

Information usage, motives and activities at Danish destinations – with a focus on Bornholm and cycling

Carl Henrik Marcussen

Centre for Regional and Tourism Research, www.crt.dk

Nordic Symposium in Tourism and Hospitality Research, 22nd - 24th October 2009, Esbjerg

Overview

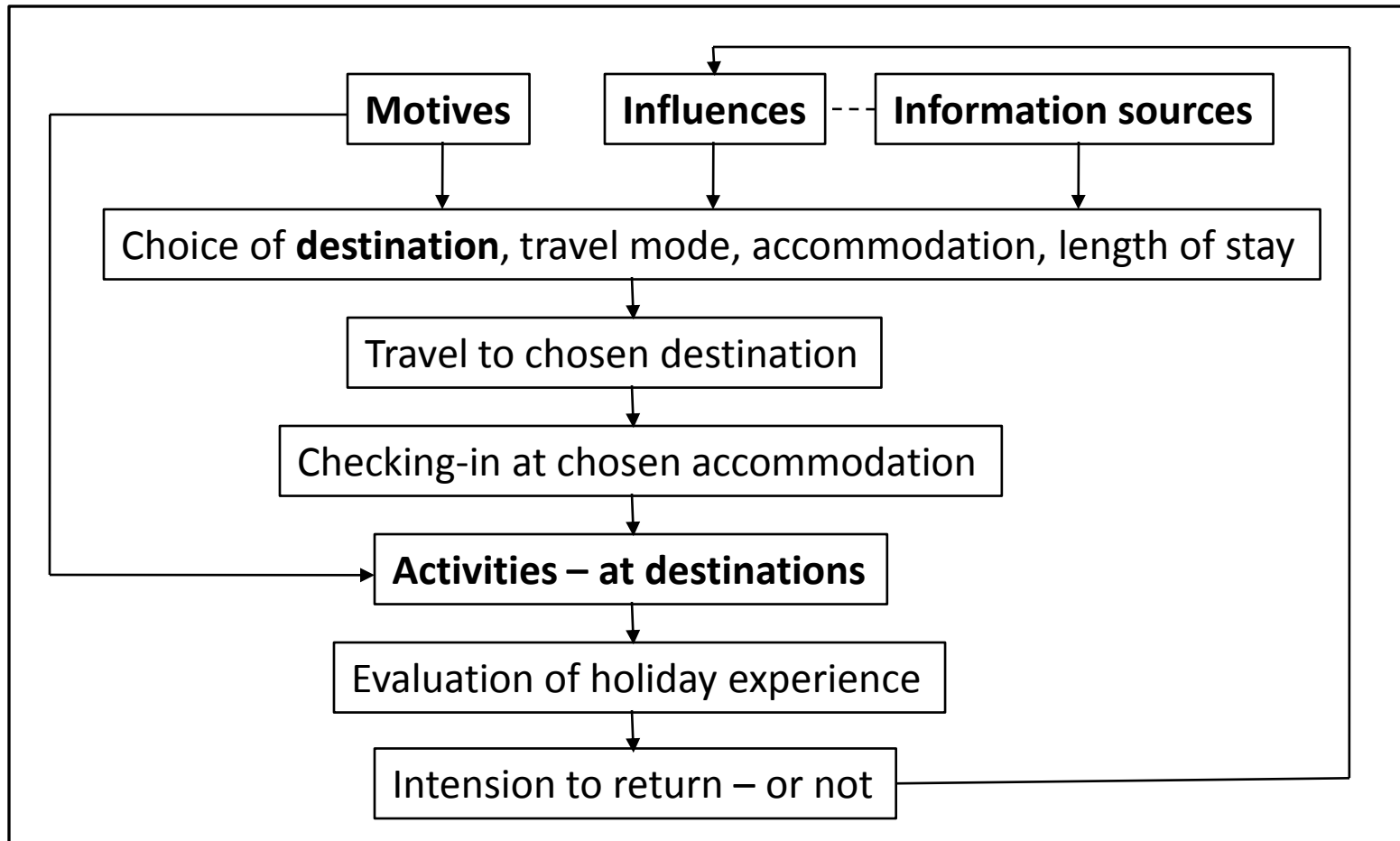
1. Introduction: Research questions
2. “Theory”: Key constructs
3. Method
4. Results
5. Conclusion

Q&A: Questions / Discussion

Research questions:

- How important is cycling as a motive and activity for holidays in different parts of Denmark?
- How is cycling as a motive and cycling as an activity related to other motives and activities – by destination?
- How is information search behaviour related to destination choices and main themes (motives, activities) of holidays such as cycling?

Conceptual model: key constructs – Influences, info. sources, motives, activities



Propositions – notions:

- **Motives** and **activities**, **influences** and **information sources** differ between destinations, or between specific destinations and the national average for all destinations under one. How each of these groups of constructs (a. a series of motives, b. a series of activities, c. a series of influences / information sources) relate to each other (for example how individual motives relate to other motives) and how they relate to different destinations can be illustrated in **MDS** (multidimensional scaling) diagrams.
- **Motives** and **activities** are closely interlinked and can therefore be grouped (using **factor analysis**), thus reducing the number of variables, which makes subsequent **MDS**-diagrams more clear.
- **Influencing factors** and **information sources** are closely interlinked and can therefore be grouped (using **factor analysis**) thus reducing the number of variables, which makes subsequent **MDS**-diagrams more clear.
- Whether the distance between pairs of object points in **MDS** diagrams are significant can be tested using **t-tests**: For each destination within a country it may be tested if certain motives/activities and influences/information sources are significantly more common or significantly less common than for the country as a whole. The result will be different from destination to destination.

Analytical procedures

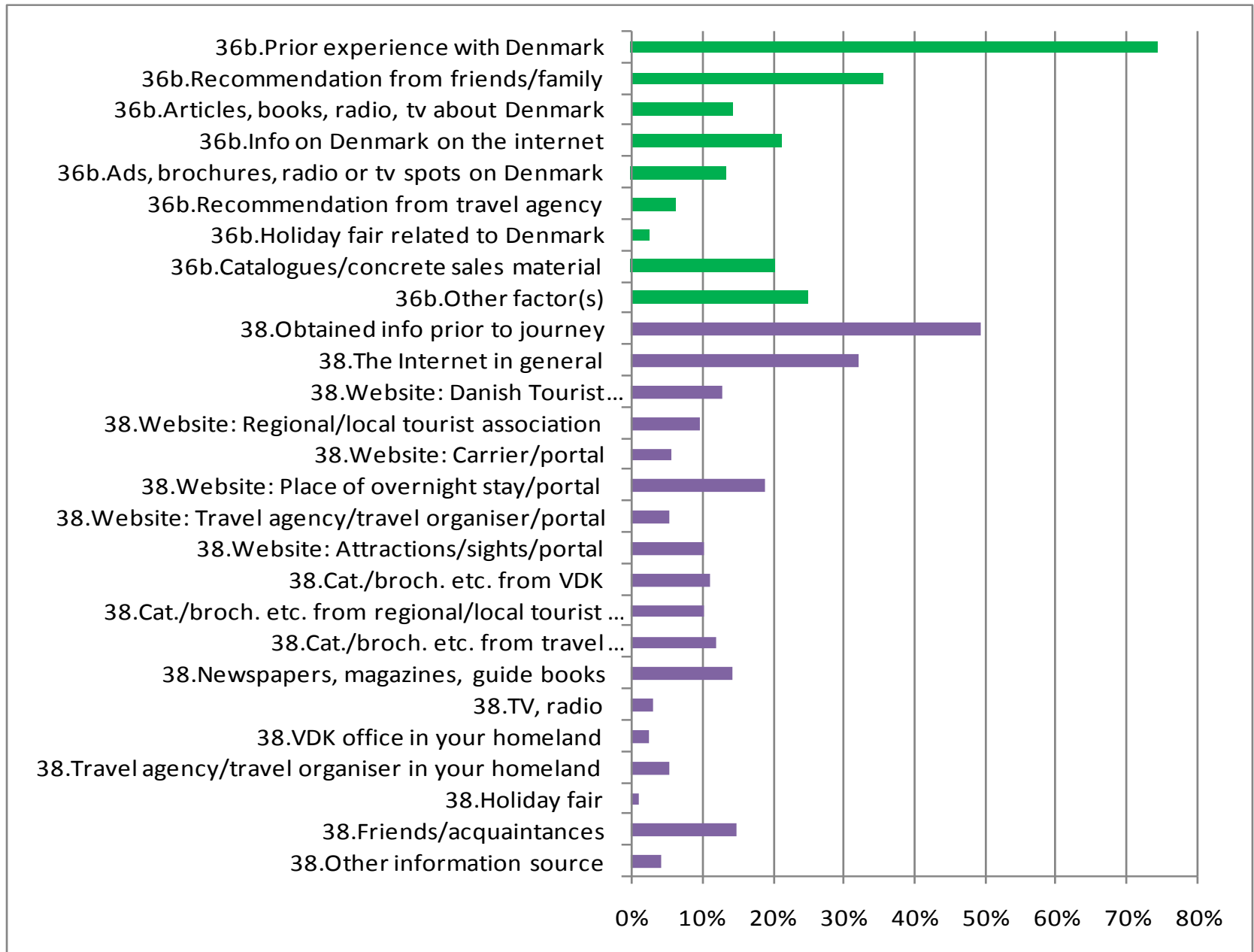
1. Descriptives: Scores by destinations
2. Multidimensional scaling, on all attributes
3. Factor analysis
4. Multidimensional scaling, MDS, on the principal components (factors)
5. Significance tests (t-tests)

This procedure is undertaken for motives, activities and influences / information sources.

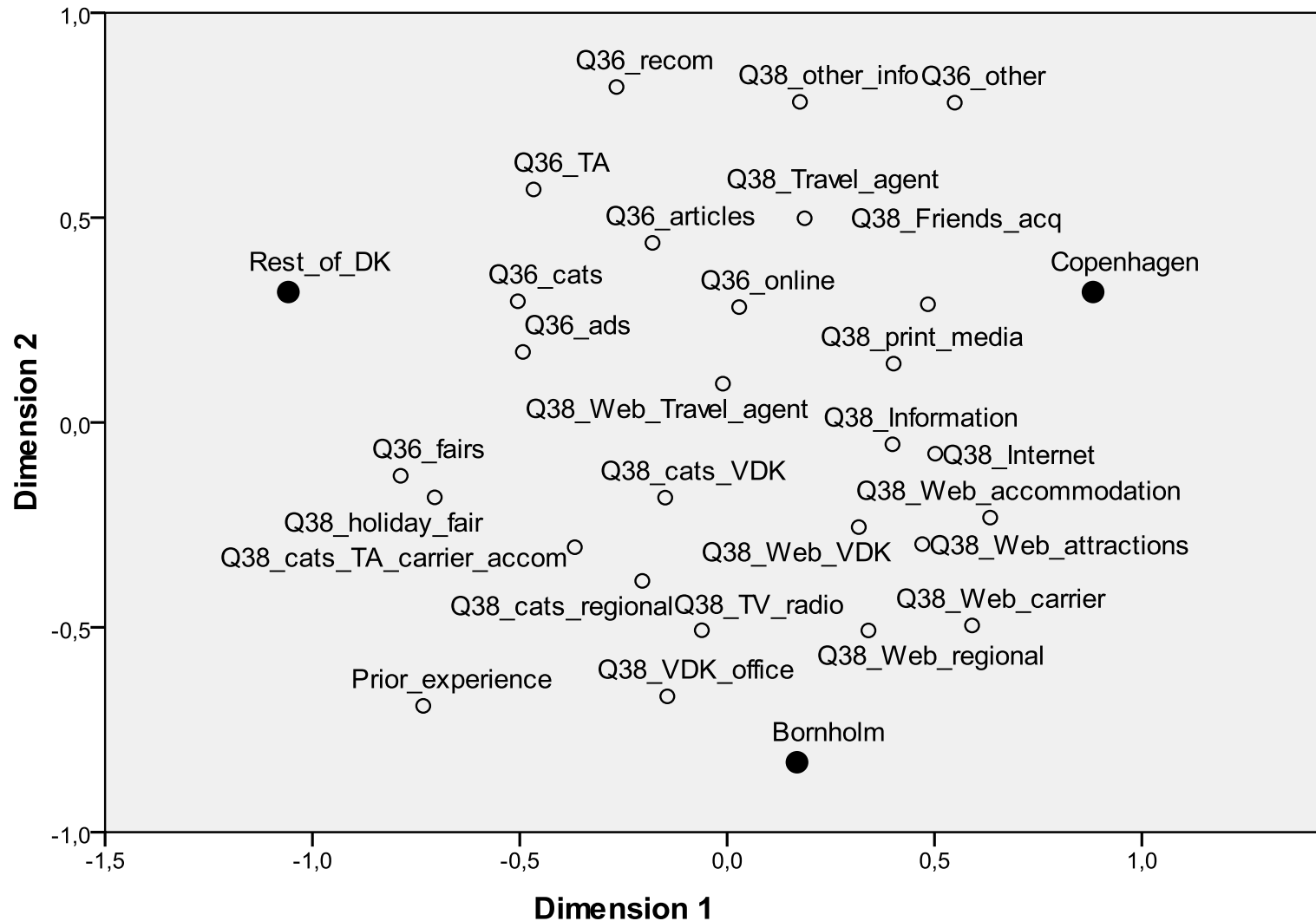
Method: Analytical steps

Analysis, type	Information	Motives	Activities
A. Descriptives : Scores by destinations	Step 1	Step 6	Step 8
B. MDS, all	Step 2	Step 7	Step 9
C. Factor analysis	Step 3	Step 10	
D. MDS on principal components	Step 4	Step 11	
E. Significance tests: t-tests of differences	Step 5	Step 12	
X. Final MDS	Step 13	(= step 4 + step 11)	

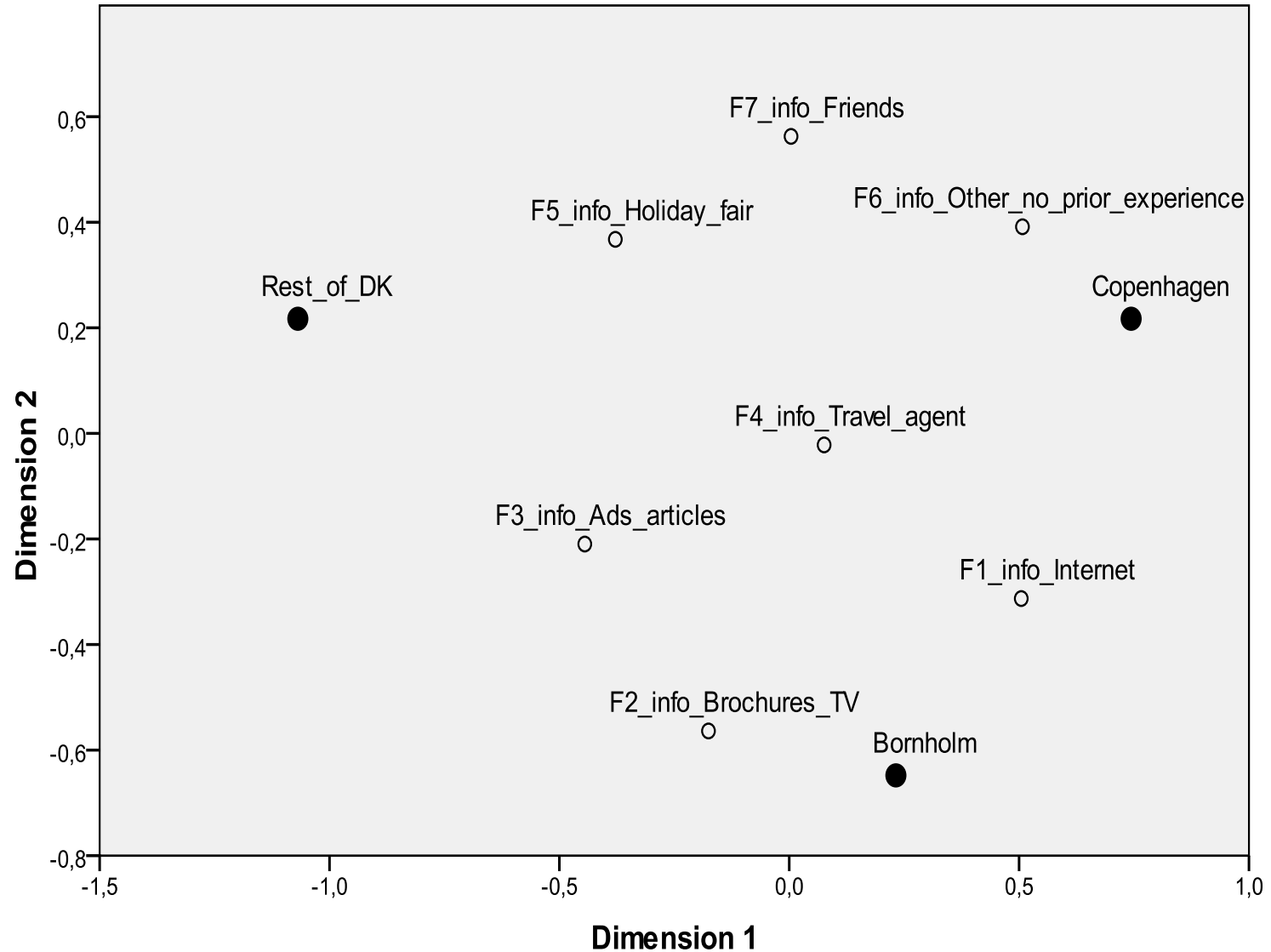
Influences and information sources



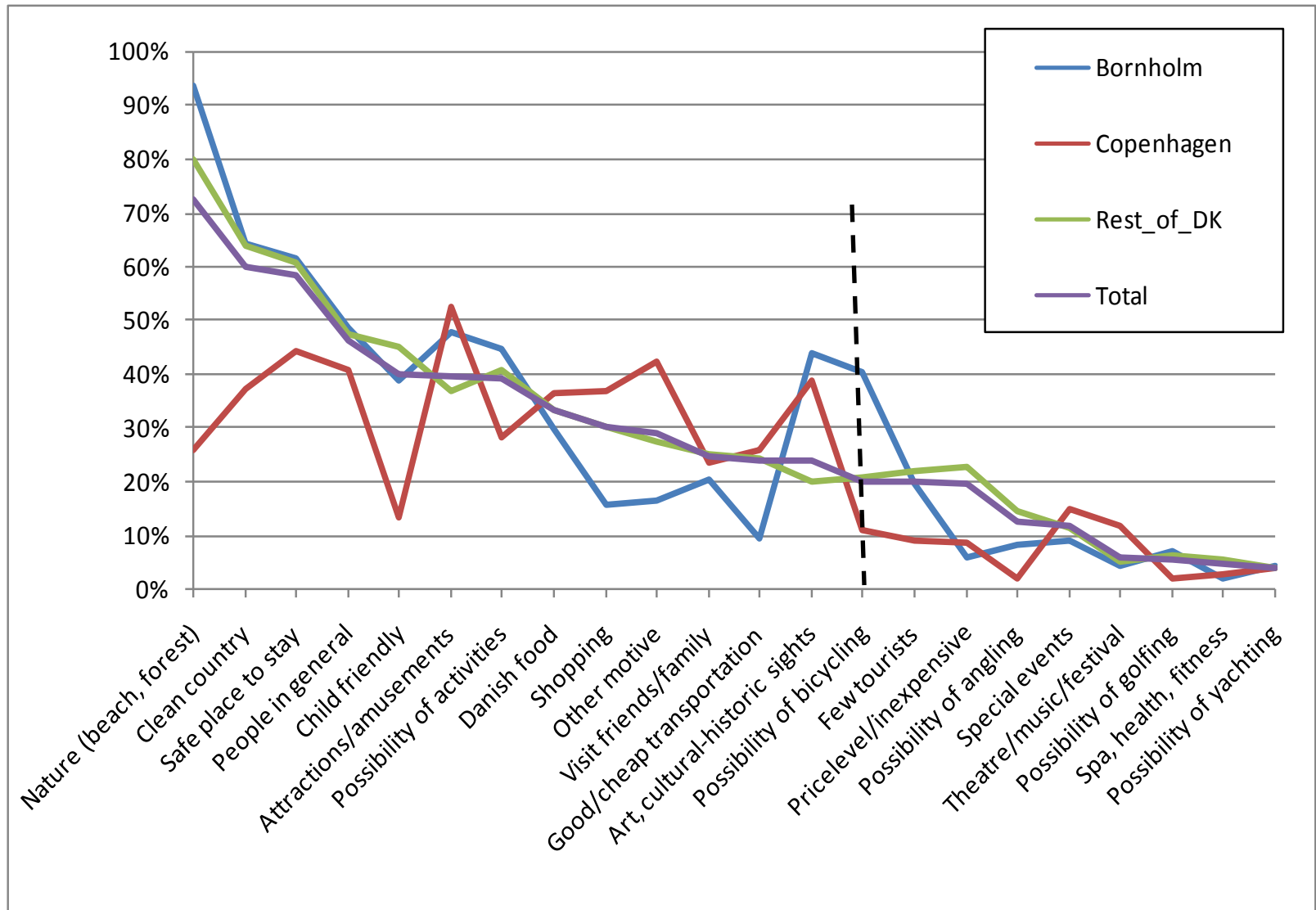
27 information sources related to 3 destinations: Bornholm, Copenhagen and rest of Denmark (MDS: PROXSCAL)



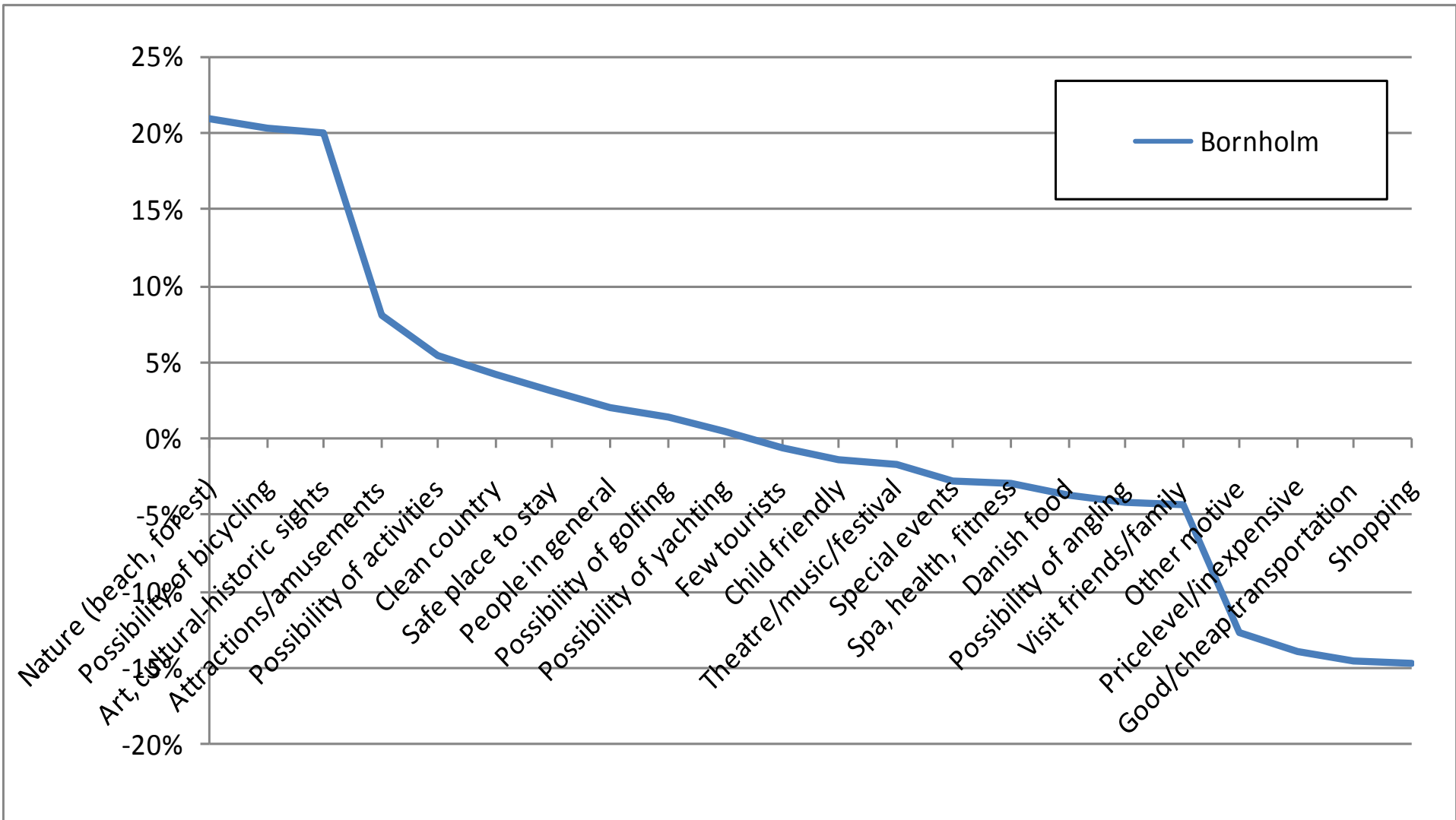
Seven groups of information sources related to 3 destinations (MDS: PROXSCAL)



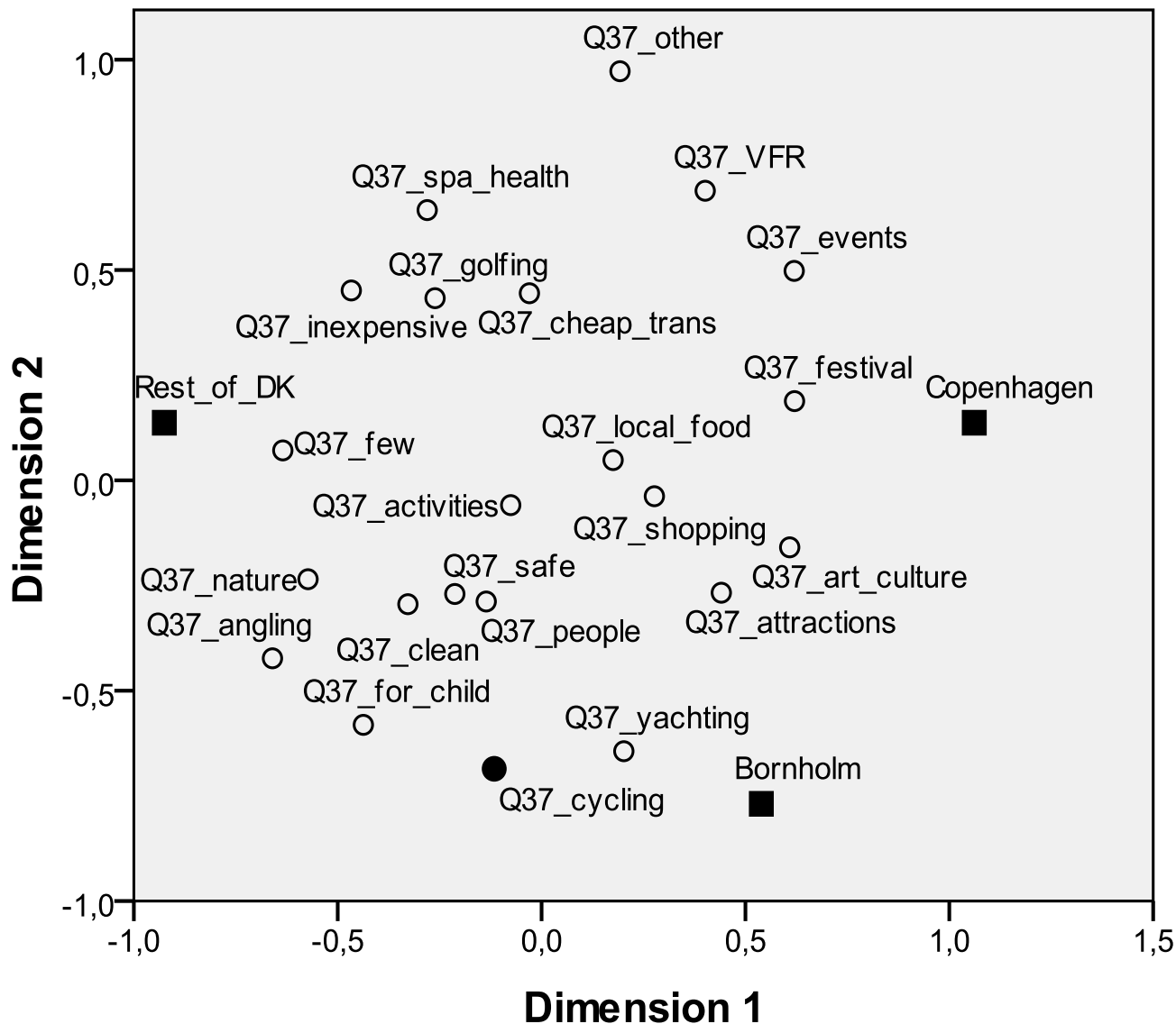
Motives of visitors to Bornholm, Copenhagen and the rest of Denmark



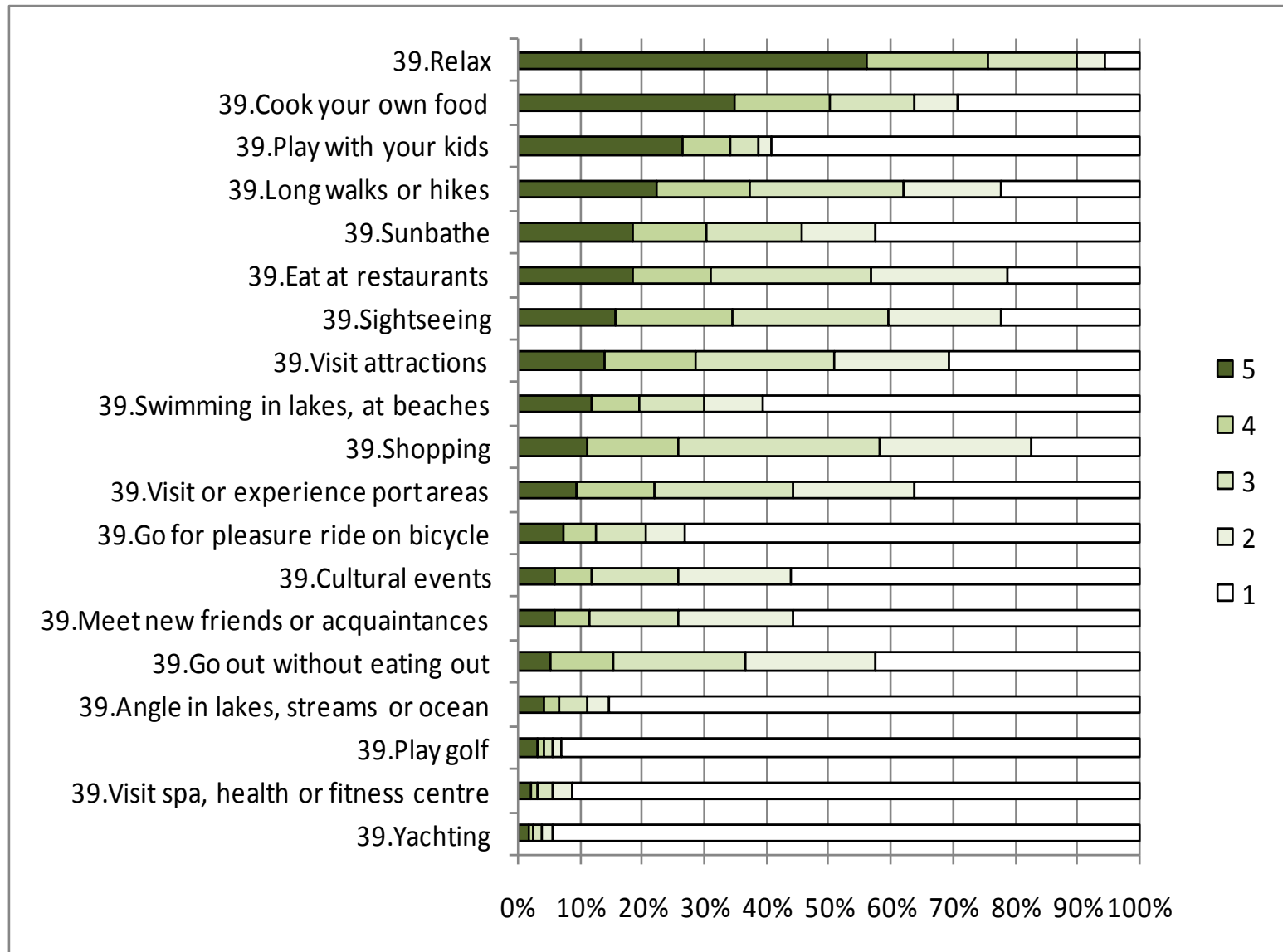
Difference in motives between visitors to Bornholm and visitors to Denmark overall



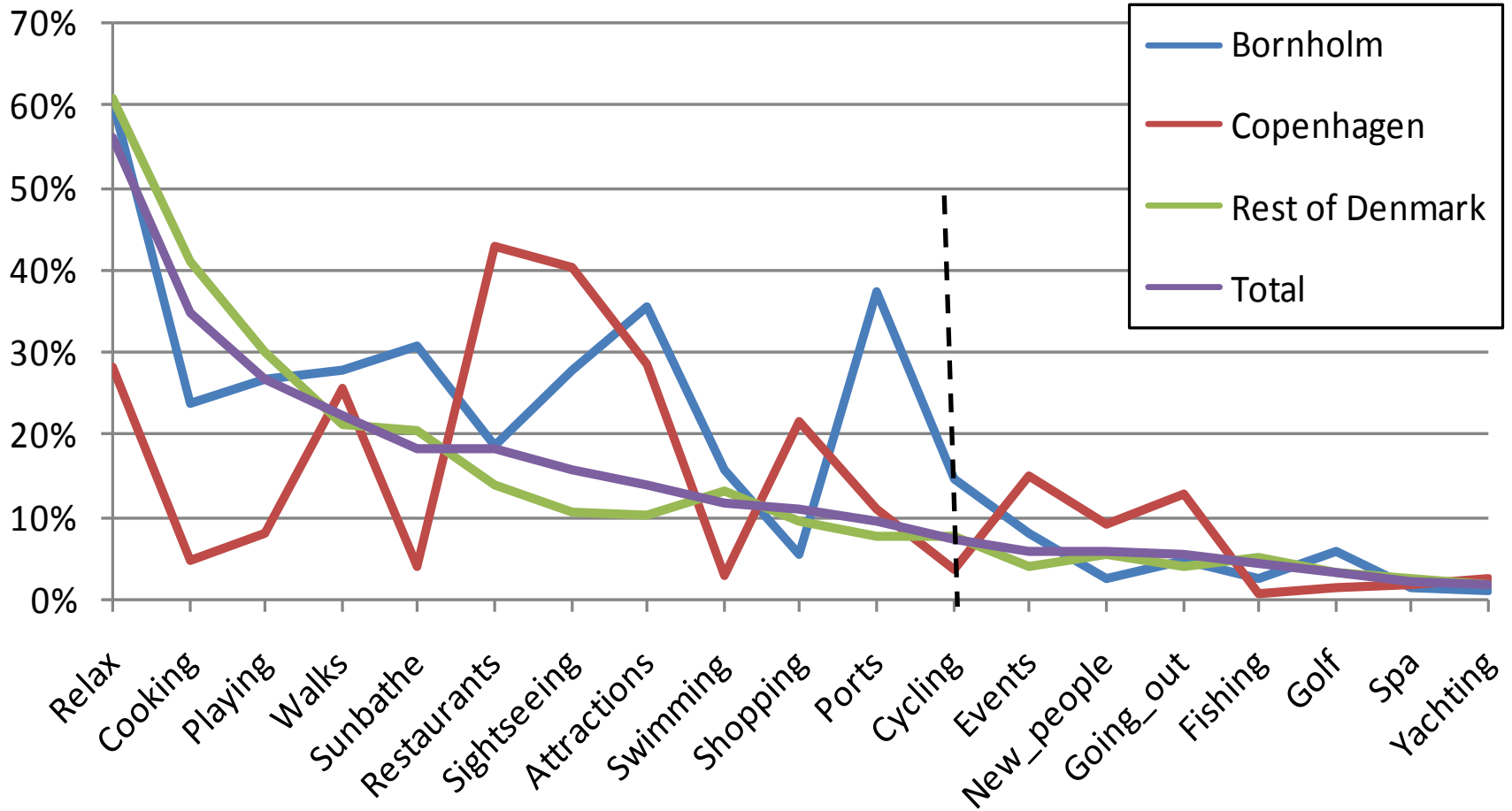
22 motives at 3 destinations: Bornholm, Copenhagen, rest of Denmark (MDS, PROXSCAL)



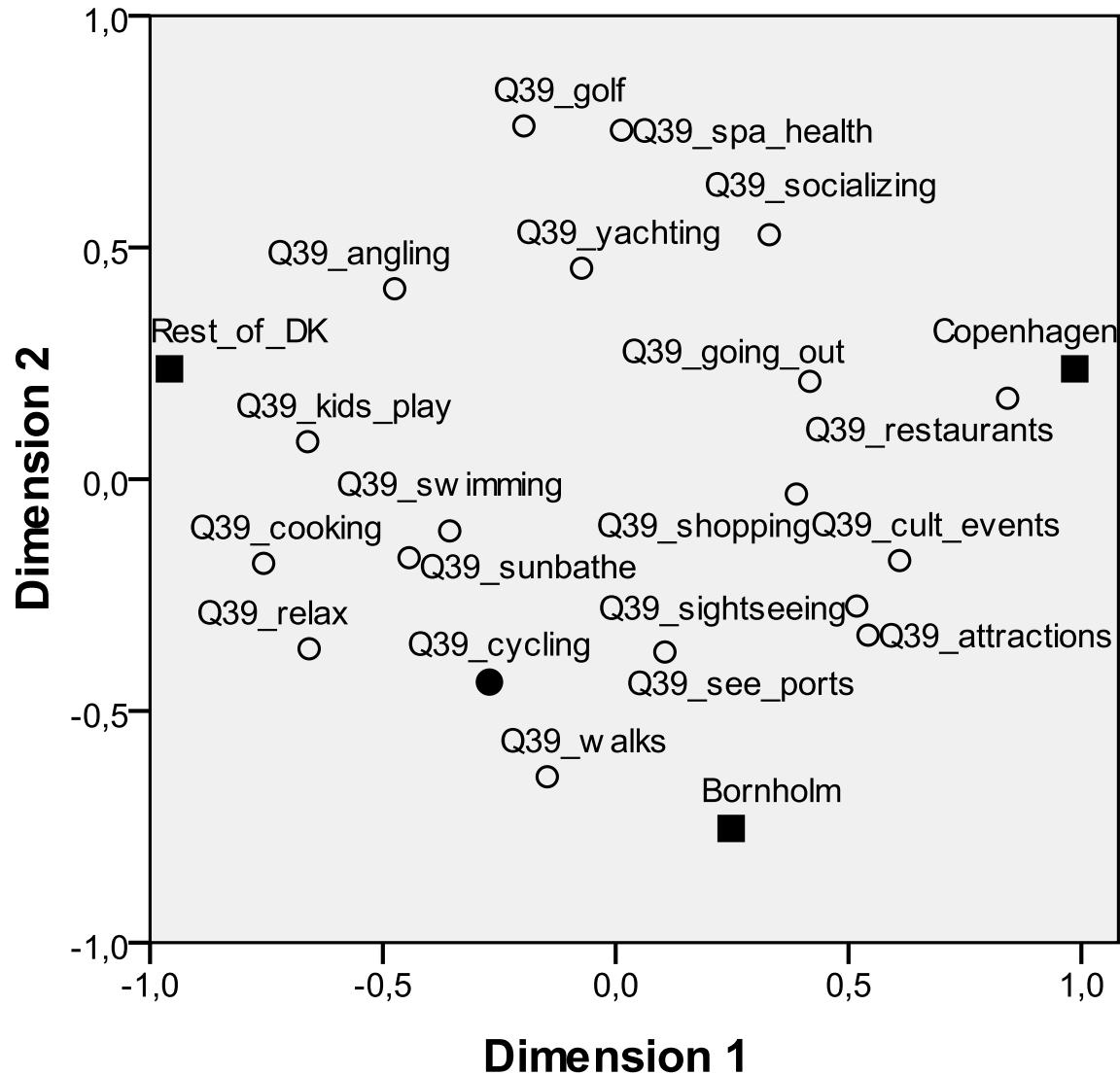
Intensity of activities undertaken by visitors to Denmark - on a scale from 1 to 5



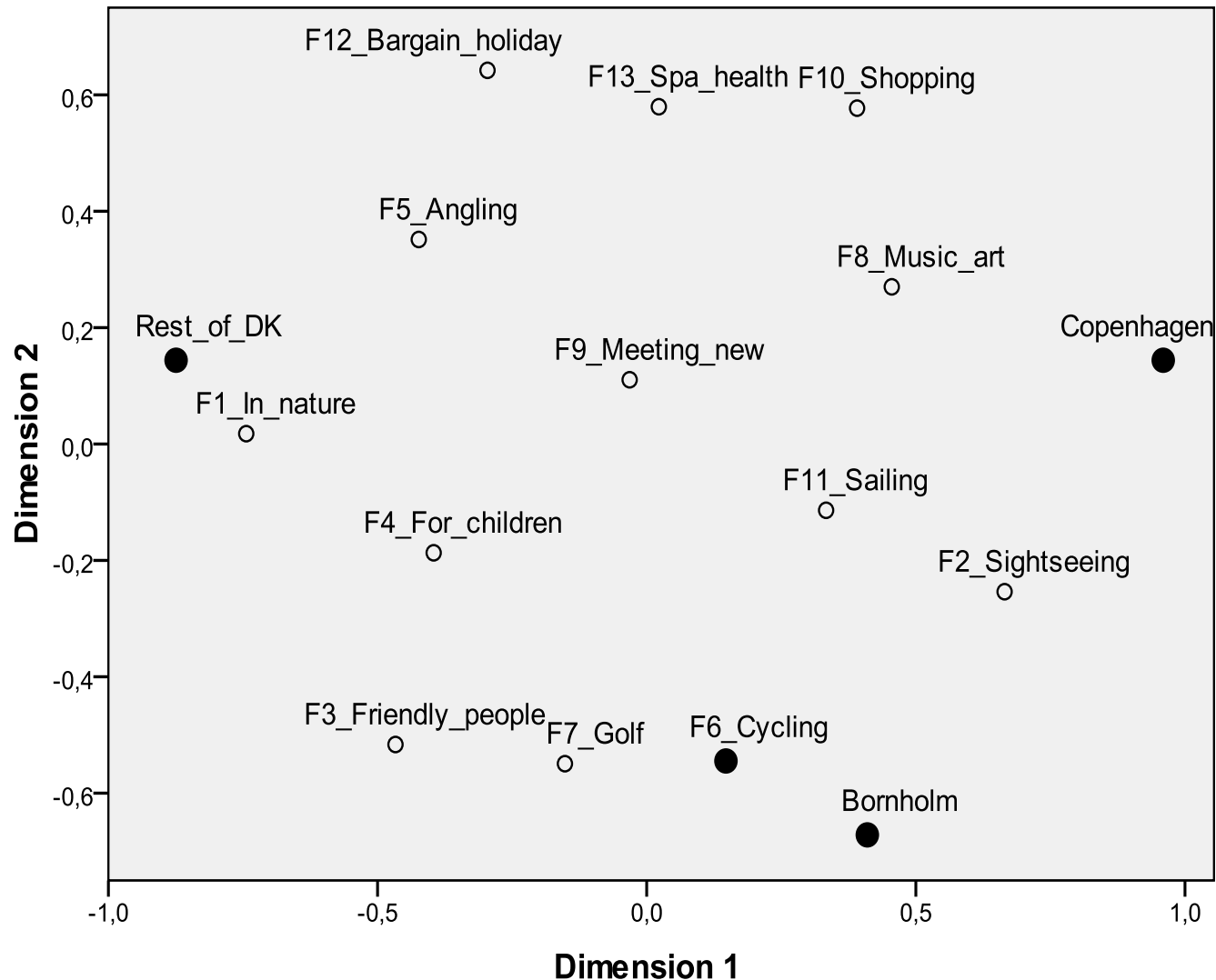
Activities undertaken very often (5 on a scale from 1 to 5) by visitors to Bornholm, Copenhagen and the rest of Denmark



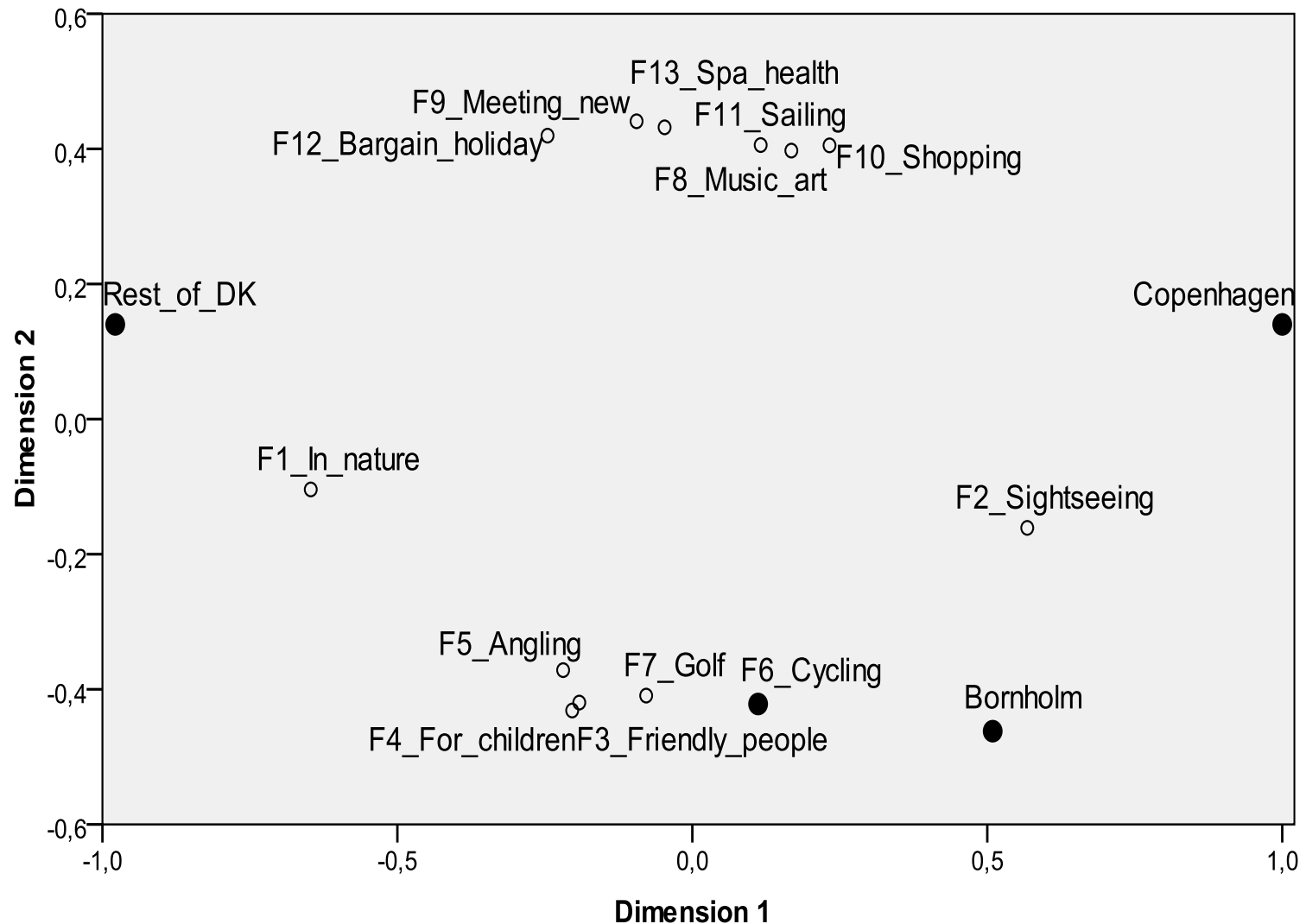
19 activities at 3 destinations: Bornholm, Copenhagen, rest of Denmark (MDS, PROXSCAL)



Cycling and 12 other main holiday themes at 3 Danish destinations (MDS: PROXSCAL)



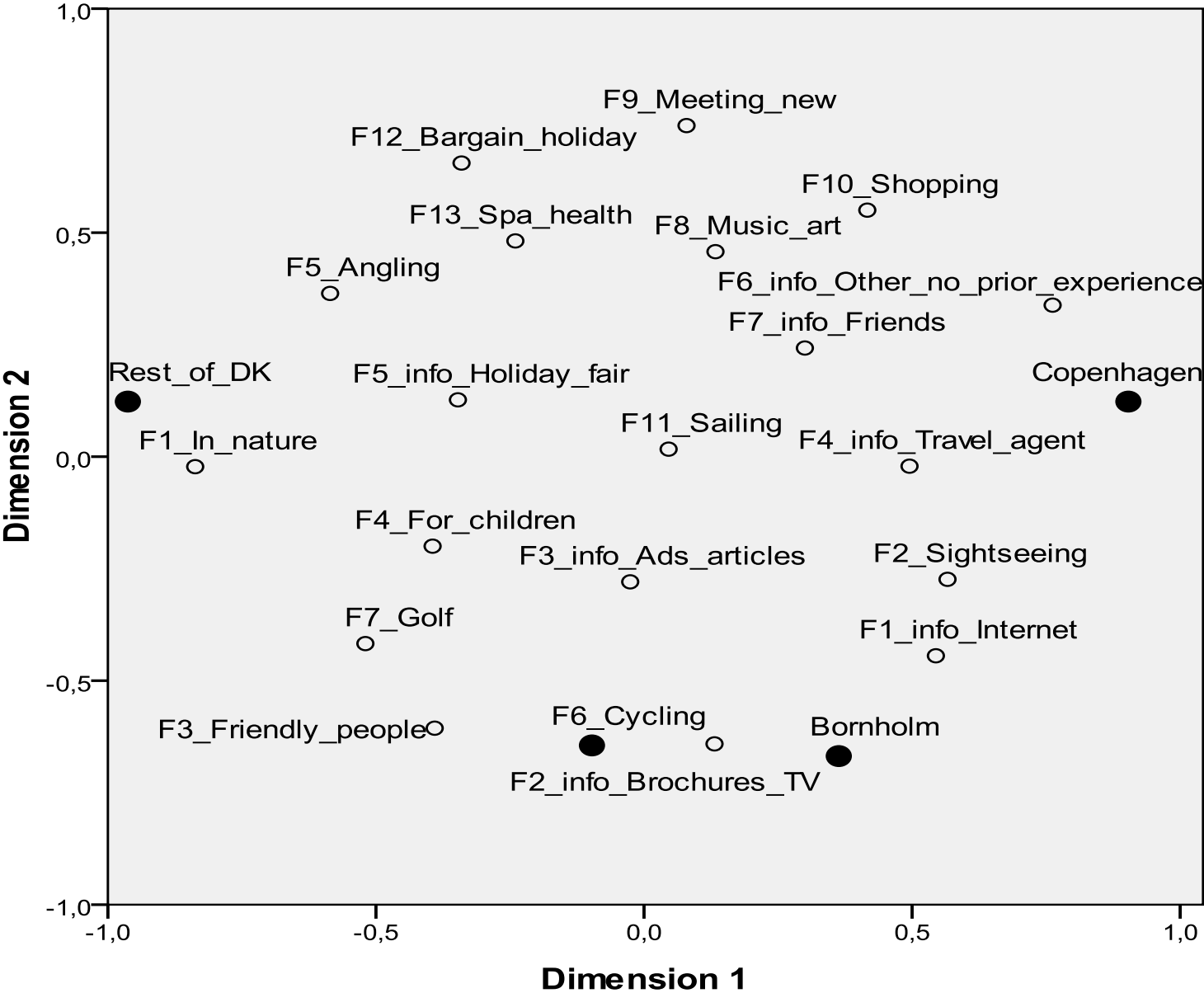
Cycling and 12 other main holiday themes at 3 Danish destinations (MDS: ALSCAL)



13 holiday themes in 3 destinations compared to the national average: t-tests

Holiday themes										
	Bornholm	Copenhagen	Rest_of_DK	Total	Bornholm	Copenhagen	Rest_of_DK	Bornholm	Copenhagen	Rest_of_DK
F1_In_nature	0,16	-1,08	0,19	0,00	4,25	-55,22	16,14	0,000	0,000	0,000
F2_Sightseeing	0,93	0,59	-0,16	0,00	20,33	19,10	-14,09	0,000	0,000	0,000
F3_Friendly_people	0,16	-0,31	0,05	0,00	3,02	-10,40	3,88	0,003	0,000	0,000
F4_For_children	0,12	-0,28	0,04	-0,00	2,69	-13,07	3,36	0,007	0,000	0,001
F5_Angling	-0,21	-0,17	0,04	0,00	-4,71	-14,22	3,22	0,000	0,000	0,001
F6_Cycling	0,44	-0,07	-0,01	0,00	6,77	-3,26	-0,92	0,000	0,001	0,355
F7_Golf	0,20	-0,17	0,02	-0,00	3,16	-11,11	1,46	0,002	0,000	0,145
F8_Music_art	-0,07	0,11	-0,02	0,00	-1,49	3,19	-1,41	0,137	0,001	0,157
F9_Meeting_new	-0,08	-0,07	0,02	-0,00	-1,65	-2,68	1,40	0,100	0,007	0,163
F10_Shopping	-0,38	0,30	-0,03	-0,00	-8,77	8,84	-2,80	0,000	0,000	0,005
F11_Sailing	0,07	0,04	-0,01	-0,00	1,26	1,39	-0,93	0,209	0,165	0,355
F12_Bargain_holiday	-0,48	-0,15	0,06	-0,00	-12,84	-6,19	4,32	0,000	0,000	0,000
F13_Spa_health	-0,18	-0,07	0,02	0,00	-5,30	-3,04	1,80	0,000	0,002	0,072
n, no. of respondents	366	1179	6398	7943						

Information sources, motives and activities



Summary, discussion, Q&A

- Influences and information sources differ between destinations
- Different influences and different information sources can be grouped using factor analysis
- How different influences and information sources are related to each other and to different destinations can be illustrated using MDS
- Whether differences between one destination and the national average are significant can be tested using t-tests
- The same as the above four bullets is true for motives and activities
- Thus 22 motives and 19 activities can be grouped into 13 holiday themes. How the 22 motives, the 19 activities or the 13 holiday themes are related to each other and to selected destinations can be illustrated in MDS diagrams
- The MDS procedure PROXSCAL appears to produce more satisfying results than ALSCAL

Thanks. – Now: Q&A