

Tourist motives and activities as drivers of tourist satisfaction – among men and women

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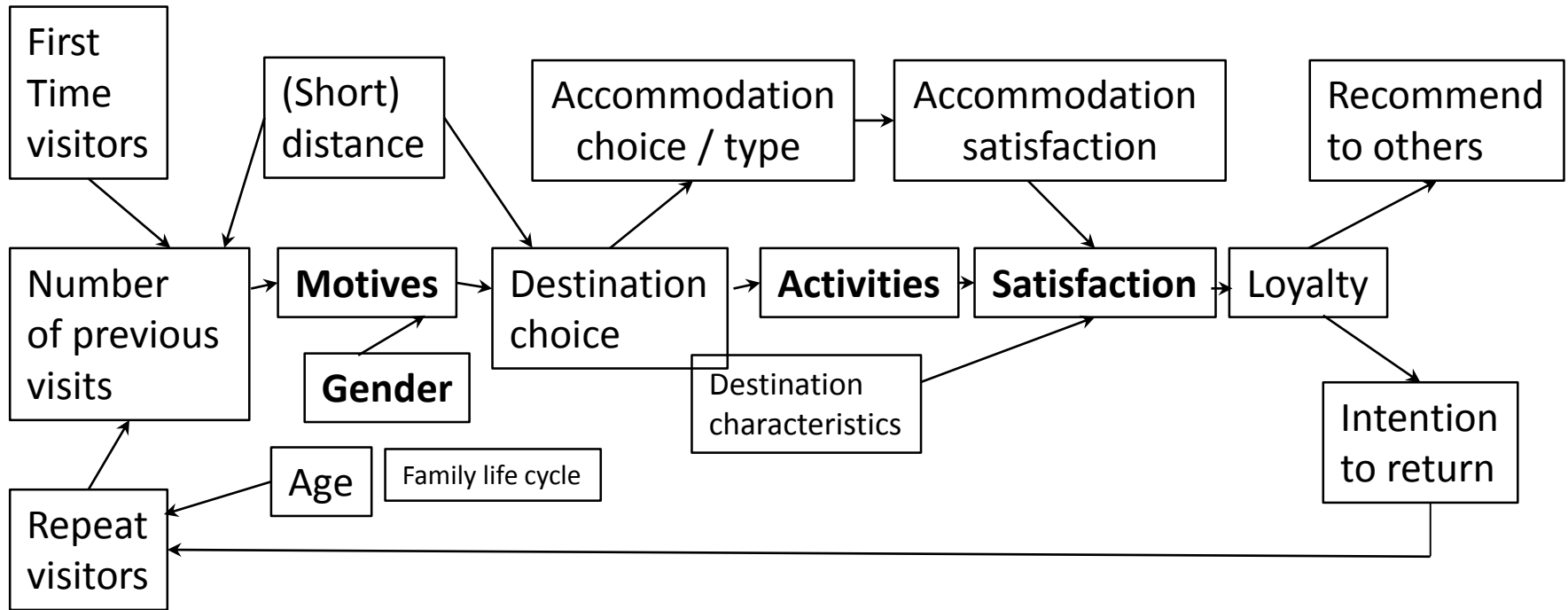
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Research question:

Which motives and activities significantly impact overall tourist satisfaction

- positively or negatively
- among men and women
- taking vacation in Denmark ?

Assumed structural model: Motives, activities, satisfaction .. and more



Motives and activities which are significant for satisfaction of **women**

<u>Positive correlation with satisfaction</u>	<u>r</u>
Activity 17. Excursions in nature	0,09
Motive 8. Experiences in nature	0,09
Motive 9. Beach, coast or sea	0,08
Motive 2. Safety, safe country	0,08
Motive 10. Good accommodations	0,08
Motive 1. The population in general	0,07
Activity 02. Short walks, under 5 km	0,07
#. Number of motives	0,07
Activity 01. Long walks, min. 5 km	0,07
Activity 20. Visit cities, towns, villages	0,06
Activity 19. Shopping	0,05
Motive 3. Clean country	0,05

<u>Negative correlation with satisfaction</u>	<u>r</u>
Activity 12. Amusement parks ...	-0,05
Motive 13. Amusement parks	-0,08

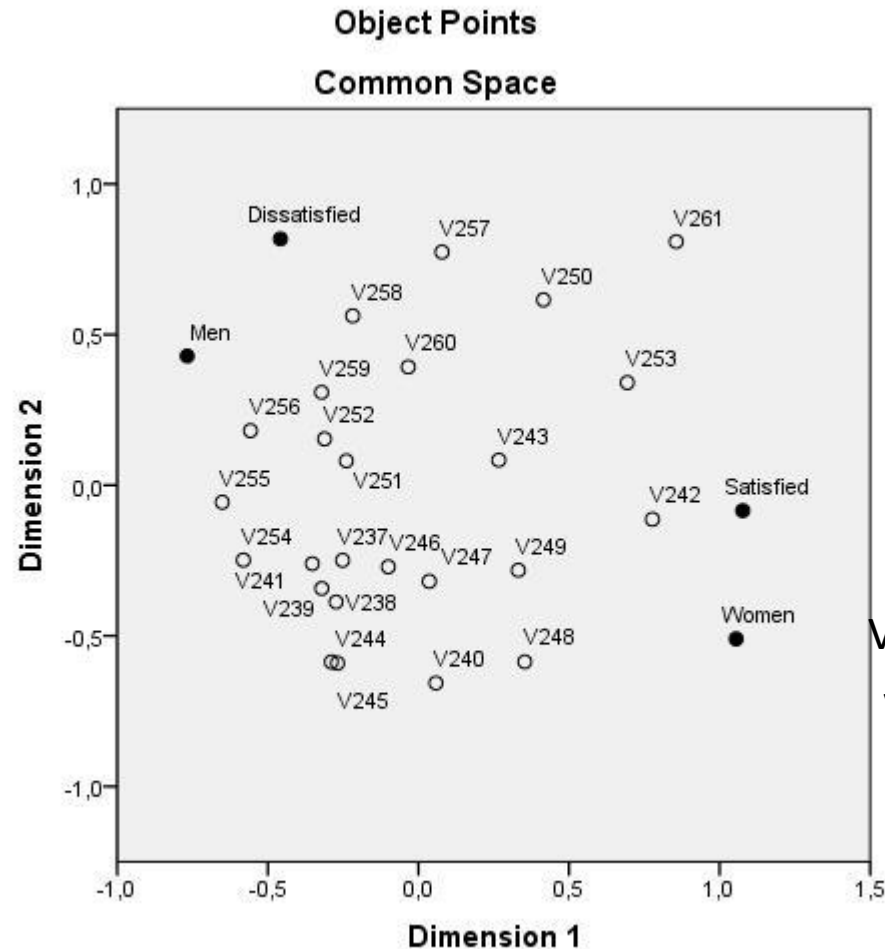
Motives and activities which are significant for satisfaction of men

Positive (r)	Activity 14. Visit museums and exhibitions	0,11
	Activity 17. Excursions in nature	0,11
	Activity 15. Visit historic attractions, buildings ..	0,11
	Motive 6. Price level or economy	0,09
	Activity 02. Short walks, under 5 km	0,08
	Activity 01. Long walks, min. 5 km	0,07

(Relatively) Negative (r)	Motive 16. Gastronomic experiences	-0,11
	Motive 15. Shopping	-0,12
	Motive 19. Cycling	-0,12
	Motive 22. Playing golf	-0,13
	#. Number of motives	-0,13
	Motive 20. Fishing	-0,15
	Motive 24. Visit family / friends	-0,15
	Motive 13. Amusement parks, zoo, aquariums,..	-0,17
Motive 23. Wellness	-0,21	

Motives and (dis-)satisfaction – among men and women

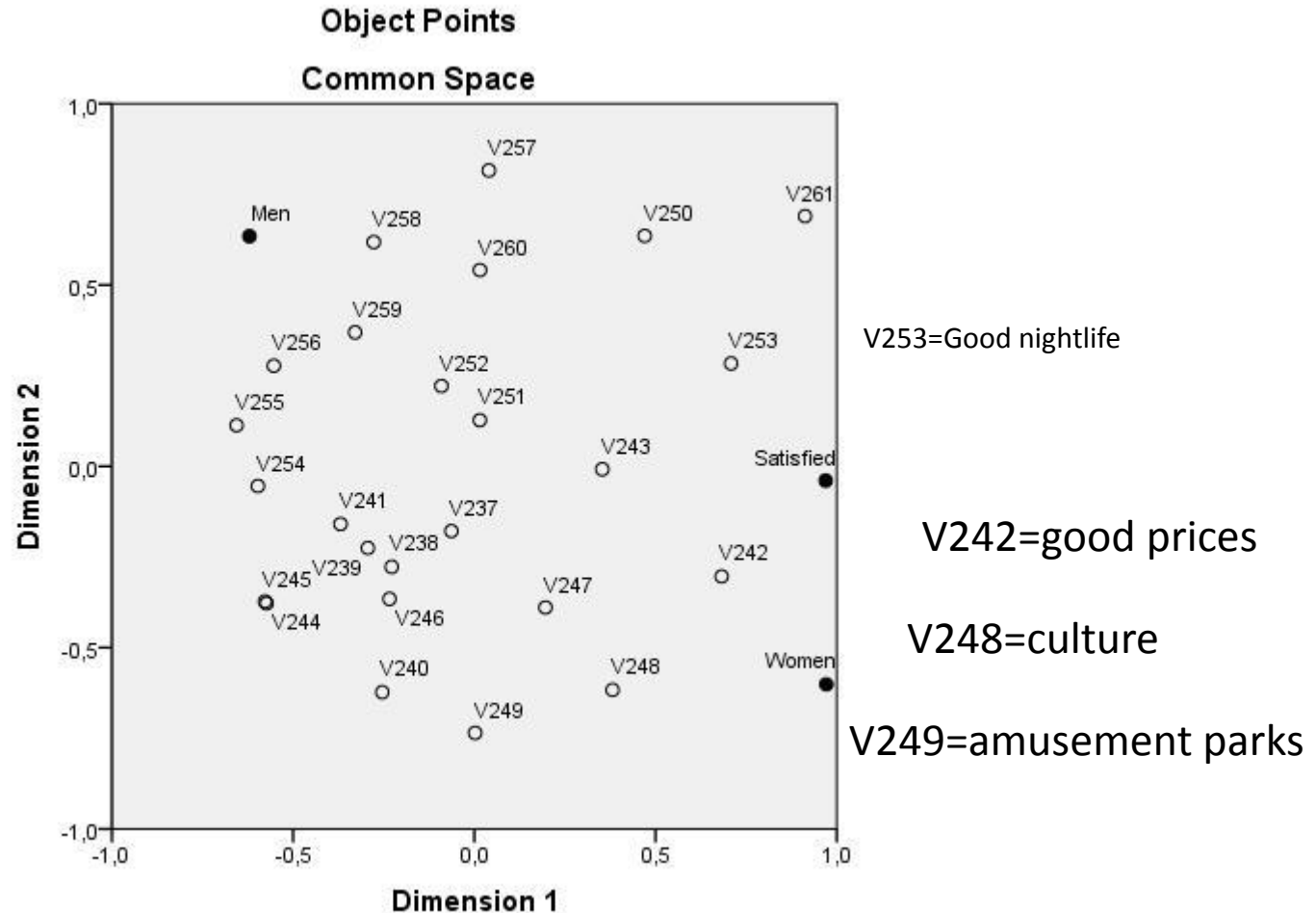
V257=sailing
V258=golf
V259=Wellness
V256=fishing
V252=dining
V255=cycling



V242=good prices
V249=amusement parks
V248=culture

Motives and satisfaction – among men and women

V257=sailing
V258=golf
V259=Wellness
V256=fishing
V252=dining
V255=cycling



So, what motives and activities do **men** and **women** agree about leads to tourist satisfaction – in Denmark?

Not much, but:

<u>Positive</u>	<u>Women (r)</u>	<u>Men</u>
Activity 17. Excursions in nature	0,09	0,11
Activity 02. Short walks, under 5 km	0,07	0,08
Activity 01. Long walks, min. 5 km	0,07	0,07
<u>Negative</u>	<u>Women (r)</u>	<u>Men</u>
Motive 13. Amusement parks, zoo, aquariums, other attractions	-0,08	-0,17

Conclusions – and other findings

- Women are more satisfied than men – regarding their holiday in Denmark
- The overall explanatory power of motives and activities for satisfactions is low – thus other factors also play a role
- Accommodation satisfaction is highly (+) correlated with overall satisfaction
- Those who stay at hotels are more satisfied than others
- Elder tourists are more satisfied than younger tourists
- German tourists are less satisfied than other tourists
- Those who visit Bornholm are more satisfied than other tourists

Thank you for your attention. – Questions, comments?

Abstract - summary

This paper explores which motives and activities significantly impact overall holiday satisfaction, positively or negatively. The study is based on one of the national tourist surveys undertaken by VisitDenmark every 3 or 4 years. The data set used is from 2011 and comprise about 8,000 leisure tourists. – There are two sets of related questions, one asking about motives, another asking about activities undertaken. Each set contain about 25 and 21 items or questions, respectively. Additional supplementary or background data includes variables such as type of accommodation, domestic vs. international tourists, first-time vs. repeat visitors, gender and more. – Preliminary results – based on step-wise multiple regression analyses - showed that men and women (male and female respondents from travel parties often including both men and women) agree that "excursions in nature" lead to greater overall satisfaction with the holiday. Although men and women agree that "good accommodations" adds to overall holiday satisfaction, this is a lower priority for men than for women. Although children may love "leisure/amusement parks", visits to such parks do not contribute to overall tourist satisfaction, neither among adult men, nor among adult women. In fact on the contrary. The presence of "personal safety" as a motive contributes significantly to the overall holiday satisfaction for women, whereas this is not an issue for men. Price level is a significant determinant for overall holiday satisfaction by 2011, notably among female respondents. – In the final study, emphasis was put on a comparison of the simple (pairwise) correlations between on one hand motives and activities, and on the other hand overall tourist satisfaction – among men and women.