

## **Analysis of Tourism Types and Attributes of Tourists**

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### **Abstract**

Leisure activities are all-encompassing, and tourism is one of the leisure ways for people. Tourism is one of the leisure ways for people, to adjust their life through tourism, to relieve physical and mental stress, to experience the humanities and customs of the localities, and to widen their vision.

This study was developing the questionnaire to interview the tourists. The SPSS 12.0 software to in progress the data test was adopted in this study. Additionally, ANOVA analysis, and T-test analysis was used.

Results reports that tourists have significant difference perception on genders are in arranging tourism activities and playing is their purpose.

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### **Introduction**

Adjusting your life through travel, relieve stress, and physical strength. Or you can get more experiences the humanities and customs of all places and broaden your knowledge. That will allow the body and mind to gain more energy to meet the more challenges of work for future.

Different consumer groups have different feelings about the type of tourism. Some passengers believe that "playing" is the main purpose. Some passengers think that they hope to enjoy life through sightseeing. And some travelers like to travel with their families. So they will choose a tourist destination that is suitable for the whole family.

The main purpose of this study is to explore different age groups and gender group, that to explore whether they have different perceptions of tourism types.

## **Literatures**

Travel is a driving force for tourists can to meet their inner needs, which is why tourists engage in tourism activities (Seppo and Allen, 1982). Iso-Ahola (1982) pointed out that the main purpose of tourism activities is to enable tourists to meet social and psychological needs. This can be explained as the reason why tourists engage in tourism activities.

Cohen (1972) first proposed the concept of independent travel that proposed to participate in institutionalized and non-institutionalized travellers. Institutionalized travellers refer to products that have been packaged tour by travel agents. This type of traveler will choose a lower risk and travel in a more familiar way, but has limited experience with local culture. Non-institutionalized travellers, because they follow their travel procedures, that are usually considered to be able to experience the local culture more realistically.

According to Hyde and Lawson (2003), independent travelers will have more

flexible itinerary and have freedom in the tourist destination; that is, they can change their itinerary and stay time with flexibility. The packaged tour traveler is limited by the travel itinerary of the chosen. Swarbrooke and Horner (1999) divides tourism types into: visiting relatives, business, religious, health, sightseeing, educational, cultural, sightseeing, and sightseeing.

### **Analysis method**

The SPSS 12.0 software to in progress the data test was adopted in this study. Additionally, ANOVA analysis, and T-test analysis was used.

### **Ranking analysis**

The ages are divide to four groups, there are:  $\leq 20$ , 21-30, 31-40, and  $>4$  groups. The mean scores analysis results, as shown in Table 1

In the age  $\leq 20$  and 21-30 two groups, the tourist are percept the most agreement of item is 'I relieved my work pressure by going sightseeing', the age 31-40 and  $\geq 40$  two groups are percept the most agreement of item is 'I think that sightseeing can reach the effect of entertainment'.

'I prefer a hotel with a spa or spa' item is the lowest agreement level in the four groups by the tourist percept.

Table 1. Ranking of age groups and different types of tourism

Items	≤20	21-30	31-40	≥41
I relieved my work pressure by going sightseeing.	4.45	4.34	4.20	4.00
I think travel can enhance family emotions.	4.40	4.32	4.00	4.50
I think that sightseeing can reach the effect of entertainment.	4.40	4.21	4.40	4.50
I have fun in sightseeing by tourist.	4.28	4.23	4.20	4.50
I will choose the tourist location suitable for the whole family.	4.27	4.14	4.00	4.50
I like to travel with my family.	4.26	4.04	3.80	4.50
When you travel, "playing" is my purpose.	4.16	4.07	4.20	3.00

In the Table 2, 'I relieved my work pressure by going sightseeing' is the male group percept the most of agreement types of tourism item. And 'I think travel can enhance family emotions' is the female group percept the most of agreement

Items	Male	Female
I relieved my work pressure by going sightseeing.	4.45	4.32
I think that sightseeing can reach the effect of entertainment.	4.32	4.32
I have fun in sightseeing by tourist.	4.26	4.26
I think travel can enhance family emotions.	4.21	4.49
I will choose the tourist location suitable for the whole family.	4.16	4.25
When you travel, "playing" is my purpose.	4.13	4.08
I like to travel with my family.	4.02	4.27

Table 3 The test result of ANOVA

Items	F-test	P-value
I relieved my work pressure by going sightseeing.	0.742	0.529
I think travel can enhance family emotions.	0.557	0.645
I think that sightseeing can reach the effect of entertainment.	0.928	0.429
I have fun in sightseeing by tourist.	0.159	0.923
I will choose the tourist location suitable for the whole family.	0.442	0.723
I like to travel with my family.	0.959	0.415
When you travel, "playing" is my purpose.	1.305	0.276

### **ANOVA analysis**

The study adopts the ANOVA analysis to the different ages with tourist types to test. According the result of test, showing in Table 3, the study doesn't found any difference significant with different ages with tourist types.

### **T-test analysis**

This study for test whether the difference significant between the gender and tourist types item, adopted the T-test analysis.

The Table 4 shown the test results, two items 'I relieved my work pressure by going sightseeing' and 'I relieved my work pressure by going sightseeing' were present that

difference significant in the gender group.

Table 4 The result of T-test

Items	F-test	P-value
I relieved my work pressure by going sightseeing.	4.574*	0.034
I think that sightseeing can reach the effect of entertainment.	0.212	0.646
I have fun in sightseeing by tourist.	1.431	0.234
I think travel can enhance family emotions.	2.241	0.137
I will choose the tourist location suitable for the whole family.	2.240	0.137
When you travel, "playing" is my purpose.	5.389*	0.022
I like to travel with my family.	0.081	0.776

## Conclusion

According to the research results, tourists have different views on different genders in arranging tourism activities. The degree of percept at this point the man group is higher than women. Tourism in the age  $\leq 20$  and 21-30 group, their agreement degree of perception of this type are relatively higher than other groups.

In addition, the "playing" is my purpose, and different gender groups also have different cognitions. The degree of percept at this point also shown the man group is higher than women. However, the agreement degree of perception of this type of tourism in the age  $\leq 20$  group is relatively high compared to other groups.

## References

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