also, individual item correlations were checked by examining those on the output files generated from the LISREL software program.

The instrument was tested for predictive validity (if the measure predicted another measure as was anticipated) by testing the fit of the data to the proposed model. Overall, predictive validity was achieved (see Neal, Sirgy, and Uysal 1999 for details). The suggestions made by the university sampling population were considered for further refinement of the measurement instrument. Additional validity and reliability checks are discussed below.

### Discriminant Validity

Discriminant validity addresses the concept that "dissimilar constructs should differ" (Burns and Bush 1995, p. 275). To apply this concept to the study at hand, this means that the indicators used to measure the different constructs in the proposed model should yield different results. To ensure that the constructs are

not measuring the same concept or ideas, the discriminant validity was assessed for each construct by examining the constructs in sets of two. For instance, satisfaction with travel/tourism services was tested against satisfaction with trip experiences (to establish these two constructs were not measuring the same thing). Separately, satisfaction with travel/tourism services was tested against satisfaction with leisure life, and so forth until every possible pair of constructs was tested.

The discriminant validity tests were performed by constraining the estimated correlation parameter between each pair of constructs to 1.0. The  $\chi^2$  value was generated for the constrained model (i.e., the "fixed" model) where the correlation parameter was set to 1.0, indicating that the correlation between the two constructs is perfect, that is, they are measuring exactly the same thing. Similarly, the  $\chi^2$  value was generated for the unconstrained model (i.e., the "free" model) where the correlation parameter was not manipulated, but rather, the actual correlation value was calculated. A  $\chi^2$  difference test was performed on the two models. A significantly lower  $\chi^2$  value for the "free" model demonstrates that discriminant validity has been achieved (Bagozzi and Phillips 1982) (Also see Bagozzi, Yi, and Phillips 1991). Table 4.3 indicates that all of the constructs possess discriminant validity.

A closer examination of the table reveals that many of the model's constructs are correlated. Correlation coefficients range between +1 and -1. Most experts

consider correlation coefficients between +1 and +0.8 or between -1 and -0.8 to be "highly correlated," between +0.8 and +0.6 or between -0.8 and -0.6 to be "moderately correlated," between +0.6 and +0.4 or between -0.6 and -0.4 to have a "weak" correlation, between +0.2 and +0.4 or between -0.2 and -0.4 to possess "very weak" or "low" correlation, and between +0.2 and -0.2 to exhibit "little" or "no" correlation (Burns and Bush 1995).

Most of the relationships in the postulated model show promise that they are correlated (having already established statistical significance). For instance, the correlation between satisfaction with travel/tourism services and satisfaction with the service aspects of tourism phases (i.e., 1-5) falls in the "moderately correlated" category (0.68) whereas the correlations between satisfaction with life in general and satisfaction with leisure life (i.e., 3-4) and satisfaction with travel/tourism services and satisfaction with travel/tourism experiences (i.e., 1-2) show some correlation, with coefficients of 0.51 and 0.52, respectively. It is important to keep in mind that as the discriminant validity tests are being conducted, the indirect and direct paths are not defined, but rather the relationships are being examined two by two, so the correlations of the relationships during the discriminant validity testing will most probably differ greatly from the correlations generated from the run of the actual model. Nonetheless, having some indication of correlation at this level is a good sign that relationships do exist between the model's variables, although all possess discriminant validity.

**Table 4.3**  
**Results of Discriminant Validity Tests**

	Correlation value	$\chi^2$ w/ Corr. Fixed	d.f.	$\chi^2$ w/ Corr. Free	d.f.	Change in $\chi^2$	Change in d.f.	Sig. Level
1-2	0.52	525.71	9	60.92	8	464.79	1	0.00
1-3	0.48	659.02	9	28.58	8	630.44	1	0.00
1-4	0.51	288.05	9	32.80	8	255.25	1	0.00
1-5	0.68	489.97	13	53.60	12	436.37	1	0.00
1-6	0.21	1067.84	27	146.16	26	921.68	1	0.00
1-7	0.17	100.18	9	9.95	8	90.23	1	0.00
1-8	0.06	1249.74	27	279.17	26	970.57	1	0.00
2-3	0.37	605.76	9	54.03	8	551.73	1	0.00
2-4	0.90	476.91	9	288.79	8	188.12	1	0.00
2-5	0.60	599.53	13	212.09	12	387.44	1	0.00
2-6	0.23	819.74	27	168.80	26	650.94	1	0.00
2-7	0.17	114.20	9	20.28	8	93.92	1	0.00
2-8	0.09	1000.44	27	296.88	26	703.56	1	0.00
3-4	0.51	247.96	9	16.54	8	231.42	1	0.00
3-5	0.67	552.78	13	149.68	12	403.10	1	0.00
3-6	0.31	952.83	27	164.76	26	788.07	1	0.00
3-7	0.25	99.15	9	19.13	8	80.02	1	0.00
3-8	0.20	1171.39	27	326.21	26	845.18	1	0.00
4-5	0.69	697.26	13	235.27	12	461.99	1	0.00
4-6	0.26	458.74	27	154.01	26	304.73	1	0.00
4-7	0.28	99.06	9	12.34	8	86.72	1	0.00
4-8	0.16	618.12	27	294.00	26	324.12	1	0.00
5-6	0.32	1354.96	34	322.73	33	1032.23	1	0.00
5-7	0.23	170.92	13	88.33	12	82.59	1	0.00
5-8	0.15	1611.08	34	392.35	33	1218.73	1	0.00
6-7	0.69	288.01	27	259.96	26	28.05	1	0.00
6-8	0.37	1249.58	54	571.22	53	678.36	1	0.00
7-8	0.60	396.23	27	362.07	26	34.16	1	0.00

NOTE: Corr = Correlation; 1=satisfaction with travel/tourism services; 2=satisfaction with travel/tourism experiences; 3=satisfaction with leisure life; 4=satisfaction with life in general; 5=satisfaction with the service aspects of travel/tourism phases; 6= trip reflections; 7=satisfaction with leisure experiences at home; 8=satisfaction with nonleisure life domains (e.g., family, job, health).

## Confirmatory Factor Analysis

Frequently in the social and behavioral sciences, researchers need to study variables that cannot be directly observed. These theoretical variables are known as “latent variables.” For instance, self-congruity and self-concept are areas of interest to marketing researchers, but these phenomena cannot be measured directly. Rather, these “latent variables” are often measured by the researcher associating the underlying self-concept to something that can be directly observed or reported, or frequently by utilizing self-reported measures. In the project at hand, the latent variables that need to be examined deal with various forms of felt consumer satisfaction that have the propensity to generate long-term satisfaction (i.e., overall life satisfaction). This was done by asking travelers to “self-report” responses to questions designed to tap these unobservable feelings.

One of the most traditional methods for examining the relationships that exist between observed and latent variables is by using factor analysis (Byrne 1998). Two common types of factor analysis are exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Exploratory factor analysis is generally the method of choice when the relationships between the observed and latent variables are unknown (Byrne 1998). Once the links between the variables are discovered, often this step is followed by confirmatory factor analysis. In the present study, the model being tested was developed based on a strong theoretical foundation, the relationships have been hypothesized, and the model has been

pretested with considerable success (Neal, Sirgy, and Uysal 1999), therefore it was not necessary to do an exploratory factor analysis prior to confirmatory factor analysis.

Based on the previous development and testing of the proposed model, confirmatory factor analysis was deemed appropriate for this study. The confirmatory factor analysis is useful in establishing how the observed variables and the latent variables are related (Long 1983; Bollen 1989a). That is, how well the underlying latent constructs relate to the observed variables. This is done by testing the strength of the regression paths from the factors to the factor loadings (also known as the “structure coefficients”) (Thompson and Daniel 1996). The *composite* reliability generated from LISREL estimates is often used as a reliability estimate for the observed variables (or “factors”) (Bollen 1989a; Mueller 1996) whereas the completely standardized loadings are often used as reliability estimates for the latent variables (or “indicators”). The measurement scales were generated and examined for the indicators and subconstructs of larger constructs which were represented by composite scores later on in the study.

The first of many steps in the confirmatory factor analysis for this study was done by examining the “Satisfaction with the Service Aspects of Travel/Tourism Phases” construct and its underlying subconstructs and indicators. This was done by assigning the three indicators (i.e., survey questions) designed to measure each of the four factors (i.e., satisfaction with pretrip services, satisfaction with en route

services, satisfaction with destination services, and return trip services) associated with this construct to their respective factor. Then, a LISREL analysis was performed to generate the completely standardized coefficients (i.e., both the latent and observed variables are standardized), the indicator reliabilities (i.e., the squared multiple correlations for X-variables), and the error variances for each indicator. The *composite* indicator reliabilities were calculated using the formula recommended by Fornell and Larcker (1981).

Table 4.4 shows the measurement scale properties for satisfaction with the service aspects of travel/tourism phases using all three of the indicators from the questionnaire intended to measure each subconstruct (i.e., pretrip, en route, destination, and return trip). The primary concern at this stage is to make certain that the indicators relate to the factors they are presumed to measure. The *composite* indicator reliabilities for the satisfaction with pretrip services, satisfaction with en route services, satisfaction with services at the destination, and satisfaction with return trip services were 0.84, 0.76, 0.83, and 0.54, respectively.

All of the composite scores indicate strong internal consistency (that is, 0.60 or greater) with the indicators “belonging with” the factor to which they were assigned, with the exception of “satisfaction with return trip services.” Closer scrutinization of this subconstruct revealed that the first indicator (“I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents)”) had an

unacceptable loading (at least 0.30 is recommended) (Mueller 1996) and indicator reliability for that subconstruct, therefore it was dropped from the study.

<b>Table 4.4</b> <b>Measurement Scale Properties for Satisfaction with the Service Aspects of</b> <b>Travel/Tourism Phases</b> <b>with all indicators present (N=815)</b>			
<b>Subconstructs and Indicators</b>	Completely Standardized Loadings	Indicator Reliability	Error Variance
<b>Satisfaction with Pretrip Services</b>		<b>0.84*</b>	<b>0.16<sup>†</sup></b>
• Satisfaction with quality of the service	0.85	0.73	0.27
• Satisfaction with efficiency	0.83	0.70	0.30
• Satisfaction with the cost	0.68	0.47	0.53
<b>Satisfaction with En Route Services</b>		<b>0.76*</b>	<b>0.24<sup>†</sup></b>
• Satisfaction with quality of the service	0.69	0.47	0.53
• Satisfaction with efficiency	0.63	0.40	0.60
• Satisfaction with the cost	0.82	0.66	0.34
<b>Satisfaction at the Destination</b>		<b>0.83*</b>	<b>0.17<sup>†</sup></b>
• Satisfaction with quality of the service	0.83	0.69	0.31
• Satisfaction with efficiency	0.75	0.57	0.43
• Satisfaction with the cost	0.76	0.58	0.42
<b>Satisfaction with Return Trip Services</b>		<b>0.54*</b>	<b>0.46<sup>†</sup></b>
• Satisfaction with quality of the service	0.10	0.01	0.99
• Satisfaction with efficiency	0.67	0.44	0.56
• Satisfaction with the cost	0.91	0.82	0.18

NOTE: \* indicates the composite reliability of each subconstruct; <sup>†</sup> indicates composite error variance for each construct

After the previously mentioned indicator (i.e., “I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents)”) was removed, a new measurement scale properties table was generated for the “Satisfaction with the Service Aspects of Travel/Tourism Phases” construct. The results are shown in Table 4.5. Eliminating that question from the study improved the composite indicator reliability for the “Satisfaction with Return Trip Services” subconstruct to 0.72, which is well above the acceptable level.

**Table 4.5**  
**Measurement Scale Properties for Satisfaction with the Service Aspects of**  
**Travel/Tourism Phases**  
**with one indicator removed (N=815)**

Subconstructs and Indicators	Completely Standardized Loadings	Indicator Reliability	Error Variance
<b>Satisfaction with Pretrip Services</b>		<b>0.85*</b>	<b>0.15<sup>†</sup></b>
• Satisfaction with quality of the service	0.85	0.73	0.27
• Satisfaction with efficiency	0.84	0.70	0.30
• Satisfaction with the cost	0.68	0.46	0.54
<b>Satisfaction with En Route Services</b>		<b>0.79*</b>	<b>0.21<sup>†</sup></b>
• Satisfaction with quality of the service	0.80	0.65	0.35
• Satisfaction with efficiency	0.78	0.62	0.38
• Satisfaction with the cost	0.64	0.41	0.59
<b>Satisfaction at the Destination</b>		<b>0.83*</b>	<b>0.17<sup>†</sup></b>
• Satisfaction with quality of the service	0.83	0.69	0.31
• Satisfaction with efficiency	0.76	0.57	0.43
• Satisfaction with the cost	0.76	0.58	0.42
<b>Satisfaction with Return Trip Services</b>		<b>0.72*</b>	<b>0.28<sup>†</sup></b>
• Satisfaction with quality of the service	This indicator was removed from the study		
• Satisfaction with efficiency	0.69	0.48	0.52
• Satisfaction with the cost	0.81	0.65	0.35

NOTE: \* indicates the composite reliability of each subconstruct; <sup>†</sup> indicates composite error variance for each construct.

The internal reliability was checked independently for the “Trip Reflections” construct by performing a confirmatory factor analysis using the LISREL software program. This was done by assigning the three indicators (i.e., survey questions) for each subconstruct (i.e., perceived freedom from control,

perceived freedom from work, involvement, arousal, mastery, and spontaneity) to the subconstruct they were suggested to measure. The measurement scale properties generated from this analysis are shown in Table 4.6. The *composite* indicator reliabilities for the “perceived freedom from control,” “perceived freedom from work,” “involvement,” “arousal,” “mastery,” and “spontaneity” subconstructs were 0.87, 0.63, 0.80, 0.62, 0.61, and 0.80, respectively. These values show that good internal reliability exists for all of the subconstructs. That is, they all exceed the recommended composite reliability of 0.60. A closer examination of the completely standardized loadings for each indicator discloses that all load well on their corresponding factors. Therefore, all of these indicators were retained for use in the study.

**Table 4.6**  
**Measurement Scale Properties for Trip Reflections (N=815)**

<b>Subconstructs and Indicators</b>	<b>Completely Standardized Loadings</b>	<b>Indicator Reliability</b>	<b>Error Variance</b>
<b>Perceived Freedom from Control</b>		<b>0.87*</b>	<b>0.13<sup>†</sup></b>
• Feeling free to do things I can't do at home	0.94	0.88	0.12
• Feeling free from the controls of others	0.84	0.70	0.30
• Feeling free from the pressures of life	0.72	0.51	0.49
<b>Perceived Freedom from Work</b>		<b>0.63*</b>	<b>0.37<sup>†</sup></b>
• Feeling far away from the drudgery of work	0.55	0.30	0.70
• Being able to get away and relax	0.53	0.28	0.72
• Getting away from stresses and strains of work	0.73	0.53	0.47
<b>Involvement</b>		<b>0.80*</b>	<b>0.20<sup>†</sup></b>
• Becoming emotionally involved with people and things	0.71	0.51	0.49
• Getting close to spouse, friends, etc.	0.84	0.70	0.30
• Re-establishing a dwindling relationship	0.71	0.50	0.50
<b>Arousal</b>		<b>0.62*</b>	<b>0.38<sup>†</sup></b>
• Doing exciting things	0.67	0.45	0.55
• Establishing friendships with new people	0.62	0.38	0.62
• Getting involved with an exciting activity	0.48	0.23	0.77
<b>Mastery</b>		<b>0.61*</b>	<b>0.39<sup>†</sup></b>
• Pursuing a passionate interest	0.57	0.32	0.68
• Mastering a hobby or sport	0.65	0.42	0.58
• Sharpening skills on passionate hobby or sport	0.53	0.28	0.72
<b>Spontaneity</b>		<b>0.80*</b>	<b>0.20<sup>†</sup></b>
• Being enriched from feeling spontaneous	0.59	0.34	0.66
• Getting to be spontaneous, for a change	0.85	0.73	0.27
• Doing things on the "spur-of-the moment"	0.82	0.67	0.33

NOTE: \* indicates the composite reliability of each subconstruct; <sup>†</sup>indicates composite error variance for each construct.

After the preliminary confirmatory analysis was completed and the indicator that did not load well on its associated factor was eliminated, composite scores were generated for each of the subconstructs under the “satisfaction with service aspects of travel/tourism phases” and “trip reflections” constructs using the SPSS software package. These composite scores were used as indicator scores, thus making it possible to treat the “subconstructs” as indicators for the remainder of the study. Then, LISREL analysis was run for the measurement model (using all indicators and constructs of the proposed model). The results of the confirmatory factor analysis generated from the run of measurement model are shown in Table 4.7.

The *composite* indicator reliabilities for “satisfaction with service aspects of travel/tourism phases,” “trip reflections,” “satisfaction with leisure experiences at home,” “satisfaction with nonleisure life domains,” “satisfaction with travel/tourism services,” “satisfaction with travel/tourism experiences,” “satisfaction with leisure life,” and “satisfaction with life in general were 0.72, 0.77, 0.74, 0.80, 0.87, 0.86, 0.82, 0.90, respectively. This indicates a strong internal consistency for all of the constructs. That is, the indicators anticipated to measure a specified construct all “hang together” well. Additionally, the completely standardized loadings are all within the desired range, therefore signifying that each of the indicators loads well on the factor (i.e., construct) it is

presumed to measure. Consequently, it was unnecessary to delete any additional indicators from the study.

<b>Table 4.7</b>			
<b>Measurement Scale Properties for the Model Constructs and Indicators (N=815)</b>			
<b>Constructs and Indicators</b>	<b>Completely Standardized Loadings</b>	<b>Indicator Reliability</b>	<b>Error Variance</b>
<b>Satisfaction with service aspects of travel/tourism phases</b>		<b>0.72*</b>	<b>0.28<sup>†</sup></b>
• Satisfaction with Pretrip Services	0.66	0.43	0.57
• Satisfaction with en route services	0.57	0.32	0.67
• Satisfaction with destination services	0.65	0.42	0.58
• Satisfaction with return trip services	0.61	0.37	0.63
<b>Trip Reflections</b>		<b>0.77*</b>	<b>0.23<sup>†</sup></b>
• Perceived freedom from control	0.72	0.52	0.48
• Perceived freedom from work	0.63	0.40	0.60
• Involvement	0.61	0.38	0.62
• Arousal	0.46	0.21	0.79
• Mastery	0.49	0.24	0.76
• Spontaneity	0.67	0.45	0.55
<b>Satisfaction with Leisure Experiences at Home</b>		<b>0.74*</b>	<b>0.26<sup>†</sup></b>
• Doing fulfilling things when off work	0.75	0.56	0.44
• Feeling good about the way leisure time is spent after work	0.83	0.70	0.30
• Being happy with quality of leisure time after work	0.44	0.19	0.81
<b>Satisfaction with nonleisure life domains</b>		<b>0.80*</b>	<b>0.20<sup>†</sup></b>
• Satisfaction with job	0.42	0.17	0.83
• Satisfaction with family situation	0.64	0.41	0.59
• Satisfaction with personal health	0.61	0.37	0.63
• Satisfaction with relationships	0.74	0.55	0.45
• Satisfaction with community and neighborhood	0.65	0.43	0.57

• Satisfaction with standard of living and financial situation	0.70	0.49	0.51
<b>Satisfaction with travel/tourism services</b>		<b>0.87*</b>	<b>0.13<sup>†</sup></b>
• Satisfaction with the quality of travel/tourism services	0.90	0.81	0.19
• Satisfaction with the efficiency of the service providers	0.85	0.72	0.28
• Satisfaction with the cost of the travel/tourism services	0.75	0.57	0.43
<b>Satisfaction with travel/tourism experiences</b>		<b>0.86*</b>	<b>0.14<sup>†</sup></b>
• The ability of the trip to enrich the traveler's life	0.85	0.71	0.29
• Accomplishing the purpose of the trip	0.85	0.72	0.28
• Finding the trip to be rewarding	0.75	0.56	0.44
<b>Satisfaction with Leisure Life</b>		<b>0.82*</b>	<b>0.18<sup>†</sup></b>
• Spending quality leisure time	0.71	0.51	0.49
• Enjoying leisure time	0.72	0.51	0.49
• Being happy with quality of leisure time	0.90	0.80	0.20
<b>Satisfaction with Life in General</b>		<b>0.90*</b>	<b>0.10<sup>†</sup></b>
• Being generally happy with life	0.91	0.83	0.17
• Feeling good about my life	0.85	0.73	0.27
• Leading a meaningful and fulfilling life	0.85	0.72	0.28

NOTE: \* indicates the composite validity of each construct; <sup>†</sup> indicates composite error variance for each construct.

The items in the measurement instrument had been derived from a careful study of the QOL, leisure, and tourism literature, and had shown very good overall signs of internal consistency during the pretesting of the instrument (see Neal, Sirgy, and Uysal 1999 for details). The few questions which had not shown strong internal reliability scores in the abovementioned study were strengthened, as was mentioned earlier. Therefore, as expected only one item of

the indicators for one of the constructs needed to be removed from the study. All of the others showed strong evidence that they were reliable measures (i.e., they were 0.60 or greater) and that the indicators loaded on the factors they were designed to measure (0.30 or better). The composite reliability scores and indicator loadings for the variables used in the study are shown in Table 4.8.

<b>Table 4.8</b> <b>Descriptive Statistics and Reliabilities for Variables of Study</b>			
<b>Constructs and Indicators</b>	<b>Mean Score</b>	<b>SD</b>	<b>Composite Reliabilities and Loadings*</b>
<b>Aspects of travel/tourism phases</b>			<b>0.72</b>
• Pretrip services	4.24	0.51	0.66
• En route services	4.14	0.53	0.57
• Destination services	4.09	0.59	0.65
• Return trip services**	2.70	0.39	0.61
<b>Trip reflections</b>			<b>0.77</b>
• Perceived freedom from control	4.09	0.71	0.72
• Perceived freedom from work	4.06	0.65	0.63
• Involvement	3.77	0.59	0.61
• Arousal	2.53	0.69	0.46
• Mastery	2.99	0.69	0.49
• Spontaneity	3.46	0.74	0.67
<b>Leisure experiences at home</b>	3.86	0.53	<b>0.72</b>
<b>Nonleisure life domains</b>	4.08	0.58	<b>0.80</b>
<b>Travel/tourism trip services</b>	4.15	0.51	<b>0.87</b>
<b>Travel/tourism trip experience</b>	4.13	0.56	<b>0.86</b>
<b>Leisure life</b>	3.88	0.78	<b>0.82</b>
<b>Life in general</b>	4.26	0.62	<b>0.90</b>

NOTE: At least three items were used to measure each construct and items were measured using a Likert-type scale ranging from 1 being "strongly disagree" to 5 being "strongly agree." \*=completely standardized; \*\* these numbers were recorded AFTER one of the indicators, which did not correlate highly with the others, for this subconstruct was eliminated.

### Convergent Validity

Convergent validity is the “overlap between alternative measures that are intended to tap the same construct but that have different sources of irrelevant,

undesired variation” (Judd, Smith, and Kidder 1991). In other words, in the present study often three indicators were designed to measure the same construct, so they should share a good deal of variance (or should overlap). However, too much overlap could indicate that discriminant validity is violated. Since the evidence presented earlier indicates that discriminant validity has been achieved in this study, this is not a concern at this point.

For structural equation modeling studies, examining the standardized confirmatory factor analysis (CFA) parameter estimates is one method often used for estimating convergent validity (Marsh and Grayson 1995). Statistically significant large trait factor loadings indicate convergent validity. That is, if the values in the off-diagonal are large, convergent validity is achieved.

In the current study, *all* of the factor loadings were significant at the 0.05 level (i.e., each had a t-value larger than +1.96). In fact, the smallest t-value was 9.51 (the largest was 33.57), so none of the significance levels even came close to the border. Therefore, convergent validity was achieved for the variables in this study (i.e., the questions designed to tap the same construct all “converge” together in every instance).

#### 4.5 TESTING THE MODEL AND HYPOTHESES

The primary purpose of this study is to examine the effect specific aspects of leisure travel have on the traveler's QOL. More specifically, the intention is to investigate 1) if satisfaction with life in general is affected by leisure life and/or satisfaction with nonleisure life domains (e.g., family, job, health, community, financial situation), 2) if satisfaction with leisure life is affected by satisfaction with travel/tourism experiences and/or satisfaction with leisure experiences at home, 3) if satisfaction with travel/tourism experiences is affected by trip reflections (e.g., perceived freedom from work, involvement, arousal, mastery, spontaneity) and/or satisfaction with travel/tourism services, and 4) if satisfaction with travel/tourism services is affected by satisfaction with the services aspects of the travel/tourism phases (e.g., pretrip services, en route services, destination services, return trip services).

Additionally, the study strives to ascertain if the degree of satisfaction in the relationships described above vary for different "travel personality types" (e.g., allocentrics vs. psychocentrics), the type of trip, and/or length of stay.

Earlier chapters have described and explained the logic behind the basic theoretical model and twenty-one hypotheses guiding the current study. Structural equation modeling (i.e., LISREL VIII) was used to test the "goodness of fit" of the basic model.

LISREL analyses of the proposed model

Since the first proposition and the first four hypotheses are devised to deal with the proposed structural model (refer to Figure 1.2), structural equation modeling (using LISREL) was performed to test hypotheses one through four.

The results of the run of the data indicated that the proposed model was good. The  $\chi^2$  statistic obtained for the model was 1066.74 ( $df = 391, p < .001$ ), which seemed to suggest an inadequate fit of the model. Still, other indicators indicated much more favorable results (RMSEA = 0.046; RMR = 0.071; standardized RMR = 0.046; GFI = 0.92; adjusted GFI = 0.90; parsimony GFI = 0.77; CFI = 0.94) (See Table 4.9 for additional statistics).

<b>Table 4.9</b>									
<b>Fit Indices of the Theoretical (Hypothesized) Model</b>									
	$\chi^2$	d.f.	GFI	CFI	NFI	NNFI	RMR*	PNFI	CNv
M <sub>t</sub>	1066.74	391	0.92	0.94	0.91	0.93	0.046	0.82	351.23

NOTE: \* = standardized

$\chi^2$ =Chi-Square; d.f.= Degrees of Freedom; GFI = Goodness of Fit Index; CFI = Comparative Fit Index; NFI = Normed Fit Index NNFI = Non-normed Fit Index; RMR = Root Mean Square Residual; PNFI = Parsimony Normed Index; CNv = Critical N value

It is common practice to report several indexes of overall fit when examining the results from LISREL analyses (Marsh, Balla, and McDonald 1988; Bollen 1989a; Tanaka 1993), since there is currently little to no consensus regarding which fit indexes produce the most reliable results. For normed fit indexes not

adjusted for parsimony, most researchers recommend a value of 0.90 or greater to suggest a good fit for the model, although there is no absolute “cut-off” point (e.g., Bentler and Bonett 1980; Hoyle 1995).

The Goodness-of-fit index (GFI) is similar to the  $R^2$  used in multiple regression analysis in that it indicates “relative amount of the observed variances and covariances accounted for by a model” (Hoyle 1995, p. 166). The GFI for this model was strong (0.92), that is to say, 92 percent of the variance of the structural model is accounted for in the ultimate dependent variable (satisfaction with life in general). This shows an excellent absolute fit for the structure of the model (Jöreskog and Sörbom 1983). Both the GFI and AGFI are “absolute” fit indexes because they generate fit statistics without having comparing the hypothesized model to another model.

The Root Mean Square Residual (RMR) reports the average residual generated from fitting the variance-covariance matrix for the model being tested to the variance-covariance matrix of the data set. The standardized RMR is the average of all of the standardized residuals. The value of the standardized RMR ranges from 0.00 to 1.00. If the model possesses a good fit, then the value is usually 0.05 or below (Byrne 1998). The standardized RMR value of 0.046 reported for the current study provides further evidence of an excellent fit of the hypothesized model in that the model explains the correlations to within an average error (i.e., residual) of 0.046. Hu and Bentler (1995 and 1999) recommend a cutoff

point of 0.08 for this the standardized RMR. According to this guideline, the results from the LISREL analysis for model indicate a very good standardized RMR (0.046).

The Steiger's Root Mean Square Error of Approximation (RMSEA) is sometimes used as a measure of "discrepancy per degree of freedom" (Steiger 1990; Browne and Cudeck 1993). Hu and Bentler (1999) suggested a cutoff value close to 0.06 for the RMSEA. The value generated by the hypothesized model (0.046) is well within the recommended range and provides additional evidence for the strong fit of the model. Bollen (1989b) advises that  $1 - \text{RMSEA}$  would be more appropriate, since it would put it into the same scale as the other fit indices. In this case, the value would be 0.954 (that is,  $1 - 0.046$ ), which also indicates a very good fit of the hypothesized model.

Comparative fit indexes are used to compare the fit of one model with the fit of another. The NFI, NNFI, and CFI indexes use an "independence model" (i.e., "null model") as a basis of comparison by which to assess the hypothesized model. The null model is used as a "baseline" by which to evaluate the hypothesized model (and sometimes additional models, as well). The values for the NFI and CFI are generated by comparing the hypothesized model with the "independence model." These values range from 0.00 to 1.00. Most researchers suggest that NFI values of 0.90 or better indicate a good fit (Bentler and Bonett 1980). The same is

true for the CFI. The values for both the NFI (0.91) and the CFI (0.94) indicate a strong comparative fit for the model.

The Parsimony Goodness-of-Fit index (PGFI) looks at the complexity of the model when estimating its overall fit (Byrne 1998). This is done by taking into consideration the number of estimated parameters when assessing the fit of the model. Both the goodness-of-fit of the model (i.e., the GFI) and the parsimony of the model are used to generate the PGFI (Mulaik et al. 1989). The general “rule-of-thumb” for the PGFI is that for nonsignificant  $\chi^2$  statistics and goodness-of-fit statistics in the 90% range, PGFI values are normally around 0.50 (Mulaik et al. 1989; Byrne 1998). However, the run of the hypothesized model generated a PGFI of 0.77, which indicates an exceptionally good level of parsimony for the model and provides further support for the suitable fit of the hypothesized model.

The reason the  $\chi^2$  statistic appeared not to support the model was likely caused by the large sample size ( $N=815$ ) used in the analysis. Since statistical power is a function of sample size, this means that the larger the sample size, the more likely it is that the  $\chi^2$  statistic will suggest that the model be rejected. Therefore, in general, the  $\chi^2$  statistic is *not* a good model fit indicator when the sample size is greater than 200 (Bagozzi and Yi 1988). Although the  $\chi^2$  statistic is reported here, the other statistical tests are more reliable, considering the large sample size used in this study. Table 4.10 shows the effects sample size has on the

significance of  $\chi^2$  values. As the sample size is reduced, the  $\chi^2$  value becomes significant. The Critical N value indicates that the sample size would have to be reduced to 351.23 before a significant  $\chi^2$  would be generated by hypothesized model.

Table 4.10 The Effect of Sample Size on the $\chi^2$ Values and the Associated P Values										
	N=600		N=500		N=400		N=350		N=300	
	$\chi^2$	P								
$M_t$ (df = 391)	784.99	0.00	653.94	0.00	522.89	0.00	457.36	0.01	391.84	0.48

NOTE:  $M_t$  = Theoretical Model

The estimated standardized coefficients for the hypothesized model (shown in Table 4.11) indicate that all of the paths in the model are significant, with the exception of the following two paths: 1) from the satisfaction with travel experience to satisfaction with leisure life and 2) from satisfaction with leisure life to satisfaction with life in general. The findings from the testing of the instrument on a previous, yet different, population yielded the same results (see Neal, Sirgy, and Uysal 1999). Additionally, as was discovered in the aforesaid study, satisfaction with travel/tourism experiences has a more direct effect on satisfaction with life in general than was originally hypothesized as did satisfaction with travel/tourism services. Nevertheless, the overall model fit is very strong and did not change if these additional relationships were introduced into the model.

<b>Table 4.11</b>				
<b>Estimated Standardized Coefficients for the Hypothesized Model (N=815)</b>				
Variables	Services	Trav. Exp.	Leis. Life	Life in Gen.
Aspects	<b>0.94*</b>			
Reflections		<b>0.64*</b>		
Leis. at home			<b>0.91*</b>	
Non-leis.				<b>0.87*</b>
Services				
Trav. Exp.	<b>0.19*</b>			
Leis. Life		0.00		
Life in Gen.			0.02	
<b>R<sup>2</sup></b>	<b>0.87</b>	<b>0.54</b>	<b>0.82</b>	<b>0.78</b>

NOTE: \* indicates significance at the 0.05 or better probability level.

“Services” = Satisfaction with travel/tourism services; “Trav. Exp.” = Satisfaction with travel/tourism experiences; “Leis. Life” = Satisfaction with leisure life; “Life in Gen.” = Satisfaction with life in general; “Aspects” = Satisfaction with the services aspects of travel/tourism phases; “Reflections” = Trip reflections; “Leis at home” = Satisfaction with leisure experiences at home; “Non-leis” = Satisfaction with nonleisure life domains.

### Analysis of the Hypotheses

H1: Satisfaction with life in general is a positive function of satisfaction with leisure life and satisfaction with non-leisure life (i.e., satisfaction with job, family, health, relationships, community, financial situation).

In hypothesis one, it was postulated that satisfaction with life in general is a positive function of satisfaction with leisure life and satisfaction with non-leisure life (i.e., job, family, health, relationships, community, financial situation). The

results of the LISREL analysis partially supported this hypothesis. Life satisfaction was found to be significantly predicted by nonleisure satisfaction ( $\gamma = 1.00, p < 0.05$ ), but not with leisure satisfaction ( $\beta = 0.02, p > 0.05$ ). Both predictors accounted for 78% of the variance in life satisfaction.

Furthermore, the modification indices suggested a more direct influence of travel/tourism services and travel/tourism experiences on life in general than was hypothesized. The same was true for the link between satisfaction with service aspects of travel/tourism phases to life in general, although this relationship was not as strong as the other two.

These results are consistent with the observations recorded in the model development and testing stage of this study, as reported by Neal, Sirgy, and Uysal (1999). During the first run LISREL analysis of the model in the pretest on a different survey population, life in general was reported to be significantly predicted by nonleisure satisfaction and by leisure life (Neal, Sirgy, and Uysal 1999). However, after the revisions suggested by the modification indices were made and a second LISREL analysis was performed, the link between satisfaction with nonleisure life and life in general remained significant, but the relationship between life in general and satisfaction with leisure life became insignificant, as in the present study.

H2: Satisfaction with leisure life is a positive function of satisfaction with leisure experiences at home and satisfaction with travel/tourism trip experiences.

This hypothesis was partially supported by the LISREL analysis.

Satisfaction with leisure life was significantly predicted by satisfaction with leisure experiences at home ( $\gamma = 1.63, p < 0.05$ ), but not by travel/tourism experiences ( $\beta = 0.00, p > 0.05$ ). Eighty-two (82) percent of the variance in leisure life was explained by these variables.

Once again, these results were similar to those of the model development and pretesting stage of this study. During the original and the second run of the data taken from another survey population, satisfaction with leisure experiences at home was shown to significantly predict leisure life, although satisfaction with travel/tourism experiences was not shown to significantly predict leisure life (Neal, Sirgy, and Uysal 1999).

H3: Satisfaction with travel/tourism trip experiences is a positive function of satisfaction with trip reflections and satisfaction with travel/tourism trip services.

Hypothesis three was fully supported by the data. That is, statistical evidence suggested that satisfaction with travel/tourism experiences is predicted by satisfaction with travel/tourism services ( $\beta = 0.20, b < 0.05$ ) and by satisfaction with trip reflections ( $\gamma = 0.26, b < 0.05$ ). These two variables jointly accounted for 54% of the variance in travel/tourism experiences. These findings were very consistent with the findings of Neal, Sirgy, and Uysal (1999).

H4: Satisfaction with travel/tourism trip services is a positive function of satisfaction with the service aspects of travel/tourism phases (i.e., pretrip, en route, destination, and return trip services.)

Hypothesis four was fully supported by the data, as well. The LISREL analysis indicated that satisfaction with travel/tourism services is significantly predicted by satisfaction with the aspects of travel/tourism phases ( $\gamma = 0.46, p < 0.05$ ). Satisfaction with the aspects of travel/tourism phases accounted for 87% of the variance in satisfaction with travel/tourism services. These findings were also very similar to those recorded by Neal, Sirgy, and Uysal (1999) when testing the model on a different survey population.

## Moderator Testing

The data were divided in two based on the appropriate split point for the moderator being examined. A “base model” (to be used as a basis of comparison) was generated by writing a new syntax file that included both models (one for each “set” of split data). Both models were run simultaneously, without anything being defined as invariant. Then, each gamma and beta path was tested individually for equivalency. This was done by “fixing” each beta and/or gamma path in one group to be equal to the other one by one. Then, the equivalency of the beta/gamma structure was tested across both groups one by one.

Next, a  $\chi^2$  difference test was performed on the  $\chi^2$  values generated from the base model with that of the second analysis (where one of the beta or gamma paths was freed). If the  $\chi^2$  difference test yielded significant results, it was concluded that the gamma or beta path being tested was significantly different between the two groups at the 0.05 probability level. Therefore, the moderator did have an effect on the relationship being tested. If significant differences were detected for a path, then the standardized coefficients for both models of the path were then examined to determine how the moderating variable affected the relationship.

### Personality Type

In lieu of using Plog's measurement instrument (which was not accessible for this study) to measure allocentric/psychocentric personality types, a three-item scale was developed based on the profiles of allocentric/psychocentric personality types suggested by Plog's research (1974, 1987, and 1991). The allocentric/psychocentric personality types were measured using three questions: "I am the kind of person who enjoys embarking on new adventures while on vacation," "In general, I feel confident in planning decisions I make regarding my vacation trips," "I usually experience feelings of anxiety about traveling."

A Likert-type scale was used to report the answers from "strongly agree" (5) to "strongly disagree" (1). The third item ("I usually experience feelings of anxiety about traveling") was reverse coded. The Cronbach's Alpha reliability measure for this construct was 0.3438 (which is well below the acceptable 0.60 level). Ergo, the third question (which did not correlate well with the others) was dropped from the study, increasing the alpha reliability to 0.6194 for this construct.

Although the hypotheses for the personality type were based on allocentric versus psychocentric personality types, as the data were split for analysis of this moderator, it was clear that most of the respondents reported scores on the allocentric to midcentric range of the continuum. This is consistent with Plog's findings (1974) that indicated approximately only three percent of the population

purports to be psychocentric. Approximately two percent of the eight-hundred fifteen survey respondents for the current study reported being psychocentric, which unfortunately was well below the required number to perform LISREL analysis (i.e., 200).

Although Plog also found that approximately three percent of the traveling public are allocentrics, the current study found that more than a fourth of the survey respondents reported being allocentric. At first, this may lead one to question the representativeness of the current sample, but after one realizes that the foundation for the Plog study was conducted in the early 1970's. Today's travelers are more educated, more informed, and more open to new experiences than ever before, it is very reasonable to speculate that by the late 1990's there are, in fact, fewer psychocentrics and more allocentrics than in the early 1970's.

Another possibility for having an insufficient number of psychocentrics to be used in the analysis is that the mailing list of "vacationers" used in this study was purchased from a list company. The company collects this list of vacationers from those who have recently taken advantage of certain travel opportunities. This could account for the higher than usual incomes of the survey population. By description, psychocentrics tend to have lower incomes than do allocentrics.

The travel personality moderator was tested using the allocentric and midcentric personality types, each of which possessed ample data to perform the analyses. The hypotheses as originally stated appear below, but the actual tests

were performed using the midcentric personality type in lieu of the hypothesized psychocentric personality type. A summary of the results of all of the personality moderator tests is presented in Table 4.12.

Original Hypothesis:

H5: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

Tested Hypothesis:

H5: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by allocentrism/*midcentrism* in that the effect is likely to be more evident for individuals who are more allocentric than *midcentric*.

Hypothesis five (the *tested* hypothesis) was not supported by the results from the moderator testing. In fact, the analyses indicated no change whatsoever in the  $\chi^2$  value for allocentrics and midcentrics for this relationship. This finding is not surprising considering the close proximity in opinions of allocentrics and midcentrics. It is possible that a data set large enough to produce ample psychocentrics for the analyses could yield different results.

### Original Hypothesis:

H6: The effect of satisfaction with nonleisure life on satisfaction with life in general is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

### Tested Hypothesis:

H6: The effect of satisfaction with nonleisure life on satisfaction with life in general is moderated by allocentrism/*midcentrism* in that the effect is likely to be more evident for individuals who are more allocentric than *midcentric*.

As before, because of an insufficient number of respondents indicating that they are “psychocentric,” by necessity, hypothesis six was measured in relation to allocentrics versus midcentrics (i.e., the *tested* hypothesis). Again, the analysis produced insignificant results. That is, there was relatively no change whatsoever in the  $\chi^2$  between allocentrics and psychocentrics (See Table 4.12).

Original Hypothesis:

H7: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by allocentrism/psychocentric in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

Tested Hypothesis:

H7: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by allocentrism/*midcentric* in that the effect is likely to be more evident for individuals who are more allocentric than *midcentric*.

Examination of the results of the  $\chi^2$  difference test for the *tested* hypothesis for hypothesis seven indicated that there are no significant differences between allocentrics and midcentrics with regard to the moderation effect satisfaction with travel/tourism experience has on satisfaction with leisure life. That is, personality (allocentric versus midcentric) does not moderate this relationship.

Original Hypothesis:

H8: The effect of satisfaction with the leisure experiences at home on satisfaction with leisure life is moderated by allocentrism/psychocentrism in

that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

#### Tested Hypothesis

H8: The effect of satisfaction with the leisure experiences at home on satisfaction with leisure life is moderated by allocentrism/*midcentrism* in that the effect is likely to be more evident for individuals who are more allocentric than *midcentric*.

By looking at the results for the testing of hypothesis eight (See Table 4.12), it is clear that no moderating effects are detected for the relationship between satisfaction with leisure experiences at home and satisfaction with leisure life based on personality type (i.e., allocentric versus *midcentric*).

#### Original Hypothesis:

H9: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

Tested Hypothesis:

H9: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by allocentrism/*midcentrism* in that the effect is likely to be more evident for individuals who are more allocentric than *midcentric*.

Personality type (i.e., allocentric versus *midcentric*) did not appear to have any effects on the relationship between satisfaction with travel/tourism services and travel/tourism experiences.

Original Hypothesis:

H10: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

Tested Hypothesis:

H10: The effect of satisfaction with trip reflections on satisfaction with travel/tourism experiences is moderated by allocentrism/*midcentrism* in that the effect is likely to be more evident for individuals who are more allocentric than *midcentric*.

The results for the testing of hypothesis ten are reported in Table 4.12. The *tested* hypothesis is not supported by the analysis of the data. Again, this may be due to the close proximity of allocentrics and midcentrics on the travel personality continuum.

#### Original Hypothesis:

H11: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by allocentrism/psychocentrism in that the effect is likely to be more evident for individuals who are more allocentric than psychocentric.

#### Tested Hypothesis:

H11: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by allocentrism/*midcentrism* in that the effect is likely to be more evident for individuals who are more allocentric than *midcentric*.

The *tested* hypothesis 11 indicated no moderation effect between the effects of satisfaction with the service aspects of travel/tourism phases and satisfaction with travel/tourism services. The results are given in Table 4.12.

Although none of the tested hypotheses above indicated moderating effects of personality type (allocentrics versus midcentrics), it is perhaps good to note that the study appears to possess generalizability to both the allocentric and midcentric travel personality types.

Table 4.12 Comparison of Structural Paths for Equivalency in Group1 (allocentric) and Group 2 (midcentric) Personality Type					
Equivalent paths individually held invariant	$\chi^2$	d.f.	Change in $\chi^2$ (df = 1)	Standardized Coefficients	
				Group 1	Group 2
Base Model	1855.66	782			
<b>BETA PATHS</b>					
1 → 2	1855.66	783	0.00	0.16	0.20
2 → 3	1855.67	783	0.01	-0.02	-0.02
3 → 4	1855.76	783	0.10	0.00	0.03
<b>GAMMA PATHS</b>					
1 → 1	1856.06	783	0.40	0.91	0.93
2 → 2	1856.58	783	0.92	0.62	0.59
3 → 3	1855.66	783	0.00	0.93	0.91
4 → 4	1858.99	783	3.33	0.86	0.88

Note: \* significant at 0.05 or better probability level

1 → 2 = Satisfaction with travel/tourism services → Satisfaction with travel/tourism experiences

2 → 3 = Satisfaction with travel/tourism experiences → Satisfaction with leisure life

3 → 4 = Satisfaction with leisure life → Satisfaction with life in general

1 → 1 = Satisfaction with the service aspects of travel/tourism phases → Satisfaction with travel/tourism services

2 → 2 = Satisfaction with trip reflections → Satisfaction with travel/tourism experiences

3 → 3 = Satisfaction with leisure experiences at home → Satisfaction with leisure life

4 → 4 = Satisfaction with nonleisure life domains → Satisfaction with life in general

### Length of Stay

The single question "how many nights did you stay on your trip" was used as the indicator for the "length of stay" of the travelers. The answers to this question were recoded to be used in the moderator analyses. The respondents who indicated they stayed *6 or fewer nights* were assigned to group "1," whereas those who recorded staying *7 or more nights* were placed into group "2." The data were then split based on the two groups and the analyses of the moderators

were conducted as described above. The results of these tests are reported in Table 4.13.

H12: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

The  $\chi^2$  difference test indicated that the relationship between leisure life and life in general *is moderated* by the length of stay of the traveler (see Table 4.13). More specifically, the standardized coefficients indicate that there are significant differences in regard to this relationship between group 1 and group 2. For those who stayed six or fewer nights on the trip, satisfaction with leisure life had a negative effect on satisfaction with life in general (-0.09), whereas, for those who stayed seven more nights satisfaction with leisure life had a positive effect on satisfaction with life in general (0.12). In other words, for the travelers who only stayed 6 or fewer nights, satisfaction with leisure life diminished their satisfaction with life in general (i.e., they were likely *dissatisfied* with their leisure life). For the travelers who stayed 7 or more nights, satisfaction with leisure life enhanced satisfaction with life in general (i.e., they were probably *satisfied* with their leisure life).

H13: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

*A moderating effect* of length of stay was also detected for the relationship between satisfaction with travel/tourism experiences and satisfaction with leisure life. Examination of the standardized coefficients indicates that for those who spent 6 or fewer nights on their trips, a negative effect was present (-0.09) and for those who spent 7 or more nights on their trips, a positive effect was demonstrated (0.12). On the one hand, this signifies that for those who spent 6 or fewer nights on the trip, satisfaction with travel/tourism experiences lessened their satisfaction with satisfaction with leisure life (i.e., they were presumably *dissatisfied* with their travel/tourism experiences). On the other hand, this indicates that for those who spent 7 or more nights on their trip, satisfaction with travel/tourism experiences increased their satisfaction with leisure life (i.e., they were apparently *satisfied* with their travel/tourism experiences).

H14: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by the length of stay in that the

effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

The results of the  $\chi^2$  difference tests indicated that the length of stay did not change the relationship between satisfaction with travel/tourism services on satisfaction with travel/tourism experiences. Ergo, no moderation effect was detected for this relationship.

H15: The effect of trip reflections on satisfaction with travel/tourism experiences is moderated by the length of stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

The analyses indicated that no moderator effect was present for the relationship between satisfaction with trip reflections and satisfaction with travel/tourism experiences.

H16: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by the length of

stay in that the effect is likely to be more evident for those staying more nights than for those staying fewer nights on the trip.

No moderation effect was detected for the relationship between satisfaction with the service aspects of travel/tourism phases and satisfaction with travel/tourism services.

All of the relationships in the model were tested for moderation effects. Although length of stay was not hypothesized to moderate the relationship between satisfaction with leisure experiences at home and satisfaction with life in general, length of stay was shown to have a moderation effect on this relationship. An examination of the standardized coefficients indicates that the strength of the relationship is significantly greater for those who spend fewer nights on the trip (0.95) than for those who spend more nights on the trip (0.81). This intuitively makes sense, because for those who do not get to spend as much time traveling, it is understandable that leisure time at home would influence their satisfaction with leisure life more than for those who spend more time traveling.

Table 4.13 Comparison of Structural Paths for Equivalency in Group1 (Shorter Stay) and Group 2 (Longer Stay)					
Equivalent paths individually held invariant	$\chi^2$	d.f.	Change in $\chi^2$ (d.f. = 1)	Standardized Coefficients	
				Group 1	Group 2
Base Model	1487.45	782			
<b>BETA PATHS</b>					
1 → 2	1488.14	783	0.69	0.13	0.25
2 → 3	1494.40	783	<b>6.95*</b>	-0.12	0.11
3 → 4	1494.68	783	<b>7.23*</b>	-0.09	0.12
<b>GAMMA PATHS</b>					
1 → 1	1489.64	783	2.19	0.86	0.98
2 → 2	1489.03	783	1.58	0.67	0.64
3 → 3	1491.17	783	<b>3.72*</b>	0.95	0.85
4 → 4	1489.63	783	2.18	0.95	0.81

Note: \* significant at 0.05 or better probability level

1 → 2 = Satisfaction with travel/tourism services → Satisfaction with travel/tourism experiences

2 → 3 = Satisfaction with travel/tourism experiences → Satisfaction with leisure life

3 → 4 = Satisfaction with leisure life → Satisfaction with life in general

1 → 1 = Satisfaction with the service aspects of travel/tourism phases → Satisfaction with travel/tourism services

2 → 2 = Satisfaction with trip reflections → Satisfaction with travel/tourism experiences

3 → 3 = Satisfaction with leisure experiences at home → Satisfaction with leisure life

4 → 4 = Satisfaction with nonleisure life domains → Satisfaction with life in general

Since the results of the moderator testing for the length of stay show that the paths from "satisfaction with travel/tourism experiences" to "satisfaction with leisure life" and from "satisfaction with leisure life" to "satisfaction with life in general" vary *directionally* and since these are the relationships that were found to be insignificant during the analysis of the model, the model was tested for only those who traveled seven or more nights. This was done because the results of the moderation tests indicate that a *negative* effect was shown for those who stayed six or fewer nights, whereas a *positive* effect was present for those who stayed seven or more nights. This suggests that satisfaction with

leisure life derived from satisfaction with travel/tourism experiences and satisfaction with life in general derived from satisfaction with leisure life have a negative effect for those who spend fewer nights on their trips, but a positive effect for those who stay longer. The gamma coefficients, beta coefficients, and t-values for the analysis are shown in Figure 4.1.

The results indicate that all of the relationships in the model are significant when tested for those who stayed on their vacations seven or more nights, thus suggesting longer vacations have more likelihood of enhancing satisfaction of both the leisure life and the life in general of individuals.

Satisfaction with the Service  
Aspects of Travel/Tourism Phases

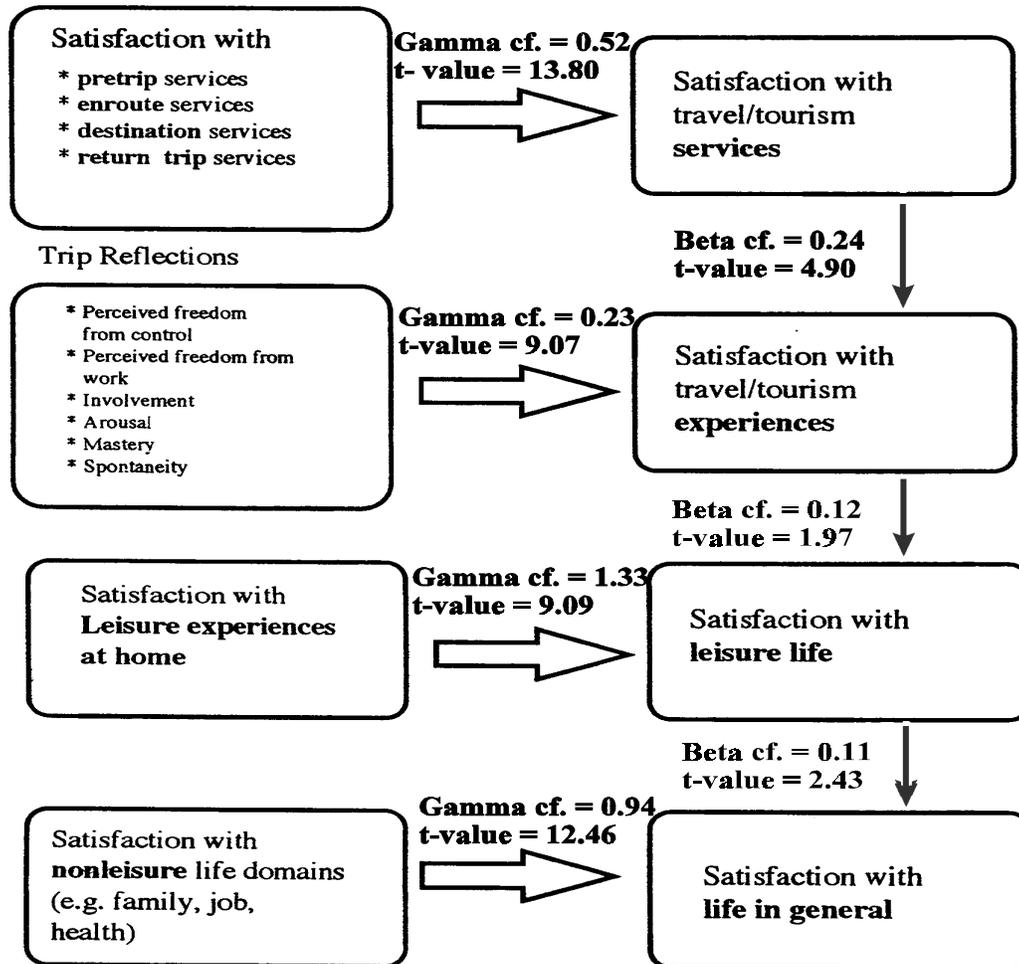


Figure 4.1: Gamma Coefficients, Beta Coefficients and t-values for Visitors Who Stayed Seven or More Nights

### Type of Trip

The type of trip was hypothesized to moderate the relationships in the model based on whether the travelers are traveling for "leisure only" or for "multiple purposes." These two categories were originally intended to measure the moderation effect based on a trip that was purely leisure-oriented versus those that combined business with pleasure. However, an insufficient number of respondents indicated that they were traveling for combined (business and pleasure) reasons to perform LISREL analysis, thus making it necessary to expand the "multiple purposes" category to include both the "combined (business and pleasure)" and "visiting friends and relatives."

H17: The effect of satisfaction with leisure life on satisfaction with life in general is moderated by the type of trip in that the effect is likely to be more evident for those traveling for "leisure only" than for those traveling for "multiple purposes."

No moderation effects were discerned for the type of trip between satisfaction with leisure life and satisfaction with life in general.

H18: The effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

No moderation effect was present for the type of trip between satisfaction with travel/tourism experiences and satisfaction with leisure life.

H19: The effect of satisfaction with travel/tourism services on satisfaction with travel/tourism experiences is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

The results of the analyses seemed to indicate that no moderation effect exists for type of trip between satisfaction with travel/tourism services and satisfaction with travel/tourism experiences.

H20: The effect of trip reflections on satisfaction with travel/tourism experiences is moderated by the type of trip in that the effect is likely to be more evident

for those traveling for “leisure only” than for those traveling for “multiple purposes.”

No moderation effect was identified in the testing of this hypothesis. So, no evidence was produced in this study that supports the belief that type of trip moderates the relationship between trip reflections and satisfaction with travel/tourism experiences.

H21: The effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by the type of trip in that the effect is likely to be more evident for those traveling for “leisure only” than for those traveling for “multiple purposes.”

A significant moderation effect for the type of trip was identified for the relationship between the service aspects of travel/tourism phases and satisfaction with travel/tourism services. An examination of the standardized coefficients indicates that the relationship is significantly stronger for those traveling for multiple purposes (0.98) than for those traveling for leisure only (0.85). Basically, this indicates that, although a moderation effect exists, the opposite of the hypothesized moderation effect is true. That is, for those traveling for business and pleasure combined and/or visiting friends and

relatives, satisfaction with the service aspects of travel/tourism phases generates a higher level of satisfaction with satisfaction with travel/tourism services than it does for those traveling for leisure only.

One reason this effect could be present is because perhaps more opportunity for interaction with the services and services providers would exist for those traveling for multiple purposes. For instance, hotel facilities and amenities will be utilized more often by those traveling for business and pleasure combined (e.g., fax services, Internet connections) than by those traveling for leisure purposes only. Also, the quality of these and similar services will be more important to the traveler who is combining business with pleasure. Having copiers, fax machines, telecommunication devices and similar services not only available, but also functioning properly could be very instrumental in leading to satisfaction with travel/tourism services for the individual traveling for multiple purposes.

Similarly, usually those traveling for multiple purposes (whether for business and pleasure combined or for visiting friends and relatives) will have less time to explore and enjoy experiences of their own choosing while at the destination. Therefore, the *quality* of the service aspects of travel/tourism experiences will likely become more important to the satisfaction with travel/tourism services for individuals traveling for multiple purposes.

Table 4.14 Comparison of Structural Paths for Equivalency in Group1 (Leisure Only) and Group 2 (Combined) Type of Trip					
Equivalent paths individually held invariant	$\chi^2$	d.f.	Change in $\chi^2$ (df = 1)	Standardized Coefficients	
				Group 1	Group 2
Base Model	1480.83	782			
<b>BETA PATHS</b>					
1 → 2	1481.21	783	0.38	0.09	0.021
2 → 3	1481.65	783	0.82	-0.05	0.04
3 → 4	1480.83	783	0.00	0.03	0.03
<b>GAMMA PATHS</b>					
1 → 1	1505.24	783	<b>24.41*</b>	0.85	0.98
2 → 2	1482.06	783	1.23	0.75	0.63
3 → 3	1482.86	783	2.03	0.96	0.85
4 → 4	1482.51	783	1.68	0.86	0.87

Note: \* significant at 0.05 or better probability level

1 → 2 = Satisfaction with travel/tourism services → Satisfaction with travel/tourism experiences

2 → 3 = Satisfaction with travel/tourism experiences → Satisfaction with leisure life

3 → 4 = Satisfaction with leisure life → Satisfaction with life in general

1 → 1 = Satisfaction with the service aspects of travel/tourism phases → Satisfaction with travel/tourism services

2 → 2 = Satisfaction with trip reflections → Satisfaction with travel/tourism experiences

3 → 3 = Satisfaction with leisure experiences at home → Satisfaction with leisure life

4 → 4 = Satisfaction with nonleisure life domains → Satisfaction with life in general

#### 4.6 SUMMARY OF CHAPTER IV

Chapter four examined the twenty-one hypotheses derived from the four propositions in depth. The first four hypotheses, which were designed to measure the hypothesized model shown in Figure 1.2, were generally supported. Hypotheses one and two were only partly supported by the data analysis, whereas hypotheses three and four were fully supported.

Structural equation modeling analysis (using LISREL) was conducted on the data to test the fit of the proposed model. The analysis of the data showed that the fit of the hypothesized model was good. No modifications needed to be made to the existing model to enhance the fit, which indicated strong support overall for hypotheses one through four.

As before, when the model was developed and tested on a different survey population, two of the proposed relationships (the relationships from "satisfaction with travel/tourism experiences" to "satisfaction with leisure life" and from "satisfaction with leisure life" to "satisfaction with life in general") were insignificant when tested on all travelers. However, when the hypothesized model was tested for only those who stayed seven or more nights in the current study, all of the relationships in the model became significant, suggesting that the service aspects of travel/tourism tapped in this model are

more likely to enhance the quality of life of long-term visitors than short-term visitors.

Similarly, satisfaction with leisure experiences at home had a stronger impact on satisfaction with leisure life than did satisfaction with travel/tourism experiences for those who traveled six or fewer nights than for those who traveled seven or more. This would imply that satisfaction with leisure experiences at home (e.g., playing golf locally, reading a book, going to a movie) would be a more important influence on satisfaction with life in general to those who do not spend as much time on vacation. This could be because they do not have as much of an opportunity to interact with travel services and travel service providers as do those who stay longer, or it could infer that those who traveled six or fewer nights simply enjoy the leisure activities in which they engage at or near their own homes so much that they choose not to spend as much time on vacation.

Those who stay shorter periods of time on vacation derive less satisfaction with life in general from leisure life than those who stay for longer periods of time. This suggests that having the opportunity to interact with travel/tourism professionals and to engage in travel activities spills up through the life satisfaction vertically in such a way that overall life is enhanced more for those who spend more time on vacations than for those who spend less time.

Hypotheses five through eleven were tested to measure the moderation effects of travel personality type (e.g., allocentrism versus psychocentrism) on various relationships in the model. No moderation effects were detected for the proposed personality moderator. Several reasons for this could exist. For instance, one of the three questions used to measure personality type lacked internal consistency with the other indicators (based on the Cronbach's Alpha) and was removed from the study. Having to remove one of the items from the measurement instrument may have provided an insufficient measure for travel personality type.

Further, not enough of the survey respondents reported themselves to possess psychocentric characteristics to perform LISREL analysis, therefore, a limited number of respondents was available from this survey population to analyze the extreme ends of the centricism continuum (i.e., allocentrics and psychocentrics). The best option available for testing this moderator, given the sparse number of psychocentrics, was to use allocentrics versus midcentrics.

Allocentrics and midcentrics do not tend to vary nearly as much in their travel personalities as do allocentrics and psychocentrics. The inherent similarities in the two groups being used to test for personality moderation effects likely caused the insignificant results and subsequent lack of support for hypotheses five through eleven.

Hypotheses twelve through sixteen were fashioned to test for the moderation effects of the length of stay. The length of stay moderator was designed to identify if the relationships in the hypothesized model differed for short term visitors (i.e., those who stayed six or fewer nights) and long term visitors (those who stayed seven or more nights).

Hypotheses twelve and thirteen were supported by the analyses. Hypothesis twelve was supported because the effect of satisfaction with leisure life on satisfaction with life in general was found to be moderated by the length of stay in that the effect was positive for those staying more nights and negative for those staying fewer nights on the trip.

The testing of hypothesis thirteen indicated that the effect of satisfaction with travel/tourism experiences on satisfaction with leisure life is moderated by the length of stay in that the effect is positive for those staying more nights and is negative for those staying fewer nights on the trip. This suggests that having less of an opportunity to interact with the travel service providers and to take advantage of travel services diminishes satisfaction with leisure life, whereas having more opportunity to do so enhances the travelers' satisfaction with leisure life.

Hypotheses fourteen through sixteen were not supported by the data analyses. However, a moderation effect that was not hypothesized was discovered. Satisfaction with leisure experiences at home had a stronger effect

on satisfaction with leisure life for those who stayed six or fewer nights on their vacation trips than for those who stayed seven or more. This implies that satisfaction with leisure experiences at home becomes more important to the leisure life of those who spend less time on their vacation trips.

Hypotheses seventeen through twenty-one which were designed to measure to moderation effects of the type of trip were not supported by the data analyses. In fact, hypothesis twenty-one proposed that the effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services is moderated by the type of trip in that the effect is likely to be more evident for those traveling for "leisure only" than for those traveling for "multiple purposes."

During the analysis, the opposite was found to be true. That is, the effect of satisfaction with the service aspects of travel/tourism phases on satisfaction with travel/tourism services was discovered to be moderated by the type of trip in that the effect is more evident for those traveling for "multiple purposes" (i.e., business and pleasure combined and/or visiting friends and family) than for those traveling for "leisure only."

This effect could exist because perhaps more opportunity for interaction with the services and services providers would exist for those traveling for multiple purposes. For instance, those traveling for business and pleasure combined will probably spend more time using the hotel facilities and amenities

(e.g., fax services, Internet connections) than will those traveling for leisure purposes only. These services could, therefore, be more important to those traveling for business and pleasure combined.

Additionally, since less time to explore while at the destination is feasible for those traveling for multiple purposes (i.e., business and pleasure combined and/or visiting friends and relatives), the *quality* of the service aspects of travel/tourism experiences will become more important to the satisfaction with travel/tourism services for those traveling for multiple purposes. This is reasonable to assume since the time to choose their own leisure activities, particularly at the destination, will subside.

# **CHAPTER V**

## **DISCUSSION, IMPLICATIONS, AND CONCLUSION**

### **5.1 INTRODUCTION**

The results of the analyses presented in Chapter IV are discussed in Chapter V. Conclusions based on the interpretation of the data are deliberated. Issues related to the testing of the hypothesized model and the of the proposed moderators are addressed in some detail. Factors affecting anticipated results are delineated. The managerial implications for the travel/tourism industry are offered. Suggested areas for future research are introduced. The contributions of this study are presented.

## 5.2 OVERVIEW

The findings of this study establish that travelers' quality of life can be affected by leisure travel/tourism. The "fit" of the structural model shown in Figure 1.2 was good. As in the Neal, Sirgy, and Uysal (1999) study, life in general was confirmed to be significantly predicted by satisfaction with nonleisure life domains (e.g., family, job, health), but not by satisfaction with leisure life. Similarly, satisfaction with leisure life was determined to be predicted by satisfaction with leisure experiences at home, but not by satisfaction with travel/tourism experiences, which is consistent with the findings of the previous study (Neal, Sirgy, and Uysal 1999), as well.

The results indicated that satisfaction with travel/tourism experiences was predicted by trip reflections and satisfaction with travel/tourism services, as hypothesized. Further, satisfaction with travel/tourism services is predicted by satisfaction with the service aspects of travel/tourism phases, as was postulated.

This study built on previous research that has demonstrated the link between satisfaction with leisure life and satisfaction with life in general. This study was a replication and extension study of a study that attempted to develop a measurement instrument that could be used by travel/tourism industry professionals periodically to gauge the health of the industry in relation to enhancing the travelers' QOL (Neal, Sirgy, and Uysal 1999). The results

establish the structural effect of many aspects of leisure travel/tourism on leisure life and overall life satisfaction. Many of the findings of the initial study are validated in this study, other new discoveries are exposed, as well.

The moderation effects of personality type, type of trip, and length of stay on the relationships in this model are tested for the first time in this study. In two instances, the desired categories were unavailable for analysis, so the analyses had to be made using proxy categories. This likely may have accounted for several of the insignificant findings in regard to the moderators.

The pretest the measurement instrument and model suggested that the hypothesized model (Figure 1.2) had an inadequate fit and needed modification (Figure 1.2) when tested on a population of graduate students, faculty, and staff at a large university (Neal, Sirgy, and Uysal 1999). The present research study demonstrated that the original model did possess a desirable overall structural fit for a broader population (travelers who reside in Southwest Virginia). Nonetheless, two of the hypothesized relationships in the model yielded insignificant paths.

The current work demonstrated that life in general is influenced (either directly or indirectly) by nonleisure life domains, satisfaction with travel/tourism experiences, trip reflections (i.e., perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, and spontaneity), satisfaction with travel/tourism services, and satisfaction with the

service aspects of travel/tourism phases (i.e., pretrip services, en route services, destination services, and return trip services).

### 5.3 TRAVEL/TOURISM AFFECTS LIFE IN GENERAL

The conclusion that travel/tourism affects life in general is partly derived from the pretesting of the instrument. Neal, Sirgy, and Uysal (1999) found that, although some adjustments were suggested for the exact structure of the travel/tourism variables that affect satisfaction with life in general, this relationship does, indeed, exist. In fact, the authors uncovered that satisfaction with the service aspects of travel/tourism phases, trip reflections, satisfaction with travel/tourism services, and satisfaction with travel/tourism experiences had a more direct impact on satisfaction with life in general than originally believed.

However, in the modified model reported by the authors (shown in Figure 2.1), the path between satisfaction with travel/tourism experiences and satisfaction with leisure life in addition to the path from satisfaction with leisure life and satisfaction with life in general became insignificant as the model fit was increased. This finding was inconsistent with a body of research that has established that leisure life impacts overall life satisfaction (see, for example, Andrews and Withey 1976 and Campbell, Converse, and Rogers 1976). So, the

authors concluded that perhaps this was due to either an inadequate measure for the leisure construct, since it had initially shown insufficient internal reliability, or because the respondents were equating "travel/tourism" with "leisure life." Another possibility for this happening in the preliminary study could be associated with a possible bias problem which may have existed within the survey population (e.g., graduate students, faculty, and staff at a university). It is highly feasible that leisure satisfaction for this group of individuals does not equate to that of the population at large.

The indicator for leisure life which had not shown strong internal consistency with the others was examined for content. It appeared as though the indicator in question was measuring the importance of leisure life rather than the traveler's satisfaction with leisure life. Therefore, for the current study, that indicator was replaced with another that was carefully designed to measure satisfaction with leisure life. Nevertheless, as the model was tested, the same dilemma occurred. That is, although the overall fit of the proposed model was excellent, the paths from satisfaction with travel/tourism experiences to satisfaction with leisure life and from satisfaction with leisure life to satisfaction with life in general were again insignificant. Further, the modification indices suggested a more direct fit than originally hypothesized from satisfaction with travel/tourism services and from satisfaction with travel/tourism experiences to satisfaction with life in general.

All three constructs (i.e., satisfaction with travel/tourism experiences, satisfaction with leisure life, and satisfaction with life in general) showed a strong internal reliability in the current study. In fact, all of the indicators for the model loaded well on the constructs they purported to measure, with one exception (i.e., the indicator that was removed from the study). In other words, the internal reliability of the entire measurement model was excellent, so it is necessary to look elsewhere for the explanation for the insignificant paths between the aforesaid relationships. Likewise, the sample population for the current study is presumed to be more representative than the pretest population, so it is unlikely that a bias occurred causing this quandary. Therefore, the remaining explanation offered during the pretest phase centers around the possibility that the survey respondents are equating travel/tourism to leisure life when the leisure travel/tourism concepts are introduced into the model. While this rationalization may still have credence, evidence for an alternative interpretation was discovered during the testing of the moderators during the current work.

As was mentioned in the previous chapter, when the "length of stay" moderator was tested, the two relationships which had become insignificant in both the pretest and the current study (i.e., the relationships from satisfaction with travel/tourism experiences to satisfaction with leisure life and from satisfaction with leisure life to satisfaction with life in general) were found to be

significant for those who stayed seven or more nights at their tourism destinations. This suggested that the hypothesized model provides a better assessment of long-term rather than short-term visitors.

#### 5.4 MODERATION EFFECTS

Several moderation effects were detected for some of the model's paths. This included significant moderation effects caused by the length of stay for the path between satisfaction with travel/tourism experiences and satisfaction with leisure life. That is, the direction of the path coefficient changed for the two groups (i.e., "short stay" versus "long stay"). A negative effect was reported for those who stayed six or fewer nights, whereas a positive effect was present was present for travelers who stayed seven or more nights on their trip. This leads to the belief that satisfaction with travel/tourism experiences has a negative effect for those who spend fewer nights on their trips but a positive effect for those who stay longer.

A similar result was indicated for the path between satisfaction with leisure life and satisfaction with overall life, with a negative effect again being detected for those who stay less time and a positive effect being observed for those spending more time on the trip. This again would seem to indicate that leisure life has a negative impact on life satisfaction for those who spend shorter

periods of time on leisure trips, whereas leisure life has a positive impact on life satisfaction for those who stay longer.

This moderation effect could be responsible for the insignificant paths reported from satisfaction with travel/tourism experiences to satisfaction with leisure life and satisfaction with leisure life to satisfaction with life in general in both the pretest and the present study. It would appear from the results of this moderation test that the proposed model would possibly be more stable for those who stay seven or more nights on their trips, since this group generates a positive effect for this path.

The only other moderation effect detected for the length of stay is in regard to the relationship between satisfaction with leisure experiences at home and satisfaction with leisure life. This effect was not originally hypothesized, but is not surprising because satisfaction with leisure experiences at home would logically contribute more to the satisfaction with leisure life for those spending less time on vacation than for those spending more time, as the results indicate.

The type of trip was shown to moderate only the relationship between satisfaction with the service aspects of travel/tourism phases and satisfaction with travel/tourism services. Remarkably, the relationship between satisfaction with the service aspects of travel/tourism phases and satisfaction with travel/tourism services is significantly stronger for those who traveled for

"multiple purposes" (i.e., business and pleasure combined and/or visiting family and friends) than for those traveling for leisure only. This is likely because the range and quality of the services for those traveling for business and pleasure combined will be more extensive than for travelers just looking to relax and unwind (e.g., fax services, Internet access, office suites). Moreover, the quality of the facilities provided by employers often exceeds those purchased by leisure travelers.

It is possible that additional moderation effects would have been detected for the type of trip had sufficient data been available for the "business and pleasure combined" category to run LISREL analysis (a minimum of 200 responses for each group is required). Launching a broader-scale survey in the future could perhaps resolve this issue.

As was mentioned in Chapter IV, no moderation effects were discovered for travel personality type. This is most likely the result of having insufficient data for the psychocentric personality type to run LISREL analysis. The two groups being analyzed (allocentrics versus midcentrics) are so close in opinions, by definition, that this is not an unexpected consequence of testing the two groups against each other. Conducting a large-scale mailing of the survey could alleviate this obstacle. Moreover, the insufficient number of psychocentric respondents could be, in part, caused by having purchased a mailing list of "vacationers," which produced a population more inclined to have higher annual

incomes than the general population. Profiles of psychocentrics indicate that this group tends to come from lower income households. This could also have contributed to the lack of presence of psychocentrics in the present study. The study could be repeated using a general mailing list (i.e., a random selection from a telephone book) rather than one made up exclusively of "vacationers."

Another possibility for the personality type not yielding significant moderation effects on the model's paths is that one of the indicators did not fit well with the others and had to be removed from the study. In the future, the measurement instrument could be improved to eliminate this concern.

Alternatively, a different personality type measure could be utilized (e.g., Type A versus Type B personalities) to retest for the moderation effects of personality type on various relationships in the model.

Overall, the stability of the model's paths across the various personality type, length of stay, and type of trip groups exhibits that the model is generalizable to a myriad of travelers and travel situations.

Research could be conducted to disclose additional moderators not considered in this study (e.g., domestic versus international travel, income, age, gender, marital status). Further, it would be meaningful to see if those items being tested as moderators in the current study also have predictive effects. For instance, past research has indicated that personality type (i.e., allocentric versus psychocentric) has a predictive effect on several of the relationships in

the model (Neal, Sirgy, and Uysal 1997). Additional research could be conducted to validate this finding in addition to providing more refinement for the model.

## 5.5 MANAGERIAL IMPLICATIONS

The findings of this study are of utmost importance to managers in the travel/tourism industry. The results presented confirm that performance should be measured not simply on the balance sheet, but also from a socially responsible perspective of the industry's contribution travelers' QOL. The measurement instrument refined and tested in this study should be used via mail survey to periodically appraise how well the industry is doing in terms of enhancing the QOL of its travelers.

The instrument could also be used to detect if those service areas which have been identified to enhance travelers' QOL need improvement. This could be done by periodically administering the survey to the traveling public and then examining the mean scores for the various leisure tourism aspects addressed in the survey. For instance, travel customers' perceptions of the quality of services related to the pretrip should be assessed by examining the mean score for that measurement item. For this study, for instance, the satisfaction level for the quality of pretrip services was high (i.e., 4.26 on a scale from 1 to 5 -- see

page 123), thus suggesting that the industry is doing a good job in regard to providing quality pretrip services to the traveling public. The measurement instrument could be used in this fashion to examine the health of the industry in regard to the various service aspects identified for the pretrip, en route, destination, and return trip phases of the trip.

Similarly, the trip reflections measurement items could be appraised to determine how well travel/tourism industry professionals are addressing each of the six conditions of leisure measured in this study (i.e., perceived freedom from control, perceived freedom from work, involvement, arousal, mastery, and spontaneity). The present work suggests that the industry is doing well overall in producing favorable trip reflections for its customers, nonetheless, there is certainly room for improvement in regard to several of the aspects of trip reflections. For example, the mean scores of 2.68 and 2.90 on a 1 to 5 scale for two of the mastery measurement items may imply that industry professionals should take special care in improving their efforts to appeal to the perceived mastery needs of their travel consumers.

The measurement instrument used in this study should be administered to a survey of travel/tourism consumers periodically (e.g., annually or biannually) to examine the mean scores for these service items, thus monitoring the health of the industry. If the mean scores are consistently strong and stable, this would suggest that the industry is adequately addressing the service needs of its

travel/tourism consumers. Conversely, weak or low mean scores on various service-related measurement items would identify those aspects of the tourism service experience which require improvement.

Furthermore, the industry should compare the mean scores of the aforesaid service measurement items over time to monitor if they are increasing or decreasing with time. This could help determine if industry professionals are improving or regressing in regard to producing consumer satisfaction with these service areas.

This study demonstrates that leisure travel contributes to an individual's overall quality of life satisfaction. This finding is important in that enhancing an individual's quality of life has been linked in medical research to maintaining medical health, to more rapid recovery from certain illnesses, and to increased longevity. The travel industry could use the information established in this work to provide information to the medical community that could be useful in the prevention and treatment of various ailments.

Also important to travel/tourism managers is the information obtained regarding the type of trip and the length of stay moderators. For instance, the degree of satisfaction with travel/tourism experiences is present for those who stay six or fewer nights, whereas a positive effect from satisfaction with travel/tourism experiences is realized for those who stay seven or more nights. Those staying longer periods of time have more of an opportunity to enjoy the

services provided by the travel/tourism industry, whereas those staying shorter amounts of time tend to utilize travel/tourism services less and tend to be rushed with their experiences. Further, there is less time for service recovery in the event of a mistake for those who stay shorter periods of time, thus increasing the risk of lower levels of consumer satisfaction or greater levels of consumer dissatisfaction.

Additionally, there is not as much time for travelers only staying a few nights to establish memorable experiences that will be retained in the enduring "trip reflections" of the traveler. This dilemma may be more of an "external" factor which is uncontrollable rather than related to the marketing mix variables in regard to the short-term visitor, but controllable for the long-term visitor. This information is very useful from a market segmentation perspective. Since travel/tourism more positively influences the strength of the relationship between satisfaction with travel/tourism experiences and satisfaction with leisure life, more care needs to be given to long-term travelers to make certain that satisfaction with every aspect of the travel experience is maximized in order to enhance their quality of life.

A tourism destination seeking to gain support from grant institutions could theoretically use findings generated from administering the measurement instrument as a basis for positioning themselves as socially responsible in regard to QOL contribution and thus a worthy recipient of funds.

## 5.6 CONTRIBUTIONS OF THE STUDY

This study contributes to both the theoretical and practical aspects of travel/tourism. From a theoretical perspective, the study validates the notion that the aspects of various aspects of an individual's life can, in fact, indirectly contribute that individual's overall QOL. It also establishes that travel/tourism is an important aspect of leisure life.

From a practical perspective, the study provides validation for a model and survey instrument that can be used by industry professionals on a periodic basis (e.g., annually, biannually, and so forth) to "gauge" the health of the industry in regard to how it is doing in contributing to the QOL of the traveling public. Each phase of the travel experience can be examined in regard to its ability to contribute to the traveler's quality of life. For instance, the satisfaction measures related to "destination" satisfaction may provide travel industry professionals at the tourism site (e.g., tour guides, hotel clerks) with useful information on how they can enhance travelers' quality of life.

The findings that the length of stay affects the degree of satisfaction or dissatisfaction associated with various aspects of the trip indicates that industry professionals should take special care in satisfying the needs of those staying greater lengths of time, since they are likely to remember the experience more than

those staying for lesser amounts of time. This is also true since longer trips will likely have more of a chance to impact the traveler's QOL.

Future research can better explain the perplexity of the insignificant paths from satisfaction with travel/tourism experiences to satisfaction with leisure life and from satisfaction with leisure life to satisfaction with life in general. This could be done by running LISREL analysis for the structural model only using those who stayed seven or more nights on the trip for a national sample population. It would be interesting to see if, when conducted on a larger broad-based sample, if these relationships will continue to be positive for individuals who stay extended periods of time and negative for those who stay shorter periods of time.

## 5.7 CONCLUSION

The results of this study provided support that travel/tourism does enhance the QOL of the traveler. This was done by building on previous research which had demonstrated that life in general and leisure life could be predicted by satisfaction with travel/tourism services and satisfaction with travel/tourism experiences.

The theoretical basis for the study was established during the pretest phase by identifying those aspects of travel/tourism that help to make up the travel/tourism experience. Further, the components of the leisure life domain

were distinguished. Finally, the factoring out of the various life domains to allow for the separation of the leisure life domain was possible to measure their combined contribution to QOL. The findings supported the idea that travel/tourism services and experiences can bring about the type of satisfaction that is enduring and thus contributes to the travelers' QOL.

Several important implications of this study include the support for the model proposed by Neal, Sirgy, and Uysal (1999) that established that "industry performance can be measured not only through profitability but also through the kind of customer satisfaction that is enduring and contributing to QOL" (p. 160). Further, the measurement instrument that was developed during the pretest with considerable success was refined and improved. This measurement instrument could prove to be a useful tool for tourism industry professionals in assessing their role in contributing to their guests' QOL and in monitoring the strengths and weaknesses of the industry in regard to various aspects of travel/tourism services.

It is suggested that additional validation studies across several traveling populations should be conducted. Additionally, testing to see if the model holds in various international cultures would prove to be useful as well.

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# APPENDIX A

## Sampling Design and Survey Instrument

The survey was mailed to 2,000 residents of Southwest Virginia who travel. The sample was obtained from a credible mailing list provider and included a stratified random sample from thirty-three counties and thirteen cities. The counties included are Alleghany, Amherst, Augusta, Bath, Bedford, Bland, Botetourt, Buchanan, Campbell, Carroll, Craig, Dickenson, Floyd, Franklin, Giles, Grayson, Henry, Highland, Lee, Montgomery, Patrick, Pittsylvania, Pulaski, Roanoke, Rockbridge, Rockingham, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe. The cities are Bedford, Bristol, Covington, Clifton, Forge, Danville, Galax, Lexington, Lynchburg, Martinsville, Radford, Roanoke, Salem, and Staunton.

The cover letter and survey instrument that were mailed to the individuals on the mailing list with a pre-addressed, stamped return envelope are shown below. The reminder postcard that was mailed out three weeks later to non-respondents is exhibited immediately after the survey instrument. Lastly, this APPENDIX also contains the question numbers for many of the variables of the survey. This key will be needed to interpret the findings from many of the tables presented in future appendices.

# COVER LETTER



College of Human Resources and Education

Department of Hospitality and Tourism Management  
362 Wallace Hall, Blacksburg, Virginia 24061-0429  
(540) 231-5515 Fax: (540) 231-8313

October 6, 1998

Dear Vacationer:

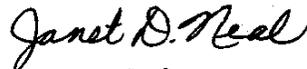
As part of the requirement for my doctoral degree program at Virginia Tech, I am conducting a study to help understand the causes of satisfaction with leisure travel. The study will help advise the travel/tourism industry on how to better serve the traveling public.

Would you help me out by participating in this study? All you need to do is fill out the enclosed questionnaire. It should take approximately 15 minutes to complete. Please answer each question as carefully as possible, place it in the enclosed postage-paid, self-addressed envelope and drop it in the mail by October 30, 1998.

Since few travelers from Southwest Virginia will be receiving this questionnaire, your participation is critical to the completion of this research project and my doctoral dissertation.

Thank you for taking part in this study.

Sincerely,



Janet D. Neal  
Ph.D. Candidate

Enclosures

# SURVEY INSTRUMENT

## SATISFACTION SURVEY OF

### YOUR MOST RECENT VACATION TRIP

This survey questionnaire is about your last vacation trip. Identify the most recent vacation trip you took and describe it by indicating the type of trip. Which of the following best describes your last vacation trip?

- Beach
- Resort
- Theme Park(s)
- Festivals/Special Events
- Recreation
- Outdoor
- Combined (business and pleasure)
- Visiting friends and relatives
- Touring (traveling from place to place)
- Other. Please specify. \_\_\_\_\_

How many nights did you stay on your trip?

Did this trip take place within the United States or abroad?

- Within the United States/domestic
- Abroad/international

Now concentrate on the trip you just identified. Take a moment to think about your experiences on that trip. The remainder of this questionnaire is designed to measure your satisfaction or dissatisfaction with various aspects of your most recent vacation trip. Read each statement and indicate your agreement or disagreement with it by marking the appropriate response category.

**SATISFACTION WITH TRAVEL/TOURISM SERVICES RELATED TO THE PRETRIP** *(The items in this section focus on your experiences with making travel arrangements for your most recent vacation trip. If you didn't use services of travel and tourism professionals [e.g., travel agents, ticket agents, hotel reservations clerks] then mark "Not Applicable" to the items in this section.)*

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1.	I was satisfied with the quality of the service provided by travel and tourism professionals (e.g., travel agents, ticket agents, hotel reservation clerks) while planning the trip.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Making travel and accommodation arrangements for this trip was basically problem-free (e.g., travel agents were knowledgeable, I was not put on hold for long periods of time).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The cost of the services provided by travel and tourism professionals in helping me with the travel logistics was reasonable and well worth it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH TRAVEL/TOURISM SERVICES RELATED TO THE EN ROUTE TRIP**

*(The items in this section focus on your experiences with travel services provided to you by travel carriers and personnel while traveling to the destination site. If you used your automobile to drive to the destination site, then mark "Not Applicable" to the items in this section.)*

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1.	I was pleased with the quality of the services provided in transit to the vacation site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	My travels to the vacation site were basically problem-free (e.g., plane seats were as reserved, train seats reclined properly, bus driver did not get lost).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The cost of travel to the vacation site was reasonable and well worth it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH TRAVEL/TOURISM SERVICES AT THE DESTINATION SITE**

*(The items in this section focus on your experiences with travel and tourist services at the vacation site. If you didn't use travel and tourism services at the vacation site [e.g., activities, attractions, restaurants, hotels], then mark "Not Applicable" to the items in this section.)*

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1.	Tourist services at the vacation site (e.g., regarding activities, tourist attractions, restaurants, hotels) were comprehensive and of high quality. These services made the trip a richer experience for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Tourist services provided at the vacation site were basically problem-free (e.g., the hotel room reserved was available at check-in time, the food was acceptable).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The cost of tourist services at the vacation site was reasonable and well worth it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH TRAVEL/TOURISM SERVICES RELATED TO THE RETURN TRIP**

*(The items in this section focus on your experiences with travel services provided to you by travel carriers and personnel while returning home from the destination site. If you used your automobile to drive home from the destination site, then mark "Not Applicable" to the items in this section.)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1. I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. My return travels were basically problem-free (e.g., the plane seats were comfortable, we returned on time).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The cost of travel home from the vacation site was reasonable and well worth it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH TRAVEL/TOURISM SERVICES RELATED TO THE TRIP IN GENERAL**

*(The items in this section focus on your general feelings about the travel and tourism services related to every aspect of the trip: pretrip, en route, destination site and return trip. If you didn't use any travel and tourism services related to any aspect of the vacation trip, then mark "Not Applicable" to the items in this section.)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1. In general, I was pleased with the quality of the travel and tourism services related to this vacation trip.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The travel and tourism services related to this vacation trip were basically problem-free.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The cost of the travel and tourism services related to this vacation trip was reasonable and well worth it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TRIP REFLECTIONS** (*The items in this section focus on your post-trip reflections -- those memorable moments that enriched your life. Mark "Not Applicable" to the items below that do not apply to your vacation.*)

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1	On this trip, I <i>felt free</i> to do the kinds of things that I can't do at home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	On this trip, I <i>felt free</i> from the controls of other people. I felt in control of my movements and actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	On this trip, I <i>felt free</i> from the pressures of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	On this trip, I felt <i>far away from the drudgery of work</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	I needed to <i>get away from work</i> and relax. This trip helped me to rejuvenate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	I was feeling overworked and emotionally exhausted. This trip helped me to <i>get away from the stresses and strains of work</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	On this trip, I became <i>emotionally involved and engaged</i> with people and things. This experience was very pleasant for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	This trip allowed me to <i>get close</i> to my spouse, children, relatives, and/or friends. It was very much worthwhile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	On this trip, I was able to <i>re-establish a dwindling relationship</i> with people for whom I care a lot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	On this trip, I managed to <i>do exciting things</i> . I experienced a lot of thrills. This experience has been enriching.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	On this trip, I established friendships with one or more new people. This was <i>exciting</i> . I needed to make new friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	On this trip, I got involved with an exciting activity. I felt <i>alive</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	On this trip, I was able to pursue a passionate interest. This experience was <i>thrilling</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TRIP REFLECTIONS (Continued from previous page)**

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
14. On this trip, I had a chance to <i>master</i> a hobby or sport. I had wanted to do this for a long time but never had the chance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. On this trip, I was able to <i>sharpen my skills</i> on a passionate hobby or sport. This was very rewarding to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. On this trip, I felt <i>spontaneous</i> . This experience has enriched me in ways I never expected.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. One cannot afford to be spontaneous in everyday life. But one needs to be spontaneous once in a while. This trip allowed me to do just that -- <i>be spontaneous</i> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. On this trip, I enjoyed getting to do things on the " <i>spur-of-the-moment</i> ."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH THE GENERAL TRIP EXPERIENCE** (*The items in this section focus on your general feelings toward the vacation trip -- whether or not the trip, at large, was an enriching experience in you life.*)

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1. All in all, I feel that this trip has <i>enriched my life</i> . I'm really glad I went on this trip.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. On this trip, I <i>accomplished the purpose of the vacation</i> . This experience has enriched me in some ways.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. This trip was <i>rewarding</i> to me in many ways. I feel much better about things and myself after this trip.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH LEISURE EXPERIENCES AT HOME** *(The items in this section focus on your general feelings of leisure experiences at home -- whether or not you feel that the leisure time at home has recently been spent in meaningful, fulfilling ways. The three items below refer to "work" as "job-related work." If you feel that you don't work, please mark "Not Applicable" to that item.)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1. I do things that are fulfilling when I'm off work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Lately, I have been feeling very good about the way I spend my leisure time after work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Leisure time after work is very important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH LEISURE EXPERIENCES AT LARGE** *(The items in this section focus on your general feelings of leisure experiences at large -- if you feel that the leisure time at home, as well as away from home, has recently been spent in meaningful, fulfilling ways. One item below refers to "work" as "job-related work." If you feel that you don't work, please mark "Not Applicable" to that item.)*

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1. Recently, I have been spending quality leisure time in general (e.g., going on vacations, relaxing around the house, enjoying a hobby).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am the kind of person who knows how to enjoy leisure time anytime and anywhere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I am generally happy with the quality of my leisure time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH NON-LEISURE LIFE DOMAINS** *(The items in this section focus on your general feelings about other life experiences besides leisure. For example, feelings about your job, your family, your personal health, your community, and any other experiences that are meaningful to you.)*

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable
1.	I am generally happy with my job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	I am generally happy with my family situation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	I am generally happy with my personal health.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	I am generally happy with the relationships I have with people such as relatives, friends, and neighbors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	I am generally happy with my community and neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	I am generally happy with my standard of living and financial situation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SATISFACTION WITH LIFE IN GENERAL** *(The items in this section focus on your general feelings about your life in general.)*

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1.	I am generally happy with my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Although I have my ups and downs, in general, I feel good about my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	I lead a meaningful and fulfilling life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Reminder Postcard (front and back)

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Dear Vacationer:

A few weeks ago, a travel satisfaction survey was mailed to you. If you have already returned your completed questionnaire, thank you for your participation. If not, please return by **November 10, 1998**. Your cooperation can help make this study a success.

Sincerely,

*Janet D. Neal*

Janet D. Neal, Ph.D. Candidate  
Department of Hospitality and Tourism Management  
Virginia Tech  
Blacksburg, VA 24061-0429

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VIRGINIA TECH  
362 WALLACE HALL  
BLACKSBURG, VA 24061



## Question Numbers and Coding Information

Questions 4-59 were all measured on a Likert-type scale and were coded from 5 → 1 (strongly agree → strongly disagree). Question 60 was reverse coded.

1. Type of trip (1 = beach, 2 = resort, 3 = theme park(s), 4 = festivals/special events, 5 = recreation, 6 = outdoor, 7 = business and pleasure combined, 8 = visiting friends and relatives, 9 = touring, 10 = other).
4. I was satisfied with the quality of the service provided by travel and tourism professionals (e.g., travel agents, ticket agents, hotel reservation clerks) while planning the trip.
5. Making travel and accommodation arrangements for this trip was basically problem-free (e.g., travel agents were knowledgeable, I was not put on hold for long periods of time).
6. The cost of the services provided by travel and tourism professionals in helping me with the travel logistics was reasonable and well worth it.
7. I was pleased with the quality of the services provided in transit to the vacation site.
8. My travels to the vacation site were basically problem-free (e.g., plane seats were as reserved, train seats reclined properly, bus driver did not get lost).
9. The cost of travel to the vacation site was reasonable and well worth it.
10. Tourist services at the vacation site (e.g., regarding activities, tourist attractions, restaurants, hotels) were comprehensive and of high quality. These services made the trip a richer experience for me.
11. Tourist services provided at the vacation site were basically problem-free (e.g., the hotel room reserved was available at check-in time, the food was acceptable).

12. The cost of tourist services at the vacation site was reasonable and well worth it.
13. I was satisfied with the quality of the services provided by those who assisted me on the way home (e.g., flight attendants, cabin stewards, bus drivers, ticket agents).
14. My return travels were basically problem-free (e.g., the plane seats were comfortable, we returned on time).
15. The cost of travel home from the vacation site was reasonable and well worth it.
16. In general, I was pleased with the quality of the travel and tourism services related to this vacation trip.
17. The travel and tourism services related to this vacation trip were basically problem-free.
18. The cost of the travel and tourism services related to this vacation trip was reasonable and well worth it.
19. On this trip, I felt free to do the kinds of things that I can't do at home.
20. On this trip, I felt free from the controls of other people. I felt in control of my movements and actions.
21. On this trip, I felt free from the pressures of life.
22. On this trip, I felt far away from the drudgery of work.
23. I needed to get away from work and relax. This trip helped me to rejuvenate.
24. I was feeling overworked and emotionally exhausted. This trip helped me to get away from the stresses and strains of work.
25. On this trip, I became emotionally involved and engaged with people and things. This experience was very pleasant for me.

26. This trip allowed me to get close to my spouse, children, relatives, and/or friends. It was very much worthwhile.
27. On this trip, I was able to reestablish a dwindling relationship with people for whom I care a lot.
28. On this trip, I managed to do exciting things. I experienced a lot of thrills. This experience has been enriching.
29. On this trip, I established friendships with one or more new people. This was exciting. I needed to make new friends.
30. On this trip, I got involved with an exciting activity. I felt alive.
31. On this trip, I was able to pursue a passionate interest. This experience was thrilling.
32. On this trip, I had a chance to master a hobby or sport. I had wanted to do this for a long time but never had the chance.
33. On this trip, I was able to sharpen my skills on a passionate hobby or sport. This was very rewarding to me.
34. On this trip, I felt spontaneous. This experience has enriched me in ways I never expected.
35. One cannot afford to be spontaneous in everyday life. But one needs to be spontaneous once in a while. This trip allowed me to do just that -- be spontaneous.
36. On this trip, I enjoyed getting to do things on the "spur-of-the-moment."
37. All in all, I feel that this trip has enriched my life. I'm really glad I went on this trip.
38. On this trip, I accomplished the purpose of the vacation. This experience has enriched me in some ways.
39. This trip was rewarding to me in many ways. I feel much better about things and myself after this trip.

40. I do things that are fulfilling when I'm off work.
41. Lately, I have been feeling very good about the way I spend my leisure time after work.
42. Leisure time after work is very important to me.
43. Recently, I have been spending quality leisure time in general (e.g., going on vacation, relaxing around the house, enjoying a hobby).
44. I am the kind of person who knows how to enjoy leisure time anytime and anywhere.
45. I am generally happy with the quality of my leisure time.
46. I am generally happy with my job.
47. I am generally happy with my family situation.
48. I am generally happy with my personal health.
49. I am generally happy with the relationships I have with people such as relatives, friends, and neighbors.
50. I am generally happy with my community and neighborhood.
51. I am generally happy with my standard of living and financial situation.
52. I am generally happy with my life.
53. Although I have my ups and downs, in general, I feel good about my life.
54. I lead a meaningful and fulfilling life.
55. I feel as though this trip has enriched my life.
56. Taking this vacation trip was important to me. My life would have been more stressful without this trip.
57. I felt that I really needed this trip. It helped me rejuvenate and feel good about myself and my life in general.

58. I am the kind of person who enjoys embarking on new adventures while on vacation.
59. In general, I feel confident in the planning decisions I make regarding my vacation trips.
60. I usually experience feelings of anxiety about traveling.
62. Gender (1 = male, 2 = female).
63. Race (1 = white, 2 = African American, 3 = other).
64. Marital status (1 = now married, 2 = widowed, 3 = divorced, 4 = separated, 5 = never married).
69. The actual number of nights spent on the trip
70. Actual age of the respondents.
71. Actual income of the respondents.
72. Early respondents = 1, late respondents = 2, non-respondents = 3.

# APPENDIX B

## Respondent Profile Data

<b>Table B.1</b> <b>Age of Respondents</b>								
Mean = 56.55 n = 811								
Age	< 25	25-34	35-44	45-54	55-64	65-74	75-84	85+
n	30	33	124	152	175	193	95	9
%	3.7	4.1	15.3	18.7	21.6	23.8	11.7	1.1

<b>Table B.2</b> <b>Income of Respondents</b>						
Mean = \$57,053.60 n=681						
Income	< \$20,000	\$20,000-39,999	\$40,000-59,999	\$60,000-79,999	\$80,000-99,999	\$100,000 +
n	28	138	180	125	85	125
%	4.1	20.1	26.5	18.4	12.5	18.4

<b>Table B.3</b>					
<b>Marital Status of Respondents (n = 807)</b>					
Marital Status	Now Married	Widowed	Divorced	Separated	Never Married
n	628	70	48	7	54
%	77.8	8.7	5.9	0.9	6.7

<b>Table B.4</b>		
<b>Gender of Respondents (n = 806)</b>		
Gender	Male	Female
n	458	348
%	56.8	43.2

<b>Table B.5</b>			
<b>Ethnic Origin of Respondents (n = 805)</b>			
Ethnic Origin	White	African-American	Other
n	786	16	3
%	97.6	2.0	0.4

# APPENDIX C

## Early Respondents versus Late Respondents

<b>Table C.1</b> <b>Results of t-test to Survey Questions</b> <b>by Early Respondents versus Late Respondents</b>							
Question Number	Early Respondents		Late Respondents		t-value	d.f.	2-tailed Significance
	Mean	n	Mean	n			
4	4.3	743	4.3	64	0.154	805	0.878
5	4.2	747	4.2	63	0.732	73.417	0.466
6	4.4	740	4.1	64	1.484	73.032	0.142
7	4.2	732	4.0	60	1.330	71.388	0.188
8	4.1	724	4.1	58	0.218	780	0.827
9	4.2	740	4.0	62	1.581	72.257	0.118
10	4.1	746	4.1	61	0.572	805	0.568
11	4.2	732	4.0	63	1.219	793	0.223
12	4.0	730	3.8	64	1.592	74.930	0.116
13	4.5	731	4.7	60	-0.411	789	0.681
14	4.0	729	3.8	54	1.553	72.999	0.125
15	4.1	747	4.0	65	1.747	72.497	0.085
16	4.2	742	4.1	62	0.966	802	0.334
17	4.1	741	4.0	61	1.440	74.401	0.154
18	4.1	746	3.9	60	1.892	75.517	0.062
19	4.0	732	4.1	63	-0.545	793	0.586
20	3.9	724	3.9	54	0.058	776	0.954

21	4.1	727	4.0	56	1.056	781	0.291
22	4.3	717	4.2	67	1.192	782	0.234
23	4.1	724	4.1	68	0.312	790	0.755
24	3.8	742	3.6	68	1.489	76.835	0.141
25	3.8	722	3.8	62	0.809	782	0.419
26	4.1	718	4.2	61	-0.117	777	0.907
27	3.3	712	3.4	58	-0.259	768	0.796
28	4.3	722	4.2	53	0.118	773	0.906
29	3.3	733	3.4	61	-0.480	792	0.631
30	3.6	727	3.5	65	0.500	790	0.617
31	3.4	713	3.4	67	-0.555	778	0.579
32	2.7	712	2.6	61	1.173	771	0.241
33	2.9	709	3.0	64	-0.973	771	0.331
34	3.3	735	3.3	63	0.684	796	0.494
35	3.3	736	3.3	55	0.406	789	0.685
36	3.7	738	3.8	61	-0.753	797	0.452
37	4.2	735	4.2	62	0.322	795	0.747
38	4.2	745	4.3	56	-0.959	799	0.338
39	3.9	704	4.0	68	-0.016	770	0.310
40	3.9	746	3.9	64	-0.058	808	0.954
41	3.5	746	3.6	62	-0.588	806	0.557
42	4.2	747	4.1	61	0.544	806	0.587
43	3.8	747	3.7	65	0.423	810	0.673
44	3.9	742	3.8	61	0.791	801	0.429
45	3.9	741	3.9	63	-0.186	802	0.852
46	3.9	738	4.0	46	-0.652	782	0.514
47	4.2	731	4.2	51	-0.330	780	0.741

48	4.0	742	4.0	47	-0.215	787	0.830
49	4.2	743	4.2	67	-0.246	808	0.806
50	4.1	747	4.2	66	-1.362	811	0.173
51	4.1	734	4.2	66	-1.496	798	0.135
52	4.3	743	4.4	62	-1.774	803	0.077
53	4.3	743	4.4	62	-1.394	803	0.164
54	4.2	743	4.3	62	-0.457	803	0.658
55	4.0	743	3.9	64	0.548	805	0.584
56	3.6	741	3.7	61	-0.946	800	0.345
57	3.7	736	3.7	61	-0.179	795	0.858
58	4.1	723	4.0	52	0.899	773	0.369
59	4.2	711	4.3	48	-0.472	757	0.637
60	3.4	714	3.4	56	-0.325	768	0.745
69	7.8	715	7.9	64	-0.052	777	0.959
Demographic factors:							
70 (Age)	56.6	748	56.0	63	-0.297	809	0.767
71 (Inc.)	\$56,0176	627	\$67,203	54	-1.539	679	0.124

NOTE: \* denotes significance at the 0.05 level.  
Please refer to APPENDIX A for question number key.

**Table C.2**  
 $\chi^2$  Test of Gender by  
 Early Respondents versus Late Respondents

Gender	Early Respondents (n = 739)	Late Respondents (n = 67)
Male	431	27
Female	308	40
Pearson $\chi^2 = 10.201$ Significance = 0.070		

**Table C.3**  
 $\chi^2$  Test of Marital Status by  
 Early Respondents versus Late Respondents

Marital Status	Early Respondents (n = 740)	Late Respondents (n = 67)
Now Married	578	50
Widowed	62	8
Divorced	43	5
Separated	7	0
Never Married	50	4
Pearson $\chi^2 = 2.446$ (d.f. = 4) Significance = 0.874		

**Table C.4**  
 **$\chi^2$  Test of Ethnic Origin by**  
**Early Respondents versus Late Respondents**

Ethnic Origin	Early Respondents (n = 738)	Late Respondents (n = 67)
White	721	65
African-American	15	1
Other	2	1
Pearson $\chi^2 = 5.245$ (d.f. = 2) Significance = 0.263		

# APPENDIX D

## Respondents Versus Non-respondents

<b>Table D.1</b> <b>Results of t-test to Selected Survey Questions</b> <b>by Respondents versus Non-respondents</b>							
Question Number	Respondents		Non-respondents		t-value	d.f.	2-tailed Significance
	Mean	n	Mean	n			
<b>70</b>	<b>56.5</b>	<b>811</b>	<b>48.2</b>	<b>52</b>	<b>3.465*</b>	<b>861</b>	<b>.001</b>
69	7.8	779	9.5	52	-1.598	829	.110
<b>37</b>	<b>4.2</b>	<b>797</b>	<b>4.6</b>	<b>52</b>	<b>-3.457*</b>	<b>847</b>	<b>.001</b>
38	4.2	799	4.3	52	-.677	55.69	.501
39	3.9	772	4.2	52	-2.080	882	.38
<b>52</b>	<b>4.3</b>	<b>805</b>	<b>3.9</b>	<b>52</b>	<b>4.362*</b>	<b>855</b>	<b>.000</b>
<b>53</b>	<b>4.3</b>	<b>805</b>	<b>3.9</b>	<b>52</b>	<b>5.138*</b>	<b>855</b>	<b>.000</b>
<b>54</b>	<b>4.2</b>	<b>805</b>	<b>3.9</b>	<b>52</b>	<b>2.946*</b>	<b>855</b>	<b>.003</b>

NOTE: "Respondents" as reported here include both early and late respondents  
 \* denotes significance at the 0.05 level.

Q70 = Age of the Respondent

Q69 = Number of nights on trip

Questions 37-39 are designed to measure the "satisfaction with the general trip experience" construct.

Q37 = "All in all, I feel that this trip has enriched my life. I'm really glad I went on this trip."

Q38 = "On this trip, I accomplished the purpose of the vacation. This experience has enriched me in some ways."

Q39 = "This trip was rewarding to me in many ways. I feel much better about things and myself after this trip."

Questions 52-54 are designed to measure the "satisfaction with life in general" construct.

Q52 = "I am generally happy with my life."

Q53 = "Although I have my ups and downs, in general, I feel good about my life."

Q54 = "I lead a meaningful and fulfilling life."

<b>Table D.2</b> <b><math>\chi^2</math> Test Results of Gender for Respondents versus Non-respondents</b>		
<b>Gender</b>	<b>Respondents (n = 806)</b>	<b>Non-respondents (n = 52)</b>
Male	458	29
Female	348	23
Pearson $\chi^2 = 1.004$ (d.f. = 1) Significance = 0.962		

NOTE: "Respondents" as reported here include both early and late respondents

## APPENDIX E

### Survey Data Compared with SW Virginia Census Data and with 1994 Tourism Study Data

<b>Table E.1</b>		
<b><math>\chi^2</math> Test Results of Gender for Census versus Survey</b>		
Gender	Census Population	Survey Sample
Male	49%	58%
Female	51%	42%
Pearson $\chi^2 = 1.775$ (d.f. = 1) Significance = 0.183		

<b>Table E.2</b>		
<b><math>\chi^2</math> Test Results of Gender for 1994 Tourism Study versus Current Survey</b>		
Gender	1994 Tourism Study Sample	Current Survey Sample
Male	56%	58%
Female	44%	42%
Pearson $\chi^2 = 0.082$ (d.f. = 1) Significance = 0.775		

Table E.3 $\chi^2$ Test Results of Age Categories for Census versus Survey		
Age Category	Census Population	Survey Sample
18-24	15%	4%
25-34	20%	4%
35-44	19%	15%
45-54	15%	19%
55-64	13%	22%
65-74	11%	24%
75-84	6%	12%
85 +	2%	1%
Pearson $\chi^2 = 27.452$ (d.f. = 7) <b>Significance = 0.000*</b>		

\* indicates significance at the 0.05 level.

Table E.4 $\chi^2$ Test Results of Age Category 1994 Tourism Study versus Current Survey		
Age Category	1994 Tourism Study Sample	Current Survey Sample
<25	1%	4%
25-34	11%	4%
35-54	40%	34%
55-74	37%	46%
75 +	10%	13%
Pearson $\chi^2 = 6.925$ (d.f. = 4) Significance = 0.140		

**Table E.5**  
 **$\chi^2$  Test Results of Income Category for Census versus Survey**

Income Category	Census Population	Survey Sample
< \$19,999	20%	1%
10,000-19,999	22%	2%
20,000-29,999	19%	7%
30,000-39,999	15%	13%
40,000-49,999	10%	12%
50,000-59,000	6%	14%
60,000-74,999	5%	18%
75,000-99,999	3%	14%
100,000- 124,999	1%	12%
125,000-149,999	0%	1%
\$150,000 +	1%	6%
Pearson $\chi^2 = 72.050$ (d.f. = 10) <b>Significance = 0.000*</b>		

\* indicates significance at the 0.05 level

<p align="center"><b>Table E.6</b>  <b><math>\chi^2</math> Test Results of Income Category for 1994 Tourism Study</b>  <b>versus Current Survey</b></p>		
Income Category	1994 Tourism Study Sample	Current Survey Sample
< \$9,999	16%	1%
10,000-19,999	21%	2%
20,000-29,999	21%	7%
30,000-39,999	18%	13%
40,000-49,999	11%	12%
\$50,000 >	13%	64%
Pearson $\chi^2 = 69.703$ (d.f. = 5) <b>Significance = 0.000*</b>		

\* indicates significance at the 0.05 level

<p align="center"><b>Table E.7</b>  <b><math>\chi^2</math> Test Results of Marital Status for Census versus Survey</b></p>		
Marital Status	Census Population	Survey Sample
Now Married	58%	78%
Widowed	9%	9%
Divorced	7%	6%
Separated	3%	1%
Never Married	24%	7%
Pearson $\chi^2 = 13.630$ (d.f. = 4) <b>Significance = 0.009*</b>		

\* indicates significance at the 0.05 level

<b>Table E.8</b>		
<b><math>\chi^2</math> Test Results of Marital Status for 1994 Tourism Study versus Current Survey</b>		
Marital Status	1994 Tourism Study Sample	Current Survey Sample
Single	24%	21%
Married	76%	80%
Pearson $\chi^2 = 0.188$ (d.f. = 1) Significance = 0.665		

<b>Table E.9</b>		
<b><math>\chi^2</math> Test Results of Ethnic Origin for Census versus Survey</b>		
Ethnic Origin	Census Population	Survey Sample
White	89%	98%
African-American	10%	2%
Other	1%	0%
Pearson $\chi^2 = 6.366$ (d.f. = 2) <b>Significance = 0.041*</b>		

\* indicates significance at the 0.05 level

<b>Table E.10</b>		
<b><math>\chi^2</math> Test Results of Ethnic Origin for 1994 Tourism Study versus Current Survey</b>		
Ethnic Origin	1994 Tourism Study Sample	Current Survey Sample
White	97%	98%
African-American	2%	2%
Other	1%	0%
Pearson $\chi^2 = 6.40$ (d.f. = 2) Significance = 0.726		

# VITA

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## HIGHLIGHTS

Janet D. Neal

- Has several years of teaching experience at the college/university level
- Has earned an M.B.A. and a Ph.D.
- Has worked on tourism consulting projects
- Has completed a summer study abroad program in Central and Eastern Europe
- Has received several academic scholarships from tourism and other organizations

## ACADEMIC EXPERIENCE

### **Doctor of Philosophy (Ph.D.)**

Hospitality and Tourism Management  
Virginia Tech, Blacksburg, Virginia. May 2000.

### **Master of Business Administration (M.B.A.)**

Virginia Tech, Blacksburg, Virginia. December 1991

### **Bachelor of Science (B.S.)**

Major: Business Administration. Concentration: Marketing  
Radford University, Radford, Virginia. December 1985

### **Associate of Science (A.S.)**

Major: Business Administration. Specialization: Management  
Bluefield State College, Bluefield, West Virginia. May 1984

## **EMPLOYMENT EXPERIENCE**

### **Instructor of Management and Marketing**

Radford University, Radford, Virginia (August 1996-Present)

Full-time temporary faculty member

(teach 4 classes per semester)

(August 1999-present)

Adjunct (taught 4 classes per semester)

(August 1996-August 1999)

### **Graduate Research Assistant**

Virginia Tech, Blacksburg, Virginia

(August 1994-August 1996)

### **Front Desk Management Intern**

Donaldson Brown Hotel and Conference Center

Blacksburg, Virginia

(Summer 1994)

### **Instructor of Computer Science**

(Adjunct: taught 4 classes per semester)

Bluefield State College, Bluefield, West Virginia

(August 1992-August 1994)

### **Instructor of Business**

(taught 5 (sometimes 6) classes per quarter)

National Business College

Bluefield, Virginia

(April 1988-May 1993 and Summer 1996)

Held various other positions prior to earning M.B.A.

## RESEARCH INTERESTS

Quality of life (QOL) issues in tourism, tourism marketing, international tourism, and enhancing the tourism service experience.

## PUBLICATIONS

- Neal, Janet D., M. Joseph Sirgy, and Muzaffer Uysal (1999). "The Role of Satisfaction with Leisure Travel/Tourism Services and Experience in Satisfaction with Leisure Life and Overall Life." *Journal of Business Research*, 44, 153-163.
- Neal, Janet D. and Muzaffer Uysal (1998). "Quality of Life Issues Related to the Subsegmentation of Older Adult Travelers – Retired versus Nonretired." In *Proceedings: The Second Annual International Society for Quality-of-Life Studies* [Online], edited by Bruno Zumbo.
- Neal, Janet D., Muzaffer Uysal, and M. Joseph Sirgy (1998). "Adapting Tourism Services to Enhance Travelers' Quality of Life." In *TTRA Annual Proceedings*.
- Neal, Janet D., M. Joseph Sirgy, and Muzaffer Uysal (1997). "Satisfaction with Various Aspects of Travel, Tourism, Leisure, and Life: Differences Between Allocentrics and Psychocentrics." In *Developments in Quality-of-Life Studies: Proceedings of the First Conference of the International Society of Quality-of-Life Studies*, Vol. 1, edited by H. Lee Meadow, 62.
- Neal, Janet D. and Robert D. Spillman (1997). "Human Engineering in Information Systems: A Quality of Life Revolution for the Physically Challenged." In *Developments in Quality-of-Life Studies: Proceedings of the First Conference of the International Society of Quality-of-Life Studies*, Vol. 1, 63.
- Neal, Janet D., Muzaffer Uysal, and M. Joseph Sirgy (1995). "Developing a Macro Measure of QOL/Leisure Satisfaction with Travel/Tourism Services: Stage One (Conceptualization)." In *Developments in Quality-of-Life Studies in Marketing: Proceedings of the Fifth Quality-of-Life/Marketing Conference*, Vol. 5, edited by H. Lee Meadow, M. Joseph Sirgy, and Don R. Rahtz. DeKalb, Illinois: Academy of Marketing Science, 145-149.

Neal, Janet D. (1995). "The Potential for Better Strategic Management through Integrated Hotel Technologies." In *New Frontiers in Tourism Research: Proceedings of Research and Academic Papers*, Vol. 7, edited by K.S. (Kaye) Chon. Ann Arbor, MI: The Society of Travel and Tourism Educators, 62-74.

Neal, Janet D. and E.C. Tse (1994). "The Need for Strategic Management Training in Eastern European Hotels." In *Frontiers in Tourism Research: Proceedings of Research and Academic Papers*, Vol. 6, edited by K.S. (Kaye) Chon. Ann Arbor, MI: The Society of Travel and Tourism Educators, 156-167.

## **PROFESSIONAL ASSOCIATION PRESENTATIONS**

Presented refereed papers at the following professional conferences:

- The Second Annual International Society for Quality of Life Studies, 1998
- The First Annual International Society for Quality of Life Studies, 1997 (2 papers)
- The Academy of Marketing Science and International Society for Quality of Life Studies joint conference, 1995
- The Society of Travel and Tourism Educators Conference, 1995
- The Society of Travel and Tourism Educators Conference, 1994

## **HONORS/ACTIVITIES/CONSULTING**

- Recently had a research study cited by Frank Noe (1999) in *Tourist Service Satisfaction: Hotel, Transportation, and Recreation*. Champaign, Illinois: Sagamore Publishing
- Assistant Faculty Advisor, Radford University Chapter of the American Marketing Association, August 1997-Present
- Co-chair of the social committee for the Department of Management and Marketing, Radford University, August 1999-Present
- Ethel N. Bowen Scholarship Recipient, 1994-1999
- Simmons Scholarship Recipient (ASTA), 1996-1997
- Society of Travel and Tourism Educators' Scholarship Recipient, 1996-1997

- Served as a marketing consultant on a tourism development project sponsored by the U. S. Forest Service (under the direction of Applebee, Inc. of Blacksburg, Virginia), 1995 and worked on other consulting projects
- Completed summer study abroad program in global management under the direction of the Virginia Tech Department of Management, 1993
- Member in good standing of several national professional organizations, including the International Society for Quality of Life Studies
- Served as a session moderator and as a session discussant at the Southeast Decision Sciences Institute Conference, 1998
- Serve as an academic advisor to several undergraduate management students at Radford University
- Directed two independent studies for undergraduate students at Radford University