Exploring the relationship between tourist destinations and loyalty

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Abstracts

The aim of this study is to exploring the relationship between tourist destinations and loyalty. Based on the idea of each person's travel destination, whether they will return to the tourist attraction in the future, or recommend others to visit this attraction, will maybe have different views.

Results presented that the questionnaires' analysis and discussion. The tourist destinations type had a positively and significantly on attitude loyalty and behavior loyalty, separately. The attitude loyalty also has a positively and significantly on behavior loyalty.

Keyword: tourist destinations type, attitude loyalty, behavior loyalty

Motivation

It is the main purpose of the most tourists to adjust their life, which is through tour, experience the humanities, and customs of all places. Due to the two days paid leave of a week, and the national holidays, that have an opportunities to forms consecutive holidays, and these leisure activities be arranged during the holidays can be more flexible.

The interviewees of this study are the travelers. The method is through travelers' fill in the questionnaires, and to explore relationship between the tourism type, attitude loyalty, and behavior loyalty.

Literatures

Roberts (1986) suggested that individuals' life styles are different and their feelings of psychological well-being are different. Swarbrooke and Horner (1999) argues the travel patterns from visiting relatives and friends, business trips, religious sightseeing, health tourism, social sightseeing, educational sightseeing, cultural sightseeing, scenic sightseeing, and active sightseeing.

Hsieh (1993) proposed the concept of

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self-help travel, which believes that as long as it is not a package tour of a travel agency, the travel mode of transportation and accommodation is self-service travel, which is also the definition of self-help travel.

Loyalty, Bloemer et al. (1999) suggested that is a drives, for consumer behavior to buy to increase business performance. Loyalty, can be seen as a behavior of re-purchase for a customer (Morgan and Hunt, 1994). Bloemer, J. and De Ruyter, K. (1998) argues that the definition of customer loyalty, are consumers to encourage or recommend to others to consume services, or provide the promise to consumes the services by the service provider.

Dick and Basu (1994) present that structure of loyalty, indicated that customer loyalty is the relationship of strength degree which that between the personal attitudes and re-patronage. Selnes (1998) defines customer loyalty as a continuous purchase behavior, which are for customer buy the products and services with the same company.

Therefore, literature review, this study inference the three hypotheses were following:

H1: The tourist destinations type has a positively and significantly on attitude loyalty.

H2: The tourist destinations type has a positively and significantly on behavior loyalty.

H3: The attitude loyalty has a positively and significantly on behavior loyalty.

Research Analysis Results

A total of 375 completed usable responses were received with a tourist experience. Derived from the qualitative data and the literature, 11 items for three constructs relating to travel were included in the survey. AMOS (Version 18) were used for the analysis.

The reliability and validity of this mode are to verification, firstly. As shown in Table 1, in terms of internal reliability, constructs tourism type, attitude loyalty, behavior loyalty their Cronbach's α value for each: 0.821, 0.721, 0.750,

respectively. The CR value are: 0.855, 0.779, and 0.754 for tourism type, attitude loyalty, behavior loyalty three constructs, and the AVE value are: 0.502、0.553、0.609; which are reached reliability and validity level.

Table1: The reliability and validity of research model

Value	tourist destinations type	attitude loyalty	behavior loyalty
Cronbach's α	0.821	0.721	0.750
CR	0.855	0.779	0.754
AVE	0.502	0.553	0.609

Next, AMOS analysis results shown that these indicators of the model are: $\chi 2 /df=1.19$, CFI = 0.988, GFI = 0.946, AGFI = 0.893, RMR = 0.042, RMSEA = 0.040. All of indicators are reached acceptable level. Also, showing this mode is an acceptable mode.

Then, this study is to test the research hypotheses. Process the path analysis for H1, H2, and H3. The tourist destinations type had a positively and significant on the attitude loyalty (β = 0.654, p=0.013). The H1 was accepted. To test the H2, whether the tourist destinations type had a positively and significant on the behavior loyalty by path analysis, was not reached the verified (β = 0.093, p=0.376). The H2 was not accepted. And the H3 also is to test the significant between attitude loyalty and behavior loyalty. The result of analysis the H3 was accepted (β = 0.831, p=0.007).

Conclusion

Tourism is the way people relax stress, expand their knowledge, and enhance their emotions. As for the different of tourism type, because of the

different main demands of tourism, its perception of intention after the tour will not be the same.

According to the research results of this study, different tourism forms have positive and significant percept on whether to recommend others after the tour, or the evaluation of this tourist place. However, had not significantly empirical to perception that different tourist forms whether they will revisit to the tourist place after their tour.

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