

Novelty Seeking Preferences of Chinese and Indian Overseas Tourists in Canada

Using the International Tourist Role (ITR) Scale:

An Exploratory-Comparative Study

by

Sumra Suman

A thesis

presented to the University of Waterloo

in fulfillment of the

thesis requirement for the degree of

Master of Environmental Studies

in

Geography- Tourism

Waterloo, Ontario, Canada, 2015

© Sumra Suman 2015

Author's Declaration

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

I understand that my thesis may be made electronically available to the public.

Abstract

The concept of novelty seeking has been used by over decades to study consumer behaviour in tourism. Cohen (1972) differentiated international tourists based on the degree to which they seek novelty in their travel experience, through four categories: Drifter, Explorer, Individual Mass Tourist and the Organized Mass Tourist. However this was a conceptual classification for which further methodological refinement in quantitative terms was recommended by Cohen in 1974. The 20-item International Tourist Role (ITR) Scale designed by Mo, Howard and Havitz (1993) is an extension of this concept, based on three different dimensions: Social Contact Dimension, Travel Arrangement Dimension and Destination Oriented Dimension. Jiang et al. (2000) validated 16 of the 20 items as reliable for investigating travel preferences of American tourists. Originally, written in English, the need for cross-cultural validation of this scale in a foreign language, led Spiers (2005) to translate these 20 items in French language and successfully segment French and French Canadian international tourists into five distinct clusters. Thus, the realization that cultures can vary significantly in terms of tourist motivations in these three separate investigations and the need to further validate the scale in other languages/cultures formed the research gap for this current study.

As worldwide tourism arrivals are expected to reach 1.8 billion by 2030, emerging market destinations are expected to generate and accommodate much of this growth. According to Tourism Industry Association of Canada, China (29.4%) and India (18.8%) ranked number 1 and 2 as the top 2014 performance markets leading to a +11% growth in Canada's GDP in 2014. Given their historical and demographic similarities, and the fact that both these countries are now dominating the Canadian outbound tourism market, inspired this current research into

studying the travel preferences of Chinese and Indian international tourists in Canada by translating the 20-item ITR scale into Mandarin and Hindi language.

Data were collected from 220 Mandarin and Hindi- speaking overseas tourists over a series of weekends in the month of December 2014 at the CN Tower, Toronto, Ontario, Canada. A purposive sampling technique along with distribution of a self-administered questionnaire was utilized by Hindi-speaking bilingual researcher and a Mandarin- speaking bilingual research assistant. The questionnaire including the 20-item ITR scale was translated into Mandarin and Hindi with the help of bilingual translators using the back translation method.

Quantitative analysis of the data was conducted using statistical procedures SPSS 22.0. Results suggested the reliability of the scale's three dimensions and 18 items for studying Mandarin and Hindi- speaking overseas travelers. The ITR scale proved useful in segmenting Chinese and Indian overseas travelers into five distinct clusters: High Familiarity Seekers, Destination Novelty Seekers, Guided- Trip Seekers, Social Contact Seekers and High Novelty Seekers. Four of these five clusters were consistent with one or more previous analyses conducted using the ITR scale. Implications of the study for tourism sectors such as DMOs, hotel industry, travel agencies etc. are presented along with limitations of the present study and recommendations for future research. Overall, this research represented an extension towards growth of emerging tourist markets research and served as a much needed validation of the ITR scale in a cross cultural setting.

Keywords: Canadian Outbound Tourism, Chinese and Indian Tourists' Profile, Cross-Cultural study, Emerging Markets, Novelty-Based Market Segmentation, Scale Validation in Foreign Language, Travel Behaviour, Motivation and Preferences.

Acknowledgements

A special and heart-felt thank you is extended to the following for their continued guidance, support and countless constructive comments throughout the entire process of putting this thesis together, from inception to completion.

Dr. Mark Havitz, for being an inspirational supervisor and for his unwavering guidance and support throughout the completion of my thesis. I learnt a lot about independent thinking and writing as a young researcher through his encouragement, guidance and feedback.

Dr. Luke Potwarka and Dr. Sanjay Nepal, for their invaluable support and attention to detail as committee members, and helping to ensure a stronger final product than it would have otherwise been.

Andy Yemen, Irene Knight at the CN Tower, and all the other staff for their support and patience throughout the data collection process. All the respondents who took their time out to participate.

Lori McConnell, my program coordinator, for her undivided support and reassurance all through my journey as an international student.

Nanxi Yan and Mingjie Gao (Jessie), my friends and colleagues, for their excellent translation skills in Mandarin and impeccable handling of survey translation.

Iram Lalima Ahmed, for her countless time, effort and wise inputs with Hindi translation.

Kevin Fernandes, for his valuable technical support and computer skills.

Fellow students, friends and faculty at the University of Waterloo for making this journey incredible.

Lastly, my family, for their endless love, support and faith in me.

Dedication

To my father, (late) Prof. Mushtaq Ahmed Azmi.
Thank you for inspiring me and many others each day.

Table of Contents

Author’s Declaration.....	ii
Abstract.....	iii
Acknowledgements.....	v
Dedication.....	vi
List of Figures.....	x
List of Tables.....	xi
Chapter 1: Introduction.....	1
1.1. Introduction and Overview.....	1
1.2. Purpose Statement and Research Gap.....	4
1.3. Research Objectives and Questions.....	6
Chapter 2: Literature Review.....	8
2.1. Concept of Novelty in Travel Motivation.....	8
2.2. Novelty-Based Market Segmentation.....	13
2.3. Cross-Cultural Issues in Survey Translation.....	18
2.4. Role of Emerging Markets: Canadian Tourism.....	20
Chapter 3: Research Method.....	23
3.1. Introduction.....	23
3.2. Research Questions.....	23
3.3. Socio-Demographical Variables.....	24
3.4. Behavioural Variables.....	24
3.5. Research Design.....	25
3.5.1. The Study Location: Toronto.....	25
3.5.2. Sample Population.....	25
3.5.3. Sampling Technique.....	26
3.6. Data Collection Procedure.....	27
3.7. Data Analysis.....	29
3.7.1. Dimensional Reliability Test for Translated Scale.....	30

Chapter 4: Research Findings and Scale Validation.....	31
4.1. Introduction.....	31
4.2. Socio-Demographic Profile of Respondents.....	31
4.3. International Tourist Role Scale Descriptives.....	36
4.4. Sub- Scale Reliability.....	37
4.5. Validation of ITR Scale.....	38
4.5.1. Full-Scale Reliability in Hindi and Mandarin.....	39
4.5.2. Exploratory Factor Analysis.....	40
4.6. 16- Item Scale by Principal Component Analysis.....	51
4.7. Behavioural Profile of Respondents.....	55
4.8. Previous International Trip Characteristics.....	64
4.9. Segmentation of Chinese and Indian International Tourists.....	67
4.10. Crosstabs Analyses.....	74
4.10.1. Socio-Demographic Distinction of Market Clusters.....	75
4.10.2. Behavioural Distinction of Market Clusters.....	79
Chapter 5: Conclusion.....	88
5.1. Introduction.....	88
5.2. Summary of the Findings.....	88
5.3. Discussion and Conclusion.....	90
5.3.1. Evaluation of Translated ITR Scale.....	90
5.3.2. Socio-Demographic Profile of Chinese and Indian Tourists.....	95
5.3.3. Market Segmentation based on Novelty- Seeking Preferences.....	98
5.4. Implications of the Study.....	106
5.5. Research Limitations.....	112
5.6. Recommendations for Future Research.....	113
5.6.1. Improving Reliability in Future research.....	113
5.6.2. Improving Sample Size and Data Collection.....	114
References.....	116

Appendix.....	122
A. 20 Item- ITR Scale (Jiang, Havitz & O'Brien, 2000).....	122
B. English Questionnaire.....	123
B. Hindi Questionnaire.....	130
B. Mandarin Questionnaire.....	137
C. Information Consent Letter (English).....	143
C. Information Consent Letter (Hindi).....	144
C. Information Consent Letter (Mandarin).....	145
D. Permit Application Letter for CN Tower.....	146

List of Figures

Figure 1. <i>Five Cluster Formations on the Three ITR Dimensions</i>	70
Figure 2. <i>Campaign Components Diagram (OTMPC Report, 2015)</i>	108

List of Tables

Table 1. <i>Age, Gender and Nationality of Participants</i>	32
Table 2a. <i>City and Province of Birth: Chinese Respondents</i>	33
Table 2b. <i>City and Province of Birth: Indian Respondents</i>	33
Table 3a. <i>Primary Language of Chinese Respondents</i>	34
Table 3b. <i>Primary Language of Indian Respondents</i>	34
Table 4. <i>ITR Scale Descriptives for Chinese and Indian Respondents</i>	36
Table 5a. <i>Reliability Co-efficient of Mandarin ITR Sub-Scales</i>	38
Table 5b. <i>Reliability Co-efficient of Hindi ITR Sub-Scales</i>	38
Table 6a. <i>Rotated Component Matrix of the 3-Factor Solution of the 20-Item Mandarin ITR Scale</i>	43
Table 6b. <i>Rotated Component Matrix of the 3-Factor Solution of the 20-Item Hindi ITR Scale</i>	45
Table 7a. <i>Rotated Component Matrix of the 3-Factor Solution of the 16-Item Mandarin ITR Scale</i>	52
Table 7b. <i>Rotated Component Matrix of the 3-Factor Solution of the 16-Item Hindi ITR Scale</i>	54
Table 8. <i>Information Sources Employed by Respondents</i>	56
Table 9a. <i>Most Important Sources Ranked by Chinese Respondents</i>	57
Table 9b. <i>Most Important Sources Ranked by Indian Respondents</i>	58
Table 10. <i>Purpose of Travel for Current Trip</i>	61
Table 11. <i>Primary and Secondary Reason of Trip</i>	63
Table 12. <i>Year of Last International Trip</i>	65
Table 13. <i>Travel Companions on Previous Trip</i>	66
Table 14. <i>Influence on Destination Selection and Trip Planning</i>	67
Table 15. <i>Common Clusters between all four studies and their Corresponding Factor Scores</i>	72
Table 16. <i>Factor Scores of the Five Clusters on the Three ITR Dimensions</i>	73
Table 17. <i>Relationship between Clusters and Age and Gender</i>	77
Table 18. <i>Relationship between Clusters and Nationality</i>	78

Table 19. <i>Relationship between Clusters and City size by Population</i>	79
Table 20. <i>Relationship between Clusters and Information Sources</i>	82
Table 21. <i>Relationship between Clusters and Decision Making Process</i>	85
Table 22. <i>Relationship between Clusters and Travel Companions</i>	87
Table 23. <i>Proposed 18-item ITR Scale for Future Analyses</i>	94

Chapter 1: Introduction

1.1 Introduction and Overview

The purpose of this is to evaluate the reliability, validity and general applicability of the International Tourist Role (ITR) Scale in Hindi and Mandarin language and to compare the demographic and travel behaviour profiles of Chinese and Indian international tourists using the ITR scale and scale segmentation.

International tourism is projected to reach approximately 1.4 billion international arrivals between the years 2020- 2025 and 1.8 billion by 2030 (UNWTO, 2013). The realization that destination choice can vary significantly in terms of motivation has led many researchers to investigate the travel preferences of international travelers. Citing a study conducted by Basala and Klenosky (2001), Spiers (2005) stated that the desire to experience novelty is a key motivating factor in destination selection.

Cohen (1972) suggested that people seek various levels of novelty and familiarity depending on their preferences and institutionalized settings. Segmenting vacation markets using Cohen's schema, Snepenger (1987) pointed out that familiar or commonplace trips occur only when the tourist has some specific social needs to fulfill such as visiting friends or relatives (familiarity) or when the tourist is hesitant in visiting a novel destination. Hence, studying the novelty and familiarity seeking preferences of tourists can enable researchers and marketers to develop and practice more emphasised marketing strategies as well as recognise the varied motivations behind travel.

According to Canadian Tourism Commission (2012), tourism plays a key role in Canada's economy, generating jobs and earnings for all levels of government. In 2012, more than 608,500 jobs across the country, over \$82 billion dollars revenue were contributed by tourism industry. With over \$15 billion of earned from international travellers, tourism is one of Canada's topmost service exports. However in 2013, total arrivals from Canada's major international markets slipped by (0.2%), as a decline in visitors from the US (-1.3%) due to a slowdown in economy and post terror attacks. On the other hand, visitors from emerging markets such as China and India, increased by (+8.6%) in the same year (CTC Annual Report, 2013). China was recognised as the world's fastest growing major economy with over 100 million international travellers predicted by 2020 according to this study. With granting of Approved Destination Status in 2010, China has become Canada's fourth most important tourism market with over 15.5% expansion in Chinese tourists' arrivals and a total spending of \$486 million in 2012. Likewise, India has started to recognise Canada as a significant though relatively new vacation destination with the arrivals growing every year. Indian tourist arrivals in Canada rose by 6.4% with a total spending of \$173 million in 2012.

Moreover, nearly 50% of Indian visitors to Canada belong to VFR (visiting family and friends) segment, which is the highest proportion among CTC's key markets (CTC Annual Report, 2013). The impact of emerging markets to the global economy has been increasingly recognized by tourism marketers around the world with a fierce competition to attract tourists from "future powerhouses" namely the BRICS (Brazil, Russia, India, China and South Africa) countries (WTM, 2012). As for inbound tourism, UNWTO (2012) has estimated that by 2030 the market share of emerging markets will reach 57%, equivalent to one billion international tourist arrivals.

Tourism scholars such as Steenkamp et al. (2006); London & Hart (2004) and Sheth (2011) argued that it is time to break free from the old paradigm of traditional marketing assumptions and reinvent business models and theories focussing on emerging markets. Hence, China and India, the two most prominent emerging tourist markets in Canada (TIAC, 2015) were selected as samples for the current study.

A study conducted by Kim (1998) identified the increased interest in cross cultural research with the realisation that cultures can vary significantly in terms of tourist motivations (Spiers, 2005). Kozak (2002) supported this finding that people from the same country traveling to different destinations may have different motivations (Lu, 2011). Kay (2009) emphasised that travel motives need to be seen in a cross-cultural perspective. However researchers (Li, 2014; Dimanche, 1995 & Reisinger, 2009), have indicated the lack of cross-cultural research of tourists' attitudes and motivations in different cultural languages.

Schutte and Ciarlante (1998) confirmed that Western cultures form the basis for most of the existing body of consumer behavior literature and theory. "Cross-national validation studies of consumer behavior theory are also called for as there is a tendency for consumer researchers to implicitly or explicitly assume that models of consumer behavior developed on American consumers are universally applicable without testing the underlying model assumptions or the model linkages."(Kay, 2009, p. 334)

This argument is supported by Spiers (2005) who pointed out that much of the international tourism research is plagued with cross-cultural problems, including misunderstanding, ethnocentrism, lack of resources, and a lack of language and cross-cultural skills, thus making it difficult for researchers (Schneider, Lankford & Oguchi, 1997) to conduct valid and reliable cross research. A similar argument was noted by Dimanche (1994) who stated that most tourist behaviour research is being conducted in the USA, the theories and practices

that are developed are limited to the white middle-class American culture and lack either generalization or specific applications to other cultural settings (Spiers, 2005, p. 3).

Methodological issues may confound cross-cultural research. Another cross-cultural study conducted by Wong et al., observed that errors occurred when reverse-worded and mixed-worded items were utilised in Likert scales in a foreign language. “These measures have questionable reliability and validity in cross-cultural applications with problems such as translation errors, response biases and substantive cultural differences.” (Spiers, 2005, p. 3) Hence researchers such as Jeong and Park (1997) emphasized on the relevance of testing the generalizability of such analytical scales across different cultures. Thus, recognising the significance of using a valid and reliable scale for cross-cultural studies, one of the underlying objectives of this research is to survey the tourists in their native language, that is, Hindi and Mandarin by using a pre-tested and valid scale for measuring travel motivations.

1.2 Purpose Statement/ Research Gap

The purpose of this study is to evaluate the reliability, validity and general applicability of the International Tourist Role (ITR) Scale in Hindi and Mandarin language and to compare the demographic and travel behaviour profiles of Chinese and Indian international tourists using the ITR scale and scale segmentation.

In context to this statement purpose, it is important to understand the motivators behind tourist roles. Motivations are individual forces that lead to action (Park & Yoon, 2009). In tourism context, Park and Yoon (2009) stated that motivations contribute to a social and psychological understanding of tourism preferences, thus leading to practical managerial insights and effective market segmentation. Historically, the most recognized attempt at attitudinal segmentation of international tourists was made by Cohen (1972) who segmented the tourists

based on a novelty-familiarity continuum. Cohen's typology consisted of four unique tourist roles: The Organized Mass Tourist; The Individual Mass Tourist; The Explorer and The Drifter.

The most recent analytical scale based on this typology was developed by Mo, Havitz & Howard (1993) which was later validated by Jiang, Havitz & O'Brien (2000). Both Chulmin Mo and Dennis Howard were associated with the University of Oregon at that time (early 1990s). Dr. Mo has spent his professional career with the Korean Tourism industry (in government posts). Dr. Howard just retired from the University of Oregon in the past year. Dr Mark Havitz was professor and currently chairperson at the Department of Recreation and Leisure studies at the University of Waterloo.

The development of this 3 dimensional 20-item scale was useful in segmenting the US market with respect to outbound international tourists. However, Spiers (2005) recognised the significance of testing the scale's validity in a cross cultural setting and utilised the scale to segment French and French Canadian overseas tourists as one of the criticisms of this scale is that it has been mostly focussed on studying the American market in the past (Dimanche, 1995).

However, testing of this scale has been a very international effort, with the original head of the team being one Korean and two American researchers (Mo, Havitz & Howard, 1994) who studied the American market. In addition to that, a Chinese doctoral student (Jiang, 2000) studied the US market using the original English version of the ITR scale, another Chinese doctoral student (Chang, 2009) studied the Australian market using the English version, a French-Canadian student (Spiers, 2005) studied the French-Canadian market using a translated French version of the scale and (Gnoth & Zins, 2010) from New Zealand and Austria, studied the Asian market (Thailand and Vietnam) also using the English version of the Scale. This study will be a first effort by a female doctoral student to study the scale on Canada's two leading emerging tourist markets, India and China. (M. Havitz, personal communication, July 11, 2014)

The ITR scale proved useful for segmenting this market into five distinct clusters: High-Familiarity Seekers, Destination Novelty Seekers, Guided Trip Seekers, Social Contact Seekers and High Novelty Seekers (Spiers, 2005). Through this study, we expect to find such clusters within Indian and Chinese tourists that might indicate differences in their travel preferences in terms of novelty and familiarity seeking.

According to Jiang (2000) and Spiers (2005) the ITR scale and its dimensions have proved reliable for measuring travel preferences and tourist roles in the US and French market. However, “further validation of the ITR scale is still needed with different French populations, other languages/cultures of the world as well as on multiple levels of equivalence.

Although the scale’s reliability has been supported in three separate investigations (Mo et. al, 1993; Jiang et. al, 2000; and Spiers, 2005), continued research in multiple cultures using a comprehensive approach of multiple measures is needed to increase the likelihood of the ITR scale becoming a universally accepted instrument for tourist preference exploration.” (Spiers, 2005, p. 161). This consequently provided a research gap for the current study, where travel preferences of emerging market tourists can be studied with translation and utilisation of the ITR scale’s items in two major Asian languages.

1.3 Research Objectives and Questions

From the purpose statement defined in section 1.2 above, two primary objectives arise. First is assessment of validity and reliability of the 20-item International Tourist Role Scale in Hindi and Mandarin Language. Second is comparing the demographic and travel behaviour profiles of Chinese and Indian international tourists using the ITR scale and exploring their travel role preferences with scale segmentation.

Five research questions were designed on the basis of these two objectives and research purpose,

1. Can English- language ITR scales' Destination Oriented Dimension (DOD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?
2. Can English- language ITR scales' Travel Arrangement Dimension (TAD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?
3. Can English- language ITR scales' Social Contact Dimension (SCD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?
4. Is the ITR scale a valid and reliable measure for segmenting the novelty and familiarity seeking preferences of Chinese and Indian international tourists using: a) Socio-demographic variables and b) Behavioural variables?
5. What recommendations can be made for continued improvement of cross-cultural research using the ITR scale based on the findings of this study?

The following chapter provides a review of past literature involving classification of tourists based on the concept of novelty and familiarity seeking as well as importance of survey translation in cross cultural studies, followed by an overview of emerging markets and their role in Canadian tourism.

Chapter 2: Literature Review

2.1 Concept of Novelty in Travel Motivation

Travel motivation has been pointed out to be the stage of travel planning that triggers the whole decision process and channels it accordingly (Mansfeld, 1992). The general issue of better understanding tourism motivation, might be framed in terms of why the needs and desires of potential tourists cannot be satisfied in their home area, or why they expect they can experience elsewhere that which they cannot experience at home, a point noted by researchers (Lee & Crompton, 1992 and Pearce, 1982). Few empirical studies conducted by Dann (1977), Leiper (1984) and Crompton (1979), sought insights into tourists' motives and consistently reported novelty seeking as a key motive. "One frequent explanation behind travel decision is an individual's desire for novelty, arousal, or stimulation. People may travel because they want to experience something new and different." (Lee & Crompton, 1992, p. 733)

A study was conducted by Chang (2011) on the influence of novelty-seeking and risk-perception behaviour on holiday decisions and food preferences of Australians who wished to travel to China. About 600 respondents of diverse age, education and travel backgrounds in Australia were surveyed by snowball sampling method. "Snowball sampling is a method for developing a research sample frame by getting respondents to ask their acquaintances to take part in the survey. It is often used as a tool to examine populations who are harder to reach, and it is a great way to expand a typical pool of participants" (Chang, 2011, p.311). The questionnaire consisted of four parts. Part A explored respondents' past and future travel preferences. Part B combined the International Tourist Role (ITR) scale and the FAP scale to examine respondent's overall travel and food preferences. Part C had pictorial scenarios of

eleven different types of dining experiences, which varied in terms of both novelty and risk. Lastly, Part D examined risk perceptions in regards to food choices when travelling abroad. The results indicated a significant affinity towards novelty seeking as overall the respondents most strongly agreed with the following social contact dimension statements of the ITR scale (Appendix A): “I prefer seeking the excitement of complete novelty by engaging in direct contact with a wide variety of new and different people”, “I prefer associating with the local people when traveling in a foreign country”), and “I prefer making friends with the local people when traveling in a foreign country”. Conversely, the lowest ratings were for the destination-oriented dimension statement, “I prefer traveling to countries where the culture is similar to mine.” This indicated that Australians preferred to seek novelty and experience different cultures in order to satisfy their novelty-seeking desire thus suggesting that a typical “home stay” or “bed-and-breakfast” experience in China would be very appealing to Australian tourists (Chang, 2011).

Hence the influence of novelty-familiarity concept in holiday decision making is evident by this case study. However, one limitation of this study according to Chang (2011) was that the findings could not be applied with absolute certainty to the general population due to the application of snowball sampling. Hence in order to overcome this limitation, different methodological approaches for data collection such as stratified sampling or random sampling could be taken into account.

Mansfeld (1992) identified from research conducted by Van Raaij and Francken (1984) that vacation decisions are controlled by both push and pull factors. Initially, a tourist is motivated by push factors, which may include boredom or the need for relation (Mansfeld, 1992). The tourist will then begin the decision making process of selecting a destination, in which case a number of pull factors will influence the final decision (Mansfeld, 1992).

According to Bello & Etzel (1985) this conventional way of thinking about push and pull factors is too simplistic in explaining vacation motivation because it does not consider, "...the basic restorative function of vacations in a person's life" (p.20). Prior work by Crompton (1979) suggested that travel motives are conceptualized along a socio psychological-cultural continuum.

According to Crompton socio-psychological motives are push factors while cultural motives are pull factors. Crompton's results revealed that vacationers reported experiencing cultural (pull motives) benefits and not socio-psychological benefits related to push factors, which had previously been thought to represent the primary reason for taking a vacation (e.g.; relaxation, social interaction, boredom alleviation etc). The two primary cultural benefits reported were novelty and education (Crompton, 1979).

In a study conducted by Kozak (2002) it was stated that different approaches have been posited for understanding tourist motivations by several researchers. Of these, some researchers such as, Cohen (1972) and Plog (1974), have recognised the heterogeneous nature of tourist motivation. The authors proposed that motivations are multiple in nature and classified tourist typologies based on the relationship between personality and tourism activity undertaken.

On the other hand, Goodall (1988) and Kozak (2012) argued that tourists have limited motives and are likely to change their motivation from one stage to another over time and emphasised that needs and motivations are interrelated. Thus, existence of the former generates the latter. With reference to Maslow's hierarchy of needs, Kozak (2012) stated that, "leisure travel would not normally be related to basic physiological requirements, yet new friendships and prestige could be reasons for travelling." (p. 222). Further in this study, Kozak (2012) mentioned that a variety of researchers such as Crompton (1979) and Mayo & Jarvis (1981) noted that tourists' motivations are multiple and people might have different reasons to tour or travel.

Based on Cohen's (1972) typology of international tourists, an attitudinal scale called the International Tourist Role (ITR) Scale was developed by Mo et al., (1993), which suggested that needs and preferences are more stable over time. In fact, Cohen's typology suggests, "...that tourist behaviour reflects stable and clearly identifiable patterns" (Yiannakis & Gibson, 1992, p.288). Cohen's fundamental argument is that no matter where tourists chose to go, their decision is based on balancing between the two poles of the continuum, namely, novelty versus familiarity (Jiang et al., 2000).

The quest for novelty in travel experience has inspired researchers to study novelty as a motivational construct behind a tourist's decision process. Lee & Crompton (1992) mentioned a postulation by Berlyne (1966) that every individual has a unique, normal, and adaptive optimal level of arousal he or she seeks to maintain, ranging from a high level that is characteristic of arousal seekers, to a low level that is characteristic of arousal avoiders. Thus, tourists seeking novelty in search of an altered routine and a new environment, culture, and society, may move back towards this desired level of arousal. This is compatible both with Crompton's (1979) notion of a vacation as an equilibrium-restoring break and with Berlyne's (1960) concept of diversive exploration.

Based on this logic of using novelty as a construct, Lee & Crompton attempted to develop an instrument to measure this phenomenon. They defined novelty as a complex multi-dimensional construct composed of six interrelated dimensions, namely: change of routine, escape, thrill, adventure, surprise and boredom alleviation. Change of routine was viewed as "...altered conditions of environment, psychological outcomes, and lifestyle" (p.735). Escape was viewed as a distraction from reality, routine or normal mindset, environment or lifestyle. Excitement was the primary characteristic of thrill; meanwhile adventure involved the elements of the unknown and risk. Surprise was regarded as a feeling caused by unexpected features and

finally boredom alleviation was defined as a search for stimuli in order to achieve satisfaction. (Lee & Crompton, 1992)

Bello and Etzel (1985) suggested destination marketers should clearly define their offerings in terms of the degree of novelty provided, and develop messages that communicate the novel or familiar nature of a destination, since markets exist for both types of offerings. Further, in order to identify and segment markets existing for both types of destinations, marketers need an instrument to perform the task (Lee & Crompton, 1992). Thus, Crompton stated “an urgent priority in the study of tourism is investment in research focusing on instrument development” (p.748)

Further examination behind people’s motivations to travel shows that they look for either novel or familiar language, travel arrangements and social contacts. Researchers such as Mansfeld (1992), Dann (1997) and Cohen & Cooper (1986) have attempted to examine these factors. Language is an important factor as it might act as a barrier for tourists who are not fluent at speaking the host destination’s language. According to Cohen and Cooper (1986), in newly developed tourism markets, especially the Third World countries, locals generally speak one foreign language, English being the most popular and widespread *Lingua franca* in the hospitality industry. However, this can pose as a serious obstacle for communication amongst tourists who do not have fluency in English language. To overcome this situation, tourist companies hire “language brokers” including guides, tour leaders or even professional natives to help break the barrier between tourists and local people. Cohen and Cooper argue that the role of language brokers such as guides is not merely of a translator, but instead “the role of the guide includes social mediation with the local population and the dissemination of information, explanation and interpretation of the sites visited. (p. 556)

A study conducted by Basala and Klenosky (2001) confirmed the role of language as an important detrimental factor in destination selection. This study examined travel style preferences (of novelty and familiarity seekers) based on three factors: the type of accommodation, type of travel companions and the language of host destination. As expected, the novelty seekers were most interested in travelling to a new destination, whereas, familiarity seekers preferred to stay at chain hotels, book organized tours and seek their native language. However, an interesting finding was that novelty seekers preferred to travel with close friends and family members rather than travelling with an organized tour group or alone. The fear of a terrorist activity or history of instability was mentioned as a possible reason by the respondents.

This outcome suggests that factors other than novelty and familiarity also influence decision making. As mentioned by Dimanche & Havitz (1994) in their study of consumer behaviour, that decision making process is influenced by four major constructs, namely: novelty seeking, loyalty and commitment, family decision making and ego involvement. The following section examines the relevance of market segmentation and different consumer profiles in tourism market research.

2.2 Novelty-based Market Segmentation

Market segmentation, a process of dividing population of potential consumers into distinct target groups is a popular marketing strategy practiced by both public and private sectors around the world. Segmentation of target markets is a popular strategy adopted by marketers nowadays. Tourism industry, owing to its growth and increasing diversity of participants, has also utilized segmentation as a common strategy and a major component of tourism literature (Mo, Havitz & Howard, 1994).

Over decades, researchers such as (Cohen, 1972; Jiang, Havitz & O'Brien, 2000; Laurent & Kapferer, 1985; Mo, Havitz & Howard, 1994; Plog, 1974 and Snepenger, 1987) have studied

and analyzed tourism market segmentation and its diverse components. Lang & O'Leary (1997) studied the Australian Market of Nature Travelers and proposed three clusters namely, Motivation, Participation and Preference as strong determinants behind their travel motivations. Crompton and Lamb (1986) argued that the usefulness of market segmentation is determined by the segment's measurability, a substantial sample size and accessibility.

Alternatively, Bowen (1998) identified the Demographic factors such as age, gender, family life cycle, income, occupation and nationality as an effective form of segmentation and further suggested that these variables are not only influential in consumer decision making but are also easier to measure. In addition, Bowen (1998) suggested the use of geographic, psychographic and behavioural variables for segmentation, highlighting the importance of marketing target groups in a variety of hospitality sectors such as restaurants, hotels, airlines and car rental agencies.

Chung et al. (2004) illustrated examples of customer segmentation by many super deluxe hotels in Seoul, Korea such as Grand Hyatt, The Radisson, Hilton International, The Ritz and The Sheraton. Their marketing strategy is to divide customer segments into: Business FIT, Business Group, Pleasure FIT, Pleasure Group, Pleasure Package and Airline (Transit passengers). These segments further help in standardization of services, measure of business performance and in designing effective advertising campaigns. (Chung et al., 2004)

A research on tourist profiles conducted by Mo et al. (1994) mentioned the relevance of personality, attitudinal and lifestyle variables as a means to understanding and developing market segments. As stated by Snepenger (1987), novelty is one such commonly used variable which has received a great deal of attention amongst researchers in the past. Plog (1974) was a pioneer in relating tourist segments to travel characteristics. His work highlighted the importance of psychographic continuum in the form of a population curve ranging from *psychocentrics* at

one end of the curve to *allocentrics* at the other end. The psychocentrics were defined as reserved, non-adventurous people who seek familiarity and commonplace travel. The allocentrics on the other hand, were described as self-confident, adventurous people who seek unfamiliar and novel trips.

However, (Bello and Etzel, 1985 and McIntosh and Gupta, 1980) argued that the linkage between a tourist's psychographic profile and tourism experience is mediated by the motivation to travel. This statement, is consistent with the idea of equilibrium- restoring break (Crompton, 1979) and the human need for optimum level of stimulation (Berlyne, 1960). Hence, "depending on arousal potential, psychocentrics as well as allocentrics may experience novelty on a particular trip." (Bello & Etzel, 1985, p. 25)

However, a gap in strategic interpretations of all these issues was noted by past researchers and the need for empirical testing was observed. Another classification of tourist typology was introduced by Cohen (1972) even before Plog's study. Unlike Plog's description of a distribution curve, Cohen (1972) simply divided tourists along a continuum of four categories based on preferences for either novelty or familiarity. These were labelled as: The Organized Mass Tourist, The Independent Mass tourist, The Explorer, and The Drifter. The Organized Mass Tourist is the least adventurous and seeks a large amount of familiarity, thus travelling in an "environmental bubble" of a packaged tour. The Independent Mass Tourist also seeks some amount of familiarity by following the regular tourist routes; however, they prefer to travel independently. The Explorer enjoys a comfortable mix of both novelty and familiarity. For example, they might select a familiar and reliable accommodation and yet venture away from their "environmental bubble" at times, to experience the local culture. Lastly, The Drifter represents the opposite end of the spectrum, where novelty is of prime importance and the tourist completely drifts away from the regular or mass tourism establishments. Instead, completely gets

absorbed in the host culture. In other words, no pre-planned itinerary is followed by the Drifter. Furthermore, Cohen defined the Organized Mass Tourist and the Independent Mass Tourists as contemporary institutionalized tourists who enjoy standard, mass-produced tour packages. Whereas, the Explorer and Drifter were identified as non-institutionalized tourists who avoid any sort of pre-planning or group tour concept.

According to a study by Mo, Havitz and Howard, several tourism-specific standardised scales were developed based on the novelty concept, such as the tourism novelty scale by Lee and Crompton (1992); tourist role preference questionnaire or TRPQ by Yiannakis and Gibson (1992) and the International Tourism Role (ITR) scale by Mo, Howard and Havitz (1993). The TRPQ and the ITR scale were substantially based on Cohen's concept of tourist typologies. An earlier attempt at verifying Cohen's concept was made by Snepenger (1987) who studied the Alaskan vacation market by surveying 6000 travel parties. However, the study focussed only on three out of four categories proposed by Cohen. Mo et al. (1994) suggested that the results of this study should be interpreted cautiously as only one behavioural item was measured with the novelty-motivation construct. Moreover, the questionnaire was unclear in asking whether the tourists were on an organized tour or a self-guided vacation. And lastly, many of the respondents surveyed were domestic rather than international travellers. Snepenger's work however revealed that each of the tourist typology tested, namely, The Organized Mass Tourist, The Independent Mass Tourist and The Explorer represented significant segments to the Alaska vacation market (54%, 20% and 26%, respectively). (Snepenger, 1987)

Based on these previous contributions by Cohen (1972) and Snepenger (1987), Mo et al. developed the 20- item International Tourist Role Scale (ITR) after subjecting to a rigorous series of tests. The scale comprised of three distinct dimensions (Mo, Howard & Havitz, 1993). The Destination Oriented Dimension (DOD), the Travel- Services Dimension (TSD) and the

Social Contact Dimension (SCD). The DOD was described as a “Macro- level Novelty” factor and measured tourists’ preferences for novelty and familiarity in destination selection. The TSD was described as a “Micro- level Novelty” factor that measured tourist’s preferences to hire the services of professional travel companies when going overseas. And lastly, the SCD measured tourist’s preferences for forming a variety of social contacts with the local people. Mo et al. (1994) conducted an analysis of this segmentation by sampling of 461 Americans including 110 Peace Corps volunteers, 232 undergraduate university students and 119 university alumni. A cluster analysis of findings revealed four different market segments: high novelty seekers (HNS); destination novelty seekers (DNS); social contact seekers (SCS); and high familiarity seekers (HFS). The accuracy of the results suggested the reliability of the ITR scale and its strong predictability in within the American market. However, Jiang et al. (2000) argued that the scale’s validity needed to be conducted on other international markets as well. Further, they contributed in modifying the ITR scale by dropping three items from the original destination oriented dimension and one item from this category was switched over to social contact dimension. This finally resulted into a modified 16-item ITR scale which proved reliable on testing Cohen’s tourist typology.

Jiang et al. (2000) also suggested widening of the social contact dimension to the socio-cultural dimension. Similarly other researchers such as McKercher and Du Cros (2003) emphasised the importance of culture as a tourist typology. They identified five types of cultural tourists ranging from most to least interested in culture tourism as: (1) the purposeful cultural tourist, (2) the sightseeing cultural tourist, (3) the casual cultural tourist, (4) the incidental cultural tourist and (5) the serendipitous cultural tourist. Furthermore, Kotler, Bowen and Makens (2003) in their study of segmentation highlighted culture, society, personality and attitude as major factors influencing consumer behaviour. Thus, recognition of cultural and

language differences is extremely valuable for tourism market segmentation and cross cultural research is of high significance for understanding travel behaviour and motivation.

The Indian Market Profile 2013 released by CTC however indicated a slightly different trend where 71% of Indian trips were for pleasure or to visit friends and relatives (VFR). “VFR travel has been increasing rapidly, particularly since 2005 when Air India introduced service between Canada and Amritsar (via Delhi). Canada has one of the largest overseas populations of Indians, particularly, Punjabi people, and has issued over 17,000 Temporary Resident Visas to Punjabi visitors in 2012.” (CTC report, 2013)

The age range of Indian international visitors has shown some fluctuation over the past years with no clear trends according to CTC. In 2011, over two thirds (70%) of visitors were over age 35, whereas only 22% of visitors belonged in the range of 18 to 34 years. Furthermore, CTC reported that one out of every three Indian long-haul travellers consider USA for a trip in the next two years. Canada is placed in the next tier after USA, Australia, Switzerland and UK as the chosen destination for Indian tourists. According to the report, Indian travellers have less interest and knowledge of Canada than these three competitor destinations, with the top three barriers for visiting Canada being “a strong desire to visit other places, cost and a lack of knowledge about Canada.” (CTC report, 2013, pg. 8). However, India continues to be the second highest (18.8%) emerging tourist market after China (25%) in the OTMPC report (2014-2015).

2.3 Cross Cultural Issues in Survey Translation

Cultural researchers argue that behavior differs from culture to culture because different cultural groups hold different values (Li, 2014). The shared values, beliefs, and norms which collectively represent a culture, help in distinguishing one group of people from another. Li (2014) pointed out that these widely shared values and beliefs form a part of individuals from an early age and prove difficult to change. Therefore, a thorough understanding of cross-cultural

consumer behaviour is crucial for marketers. Additionally, “the study of cross- cultural behaviour helps assess the generalizability of empirical findings, assess if the findings differ from one cluster to another, understand the behaviour of people living in a different culture, and identify the cultural dimensions or factors that cause these differences.” (p. 41)

Dimanche (1994) pointed out that conducting research in intercultural and international settings can lead to a number due to cultural and language differences and this is probably why very few cross-cultural studies exist in tourism research. Such difference can often influence the cultural equivalence of the findings, instrument development and sample data analysis procedures. As cited in his paper on cross cultural studies, researchers when faced with the challenge of testing and ensuring equivalence of a research instrument across different languages and culture, tend to overlook this problem and continue to work with a single language, most commonly, English. Citing an example of Ahmed’s (1989) English questionnaire which was used to survey Sri Lankans and English, French and German tourists to compare their psychological profiles, Dimanche (1994) pointed out that a ‘response bias from non-English participants’ was acknowledged in this study as certain words of English vocabulary were interpreted differently by different cultures. “American researchers seem to be intimidated by foreign languages and rarely possess the required knowledge base to effectively conduct the research in another language. However, it is critical to have a minimum understanding of a foreign language as it can help in aptly perceiving another culture and contribute to a better comprehension methodological problems and translation equivalence in cross cultural studies. (p.129)

2.4 Role of Emerging Markets in Canadian Tourism

Cohen and Cohen (2012) on a study of current sociological theories identified the focus of economic growth from the West to the “emergent economies” of non- Western countries, primarily in Asia (China, India, South Korea and Singapore). This led to a phenomenal expansion of outbound tourists from these markets. “Tourism thus ceased to be a primarily Western phenomenon, but became fully internationalized.” (p. 2178).

According to the official website of The Canadian Tourism Commission (now, Destination Canada), the travel activities between China and Canada have considerably increased since June 2010, when Canada was granted the Approved Destination Status (ADS) by China. Overnight arrivals to Canada gained significant momentum, expanding 22.5% in 2011 and a further 15.5% in 2012 to 273,000 trips. Moreover, Chinese travellers spent \$486 million in Canada, up 19.2% compared with 2011. Pleasure travel surged 84.8% in 2012 to capture a 27.5% share of all trips. Visiting friends and relatives travel also expanded 5.2% and at 34.6% retained the highest share among Chinese travellers. According to CTC, the most popular activities among Chinese travellers while in Canada were shopping, sightseeing and visiting friends or relatives (Canadian Tourism Commission, 2010).

A study on Chinese tourists’ motivations conducted by Zhen Lu in 2011, substantiated this statement by CTC, as his findings revealed that Chinese tourists are attracted by the unique attractions, high quality of Canadian life, appealing travel ads, shopping opportunities, and Canadian cosmopolitan city life. The reasons for visiting Canada included prestige, family ties, exploration, and escape/leisure (Lu, 2011). In his work, Lu stated that numerous researchers such as (Huang & Hsu, 2009; Jiao, 2003; Kau & Lim, 2005; Kim, Guo, & Agrusa, 2005; Ma, 2009; Truong & King, 2009; Zhang & Lam, 1999) have studied the travel motivations of Chinese tourists due to the fast growth in Chinese outbound tourism. However, Kozak (2002)

stated that tourists from a same country traveling to different destinations may have different motivations. He argued since China is a socially, culturally, and geographically diversified country, the complexity of determining Chinese tourist motivation is higher. Though there are some similarities found in the studies conducted on Chinese travelers' motivations to travel to different destinations, they seem to exhibit different motivations. (Lu, 2011, p. 347)

“Unfortunately, much of the international tourism research has faced some cross cultural issues, including misunderstanding, ethnocentrism, lack of resources and a lack of language and cross cultural skills, thus making it difficult for many researchers to conduct valid and reliable cross cultural research”(Spiers, 2005, p.3). Spiers further noted that despite the lack of cultural research investigating information search behaviour, cultural differences have been given considerable importance with respect to translation issues, infact, most cross-cultural research has focussed on the equivalence of a translated scale.

According to Chwalow (1995), the equivalence and adaptation of a scale across cultures consists of both qualitative and a quantitative phase. The qualitative phase involves six steps (1) translation of the existing scale by a native speaker into the desired language, (2) back translation of the scale to its' original language with careful comparisons of each item, (3) conducting a pilot test using a sample of the target population, (4) production of a new version of the scale with results and feedback, (5) discussion of each of the scales items between the researcher and the test subjects to ensure equivalence of perception and finally (6) retesting until a consensus is achieved among all researchers and translators. In the quantitative phase, the actual cross cultural study should be conducted by atleast 250 subjects. Principal components factor analysis as well as Cronbach's alpha is conducted to measure internal consistency and reliability of the scale. Results are then compared with those of the original scale in order to assess equivalence across desired language and culture (Spiers, 2005, p. 34).

Spiers further stated that “despite much of the past cross cultural research that has been conducted, it appears appropriate to suggest a need for more cross-cultural research including investigations of sub-cultural/regional variations in language. The study of a variety of languages and cultures and further research into understanding and improving the translation process is warranted given the potential for translation error by some researchers.” (p.39). Citing a work of Kozak (2003), Spiers (2005) concluded that a further study of a variety of equivalence measures is also needed.

Chapter 3: Research Methods

3.1 Introduction

The purpose of this chapter is to present the research questions and research design to be implemented for this thesis. In order to reach this goal, a quantitative method of analysis has been chosen

3.2 Research Questions

As discussed earlier on in Chapter One, the research questions to be utilised as a framework of this study are as stated below:

1. Can English- language ITR scales' Destination Oriented Dimension (DOD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?
2. Can English- language ITR scales' Travel Arrangement Dimension (TAD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?
3. Can English- language ITR scales' Social Contact Dimension (SCD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?
4. Is the ITR scale a valid and reliable measure for segmenting the novelty and familiarity seeking preferences of Chinese and Indian international tourists using: a) Socio-demographic variables and b) Behavioural variables?

5. What recommendations can be made for continued improvement of cross-cultural research using the ITR scale based on the findings of this study?

3.3 Socio-Demographical Variables

For a better description of travellers' profile, demographic variables such as age, gender, nationality, primary language and city/province of birth were employed. Socio-demographic information was important for this study for comparing Chinese and Indian tourist profiles through descriptive statistics as this was important for uncovering any relationships between demographics and novelty or familiarity seeking preferences.

3.4 Behavioural Variables

The behavioural characteristics of respondents during international travel was collected under following three categories:

- (1) Current Trip Information Variables: number of days in trip planning, information sources employed, reason of trip.
- (2) Previous International Trip Information Variables: last destination visited, last trip year, travel companion(s), individual influential in decision making, total number of international trips taken, dream vacation (optional)
- (3) 20- items of Reworked International Tourist Role Scale (Jiang, Havitz & O'Brien, 2000): Lastly, the 20-items of ITR scale based on Jiang (2000)'s model were translated in Hindi and Mandarin in order to further understand the novelty and familiarity preferences of Chinese and Indian participants. The 20 items have been designed to reflect three dimension: Social Contact Dimension (SCD), Travel Arrangement Dimension (TAD) and Destination Oriented Dimension (DOD). (Mo et al., 1993); (Jiang et al., 2000) and (Spiers, 2005). A seven-point Likert scale was

used ranging from “Strongly Disagree” to “Strongly Agree”, on which respondents were asked to indicate how they perceive each item on the scale. (Appendix A)

3.5 Research Design

3.5.1 The Study location: CN Tower, Toronto

The proposed survey area for this study is CN Tower, a major tourist attraction in Toronto (Tourism Toronto, 2011). This site was selected as it was ideal for finding the target sample required for this study thereby facilitating data collection. Moreover, both novelty and familiarity seeking tourists could be found here as the four components novelty defined by Lee & Crompton, namely-Thrill, Change from routine, Boredom alleviation and Surprise, can all be found here. From its’ 1168 feet high ‘EdgeWalk’ to the ‘world’s highest wine cellar’, it has the right features for novelty seekers as well as its’ family-friendly tours, activities and safety elements, offer the right features for all familiarity seeking tourists. According to Tourism Toronto (2011), the city received approximately 143 million Chinese overseas tourists and 79 million Indian overseas tourists in 2011 with a spending of approximately 126 million Canadian Dollars and 63 million Canadian Dollars, respectively. Reported purpose of visiting Toronto for both markets was mainly: Visiting friends/ relatives (48 % Chinese and 63% Indian tourists); business (23% Chinese and 23% Indian tourists); and pleasure (21% Chinese and 10% Indian tourists). The research team was assigned to take survey by the merchandise section at the exit within the CN Tower.

3.5.2 Sample Population

The target population for this research were international tourists of Chinese and Indian nationality with fluency in either Mandarin or Hindi. Fluency was judged with the help of screening questions addressing the demographic profile of the participants. Involvement in the study was granted once the respondents matched the criteria for assessment and were willing to

take the survey. Therefore distribution and retrieval of questionnaires in person was ideal for the research team for purposive selection of the required sample and improving the accuracy of results.

3.5.3 Sampling Technique

Purposive Sampling

For the purpose of this study, a purposive sampling was employed over a series of weekends in December for data collection. Identification of proper sampling techniques according to Jones (1996) saves time and money as well as allows researchers to select a specific group from a larger population. Since a specific target population of tourists was required, visual appearance and language being spoken were used as a filter. In order to ensure ethical considerations, prior permission was obtained from CN Tower administration. Introduction letters were distributed to each participant along with the questionnaire, once they confirmed their willingness to participate in the survey. It was indicated to the participants both in written and verbally, that completion of the questionnaire is acknowledgment of their consent to participate in the study. As a token of appreciation for their time to fill out the survey questions, participants were presented with a souvenir. Upon completion of all questionnaires and before entering the data, the responses will be examined for errors, such as incomplete questions, before entering into a computer and analyzing through IBM SPSS 20.

Survey Instrument

For the purpose of this study, face to face self- administered surveys were selected as instruments for data collection.

Screening Questions

Prior to distributing survey questionnaires, respondents were asked (1) Are you an Indian /Chinese citizen? (2) Are you fluent in Hindi/ Mandarin Language? (3) Are you currently in

Canada as and International tourist? If any one of these conditions was not fulfilled, the individual was not surveyed.

Survey Translation

All questionnaires were translated into simplified Mandarin and Hindi, since the source language (English) in this study is entirely different from the targeted languages (Mandarin and Hindi) in the sense that the root characters of these languages are also different from English language alphabets. Hence the 20 items of the ITR scale was translated into Mandarin and Hindi by bilingual translators with fluency in both English and Mandarin/Hindi language. A variety of translation techniques were identified such as back translation, pre-testing and the committee approach (Spiers, 2005; Chwalow, 1995; McKay, Breslow, Sangster, Gabbard, Reynolds, Nakamoto & Tarnai, 1996). However, back translation method and pre-testing are ideal for this study as they would allow validation and reliability of the translated questions.

Pilot Test

A pilot test was conducted on 5 random students fluent in Hindi and 5 random students fluent in Mandarin. Based on their feedback, the questionnaire was modified slightly to remove any ambiguity in the statements.

3.6 Data Collection Procedure

Data were collected over a series of weekends starting from 29th November, 2014 to 21st December, 2014 at the CN Tower in Toronto, Ontario. The principal investigator, fluent in both Hindi and English, was accompanied by a bilingual Mandarin and English speaking research assistant. Information and details on participant eligibility, screening process and method of recruiting participants was shared with the research assistant prior to data collection. The nature of sample was purposive in nature as it had two major requirements: (1) the tourists must be

engaging in international travel and (2) they must be reasonably fluent in either Hindi or Mandarin language.

Participants were purposively approached, based on visual appearance or language being spoken, as they left the CN Tower premises through the exit lounge. The exit lounge was comfortably furnished with chairs and tables and permission to use the space for taking surveys was granted to our team. Respondents were first asked screening questions to confirm their eligibility to participate in the study. Although the initial requirement based on literature review was to survey Indian and Chinese tourists fluent in Hindi or Mandarin, about 20 participants preferred to fill the survey in English language over Hindi or Mandarin versions of the survey. The original target sample size of 300-350 participants could not be reached and was reduced to 220 participants. The general absence of tourists during the period of data collection was possibly due to the low season of travel in the month of November and December, a time of family obligations and festivity.

Participants who potentially met the requirements of the study were requested to read an information consent letter explaining the purpose of study and then requested to complete a self-administered questionnaire. The questionnaire consisted of a general demographic section, previous and current trip information section and the 20- item ITR scale. The surveys were handed out in either Hindi, Mandarin or English language based on individual preferences of the participants. On completion, the questionnaires were completed and a letter of appreciation was distributed along with a souvenir CN tower pen thanking them for their participation in the study. Both the primary investigator and research assistant kept notes of travelers who refused to participate or were ineligible to participate because they were not of Indian or Chinese nationalities or did not speak Hindi or Mandarin fluently.

3.7 Data Analysis

To ensure better quantitative results, a sample size of approximately 250-300 subjects was targeted. The filled up questionnaires were checked for errors such as incomplete answers, or more than one checked boxes, before entering, coding and analyzing with Statistical Package for Social Sciences (SPSS). Almost all the questions were coded as quantitative data except the last open ended “dream vacation” which was left unanswered by most participants. The data analysis techniques employed in this research are: descriptive analysis, analysis of variances (ANOVA) with Tukey’s Post-hoc analysis, exploratory factorial analysis, correlational analysis and k-means cluster analysis. Descriptives were used in order to compare socio-demographic and behavioral profiles of Chinese and Indian tourists by analyzing mean scores and standard deviations of variables. Exploratory factorial analyses with varimax rotation was performed on the 20-items of ITR scale using 3-factor solution in order to identify a set of new factors based on: Social Contact Dimension (SCD), Travel Arrangement Dimension (TAD) and Destination Oriented Dimension (DOD). This was followed by K- means cluster analysis using the factor scores calculated from the above 3-factor solution. This helped in identifying of common market clusters between the present study and the previous three studies conducted by Mo (1993), Jiang (2000) and Spiers (2005), namely: Social Contact Seekers (SCS), Guided Trip Seekers (GTS), High Familiarity Seekers (HFS), High Novelty Seekers (HNS) and Destination Novelty Seekers (DNS). Finally, Analysis of Variance (ANOVA) was conducted using Tukey’s post-hoc analysis in order to assess differences among the five clusters. Positive scores denoted a preferences towards greater novelty while negative scores denoted a preference towards greater familiarity.

3.7.1. Dimensional Reliability Test for Translated Scale

Cronbach's alpha is a test for survey's internal consistency. The value of alpha indicates the reliability of a set of items measuring a construct and can range from zero to one, with the higher value indicating a better reliability of the construct (Hair et al., 1995). In this research, Cronbach's alpha will be used to test the reliabilities of all items with the three dimensions, for both Hindi and Mandarin International Tourist Role Scale.

Chapter 4: Research Findings and Scale Validation

4.1 Introduction

This chapter is designed to serve the research purpose of the study, which is, to evaluate the reliability, validity and general applicability of the International Tourist Role (ITR) Scale in Hindi and Mandarin language and to compare the demographic and travel behaviour profiles of Chinese and Indian international tourists using the ITR scale and scale segmentation. And to answer the first three research questions- (1) Can English- language ITR scales' Destination Oriented Dimension (DOD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?, (2) Can English- language ITR scales' Travel Arrangement Dimension (TAD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?, (3) Can English- language ITR scales' Social Contact Dimension (SCD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?, and lastly, (4) Is the ITR scale a valid and reliable measure for segmenting the novelty and familiarity seeking preferences of Chinese and Indian international tourists using: a) Socio-demographic variables and b) Behavioural variables?

4.2 Socio- demographic Profile of Respondents

In total 450 travelers were asked to participate, 73 males and 62 females were ineligible to participate as they did not speak/read either Hindi or Mandarin fluently or because they did not have adequate time to fill the survey as we were located near the exit lounge. Out of the remaining 315 participants, 220 eligible respondents who were requested to participate completed usable surveys. Out of 110 Chinese respondents, 95% filled the Mandarin version of questionnaire and 5% chose to fill the English version. Whereas, out of 110 Indian respondents,

86% filled the Hindi version of questionnaire and 14% preferred the English version. This could be explained by the three language system in post-colonial India, where English is considered a secondary language in 61% primary schools (Meganathan, 2011).

Age and Gender

Table 1: Age and Gender of Respondents by Nationality (N= 220)

<u>Age</u>	Min (years)	Max (years)	Mean	St. Dev.
Age (Chinese)	18	62	35.53	10.789
Age (Indian)	19	65	41.35	10.332
<u>Gender</u>	<u>N</u>	<u>%</u>		
Male (Chinese)	65	59.1		
Female (Chinese)	45	40.9		
Male (Indian)	71	64.5		
Female (Indian)	39	35.5		

Table 1 represents the age and gender of both Chinese and Indian respondents. Both groups of participants represented a similar outcome of demographics in terms of age and gender as shown above. Chinese respondents' ages ranged from 18 to 62 years. Over one-third (34.5%) of the respondents were between the age group of 18-30 years and half of the respondents (52.7%) were equal to or above 34 years. Similarly for Indian respondents, the age ranged from 19 to 65 years, out of which one-third (34.5%) were between 19 to 36 years old and half of the respondents (50.9%) were equal to or above 41 years. It should be noted however, that the average Indian participant was older (41.3) compared to the average Chinese participant (35.5).

With respect to gender, almost two-thirds (59.1%) of Chinese were males and one-third (40.9%) were female. Similar trend was observed among Indian respondents where two-thirds

(64.5%) were males and one-third (35.5%) were females. It should be noted that a majority of respondents were travelling with younger children or senior parents, which may account for the relatively high proportion of middle-aged respondents who volunteered to fill the survey.

City and Province of Birth

Table 2a: City and Province of birth of Chinese Respondents

Rank	City	N	Province
1	Beijing	18	People's Republic of China
2	Shanghai	16	People's Republic of China
3	Jinan	11	Shandong
4	Hangzhou	10	Zhejiang
5	Fuzhou	8	Fujian
6	Kunming	7	Yunnan
7	Hong Kong	6	People's Republic of China
8	Shenzhen	6	Guangdong
9	Suzhou	6	Jiangsu
10	Foshan	6	Guangdong
11	Nanjing	5	Jiangsu
12	Ningbo	4	Zhejiang
13	Zhongshang	4	Guangdong
14	Guangzhou	3	Guangdong

Table 2b: City and Province of birth of Indian Respondents

Rank	City	N	Province
1	New Delhi	17	National Capital Region
2	Mumbai	12	Maharashtra
3	Bangalore	11	Karnataka
4	Patna	10	Bihar
5	Chennai	8	Tamil Nadu
6	Kolkata	7	West Bengal
7	Hyderabad	6	Andhra Pradesh
8	Kochi	6	Kerala
9	Pune	5	Maharashtra
10	Ahmedabad	3	Gujarat
11	Amritsar	3	Punjab
12	Bhopal	3	Madhya Pradesh
13	Srinagar	3	Jammu

Participants were also asked to indicate their city and province of birth. Table 2a represents the City and Province of Mandarin-speaking tourists along with the frequency of occurrence. A total of 15 cities were cited representing 10 different states/provinces. Out of these, 65 percent of the respondents were from Eastern China: Beijing (16.4%), Shanghai (14.5%) and Jinan (10%), Hangzhou (9%), Fuzhou (6.3%), Nanjing (4.5%), and Ningbo (3.6%) which are also some of the major Mandarin-speaking Chinese cities. Similarly, Table 2b represents the city and province of birth of Indian Hindi-speaking participants along with the frequency of occurrence. In total, 22 cities were cited representing 14 different states. Cities that were cited two times or less were not included in the table. About one-third (35%) of participants came from three major metropolitan cities of India, namely, New Delhi (15.5%), Mumbai (10.9%) and Bangalore (10%). The next major group of participants came from Patna (9.1%), Kolkata (6.4%) and Hyderabad (5.5%).

Primary and Current Language

Table 3a: Primary Language of Chinese Respondents

	Mandarin spoken as a child?		Currently speak Mandarin?	
	n	%	N	%
All of the time	87	79.1	62	56.4
Some of the time	23	20.9	39	35.5
Never	-	-	9	8.2

Table 3b: Primary Language of Indian Respondents

	Hindi spoken as a child?		Currently speak Hindi?	
	N	%	N	%
All of the time	86	78.2	54	49.1
Some of the time	24	21.8	40	36.4
Never	-	-	16	14.5

Significant to this study was the participant's fluency with either Hindi or Mandarin language. For this attempt, the last two pre-screening questions asked to indicate the respondents' principal language as a child and the current language spoken as an adult by selecting either "all of the time", "some of the time" or "never". Table 3a and 3b represent the primary language of Indian and Chinese respondents. As shown below, results indicated that a majority of Chinese participants (79.1%) spoke Mandarin as their principal language as a child and a lower percentage (56.4%) currently speak Mandarin. Similarly a vast majority of Indian participants (78.2%) indicated Hindi as their principal language as a child and a lower percentage (49.1%) currently spoke Hindi (49.1%).

One of the objectives of this study was to test the validity of the scale in a foreign language, a pre-screening requirement of this study was to survey participants who were "fluent" in Hindi or Mandarin. Hence those who "never" spoke the language as a child were not included in this study. However, the participants who currently "never" spoke Hindi or Mandarin as their primary language, were handed out the English version of the survey. As another objective was to study the international travel preferences of Chinese tourists, these individuals also qualified to take part in the study.

4.3 International Tourist Role Scale Descriptives

Table 4: ITR Scale Descriptives for Chinese and Indian Respondents

No.	Dimension Ranking	Chinese (n=110)		Indian (n=110)	
		Mean	S.D.	Mean	S.D.
D1	Social Contact Dimension (6 items)	4.44	1.20	5.00	1.00
1.	Item 20- make friends with locals	4.76	1.43	5.31	1.00
2.	Item 4-associate with local people	4.71	1.41	5.00	1.24
3.	Item 17- share shelter food customs	4.62	1.52	4.87	1.30
4.	Item 5-seek complete novelty	4.38	1.47	5.16	1.30
5.	Item 16- contact with local people	4.04	1.71	4.97	1.38
6.	Item 12- place for social involvement	4.15	1.40	4.67	1.40
D2	Travel Arrangement Dimension (5 items)	4.06	1.37	4.01	1.04
7.	Item 18- agencies take complete care	4.71	1.73	4.85	1.60
8.	Item 15- guided tours	4.44	1.85	4.35	1.46
9.	Item 9- pre-panned definite timetables	3.25	1.65	3.99	1.45
10.	Item 7- arrangements through agencies	4.24	1.84	3.63	1.55
11.	Item 1- pre-planned definite routes	3.66	1.70	3.24	1.41
D3	Destination Oriented Dimension (9 items)	3.90	1.04	4.35	0.76
12.	Item 6- different cultures	4.33	1.44	5.55	1.25
13.	Item 13- familiar destinations	4.61	1.60	4.95	1.51
14.	Item 11- international hotel chains	4.07	1.84	4.42	1.58
15.	Item 14- same transportation system	3.94	1.40	4.31	1.35
16.	Item 10- restaurants familiar	3.76	1.56	4.49	1.63
17.	Item 2- different ethnic groups	3.98	1.60	4.26	1.34
18.	Item 19- popular destinations	4.03	1.83	3.87	1.11
19.	Item 3- tourism infrastructure	3.53	1.41	3.87	1.41
20.	Item 8- developed tourism industries	3.75	1.81	3.47	1.34
	Grand Mean	4.15		4.27	

A seven-point Likert scale was used to measure each of the 20 items of ITR Scale, in order to obtain the mean scores and standard deviations of Chinese and Indian respondents' importance rating for each item (See Table 4 above). On the scale, points 1 to 7 range from "1= Strongly Disagree" to "7= Strongly Agree". By ranking the means of the three dimensions- Social Contact Dimension (SCD), Travel Arrangement Dimension (TAD) and Destination Oriented Dimension (DOD), it was observed that both Chinese and Indian respondents gave high importance to the Social Contact Dimension, with tiny differences assigned to the importance of

each item. SCD was ranked as the most important dimension with a mean of 4.44 (SD=1.20) for Chinese respondents and a mean of 5.00 (SD= 1.00) for Indian respondents. On average, respondents from both countries had a slight preference for novelty over familiarity, with Indians showing a little higher preference (GM=4.27) compared to Chinese (GM=4.15). However, an interesting observation was made with the remaining two dimensions, where, Chinese respondents ranked TAD as the second most important dimension with a mean of 4.06 (SD=1.37), whereas, Indian respondents ranked DOD as the second most important dimension with a mean of 4.35 (SD= 0.76), respectively, with slight differences within each item.

4.4 Sub- Scale Reliability

In order to answer the first three research questions: (1) Can English- language ITR scales' Destination Oriented Dimension (DOD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi? (2) Can English- language ITR scales' Travel Arrangement Dimension (TAD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi? (3) Can English- language ITR scales' Social Contact Dimension (SCD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi? Cronbach's alpha reliability test was conducted for both Mandarin and Hindi ITR sub-scales. Table 5a and 5b revealed three distinct Eigenvalues, confirming a three-factor solution consistent with all three previous studies. Additionally, Cronbach's alpha values revealed that the TAD and DOD sub-scale items for Mandarin ITR scale (.84 and .82, respectively) were more reliable in comparison to Hindi ITR scale (.74 and .72, respectively). An explanation behind this could be that the Chinese respondents mostly came from Eastern China, which is a major Mandarin-speaking region; whereas, Indian respondents were more distributed across all four regions in India (north, east, south and west), where Hindi is not a primary language in

the east, south and west regions of India. However, all Cronbach's alpha values were higher than the accepted value of .70 (Nunnally, 1978).

Table 5a: Reliability Coefficients of Mandarin ITR scale items

Dimension	Number of Items	Cronbach's Alpha	Eigenvalues	% Total Variance	Cumulative Variance
Socio-Cultural Dimension	7	.89	4.179	26.1	26.1
Travel Arrangements Dimension	5	.84	3.185	13.6	39.7
Destination-Oriented Dimension	4	.82	2.834	11.7	50.4

Table 5b: Reliability Coefficients of Hindi ITR scale items

Dimension	Number of Items	Cronbach's Alpha	Eigenvalues	% Total Variance	Cumulative Variance
Socio-Cultural Dimension	7	.89	4.660	25.0	25.0
Travel Arrangements Dimension	5	.74	2.696	12.3	37.3
Destination-Oriented Dimension	4	.72	1.607	12.0	49.3

4.5 Validation of ITR Scale

The first attempt at validating ITR scale in a cross cultural study by Spiers (2005), suggested “a strong overall reliability of the scale among overseas French speaking travelers” (p. 69). Prior to this, good reliability and validity of the English ITR scale was observed in studies using American tourists conducted by both Mo et al. (1993) and Jiang et al. (2000). The current study attempted further validation of the ITR scale and its three dimensions in two new cross cultural settings through analysis of 110 Mandarin-speaking and 110 Hindi-speaking overseas

tourists in Canada. Spiers (2005) and Jiang (2000) used three dimensions on the ITR scale, namely, Social Contact Dimension (SCD), Travel Arrangement Dimension (TAD) and Destination-Oriented Dimension (DOD). SCD is defined by the preference for novelty or familiarity by international tourists in terms of interacting with locals or 'foreigners'. The preference might range from extreme interaction within new and different cultures, to staying away from locals and travelling with 'familiar companions' or in an 'organised tour group'. TAD is defined by the preference for novelty or familiarity in terms of trip planning, itinerary and travel routes or schedule. The preference might range from 'travelling spontaneously' without any pre-planning, to following a 'strictly written schedule or itinerary', for example, on a guided trip. And lastly, DOD is defined by the preference for novelty or familiarity in terms of selecting a travel destination. While some tourists prefer exploring 'unfamiliar' or 'unexplored' destinations, others prefer to visit 'familiar' and 'safe' destinations. Since these dimensions are an extension of Cohen's typology of 'Drifter, Explorer, Individual Mass Tourist and Organized Mass Tourist', a similarity in definition is noticed here.

4.5.1 Full- Scale Reliability in Hindi and Mandarin

For the purpose of measuring the 20 items of ITR scale, participants were required to indicate on a seven-point Likert scale, the extent to which they agreed or disagreed with statements. The number 7 was assigned the label "strongly agree", and the number 1 was assigned the label "strongly disagree". To check the validity of both Mandarin and Hindi translated ITR scales, Cronbach's alpha test was conducted. Alpha value for Mandarin ITR scale yielded a value of .90, whereas the alpha value for Hindi ITR scale yielded a value of .85. Both these values exceeded the common reliability criterion of .7 as mentioned in the studies of Mo et al. (1993), Jiang et al. (2000) and Spiers (2005). Moreover, these values correspond to Nunnally's 1978 recommendations (p.246) for minimally acceptable reliability levels, who

further noted that reliabilities of .70 or higher are sufficient when working with hypothesized measures of a construct. These measures are also represented in this current study by the scale's 20 items as a measure of novelty and familiarity preferences. Hence, a strong overall reliability of ITR scale's 20 items was observed while measuring the novelty and familiarity seeking preferences of Hindi and Mandarin speaking tourists.

4.5.2 Exploratory Factor Analysis

In order to check the reliability and validity of all 20 items on Hindi and Mandarin ITR scale, an initial principal component axis analysis with varimax rotation of the factor loadings was conducted on both samples of 110 Chinese and 110 Indian tourists. It is important to note here that an Exploratory Factorial Analysis (EFA) was performed instead of Confirmatory Factorial Analysis (CFA), as earlier, ITR scale was translated from English to French language by Spiers (2005), two *Romance/Latin* languages. However, this was the first time ITR scale has been translated into Mandarin and Hindi. Hindi originates from *Sanskrit*, whereas Mandarin originates from *Sino-Tibetan*, two very different language family groups; hence it was important to confirm the semantic equivalence of all 20 items through EFA. As Diekhoff (1992) described the relevance of principal component factor analyses when the intent of the researcher is to develop “a reduced set of factor variates or principal components.” (p. 358) Furthermore, varimax rotation of factor loadings was selected as this type of orthogonal rotation facilitates factor interpretation by minimizing the number of variables that load strongly on a factor. (p.349) Furthermore, Diekhoff (1992) stated that “the rotated factor structure is considerably simpler, and consequently, more interpretable, than is the unrotated factor structure. In the rotated solution each variable loads strongly on only one factor, and each factor shows at least two strong loadings, either weak or strong, with intermediate loadings having been eliminated.”

(p.348) Using rotated factor structure was also utilized to maintain consistency with previous work conducted by Mo (1993), Jiang (2000) and Spiers (2005).

Following the work of Jiang (2000) and Spiers (2005), seven items (3, 8, 10, 13, 14, 16 and 18) of the scale were reverse-coded prior to analysis in order to ensure that 1=familiarity and 7=novelty seeking on all 20 items. This helped in simplification of data analysis. Based on Stevens' (1986) recommendation for a sample size of 100, the critical value of factor loadings was determined to be .25 or higher in order to be of significance. Mo et al. (1993) identified a three factor solution in the original study which was later confirmed by Jiang et al. (2000) and incorporated by Spiers (2005) in the first cross cultural study of ITR scale. This three factor solution was also confirmed in this study, further determining the existence and retention of these three dimensions.

Results from conducting principal component analysis on both Indian and Chinese samples, revealed that majority of the items performed consistently in comparison with previous studies by Mo (1993), Jiang (2000) and Spiers (2005). Thus, results suggested that most of the items loaded on the same dimensions in all four studies indicating moderate to strong levels of construct validity in the translated scales. Moreover, consistent with the previous studies, this was a 3-Factor solution as demonstrated by the Eigenvalues in Table 4.4 earlier. It is important to note however that different sample types were surveyed in all four studies. Mo et al. (1993) surveyed 464 people through purposive sampling, out of which 110 were "retired" Peace Corps volunteers, 232 were undergraduate students at a West Coast University in the United States and 122 were university alumni involved in a campus-based travel program. Jiang et al. (2000) collected data from 276 American passengers embarking on 11 major airlines at two international airports in the Pacific Northwest region of the United States. Spiers (2005) surveyed 277 French and French Canadian overseas travelers at Pierre Elliot Trudeau

International Airport in Dorval, Quebec, Canada in a cross cultural study by using a translated version on ITR scale in French language. The current study surveyed 220 international tourists visiting the CN Tower in Toronto, Ontario, out of which 110 were Chinese and 110 were Indian inbound tourists, also a cross cultural study using translated versions of ITR scale in Mandarin and Hindi.

One of the items (item 1) was removed in the previous study by Spiers (2005) because of a typo in copying the items from the Jiang et al., (2000) study. Item 1 (“I prefer to start a trip with preplanned or definite **routes** when travelling in a foreign country”) should have read, “I prefer to start a trip with no preplanned or definite **timetables** when travelling in a foreign country”. As worded, it was redundant with item number 9. However, this error was not discovered until after data were collected for study. As a result, 19 items out of 20 were mentioned in the factorial analyses conducted by Spiers. However, this typo was corrected as priority and all 20 items were included in the current study. For the purpose of comparison with the previous three studies conducted by Jiang et al., Mo et al. and Spiers, the dimension loadings for each of the items in each previous study is given in Tables 4a and 4b.

Out of the 20 items, 14 items (highlighted in grey) performed consistently for both Mandarin and Hindi ITR scale. Out of the 20 items, 7 items (number 2, 4, 6, 10, 11, 13 and 19) did not perform consistently between the four studies. However items 2 and 6 demonstrated strong factor loadings and consistency with at least one or two of the previous studies. Thus it was decided to include these two items in the current study. The remaining three items (4, 10, 11, 13 and 19) however, had either mixed loadings or loaded on a new dimension or were inconsistent with one or more of the previous studies, as a result of which, four of these items (4,11,13 and 19) were eliminated. Interestingly, Item 10 was the only item that had a strong loading on the Destination Oriented Dimension in all three previous studies, but loaded on the

Social Contact Dimension in the current study. Since the current study involved translated version of ITR scale in Hindi and Mandarin language, this clearly indicated an interpretation problem. Since items 4, 11, 13 and 19 were also problematic in the previous studies by Jiang et al. (2000) and Spiers (2005), it is important to discuss them further in close scrutiny.

Item 2 “I prefer to travel to countries where the people are of different ethnic groups from mine” loaded on the Destination Oriented Dimension in the originally study conducted by Mo et al. (1993). However, Jiang et al. (2000) removed item 2 completely from analysis as it had a relatively low factorial loading ($<.326$) and low communality with all other items. Spiers (2005), on the other hand decided to place the item on the Social Contact Dimension, although the loadings were slightly mixed with the destination dimension (.354 and .218, respectively.) In the current study, however, the item loaded strongly on the Destination Oriented Dimension (.782) with a weak but mixed loading on the Social Contact Dimension (.249) on the Mandarin ITR scale and loaded strongly on the Social Contact Dimension (.718) for the Hindi ITR scale. Also due to a high communality values (.685 and .543 for Mandarin and Hindi ITR, respectively) indicating high communality with other items on the scale and consistency with the original study by Mo et al. (1993), it was decided to include item 2 in the current study.

Item 4 “I prefer to associate with the local people when traveling in a foreign country” was originally placed on the Social Contact Dimension by Mo et al. (1993). However, both Jiang et al. (2000) and Spiers (2005) removed item 4 completely due to inconsistent performance and poor factor loadings. For Jiang et al. (2000), item 4 had an insignificant factor loading of ($<.233$) and thus was dropped from analysis. For Spiers (2005), item 4 had mixed loading between the Destination Oriented Dimension (.327) and the Social Contact Dimension (.242) and hence removed from analysis. Interestingly, item 4 performed strongly on the Social Contact Dimension for both Mandarin ITR scale (.853) and the Hindi ITR scale (.641), thus showing

congruency with the original study by Mo. Hence it is recommended to retain this item for future studies for further tests of validity and reliability.

Item 6 “I prefer to travel to countries where the culture is different from mine” performed inconsistently only with the first original study conducted by Mo et al. (1993) where it loaded on the Destination Oriented Dimension. Although items 6 switched from Destination Dimension to Social Contact Dimension for both Jiang et al. (2000) and Spiers (2005), the loadings were strong and actually helped improve interpretation of the dimensions according to Jiang (2000). For the current study also, item 6 performed strongly on the Social Contact Dimension for both Mandarin ITR scale (.752) and Hindi ITR scale (.853) with high communality values showing a high communality with all other items on the scale. Since this was consistent with the previous two studies by Jiang et al. (2000) and Spiers (2005), it was decided to keep item 6 for the current analyses.

Item 10 “I prefer not to travel to countries where there are restaurants familiar to me”, was one of eight reverse coded items. It was noted by all three previous researchers (Mo, Jiang and Spiers) to load strongest on the Destination Oriented Dimension. Interestingly, item 10 loaded more strongly on the Social Contact Dimension (.607 and .661 on Mandarin and Hindi ITR, respectively) as compared to the Destination Oriented Dimension (.316 and .358, respectively). Feedback from participants indicated confusion with “familiar restaurants” as it implied more than one meaning to them. Some commented if it meant “a menu in a familiar script” or “people serving and taking orders in a familiar language” or dining with “familiar people”; this would make sense as such restaurants are quite common in metropolitan cities such as Toronto, where the current study was conducted. Whereas some interpreted “familiar restaurants” as popular restaurants such as McDonalds or KFC, which are located in almost all metropolitan cities such as Toronto, Beijing and New Delhi. Ideally, novelty seeking Indian and

Chinese tourists would prefer to dine at a “local or a Canadian restaurant” in order to experience an overall novelty, that is not just in terms of food, but also in terms of décor, aura, people and culture. Moreover, this fits an explanation by Spiers (2005) who noted that Mo et al. (1993) in his original study recognized the Destination Oriented Dimension as reflecting “the degree to which tourist choice is motivated by the desire for new and different travel experiences in terms of culture, people, language, and tourist establishments”. He further noted that Jiang et al. (200) modified the Destination Oriented Dimension to “reflect tourists’ preferences for the development of tourism establishment in the destination” and as a result items reflecting people and culture were moved to the Socio Cultural Dimension (p.73). However, item 10 performed strongly on the Social Contact Dimension for both Mandarin and Hindi ITR scale (.661 and .607, respectively) and hence it was decided to keep item 10 for the current study.

Item 11, “I prefer to stay in international hotel chains when travelling in a foreign country” was another reverse coded item that proved problematic in all four studies. For the Mandarin ITR, item 11 had a stronger loading on Travel Arrangement Dimension (.665) with a weaker but significant loading on Destination Oriented Dimension (.317). For the Hindi ITR, it had a stronger loading on the Social contact Dimension (.407) with a mixed loading on the Destination Oriented Dimension (.201). It also scored very low communalities on both Mandarin and Hindi scale (.493 and .208, respectively), showing an overall weaker relationship to other items. It is interesting to note that although Mo et al. (1993) placed item 11 on the Destination Oriented Dimension in the original study, it was problematic for both Jiang et al. (2000) and Spiers (2005). Jiang removed this item along with three other items as a result of low factor loadings. Whereas, Spiers placed it on the Social Contact Dimension (.362), however with closely mixed loading on the Travel Arrangement Dimension (.307). A possible explanation behind discrepancies in interpretation of this item, could be that originally, item 11 was worded

by Mo et al. (1993) as “I prefer to travel to countries where there are international hotel chains.” Since it was unclear whether the item refers to attitudes towards level of destination development or lodging preference, it was reworded by Jiang et al. (2000) as “I prefer to stay in international hotel chains when travelling in a foreign country.” This would explain why the original item was placed in the Destination Oriented Dimension by Mo et al. (1993), as it was more destination focussed. Whereas, in the other three studies, the reworded item was used, where “prefer to stay in international chains” seemed to be viewed both as a Travel Arrangement Dimension and a Social Contact Dimension, as it would also indicate staying with international tourists instead of locals. For the current analyses, item 11 showed a fairly strong loading on the Social Contact Dimension (.407) on the Mandarin scale and a fairly strong loading on the Travel Arrangement Dimension (.624) on the Hindi scale. Since, Jiang et al. (2000) and Spiers (2005) faced a similar problem of mixed loading of this item on both Social contact and Travel Arrangement dimension, it would be appropriate to remove item 11 from the current analyses.

Item 13, “I put high priority on familiarity when thinking of destinations” strongly loaded on the Destination Oriented Dimension in the previous studies by Mo et al. (1993) and Jiang et al. (2000). However, it was noted to be problematic when translated to French by Spiers (2005) and did not load properly on any of the dimensions, as a result of which it was removed from analysis. A similar problem occurred in the Mandarin translation, where item 13 showed mixed loadings with Social Contact Dimension (.302) and the Destination Oriented Dimension (.421), although due to a slightly higher factor loading, it was decided to place it on the Destination Oriented Dimension. However, in the Hindi version, item 13 loaded strongly on the Social Contact Dimension (.653) with a mixed loading on the Destination Oriented Dimension (.335) with a very low communality of .341, suggesting that it does not have a lot in common with other items of the scale. Existence of a translation error with the word “familiarity” as

explained in the previous study by Spiers (2005) is also evident in the current study. Hence rewording of this item for future cross cultural studies seems appropriate as major problems with item 13 have only been encountered in the translated versions of French, Mandarin and Hindi. A final assessment of these problem items has been made in chapter five.

Lastly, item 19 “I prefer to travel to countries that are not popular destinations” was originally placed on the Destination Oriented Dimension by Mo et al. (1993). This item switched to the Social Contact Dimension for Jiang (2000) with a strong loading. Spiers (2005), on the other hand, removed the item from analysis as it did not load strongly on any of the dimensions. However, in the current study item 19 performed well on the Destination Oriented Dimension for both Mandarin ITR scale (.708) and the Hindi ITR scale (.824). This is consistent with Mo’s original study and although it was decided not to retain item 19 for the current study given its inconsistent performance in the past, it is recommended to keep the item for future studies involving the ITR scale.

Table 6a: Rotated Component Matrix of the 3-Factor Solution of the 20-Item (Mandarin) ITR Scale and Comparison of Dimension Loadings with Spiers, Jiang et al., and Mo et al. (N=110)

No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
4.	I prefer to associate with the local people when traveling in a foreign country.	.853	.053	.164	.757	-	-	S
5.	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.	.812	.140	.150	.745	S	S	S
6.	I prefer to travel to countries where the culture is different from mine.	.752	.180	.284	.686	S	S	D
10.	I prefer not to travel to countries where there are restaurants familiar to me.(reverse-coded)	.607	.182	.316	.415	D	D	D
12.	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.	.683	.240	-.084	.535	S	S	S
16.	I prefer to have personal contact with the local people when travelling in a foreign country. (reverse-coded)	.882	.055	-.003	.781	S	S	S
17.	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay.	.688	.265	.139	.562	S	S	S
20.	I prefer not to make friends with the local people when travelling in a foreign country. (reverse-coded)	.724	.200	.141	.585	S	S	S
1.	I prefer to start a trip with no preplanned or definite routes when traveling in a foreign country.	.218	.664	.154	.512	T	T	T
7.	I prefer to make no major arrangements through travel agencies when travelling in a foreign country.	.211	.790	-.044	.671	T	T	T
9.	I prefer to start a trip with no preplanned or definite timetables when travelling in a foreign country.	.181	.665	.186	.510	-	-	T
11.	I prefer not to stay in international hotel chains when travelling in a foreign country.	-.056	.624	.317	.493	S	-	D

No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
15.	I prefer not to be on a guided tour when traveling in a foreign country.	.183	.830	.018	.722	T	T	T
18.	I prefer not to have travel agencies take complete care of me from beginning to end, when travelling in a foreign country. (reverse coded)	.180	.806	.104	.602	T	T	T
2.	I prefer to travel to countries where the people are of different ethnic groups from mine.	.249	-.037	.782	.685	S	-	D
3.	I prefer not to travel to countries where they have the same tourism infrastructure (such as highways, water supply, sewers, electric power, and communications systems) as in my country. (reverse-coded)	.086	.144	.905	.848	D	D	D
8.	I prefer not to travel to countries with well-developed tourism industries.(reverse-coded)	.027	.009	.660	.436	D	D	D
13.	I put high priority on familiarity when thinking of destinations. (reverse-coded)	.302	.035	.421	.479	-	D	D
14.	I prefer not to travel to countries where they have the same transportation system as in my country. (reverse-coded)	.265	.084	.746	.633	D	D	D
19.	I prefer to travel to countries that are not popular destinations.	.179	.105	.708	.544	-	-	D

Note- (i) Dimension 1= S, 2= T and 3= D, where, S indicates Social Contact Dimension, T indicates Travel Arrangement Dimension and D indicates Destination Oriented Dimension.

(ii) Letters were allotted instead of numbers in this current study for purpose of simplification. This is because the three dimensions were labelled differently between the previous three studies. Mo et al. labelled 1=DOD, 2=TAD, 3=SCD; Jiang et al. labelled 1=DOD, 2=SCD, 3=TAD; Spiers and current study labelled 1=SCD, 2=TAD, 3=DOD.

(iii) Dimension order is minimally important in a factorial analysis. What is important is the item-factor congruence, or the grouping together of items in the same order.

Table 6b: Rotated Component Matrix of the 3-Factor Solution of the 20-Item (Hindi) ITR Scale and Comparison of Dimension Loadings with Spiers, Jiang et al., and Mo et al. (N=110)

No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
4.	I prefer to associate with the local people when traveling in a foreign country.	.641	.070	-.208	.458	-	-	S
5.	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.	.808	.180	-.168	.713	S	S	S
6.	I prefer to travel to countries where the culture is different from mine.	.853	.015	-.036	.729	S	S	D
10.	I prefer not to travel to countries where there are restaurants familiar to me.(reverse-coded)	.661	.125	.358	.503	D	D	D
1.	I prefer not to stay in international hotel chains when travelling in a foreign country.	.407	.125	.201	.208	S	-	D
12.	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.	.697	.144	-.126	.522	S	S	S
13.	I put high priority on familiarity when thinking of destinations. (reverse-coded)	.653	-.041	.335	.341	-	D	D
16.	I prefer to have personal contact with the local people when travelling in a foreign country. (reverse-coded)	.695	.140	.058	.506	S	S	S
17.	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay.	.719	.023	.070	.625	S	S	S
20.	I prefer not to make friends with the local people when travelling in a foreign country. (reverse-coded)	.766	.178	-.025	.665	S	S	S
1.	I prefer to start a trip with no preplanned or definite routes when traveling in a foreign country.	-.012	.597	.055	.421	T	T	T
7.	I prefer to make no major arrangements through travel agencies when travelling in a foreign country.	.024	.564	-.121	.383	T	T	T
9.	I prefer to start a trip with no preplanned or definite timetables when travelling in a foreign country.	-.066	.734	.199	.583	-	-	T
15	I prefer not to be on a guided tour when traveling in a foreign country.	.095	.755	-.232	.711	T	T	T

No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
18.	I prefer not to have travel agencies take complete care of me, from beginning to end, when travelling in a foreign country. (reverse coded)	.011	.660	.077	.566	T	T	T
3.	I prefer not to travel to countries where they have the same tourism infrastructure (such as highways, water supply, sewers, electric power, and communications systems) as in my country. (reverse-coded)	.112	-.053	.685	.308	D	D	D
2.	I prefer to travel to countries where the people are of different ethnic groups from mine.	-.037	.161	.718	.543	S	-	D
8.	I prefer not to travel to countries with well-developed tourism industries.(reverse-coded)	.040	.179	.740	.581	D	D	D
14.	I prefer not to travel to countries where they have the same transportation system as in my country. (reverse-coded)	.124	-.221	.554	.371	D	D	D
19.	I prefer to travel to countries that not popular destinations.	-.100	.165	.824	.716	-	-	D

**Dimension 1= S, 2= T and 3= D, where S indicates Social Contact Dimension, T indicates Travel Arrangement Dimension and D indicates Destination Oriented Dimension.*

4.6 16-Item Scale by Principal Component Analysis

Another principal component factorial analysis with varimax rotation of the remaining 16 items (Table 5a and 5b) was performed for both Mandarin and Hindi ITR scale after removal of the four problematic items (items 4, 11, 13 and 19) discussed above. This was crucial in order to ensure that the remaining 16 items loaded on the same dimensions as the original principal component analysis. Furthermore, the new 16-item scale was required for later analyses identifying the existence of market segments. As expected, all the 16 items loaded on the same dimensions as they did on the original 20 item scale, since the same data sets were used as before and more importantly, there were no mixed loadings in this follow up analysis.

Table 7a: Rotated Component Matrix of the 3-Factor Solution of the 16-item (Mandarin) ITR Scale and Dimension Loadings for Jiang et al., Mo et al. and Spiers. (N=110)

No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
5.	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.	.776	.166	.189	.712	S	S	S
6.	I prefer to travel to countries where the culture is different from mine.	.727	-.023	.117	.679	S	S	D
10.	I prefer not to travel to countries where there are restaurants familiar to me.(reverse-coded)	.647	.141	.073	.443	D	D	D
12.	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.	.731	.219	-.117	.596	S	S	S
16.	I prefer to have personal contact with the local people when travelling in a foreign country. (reverse-coded)	.889	.067	-.015	.795	S	S	S
17.	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay.	.714	.056	.162	.601	S	S	S
20.	I prefer not to make friends with the local people when travelling in a foreign country. (reverse-coded)	.708	-.024	.154	.589	S	S	S
1.	I prefer to start a trip with no preplanned or definite routes when traveling in a foreign country.	-.020	.643	.177	.506	T	T	T
7.	I prefer to make no major arrangements through travel agencies when travelling in a foreign country.	.173	.815	-.045	.696	T	T	T
9.	I prefer to start a trip with no preplanned or definite timetables when travelling in a foreign country.	.182	.685	-.045	.526	-	-	T
15	I prefer not to be on a guided tour when traveling in a foreign country.	.147	.856	.033	.756	T	T	T
18	I prefer not to have travel agencies take complete care of me from beginning to end, when travelling in a foreign country. (reverse coded)	-.044	.751	.116	.637	T	T	T
2.	I prefer to travel to countries where the people are of different ethnic groups from mine.	.110	.057	.753	.615	S	-	D

No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
3.	I prefer not to travel to countries where they have the same tourism infrastructure (such as highways, water supply, sewers, electric power, and communications systems) as in my country. (reverse-coded)	.074	.141	.921	.874	D	D	D
8.	I prefer not to travel to countries with well-developed tourism industries.(reverse-coded)	.014	.004	.724	.524	D	D	D
14	I prefer not to travel to countries where they have the same transportation system as in my country. (reverse-coded)	.180	.042	.753	.648	D	D	D

**Dimension 1= S, 2= T and 3= D, where, S indicates Social Contact Dimension, T indicates Travel Arrangement Dimension and D indicates Destination Oriented Dimension.*

Table 7b: Rotated Component Matrix of the 3-Factor Solution of the 16-item (Hindi) ITR Scale and Dimension Loadings for Jiang et al., Mo et al. and Spiers. (N=110)

No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
5.	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.	.829	.126	-.092	.712	S	S	S
6.	I prefer to travel to countries where the culture is different from mine.	.875	-.026	.053	.679	S	S	D
10.	I prefer not to travel to countries where there are restaurants familiar to me. (reverse-coded)	.731	.141	.073	.443	D	D	D
12.	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.	.731	.044	.194	.596	S	S	S
16.	I prefer to have personal contact with the local people when travelling in a foreign country. (reverse-coded)	.761	.166	.058	.795	S	S	S
17.	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay.	.723	.226	.056	.601	S	S	S
20.	I prefer not to make friends with the local people when travelling in a foreign country. (reverse-coded)	.895	.146	-.078	.589	S	S	S
1.	I prefer to start a trip with no preplanned or definite routes when traveling in a foreign	.007	.690	.189	.506	T	T	T

country.								
No.	Item	Dimension			Communality	Spiers	Jiang	Mo
		1	2	3				
7.	I prefer to make no major arrangements through travel agencies when travelling in a foreign country.	.024	.768	.158	.696	T	T	T
9.	I prefer to start a trip with no preplanned or definite timetables when travelling in a foreign country.	-.060	.749	.128	.526	-	-	T
15	I prefer not to be on a guided tour when traveling in a foreign country.	.039	.712	-.044	.656	T	T	T
18	I prefer not to have travel agencies take complete care of me from beginning to end, when travelling in a foreign country. (reverse coded)	.151	.872	.021	.637	T	T	T
2.	I prefer to travel to countries where the people are of different ethnic groups from mine.	-.068	.139	.709	.515	S	-	D
3.	I prefer not to travel to countries where they have the same tourism infrastructure (such as highways, water supply, sewers, electric power, and communications systems) as in my country. (reverse-coded)	.147	-.195	.697	.674	D	D	D
8.	I prefer not to travel to countries with well-developed tourism industries.(reverse-coded)	-.021	.187	.828	.524	D	D	D
14	I prefer not to travel to countries where they have the same transportation system as in my country. (reverse-coded)	.198	-.029	.758	.548	D	D	D

**Dimension 1= S, 2= T and 3= D, where S indicates Social Contact Dimension, T indicates Travel Arrangement Dimension and D indicates Destination Oriented Dimension.*

4.7 Behavioural Profile of Respondents

It is important to note that initial analyses of pre-screening questions was a general representation of the sample and not much effort was put into distinguishing the Indian and Chinese questions. However, participants were asked some travel specific questions such as number of days/weeks taken for planning the current trip, purpose of travel, information sources used and previous trip information, based on which some distinctions are made between the two groups through cluster analyses.

Number of Days for Trip Planning

Participants were asked how long in advance they started planning their current trip. Within the Chinese group of tourists, responses ranged from as low as 10 days to as high as 120 days (4 months) with an average of 42.7 days (about one and a half month). Originally, the responses were recorded as days, months and years, but later changed to days to simplify analysis. Similarly within the Indian group of tourists, responses ranged from as low as 7 days to maximum of 120 days with an average of 37.4 days (about a month). This indicated that on an average, the Chinese tourists planned their trip slightly more ahead than the Indian tourists.

Information Sources Employed

Table 8: Information Sources Employed by Respondents in Percentage

Information Source	Chinese (%)	Indian (%)
Internet and Social Media	64.5	88.2
Friends	62.7	77.3
Travel Agents	42.5	50.9
Tour Companies	40.0	43.5
Airlines Directly, Loyalty programs	31.3	20.9
Tour Guides	30.0	20.9
TV/Radio	15.5	10.0
Newspaper/Magazines	12.7	8.7
Corporate Travel Department	12.7	17.3
State/City Travel Office	10.8	12.7
Government Travel Office	9.4	7.8
In-flight Information Systems	7.3	5

Note: Numbers add to more than 100% because respondents were instructed to select all that applied.

Table 8 represents a comprehensive listing of information sources employed by both Chinese and Indian tourists in the order of ranking. Although Internet (Online hotel and travel websites, Reviewing sites and Travel Blogs) was the most popular source of information employed by both group of travelers, the Indian respondents exceeded in internet usage (almost 90%) for planning of current trip compared to Chinese respondents (64.5). The second most widely cited information source was friends or word of mouth. Under two-thirds of Chinese respondents used friends as a source of information for trip planning, whereas Indian respondents exceeded once again by more than two-thirds (77.3%). A similar pattern was noticed in the use of travel agents and tour companies. Half of the Indian respondents (50.9%)

employed Travel Agents for planning of current trip whereas, only under two-thirds of Chinese respondents (42.5%) made use of this source. An explanation for this could be that average age of Indian participants was higher than that of Chinese, hence showing a greater preference for familiarity and planned routes. A more or less uniform trend for the remaining information sources was observed, where under one-third of both group of respondents employed these resources for trip planning.

Top three Information Sources

Table 9a: Most Important Sources Ranked by Chinese Respondents

	First Choice (%)	Second Choice (%)	Third Choice (%)
Internet and Social Media	27.3	19.0	11.1
Friends (word of mouth)	17.8	18.2	9.8
Travel Agents	20.1	17.8	9.5
Tour Companies	6.9	7.9	10.0
Airlines Directly, Loyalty programs	4.5	9.1	6.6
Tour Guides	4.5	5.8	9.2
Newspaper/Magazines	0.9	7.3	9.1
TV/Radio	1.8	4.5	9.9
State/City Travel Office	4.4	1.8	6.7
Government Travel Office	5.5	7.7	8.8
Corporate Travel Department	4.5	0.9	6.0
In-flight Information Systems	-	-	3.3

Table 9b: Most Important Sources Ranked by Indian Respondents

	First Choice (%)	Second Choice (%)	Third Choice (%)
Internet and Social Media	24.9	23.8	15.8
Friends (word of mouth)	17.3	22.7	7.7
Travel Agents	23.0	10.9	5.5
Tour Companies	6.9	8.2	9.5
Airlines Directly, Loyalty programs	3.6	7.3	6.9
Tour Guides	4.3	2.7	10.3
Newspaper/Magazines	-	0.9	6.0
TV/Radio	-	0.9	15.5
State/City Travel Office	0.9	1.8	4.5
Government Travel Office	8.2	11.7	7.3
Corporate Travel Department	9.1	7.3	6.4
In-flight Information Systems	-	1.8	2.5

As indicated in the above two tables 9a and 9b, a similar pattern was visible for both Chinese and Indian respondents in terms of top three most important information sources, with Internet, Friends and travel services topping the list. According to a report published by Chinese International Travel Monitor, the latest figures from the China Internet Network Information Center, China now boasts more than 618 million Internet users, more than 80 percent of whom access the Web via their mobile device. Moreover, while traveling abroad, Chinese travelers conduct thorough research about how and where to choose a holiday destination, consulting almost five sources of information to help make their decision compared with four in 2013 (Chan et al., 2014). A similar pattern is also reflected in the responses of Chinese international travelers during this survey.

As noted by China Tourist Market Profile by Destination British Columbia (2014), the trend of researching and booking travel online is expanding quickly, with an estimated 25

percent of travel now being booked online. Moreover, “advice via social networks, web advertising, and travel review sites is growing in popularity both among travellers generally and those particularly interested in visiting Canada. Post-trip sharing is heavily focused on in-person interactions, with approximately 60% sharing experiences via social networks. Blogging and posting to travel review sites are also popular.” (p.5).

This pattern can also be seen in Table 9a where Chinese respondents were asked to rank their three top information sources during planning of trip in terms of “first choice”, “second choice” and “third choice”. There seemed to be a certain order in their first and second choice of responses. Internet (27.3%), Travel Agents (17.8%) and Friends/Social Media (20.1%) were the top three sources ranked under “first choice”. Similarly, Internet (19.0%), Friends/Social Media (18.2%) and Travel Agents (17.8%) were the top three responses under “second choice”. Under “third choice” there was much less variation among Ranking of sources in terms of overall rank. However, Internet remained the top most choice with 11.1%, followed by Tour companies (10%) and Social Media (9.8%).

Indian participants were also asked to rank the top three most important information sources they employed in planning of current trip (Table 9b). Similar to the Chinese respondents, Internet (24.9%), Travel Agents (23.0%) and Friends/Social Media (17.3%) were the top three sources ranked under “first choice”. Likewise, Internet (23.8%) and Friends/Social Media (22.7%) were the top most sources under “second choice” followed by Government Travel Office (11.7%). Travel Agent followed closely after that (10.9%). Under “third choice” however, Internet remained the top most choice with 15.8%, but interestingly the second most common source was “TV/Radio”, followed by Tour Guides (10.3%) and Tour Companies (9.5%).

A report on exploring Indian tourist's travel motivations by Siri, Kennon, Josiam and Spears (2012) stated that although talking to friends or relatives (traditional channels) was regarded as more important than the Internet and travel shops for the preparation of holiday in the information search stage, the Internet was an important source during the purchasing stage. Siri et al., on their research on Indian tourists' travel perceptions, noted that tourists with more travel experience usually used online channels for both searching and purchasing travel products. They further stated that although other information sources were perceived less reliable, word of mouth had a strong influence in decision making especially with the "complex products' purchase". Media promotional tools such as films, advertisements and travel brochures affected perceived quality of the destination as well as impacted tourists' perception "...because consuming media created an expectation that would be compared to the actual travel experience." (p. 63)

Purpose of Travel

Table 10: Respondents' Purpose of Travel for Current Trip

Current Trip Purpose	Chinese (%)	Indian (%)
Leisure, Sightseeing, Recreation	71.8	78.1%
Visiting Family and Relatives (VFR)	54.5	81.2%
Business	43.6	50.9
Study	27.3	28.2
Conference/Events	15.1	14.3
Other	10.0	5.7
Health	7.0	9.0
Military/Government	2.2	3.4
Religion	3.6	2.7

Note: Numbers add to more than 100% because respondents were instructed to select all that applied.

The next question asked participants to indicate all the reasons that apply for their current trip. They were provided with a list of nine items including an “other” option where they could indicate any other reason of travel that was not listed. Table 10 indicates the responses of both Chinese and Indian participants. The overall most cited reason for current trip was “leisure” with more than two-thirds (71.8%) of Chinese respondents and almost (80%) of Indian respondents selecting as their primary purpose. topped the list with (71.8%). The second most cited reason was Visiting Friends and Relatives (VFR). It is interesting to note that while half of the Chinese respondents (54.5%) selected VFR as their reason for travel, they were superseded by a high (81.2%) amount of Indian respondents selecting VFR as a primary reason for travel. This could possibly be due larger size of Indian families compared to Chinese families due to China’s one-

child per family policy since 1980. This in turn indicates that most Chinese under the age of forty, have no siblings and few cousins; and most subsequent generations will have fewer nieces/nephews or aunts and uncles.

Business was the third most cited reason by more than one-third (43.6%) of Chinese respondents and a half of Indian respondents (50.9%). Both group of respondents scored similar for the remaining six choices in the order of- Study; Conference; Health; Military and Religion. An interesting observation was made in the “other” category, selected by only 5 percent of Indian respondents, however, over 10 percent of Chinese respondents indicated “other” as a reason for travel, with “shopping” being the most commonly cited reason under this category.

According to Statistics Canada (2011), pleasure and VFR have been increasing steadily as top reasons for Chinese travellers (55% in 2011), however, the largest growth has been seen under the “other” category from (10%) in 2000 to (27%) in 2011 due to the increasing numbers of Chinese students pursuing education in Canada. This pattern is also evident in the results above, except for a new increasing trend of “shopping” observed in this study. This can be explained by the gift giving culture of Chinese people, where it is traditional to bring back gifts to home and family after return from a foreign trip. This can be confirmed by the findings of Chinese International Travel Monitor (2014) which indicated that by far the most money spent by Chinese travellers is on shopping (52%) with sightseeing (18%) and dining (14%) some way behind in second and third place.

Primary and Secondary Purpose of Trip

Table 11: Respondents' Primary and Secondary Reason of Trip

Reason of trip	Primary Reason (%)		Secondary Reason (%)	
	Chinese	Indian	Chinese	Indian
Business	34.5	28.4	5.5	7.3
Study	26.4	22.9	-	4.8
VFR	10.0	18.5	37.6	30.4
Conference/Events	8.2	9.1	11.9	12.1
Leisure	7.3	12.7	25.7	26.8
Health	6.4	6.6	4.6	1.8
Other	4.7	3.2	9.0	3.7
Military/Govt.	3.5	1.8	1.8	-
Religion	0.9	-	0.9	4.1

Participants were then asked to rank the top three reasons for their travel. Most of the values seemed to be missing under “third reason”, as respondents mostly indicated first two reasons. Table 11 above indicates the primary and secondary reason of travel. Interestingly, the most cited primary reason for both group of respondents was “Business”, with one-third (34.5%) of Chinese respondents and a little less than one-third (28.4%) of Indian respondents selecting this category. The second most important reason was “Study”, selected by almost one-third both Chinese and Indian respondents. The third most cited primary reason by both groups was “VFR”, selected by 10 percent of Chinese and a higher percentage (18.5%) of Indian respondents. Under the “secondary reason” however, “VFR” was the top reason for travel by one-third of both Chinese and Indian respondents. Although a higher percentage (37.6%) of Chinese respondents cited “VFR” as their most important secondary reason compared to Indian respondents (30.4%). This was followed by “Leisure” as the second most cited secondary reason

by a little less than one-third of both Chinese and Indian respondents. Under both primary and secondary reasons, Religion and Military/ Government had the least rankings. This pattern is also observed in a report on India Market Profile by Canadian Tourism Commission (2013) in which it is stated that, “in 2011, 71% of Indian trips to Canada were for Leisure or to Visit friends and relatives (VFR). VFR travel has been increasing rapidly, particularly since 2005 when Air India introduced service between Canada and Amritsar (via Delhi). Canada has one of the largest overseas populations of Indians, particularly Punjabi people. Canada issued over 17,000 Temporary Resident Visas to Punjabi visitors in 2012.”

4.8 Previous International Trip Characteristics

Both group of participants were also asked a few questions based on their previous international trip in order to develop an understanding of their travel history. When asked whether their current trip was their first international trip, an overwhelming (94.5%) of Indian respondents and (95%) of Chinese respondents indicated that it wasn't.

Last Destination Visited

Among Chinese travellers, a total of 32 countries were indicated, out of which South Korea ranked number 1 as the most visited primary destination (cited 13 times), followed by Japan (cited 12 times) and Australia (cited 12 times). The Approved Destination Status (ADS) scheme between China and Australia could be a reason behind this growth in tourism. The United States followed with 10 citations, Canada with 9, Malaysia with 9, Singapore with 7, Vietnam, Mongolia and Philippines with 5, India, Thailand, Australia and UK by 4. The remaining countries were cited by participants only by three times or less.

In case of Indian Participants, a total of 37 countries were indicated, out of which United Kingdom ranked number 1 as the most visited primary destination (cited 12 times), followed by Singapore (cited 11 times) and USA (cited 10 times). Canada followed with 8 citations,

Thailand, Malaysia and UAE with 7, Indonesia and Australia with 6, China, Japan, France, Germany and Netherlands with 4. The increasing number of immigrant families from India residing in United Kingdom could be one reason behind it being the most visited destination. The remaining countries were cited by participants only by three times or less.

Last Trip Year

Table 12: Respondents' Year of Last International Trip

Year	Chinese %	Indian %
2006	1.8	0.8
2007	2.7	1.6
2008	1.8	3.2
2009	11.0	6.6
2010	12.7	17.7
2011	17.3	21.6
2012	22.7	25.5
2013	20.0	19.6
2014	6.4	5.3

Participants were also asked to indicate the year of their last international trip (Table 12). The results were similar for both group of respondents. About one-third of both Chinese and Indian respondents cited 2012 as the year of their last international trip, followed by the years 2013 and 2011. For most respondents the current trip was their first international trip in 2014, explaining the lower percentage trips in that year.

Travel Companion

Table 13: Respondents' Travel Companion(s) on Previous Trip

Travel Companion	Chinese (%)	Indian (%)
Spouse/Partner	42.5	40.0
Friends	24.5	15.1
Alone	19.8	17.8
Relatives	9.1	22.0
Parents	8.5	10.4
Tour Group	11.6	12.3
Other	9.0	6.7

Note: Numbers add to more than 100% because respondents were instructed to select all that applied

Participants were also asked to indicate who they travelled with on their previous international trip. Table 13 represents the travel companions of both group of respondents on their previous international trip. Both Chinese and Indian responses were similar as more than 40 percent of both Chinese (42.5%) and Indian (40.0%) selected “Spouse/Partner” as their travel companion. This is explanatory as most participants surveyed were younger professionals with small families. The second highest selected category for Chinese respondents was “Friends” with almost one-third (24.5%) of responses. However only 15 percent of Indian respondents indicated “Friends” as their travel companion. Interestingly, Indian respondents indicated “Relatives” as their second highest choice of travel companion with almost one-third (22%) of response. In case of remaining categories, namely- Parents, Tour Group and Alone, both group of participants had similar response rate. However, Chinese respondents exceeded in “Other” category with 9 percent response rate compared to Indians (6.7%), specifying “Colleagues” as the most common companions under this category.

Destination and Trip Planning Decision

Table 14: Respondents' Influence on Destination Selection and Trip Planning

	Who decided where to go?		Who did the Planning?	
	Chinese (%)	Indian (%)	Chinese (%)	Indian (%)
Equal	56.2	60.0	58.0	63.0
You	32.6	29.4	28.0	26.7
Them	11.2	10.6	14.0	10.3

With regards to trip planning and decision making, participants were asked who was more influential in (1) selecting a destination and (2) planning of trip (Table 14). Interestingly, there was not much significant difference in the results obtained from Chinese and Indian respondents. Almost two-thirds of both Chinese and Indian participants selected “Equal”, thus indicating their equal influence on both destination selection and trip planning along with their travel companions. Similarly, this was followed by “You” category with almost one-third of Chinese and Indian respondents indicating that they were more influential both in terms of destination selection and trip planning compared to their companions. Least percentage of both group of respondents selected “they” as being the most influential.

4.9 Segmentation of Chinese and Indian International tourists

Following previous studies of ITR scale, a cluster analysis using the ITR items was conducted in the final stage of data analysis by merging the data collected from both Chinese and Indian international travellers. Cluster analysis is widely useful as a market segmentation tool, not only in classifying consumers, products or media types but is also useful for interpreting factors (Spiers, 2005, pg. 89). In the earliest study using ITR scale, Mo et al. (1994) classified four distinct market segments, namely “High Novelty Seekers (HNS)”, “Destination Novelty Seekers (DNS)”, “Social Contact Seekers (SCS)” and “High Familiarity Seekers

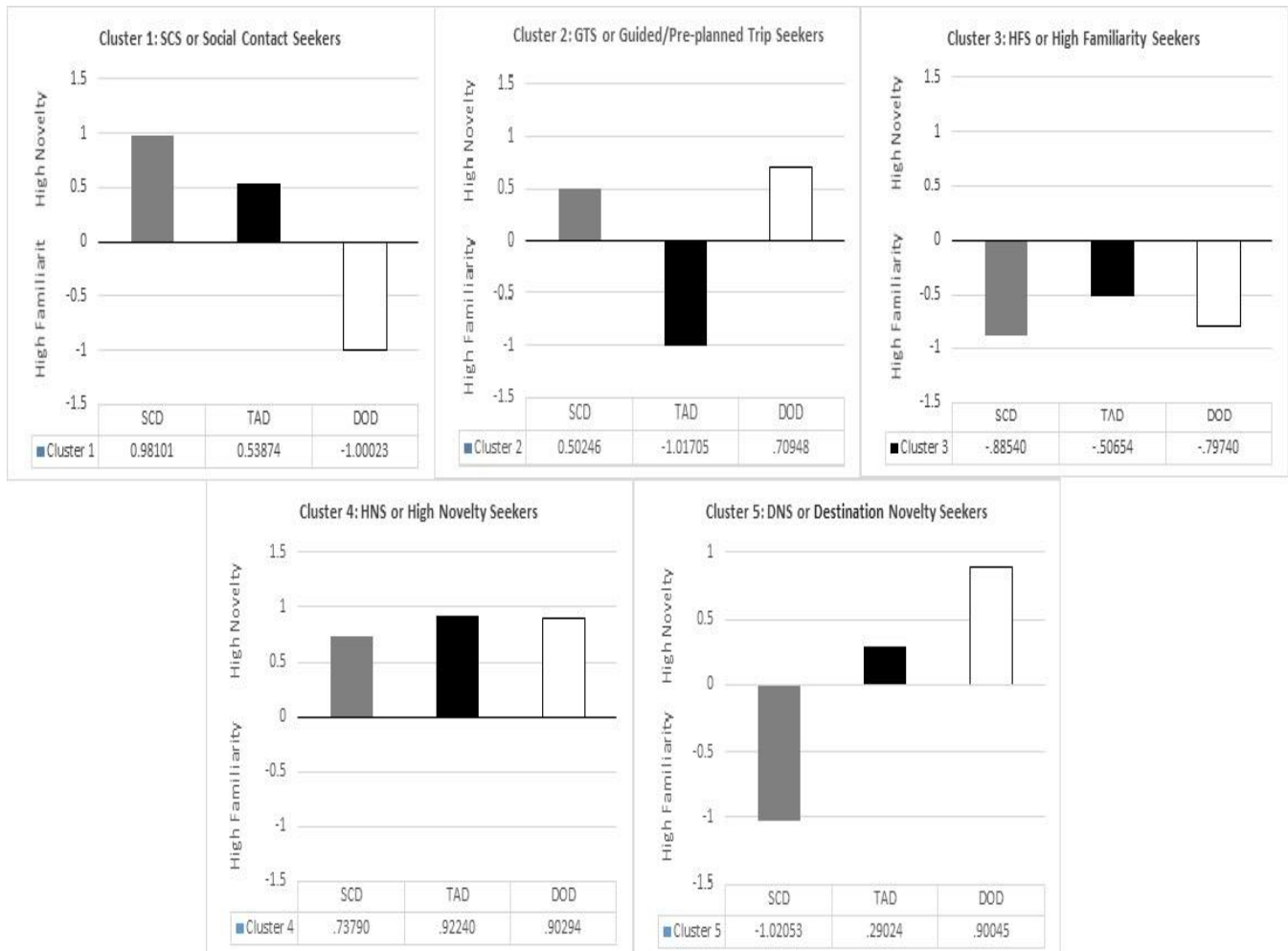
(HFS)”. Jiang (2000) on the other hand identified five unique clusters, each demonstrating different combinations of novelty and familiarity preferences. Two of the clusters by Jiang (2000), namely, Social Contact Familiarity Seekers (SCFS) and Social Contact Novelty Seekers (SCNS), resembled the DNS and HNS clusters by Mo et al. (1994). However, unlike Mo et al., (1994), “Jiang’s five clusters did not as closely reflect Cohen’s (1972) four tourist roles.” (Spiers, 2005, p. 90) It is important to note though that both studies by Mo et al. and Jiang et al. surveyed Americans in English. The study sample of Mo et al was not an active tourist sample and consisted of Peace Corps Volunteers, Undergraduate students and University Alumni (Mo et al., 1994), whereas, the sample tested by Jiang et al. was a group of outbound American international leisure travelers.

The most recent study conducted by Spiers (2005) on a group of French and French-Canadian overseas tourists using a French version of ITR scale, resulted in five distinct clusters, namely, Destination Novelty Seekers (DNS); High Familiarity Seekers (HFS); Guided/Pre-planned Trip Seekers (GTS); Social Contact Seekers (SCS) and High Novelty Seekers (HNS). Three of these clusters, namely, the Destination Novelty Seekers (DNS), the Guided Trip Seekers (GTS) and the High Novelty Seekers (HNS) seemed to be consistent with Jiang’s Social Contact Familiarity Seekers cluster (SCFS), Frequent Destination Fun Seekers (FDFS) cluster and the Social Contact Novelty Seekers (SCNS) cluster, respectively. Whereas, four clusters were consistent with those identified by Mo, namely the Destination Novelty Seekers (DNS), High Familiarity Seekers (HFS), Social Contact Seekers (SCS) and the High Novelty Seekers (HNS), and thus were assigned names accordingly. Even though, Spier’s cluster three resembled Jiang’s Frequent Destination-Fun Seekers cluster, it was labelled as the Guided/Pre-planned Trip Seekers (GTS) “due to a very high familiarity preference for travel arrangements and trip planning.” (Spiers, 2005, p.93)

For the current study, involving a sample of 220 Chinese and Indian international tourists, a K-means cluster analysis was selected as an ideal method of analysis for market segmentation. This method was selected over discriminant analysis as Spiers (2005) explained that a discriminant analysis may potentially create too many clusters with too fine a distinction between each cluster for accurate interpretation. For example, simply changing the positive and negative orientation of the three dimensions (DOD, TAD and SCD) would potentially create about 36 clusters. A high number of clusters is too complex for marketers for operationalizing the 4 P's of marketing (Product, Price, Place and Promotion), thus challenging the process of market segmentation.

Thus, for the purpose of achieving one of the objectives of the current study, that is, “to assess the validity of ITR scale as a measure for segmenting Indian and Chinese overseas tourists based on novelty and familiarity preferences”, a K-Means Cluster Analysis was performed by first calculating more than five cluster solutions using participant's factor scores for the 3-factor solution. A six and seven clusters solution resulted in population sizes as small as 2% of the total sample and were insignificant for the study. Hence, it was concluded that a five-cluster solution would be most appropriate. Figure 2 below represents the five different cluster solutions formed in the current study. It is important to reiterate that data obtained from both Indian and Chinese respondents was merged in order to perform cluster analysis and market segmentation. This was done to increase potential viability of markets divided and justified, in part based on the shared Asian origins of the two countries. One post-hoc test performed on the five cluster solution was included to explore potential differences in percentage of respondents from the two countries.

Figure 1: Five Cluster Formations on the Three ITR Dimensions for the Present Study



Standard scores: In order to compare two values with different means and standard deviations, they can be converted into standard scores (z scores) by the formula, Where a positive z score shows that the value is greater than the mean and negative z score indicates that the value is lower than the mean. And this shows that the mean of the Z-scores (μ) is equal to 0; and that their variance and standard deviation (σ) are equal to 1,

$$Z = \frac{x - \mu}{\sigma}$$

The five cluster solution of the current study strongly resembled with the five clusters identified by Spiers (2005), namely, Social Contact Seekers, Guided Trip Seekers, High Familiarity Seekers, High Novelty Seekers and the Destination Novelty Seekers. The one difference noted was that the Destination Novelty Seekers cluster in the study conducted by Spiers (2005) had high novelty (positive) scores on the Destination Oriented Dimension (DOD), and high familiarity (negative) scores on the Socio-cultural Dimension (SCD) and the Travel Arrangement Dimension (TAD). Whereas in the current study, the Destination Novelty Seekers cluster had a high novelty (positive) score on the Destination Oriented Dimension (DOD), a lower novelty (positive) score on the Travel Arrangement Dimension (TAD) and a high familiarity (negative) score on the Social Contact Dimension (SCD). However, this cluster was very similar to Jiang's Socio-Cultural Familiarity Seekers, which had high familiarity scores on the SCD and TAD and a novelty score on the DOD. Since all the clusters were consistent with the original study conducted by Mo et al. (1994) and the previous study conducted by Spiers (2005), they were labelled with the same names.

Table 15 below represents all the common clusters found between the present study and the three previous studies conducted by Mo et al., Jiang et al., and Spiers.

Table 15: Common Clusters between the Present Study, Spiers, Jiang et al. and Mo et al. and their Corresponding Factor Scores.

Study	ITR Dimension	Common Clusters	
Mo et al., (1994)		DNS	HNS
	SCD	-.85	.70
	TAD	.86	-.58
	DOD	.29	-.77
Jiang et al., (1995)		SCFS	SCNS
	SCD	-1.71	.59
	TAD	-1.00	.91
	DOD	.31	.37
Spiers (2005)		DNS	HNS
	SCD	-1.08	.08
	TAD	-.057	.80
	DOD	1.00	.50
Present Study		DNS	HNS
	SCD	-1.02	.73
	TAD	.29	.92
	DOD	.90	.90

Note: For Mo et al positive scores on TAD and DOD imply familiarity, and negative scores on SCD imply familiarity. For the remaining three studies, positive on all three dimensions indicate novelty, and negative scores on all three dimensions indicate familiarity. Where-DNS= Destination Novelty Seekers; HNS= High Novelty Seekers; SCFS= Social Contact Familiarity Seekers and SCNS= Social Contact Novelty Seekers.

ANOVA or a one-way analysis of variance was conducted using a Tukey post-hoc analysis in order to assess differences among the five clusters. The Tukey post-hoc analysis was selected as it is considered to be more liberal than other tests such as Scheffe and hence, it is most likely to find significant differences between the clusters. Hence it was deemed more appropriate to select a more sensitive indicator for this management-oriented section of analysis. The table

below represents factor scores for the five clusters on each of the three dimensions along with their corresponding F-scores.

Table 16: Factor Scores of the Five Clusters on the Three ITR Dimensions

Factors	SCS (23%)	GTS (12%)	HFS (22%)	HNS (25%)	DNS (18%)	F	p <
SCD	0.84 ^d	0.40 ^c	-1.29 ^a	0.54 ^c	-0.97 ^b	112.65	.001
TAD	0.07 ^c	-1.32 ^a	-0.55 ^b	0.77 ^d	0.39 ^c	94.60	.001
DOD	-1.16 ^a	0.81 ^d	-0.57 ^b	0.60 ^{cd}	0.90 ^d	72.29	.001

Note: (i) Positive scores denote a preference towards greater novelty, while negative scores denote a preference towards greater familiarity. Where, SCS= Social Contact Seekers; GTS= Guided Trip Seekers; HFS= High Familiarity Seekers; HNS= High Novelty Seekers; DNS= Destination Novelty Seekers. (ii) Means with shared superscripts are not significantly different using Tukey's post-hoc analysis. (iii) F= Factor score and p= sig. (2-tailed) is probability score with value <.05.

Results from ANOVA (See Table 16 above) proved significant ($p < .001$) for all three dimensions indicating that factor scores for all five clusters differed on each of the three ITR dimensions. From Tukey post-hoc analysis, the results demonstrated significant difference ($p < .05$) among four of five clusters on the Socio-Cultural Dimension. Highest level of familiarity for socio-cultural dimension was indicated by the destination novelty seekers whereas, the highest level of familiarity was indicated by the social contact seekers, indicating that the destination novelty seekers preferred little personal contact with the local people and the social contact seekers preferred more contact with the locals and reaching out to people of different ethnic cultures. The high novelty seekers and the guided trip seekers were not significantly different on the socio-cultural dimension, both indicating second highest preference for social contact. The high familiarity seekers as predicted, showed the least amount of preference for social contact.

For the Travel Arrangement Dimension, highest preference for familiarity was expectedly indicated by the Guided/Pre-planned trip seekers, followed by the high familiarity seekers. Both these clusters (GTS and HFS) are most likely to prefer pre-planned routes and thus seek professional travel services. Whereas positive scores indicating novelty was demonstrated by the remaining three clusters, namely, the social contact seekers, the high novelty seekers and the destination novelty seekers with significantly different values. The high novelty seekers indicated least preference for travel arrangement dimension, as they have a greater likelihood of preferring spontaneous routes and time tables.

Lastly, for the Destination Oriented Dimension, the destination novelty seekers scored the highest novelty scores, followed closely by the guided trip seekers and the high novelty seekers with not much significant difference as indicated in the table above. This suggests that tourists who prefer visiting a novel destination, also prefer unplanned or unfamiliar routes and an overall novel experience in terms of accommodation or infrastructure. The remaining two clusters, namely the social contact seekers and the high familiarity seekers scored negative, thus indicating preferences for familiarity with respect to people and tourism infrastructure.

4.10 Crosstabs Analyses

Crosstabs analyses in conjunction with the Chi-square statistic test developed by Karl Pearson (1900) was used to determine whether there is a relationship between the socio-demographical and behavioural factors of the participants and the five clusters of novelty and familiarity seekers. Tables 17-22 below discuss the results based on chi-square analyses (χ^2) and value of p .

4.10.1 Socio-Demographic Distinction of the Five Clusters

Age and Gender

Table 17 provides the results obtained from cross-tabulation of “Gender” and “Age Group” variables with the five clusters (SCS, GTS, HFS, HNS and DNS) of market segmentation. With respect to gender, results obtained from chi-square were not significant ($\chi^2=1.650$, $p=.800$), suggesting a lack of relationship between gender and the five clusters. It could be hypothesised that since men and women were travelling together in groups as couples/families/tour groups, the preference for novelty or familiarity seeking was somewhat similar. Overall, more males (62%) than females (38%) filled out the surveys, thus higher percentage of males was noted in each cluster compared to females.

However a significant difference ($\chi^2=57.67$, $p<.001$) with respect to age group of participants was observed, indicating a strong relationship between age group of travelers and the five clusters reflecting novelty or familiarity seeking preferences. Age of overall participants (Table 1) ranged from a minimum of 18 years to a maximum of 65 years. Thus to simplify results, the variable “Age” was converted into “Age Groups” consisting of five categories, namely- 25 years or younger, between 26 to 35 years, between 36 to 45 years, between 46 to 55 years and lastly, 56 years or older (Table 17). The following observations were made:

- a) The largest percentage of participants were high novelty seekers (28%), followed by high familiarity seekers (23%), social contact seekers (20%), guided trip seekers (17%) and lastly, destination novelty seekers (13%).
- b) The largest percentage of participants were between 26 to 35 years (32%); followed by 36 to 45 years (30%), 46 to 55 years (17%), 25 years or younger (12%) and lastly 56 years or older (9%).

- c) Highest percentage of social contact seekers (31%) were between 26 to 35 years age group; followed by the 25 years and younger age group (18%).
- d) Highest percentage of guided-trip seekers (40%) were 56 years or older; followed by the 25 years and younger age group (26%).
- e) Highest percentage of high familiarity seekers (48%) were between 46 to 55 years; followed by 56 years and older age group (35%).
- f) Highest percentage of high novelty seekers (44%) were 25 years or younger, followed closely by the 26 to 35 years age group (37%).
- g) Lastly, highest percentage of destination novelty seekers (22%) were between 36 to 45 years; followed by 26 to 35 years age group (14%).

To summarise, social contact seekers and high novelty seekers were younger; destination novelty seekers were middle aged; high familiarity seekers were older, and lastly, the guided trip seekers were bipolar, that is, comprising of the oldest and the youngest age groups.

Table 17: Relationship between Clusters and Age and Gender

Variable	Total	SCS	GTS	HFS	HNS	DNS	χ^2	df	p=
<u>Gender</u>									
Male	136 (62%)	28 (21%)	24 (18%)	29 (21%)	40 (30%)	15 (11%)	1.650	4	.800
Female	84 (38%)	15 (18%)	13 (15%)	21 (25%)	22 (26%)	13 (15%)			
<u>Age (years)</u>									
< 25	27 (12%)	5 (18%)	7 (26%)	2 (7%)	12 (44%)	1 (4%)	57.67	16	<.001
26- 35	71 (32%)	22 (31%)	5 (7%)	8 (11%)	26 (37%)	10 (14%)			
36- 45	65 (30%)	8 (12%)	10 (15%)	15 (23%)	18 (28%)	14 (22%)			
46- 55	37 (17%)	6 (16%)	7 (19%)	18 (48%)	4 (11%)	2 (6%)			
56+	20 (9%)	2 (10%)	8 (40%)	7 (35%)	2 (10%)	1 (5%)			
Total	220	43 (20%)	37 (17%)	50 (23%)	62 (28%)	28 (13%)			

Note: SCS= Social Contact Seekers; GTS= Guided Trip Seekers; HFS= High Familiarity Seekers; HNS= High Novelty Seekers; DNS= Destination Novelty Seekers

Nationality

Table 18 indicates the nationality (Chinese or Indian) of participants in each of the five clusters. Results obtained from crosstabs analyses suggested that there was no significant difference between the nationality of participants and the preference for novelty or familiarity seeking as the value of p was greater than .05 ($\chi^2=6.793$, $p=.147$). However, it is interesting to observe that a descriptively higher percentage of Indian respondents were social-contact seekers (21%) and high-novelty seekers (32%), whereas a higher percentage of Chinese participants were high-familiarity seekers (30%) and destination-novelty seekers (17%). Although it is

important to note that had the present sample been larger and these proportions held, this difference may have been significant. To summarise, Indians preferred novelty in terms of different culture, food and overall travel experience, whereas Chinese preferred familiarity in terms of culture, food and travel experience but novelty in terms of exploring new destinations. Moreover, other underlying factors such as the overall average age of Indian respondents (41.35) being higher than Chinese respondents (35.53) in Table 1 could also be working to impact travel preferences for novelty or familiarity.

Table 18: Relationship between Clusters and Nationality

Variable	Total	SCS	GTS	HFS	HNS	DNS	χ^2	df	p=
<u>Nationality</u>									
Chinese	110 (50%)	14 (13%)	21 (19%)	30 (27%)	27 (25%)	18 (17%)	6.793	4	.147
Indian	110 (50%)	23 (21%)	22 (20%)	20 (19%)	35 (32%)	10 (9%)			

Note: SCS= Social Contact Seekers; GTS= Guided Trip Seekers; HFS= High Familiarity Seekers; HNS= High Novelty Seekers; DNS= Destination Novelty Seekers

City Size by Population

Overall, 15 Chinese cities and 22 Indian cities were enlisted as “city of birth” by the respondents (Table 2a and 2b). Hence in order to make interpretation simpler, the cities were divided on the basis of population as “cities with above 4 million inhabitants” and “cities with under 4 million inhabitants” (See Table 19 below). Significant difference was apparent in the distribution between the big and small city origin among the five clusters ($\chi^2=9.277$, $p=.055$). Overall, 67% respondents came from cities with population above 4 million and 33% respondents came from cities with population below 4 million. Hence the percentage of former

were higher in all five clusters than the later. However, the most significant difference was noted in the high familiarity seeking cluster, with 17% of respondents from “big cities” and 35% of respondents from “small cities”, thus indicating that respondents from smaller cities preferred higher familiarity than the respondents from bigger cities. Consistent with this observation, large city dwellers were over-represented in the high novelty seekers group.

Table 19: Relationship between Clusters and City size by Population

Variable	Total	SCS	GTS	HFS	HNS	DNS	χ^2	df	p=
<u>City Size</u> <u>(by</u> <u>population)</u>									
Above 4 Million	148 (67%)	32 (22%)	26 (18%)	25 (17%)	46 (31%)	19 (13%)	9.277	4	.055
Under 4 Million	72 (33%)	11 (15%)	11 (15%)	25 (35%)	16 (22%)	9 (12%)			
Total	220	43 (20%)	37 (17%)	50 (23%)	62 (28%)	28 (13%)			

Note: SCS= Social Contact Seekers; GTS= Guided Trip Seekers; HFS= High Familiarity Seekers; HNS= High Novelty Seekers; DNS= Destination Novelty Seekers

4.10.2 Behavioural Distinction of the Five Clusters

Information Sources Employed

Table 20 below provides results obtained from cross-tabulation of information sources. Data suggested that the present markets are accessible through different communication models. From a total of twelve information sources, participants were required to select all that applied during their current trip planning. Hence, all twelve sources were treated as independent nominal variables. Results obtained from crosstabs showed significant chi square and *p* values for five of these twelve variables, namely- travel agent; travel guide; tour companies; direct airlines/loyalty programs; and Internet (online portals/travel blogs/social media). Furthermore, following

distributions were observed between these five information sources and the five clusters of novelty and familiarity seeking preferences;

- a) A total of 48% of participants ($\chi^2=19.677$, $p<.001$) used travel agent as a source of information. Out of these, the highest percentage of users were high familiarity seekers or HFS (74%), followed by the guided trip seekers or GTS (51%).
- b) A total of 29% of participants ($\chi^2=22.746$, $p<.001$) used travel guide as a source of information. Out of these, the highest percentage of users were guided trip seekers or GTS (54%), followed by high familiarity seekers or HFS (38%).
- c) A total of 33% participants ($\chi^2=36.559$, $p=.000$) used tour company as a source of information. Out of these, the highest percentage of users were high familiarity seekers or HFS (58%), followed by guided trip seekers or GTS (49%).
- d) A total of 31% participants ($\chi^2=14.490$, $p=.006$) used direct airlines and loyalty programs as sources of information. Out of these, the highest percentage of users were destination novelty seekers or DNS (46%), followed by high novelty seekers or HNS (42%).
- e) Lastly, a total of 76% participants used ($\chi^2=15.835$, $p=.003$) Internet as sources of information. Out of these, the highest percentage of users were social contact seekers or SCS (88%), followed by high novelty seekers or HNS (86%) and destination novelty seekers or DNS (81%).
- f) Although a high percentage (71%) of participants used friends/relatives/word of mouth as a source of information, the difference between each cluster was of

insignificant value ($\chi^2=4.364$, $p=.359$) with almost identical response (in %) by each cluster.

To summarize, the above findings indicated that travel agents, tour companies and travel guides appeal to familiarity seeking groups, whereas, Internet and Direct airline access and loyalty programs were preferred by novelty seeking groups. TV/Radio and Corporate travel department were also of some significance ($p=.093$ and $.137$, respectively) with familiarity seeking groups preferring TV/Radio and novelty seeking groups preferring corporate travel department and if the sample was larger and if this trend still held, the significance value (p) might have been greater.

Table 20: Relationship between Clusters and Information Sources

Sources	Total	SCS	GTS	HFS	HNS	DNS	χ^2	df	p=
Travel Agent	48	40	51	74	36	39	19.677	4	<.001
Travel Guide	29	26	54	38	19	7	22.746	4	<.001
TV/Radio	25	21	38	20	29	11	7.957	4	.093
Tour company	33	21	49	58	10	36	36.559	4	<.001
Airlines Directly	31	30	19	16	42	46	14.490	4	<.001
Inflight information	10	14	5	8	15	4	4.528	4	.339
Govt. tourism office	26	20	17	23	28	13	1.316	4	.859
Corporate Travel Dept.	24	26	11	20	29	36	6.974	4	.137
State /City Tourism Office	20	26	27	22	13	14	4.627	4	.328
Newspaper/ Magazines	27	26	40	22	21	29	5.335	4	.255
Internet/ blogs/social media	76	88	68	58	81	86	15.835	4	<.001
Friends/ Relatives	71	81	73	66	71	61	4.364	4	.359

*NOTE- *above values represent percentage answering yes within each cluster.
SCS= Social Contact Seekers; GTS= Guided Trip Seekers; HFS= High Familiarity Seekers;
HNS= High Novelty Seekers; DNS= Destination Novelty Seekers*

Decision Making on Previous International Trip

Results from cross-tabulation indicated no significant difference ($\chi^2=8.649$, $p=.373$) between individuals responsible for “destination selection process” and the five clusters of novelty and familiarity seekers. However significant relationship ($\chi^2=16.976$, $p=.030$) was noted with respect to “trip planning process” and the five clusters (Table 21). Following observations were made from this analysis:

- a) For destination selection, highest percentage of participants (53%) were “equally” responsible in the process, followed by 40% participants who claimed that they were “solely” responsible and the least (7%) percentage of participants indicated that their companions were responsible for the selection process.
- b) Highest percentage of high novelty seekers or HNS (52%) were “solely” more responsible for selecting a destination; followed by social contact seekers or SCS (40%) and guided trip seekers or GTS (37%).
- c) Highest percentage of destination novelty seekers or DNS (15%) claimed that “other travel companions” were more responsible for destination selection.
- d) Lastly, highest percentage of high familiarity seekers or HFS (62%) were “equally” responsible for selecting the destination, followed by guided trip seekers or GTS (57%).
- e) Similarly for trip planning, highest percentage of participants (60%) took equal part in the process, followed by 27% participants who claimed to be “solely” responsible and the least (12%) percentage claimed that “other travel companions” were most responsible in planning of trip.

- f) Highest percentage of high novelty seekers or HNS (43%) were “solely” most responsible for planning of trip, followed by social contact seekers or SCS (33%).
- g) Highest percentage of guided trip seekers or GTS (17%) claimed that “other travel companions” were most responsible for planning of trip, followed by destination novelty seekers or DNS (15%).
- h) Lastly, highest percentage of high familiarity seekers or HFS (72%) were equally responsible for planning of trip, followed by destination novelty seekers or DNS (67%). Whereas novelty seeking clusters preferred planning of trip on their own, evident by 33 percent social contact seekers and 43 percent high novelty seekers selecting the “you” category.

To summarise, high novelty seekers were more influential in selecting a destination, whereas high familiarity seekers preferred selecting a destination together with their companions. Similarly, high novelty seekers were more influential in planning of trip on their own whereas high familiarity seekers preferred planning together with their companions.

Table 21: Relationship between Clusters and Decision Making Process

	SCS	GTS	HFS	HNS	DNS	χ^2	df	p=
<u>Who Decided</u>								
<u>Where To Travel?</u>								
You (respondent)	40	37	32	52	33	8.649	8	.373
Other Travelers	8	6	6	3	15			
Equal Decision	52	57	62	45	52			
	SCS	GTS	HFS	HNS	DNS	χ^2	df	p=
<u>Who Did Most of</u>								
<u>The Planning?</u>								
You (respondent)	33	20	14	43	19	16.976	8	.030
Other Travelers	15	17	14	5	15			
Equal Decision	52	63	72	52	67			

Note: SCS= Social Contact Seekers; GTS= Guided Trip Seekers; HFS= High Familiarity Seekers; HNS= High Novelty Seekers; DNS= Destination Novelty Seekers

Travel Companion(s) on Previous International Trip

Lastly, participants were asked to select who they travelled with on their previous international trip. From a total of seven types of travel companions, participants were required to select all that applied during. Hence all seven categories were treated as independent nominal variables. Results obtained from crosstabs (Table 22) showed significant chi square and *p* values (<.05) for two of these seven variables, namely- Alone and Tour Group. Furthermore, following distributions were obtained between travel companions and the five clusters of novelty and familiarity seeking preferences:

- a) 41 percent participants ($\chi^2=8.203$, $p=.084$) selected Spouse/kids as their travel companion, of which destination novelty seekers or DNS (56%) and high familiarity seekers or HFS (50%) were the highest respondents. This indicated a

no significant difference ($p=.084$), however indicating that had the current data been larger and this trend held, the significance value (p) might have been greater. Similarly observation was also made in “Relatives” category ($\chi^2=7.105$, $p=.130$) with 26 percent guided trip seekers and destination novelty seekers, respectively.

- b) 20 percent participants selected “Alone”. The difference was significant among the five clusters ($\chi^2=11.977$, $p=.018$). Out of these, high novelty seekers (34%) were the largest group, followed by social contact seekers (22%) and destination novelty seekers or DNS (19%). The least percentage of participant who chose “Alone” were guided trip seekers or GTS (9%).
- c) 18 percent participants selected “Tour Group” with a significant difference among the five clusters ($\chi^2=21.764$, $p=.000$). High familiarity seekers lead this group (34%), followed by guided trip seekers (28%).

To summarise, novelty seeking groups preferred travelling alone whereas familiarity seeking groups preferred travelling with tour groups and relatives. Whereas, both destination novelty seekers and high familiarity seekers preferred travelling with Spouse, indicating a bimodal relationship.

Table 22: Relationship between Clusters and Travel Companion(s)

	Total	SCS	GTS	HFS	HNS	DNS	χ^2	df	p=
Alone	20	22	9	12	34	19	11.977	4	<.001
Relatives	16	10	26	16	10	26	7.105	4	.130
Friends	20	19	28	18	18	15	2.271	4	.686
Parents	17	22	17	14	15	18	1.204	4	.877
Spouse/kids	41	27	43	50	35	56	8.203	4	.084
Tour Group	18	17	28	34	2	15	21.764	4	<.001
Other	14	17	9	16	14	11	1.553	4	.817

Note: SCS= Social Contact Seekers; GTS= Guided Trip Seekers; HFS= High Familiarity Seekers; HNS= High Novelty Seekers; DNS= Destination Novelty Seekers

In order to conclude this study, the final chapter briefly summarizes the project by reviewing research objectives and findings. Additionally, implications of this study, comparison with other literature on international travel preferences and future research directions will be discussed.

Chapter 5: Conclusion and Discussion

5. 1. Introduction

The framework of this chapter includes a summary on the findings, followed by implications and limitations of the study. The following sections provide a more detailed discussion of the findings in Chapter four, while also presenting implications and recommendation for future research using the ITR scale, thus providing a more detailed discussion on research question, (4) Is the ITR scale a valid and reliable measure for segmenting the novelty and familiarity seeking preferences of Chinese and Indian international tourists using: a) Socio-demographic variables and b) Behavioural variables?, and, answering research question (5) What recommendations can be made for continued improvement of cross-cultural research using the ITR scale based on the findings of this study?

5.2 Summary of the findings

Two primary findings were revealed from the results presented in chapter four. First, that, 16 items of ITR scale consistently loaded as expected on one of three dimensions (Social Contact Dimension, Travel Arrangement dimension and Destination Oriented Dimension). This provided evidence of reliability of the ITR scale for studying the novelty and familiarity preferences of both Chinese and Indian overseas tourists, thus supporting the first three research questions: (1) Can English- language ITR scales' Destination Oriented Dimension (DOD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi? (2) Can English- language ITR scales' Travel Arrangement Dimension (TAD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?, and,

(3) Can English- language ITR scales' Social Contact Dimension (SCD) items be translated in a reliable and semantically equivalent manner into a) Mandarin and b) Hindi?. Furthermore, Sub-scale reliability scores obtained from Cronbach's Alpha test were well above the accepted standard of .7, suggesting that each of the scale's three dimensions achieved satisfactory reliability scores (See Table 13a and 13b). The factor loadings for each item showed a strong degree of congruence with at least two out of three previous studies on ITR scale conducted by Spiers (2005), Jiang et al., (2000) and Mo et al., (1993). Although a few items did appear problematic with poor or mixed factor loadings, the exact reasons behind their inconsistency are complex. However, it is interesting to note that most of these items also performed inconsistently in previous studies indicating a possible link with interpretation problem in a cross-cultural setting. As Cha, Kim and Erlen (2007) noted that potential benefits of cross-cultural research can only be obtained when cross-cultural researchers use appropriate instruments for their studies. For this reason, the process of translation becomes an important part of cross-cultural studies. Generally, direct translation of an instrument from one language to another does not guarantee content equivalence of the translated scale. Moreover, direct translations may not even be required as long as the content and meaning in the translated version is the same as the original. Therefore, it is necessary for cross-cultural researchers to be meticulous when translating measures and apply decentering to maintain cross-cultural equivalence. "Decentering is a translation procedure that does not require direct translation if the original content and meaning can be kept in translated version." (p.387)

Feedback from participants in the current study suggesting 'confusion' with understanding items such as 10, 11 and 13, due to cultural discrepancies, is understandable from the point made above. It is however important to note that language alone does not distinguish different cultures but can also be identified based on different values, governance systems, norms and traditions.

A detailed account of this is provided in the following discussion section below where suggestions have been made subsequently made for improvement of these translated items, thus providing a response to research question (5) What recommendations can be made for continued improvement of cross-cultural research using the ITR scale based on the findings of this study?

The second finding supports the effectiveness of the ITR scale in segmentation of Chinese and Indian overseas travelers, suggesting that the three original dimensions of destination of the scale can be retained for the current study, thus answering research question (4) Is the ITR scale a valid and reliable measure for segmenting the novelty and familiarity seeking preferences of Chinese and Indian international tourists using: a) Socio-demographic variables and b) Behavioural variables?. Moreover, in agreement to the previous three studies by Mo et al., (1993), Jiang et al., (2000) and Spiers (2005), a five cluster solution was concluded to be the best fit for segmentation of both demographic and behavioral variables in the current study, with at least two common clusters with each previous study, thus validating the five clusters identified by the ITR scale.

5.3 Discussion and Conclusion

This section involves an in-depth discussion and conclusion based on all five research questions of the study.

5.3.1 Evaluation of the Mandarin and Hindi ITR Scale

All 20 items of the ITR scale performed as expected for most part with the exception of items 2, 4, 6, 10, 11, 13 and 19. Although not all seven items deserve to be eliminated from the current study since five of these items (2, 4, 6, 10 and 19) were consistent with at least two of the previous studies by Mo et al. (1993), Jiang et al. (2000) and Spiers (2005). Hence following suggestions have been recommended.

Retain items 6 and 10 as they performed consistently in three of the four studies involving ITR scale validation. Items 2, 4 and 19 kept for further validation in future analyses as they had strong loadings in both Mandarin and Hindi ITR scale and were consistent with the original study by Mo et al. (1993). Hence they require further investigation in order to validate their reliability. Lastly, Items 11 and 13 be reworded or replaced as they had poor or mixed factor loadings and performed inconsistently between three out of four studies.

Although the resulting 16-item scale used in the current study was reliable in measuring the novelty/ familiarity seeking preferences of Chinese and Indian overseas tourists, it is important not to eliminate the possibility of an 18-item ITR scale (following removal of items 11 and 13 and inclusion of items 2, 4 and 19). A reason behind consistent performance of items 2, 4 and 19 between the current study and the original study might be due to avoidance of literal translation; a suggestion taken from Spiers (2005) who noted that, “translation issues of these problem items may have suggested the existence of a translation that was too literal and not an accurate reflection of the words connotative meanings” (p.139). Spiers further suggested that, “if the literal meaning of the words/items is to blame, further investigation of these items’ semantic equivalence will be necessary” (p.139). Hence in the current study, these items were not literally translated, but were translated into Mandarin and Hindi as closely as possible to the connotative meaning of the original items, as suggested by Cha et al. (2007) earlier. Further suggestions for rewording or replacing of these items with or without changes are made under the recommendations section.

Dimensional reliability was also tested by performing Cronbach’s alpha test on the three dimensions (SCD, DOD and TAD) of both Mandarin and Hindi ITR scales. The Social Contact Dimension (SCD) appeared highly reliable in both Mandarin and Hindi scales (.89). The Travel Arrangement Dimension (TAD) was more reliable for Mandarin ITR (.84) compared to Hindi

ITR (.74). Similarly, the Destination Oriented Dimension was more reliable for Mandarin ITR (.82), compared to Hindi ITR (.72). An explanation behind this could be that there was more diversity of Indian respondents from different states compared to Chinese respondents. However, overall, all the dimensions scored higher than the normally accepted value of .7 and thus retention of the three dimensions suggested in all three previous studies by Mo, Jiang and Spiers, is supported in the current study. For both Hindi and Mandarin ITR scale, the Social Contact Dimension consisted of eight items (4, 5, 6, 10, 12, 16, 17 and 20), the Travel Arrangement Dimension consisted of five items (1, 7, 9, 15 and 18) and the Destination Oriented Dimension consisted of five items (2, 3, 8, 14 and 19).

Item 11 “I prefer not to stay in international hotel chains when travelling in a foreign country” and item 13 “I put high priority on familiarity when thinking of destinations”, were two such items which remained inconsistent in both cross-cultural studies. As Schneider (1997) pointed out that “factors impeding cross-cultural research include misunderstanding of statements, its value, lack of resources and cross-cultural skills.” (p.995). Formica (1998) stated that “researchers often conduct studies in English, although they are really focussed on multiple cultures and languages.” Plog (1990) was one of the earliest researchers to identify the lack of cross-cultural research, particular related to travel behaviour, further supported by Dimanche (1994) who sated that a major problem in cross cultural research is to determine translation equivalence of the original language and in some cases evidence of problem items may not become apparent until after the research has been conducted. This reasoning can help understand the inconsistent performance, particularly, of items 11 and 13. The possibility of cultural and linguistic differences among Chinese and Indian cities may have also influenced the understanding of words. As Moswete and Darley (2012) pointed out that “One has to confront problems associated with differences in cultures and languages that exist from region to region,

and between urban and rural populations. In addition, measurement instruments should be verified with experts by back translating to ensure equivalence in meaning, and responses to measurement scales should be studied for cultural, ethnic and country differences.” (p. 374). Thus, with 22 official languages in India and 15 official languages in China, problems are likely to arise with translation equivalence. Although, most of the current sample population was from urban cities, dialects exist even in urban cities, due to a multi-cultural population.

As discussed in chapter 4, one of the reasons why Items 11 and 13 failed to load on the original Destination Oriented Dimension could be that respondents associated “staying in international hotel chains” as an aspect of “travel arrangement”, hence explaining why it loaded on the Travel Arrangement Dimension for the Mandarin ITR scale. Likewise, it may be that the respondents thought it implied staying with other international/familiar tourists rather than staying with the locals, hence explaining why it loaded on the Social Contact Dimension for the Hindi ITR scale. Similarly for item 13, perhaps respondents associated “putting high priority on familiarity when thinking of destinations” as visiting places where there are more “familiar” or “international” tourists or a destination wherein some relatives or family members reside. Hence, instead of loading on Destination oriented Dimension, item 13 had mixed loadings with the Social Contact Dimension. Another reason behind inconsistent performance of item 13 could be reverse coding/ wording. Item 13 was among the eight items to be reverse-worded by Jiang et al. over the original study by Mo et al. Although this change seemed appropriate since Jiang utilised the English ITR scale, and item 13 loaded on the original DOD dimension in his study, it however failed to perform well for the cross-cultural studies in French, Mandarin and Hindi. As Wong et al. (2003) noted that problems associated with reverse worded items (RWI) are more pronounced when they are applied in studying foreign cultures. However, since interpretation error of items 11 and 13 was common in both cross-cultural studies, it is recommended to either

reword or drop these two items from further cross-cultural analyses, as this may help in increasing the overall reliability of translated version of ITR scale.

Table 23 below represents the items recommended for further analyses and validation in future studies using the ITR scale.

Table 23: Proposed 18-item ITR Scale for future analyses.

Item	Statement
1.	I prefer to start a trip with no preplanned or definite routes when traveling in a foreign country.
2.	I prefer to travel to countries where the people are of different ethnic groups from mine.
3.	I prefer to travel to countries where they have the same tourism infrastructure.
4.	I prefer not to associate with the local people when traveling in a foreign country.
5.	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.
6.	I prefer to travel to countries where the culture is different from mine.
7.	I prefer to make no major arrangements through travel agencies when traveling in a foreign country.
8.	I prefer to travel to countries with well-developed tourism industries.
9.	I prefer to start a trip with no pre-planned or definite timetables when traveling in a foreign country.
10.	I prefer to travel to countries where there are restaurants familiar to me.
11.	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.
12.	I prefer to travel to countries where they have the same transportation system as in my country.
13.	I prefer not to be on a guided tour when traveling in a foreign country.
14.	I prefer to have little personal contact with the local people when traveling in a foreign country.
15.	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay.
16.	I prefer to have travel agencies take complete care of me, from beginning to end, when traveling in a Foreign country.
17.	I prefer to travel to countries that are not popular destinations.
18.	I prefer to make friends with the local people when traveling in a foreign country.

Note: All, except items 11 and 13 from Jiang et al. (2000)'s original 20-item ITR scale have been retained in this proposed 18-item ITR scale. Since the above items were consistent with two or more previous studies by Spiers, Jiang et al. and Mo et al., it is recommended to use this 18-item ITR scale for future studies using ITR scale for analysis.

5.3.2 Comparing demographics of Chinese and Indian tourists

The second purpose of this study was assessing the effectiveness of the ITR scale at segmenting Chinese and Indian overseas tourists on the basis of novelty/familiarity clusters as well as socio-demographic and behavioural variables. As Spiers (2005) and Kozak (2002) noted that tourism and cross-cultural literature often argues that language is not the only part of culture but also the abundance of values, norms, traditions, attitudes, etc can characterize different cultures of the world. Hence “supplementing of the ITR scale with other measures such as tourist satisfaction, previous tourist experience, changing motivations other culture-specific variables is of utmost importance.” (Spiers, 2005, p.142). Furthermore, Lepp & Gibson (2008) on their research about sensation seeking and tourism, provided further support for the proposition that “tourism preferences may be influenced by both personality traits and socio-cultural factors and that future studies should adopt a multivariate approach to increase their ability to both explain and predict travel behaviour.” (p. 749)

Taking these suggestions into account, the questionnaire was divided into five parts: (1) General Information (Age, Gender and Nationality); (2) Background Information (City/Province, Primary and Current Language; (3) 20 items of International Tourist Role Scale (for studying novelty and familiarity seeking preferences); (4) Current Trip Information (days taken for trip planning, information sources employed and purpose of trip); (5) Previous Trip Information (previous destination visited, year of previous international trip, travel companions and individuals influential in decision making process.) Participants were also asked to describe their dream vacation but due to lack of sufficient number of responses, this section was not analyzed in the current study.

Demographically, as discussed earlier in Chapter 4, out of the 220 participants surveyed, the average age of Indian respondents (N=110) was older (M= 41.35) compared to average age

of Chinese respondents which was slightly younger ($M=35.53$). In terms of gender, male respondents (Chinese: $n= 65$; Indian: $n= 71$), exceeded the female respondents (Chinese: $n= 45$; Indian= 39) among both Chinese and Indian groups. A possible reason behind this could be that most respondents were accompanied with family (spouse/children/grandparents), hence most respondents who volunteered to take the survey were parents or solo travellers. According to a report by Statistics Canada (2011), the age composition of Indian travellers has fluctuated over the decade with no clear trends, however over two-thirds of visitors were over age 35 possibly due to increasing number of business travellers from India (23% in 2011) and only a small proportion was youth under 18 years (6%). On the other hand, a large growth was observed in the (18 to 34 years) age group of Chinese visitors due to “increasing number of Chinese students pursuing education in Canada.” (p.5); a point further confirmed by the World Tourism Cities Federation (WTOF) 2014 report on outbound Chinese tourists according to which “over half of Chinese outbound tourists are born in 1980’s.” (p.13). Given the characteristics of their families’ life cycle and the one-child status, parents focus more on their children’s growth. Thus family tours with minor children have featured in Chinese outbound tourism as a way to broaden their horizons. (p.10)

Comparing the cities of birth, most Chinese and Indian respondents visited from cities with populations over 4 million, and 40% (Table 2a) of Chinese were from Beijing, Shanghai and Jinan. Likewise, 35% (Table 2b) of Indian travelers came from New Delhi, Mumbai and Bangalore. A 2013 report by Canadian Tourism Commission revealed that the majority (70%) of intended travelers and recent visitors from China resided in Shanghai, Beijing and surrounding areas.

With respect to behavioural variables, both Chinese and Indian respondents ranked the Internet/Social Media, Friends/word of mouth and Travel Agents (Table 4) as the top three

sources of information employed. However, a higher percentage of Indian respondents employed Travel Agents (51%) compared to Chinese respondents (42%). This might be because the overall age of Indians (M=41.35) was higher than Chinese (M=35.53), and advancing age is a traditional indicator of preferences for guided/ pre-planned trip, as observed by Spiers, Jiang and Mo. The World Tourism Cities Federation (2014) further reported that Internet and online resources in China have set the main trend in 2013 with the country's travel revenue totaled 2,850 billion yuan, account for 7.7% of revenue of all the tourism industry. "As tourists are rapidly shifting from offline to online travel transactions, tourism operators invest more on online travel market to improve all functions and services. Thus, the online travel market is growing more rapidly than the overall tourism industry as its penetration rate is increasing every year." (WTOF, 2014)

Purpose of trip was also comparable as both Chinese and Indian respondents ranked Leisure, Visiting Friends and Relatives (VFR) and Business as the top three reasons for their current trip. However, a much higher percentage of Indians (82%) chose VFR compared to Chinese (55%). The World Tourism Organisation reported on the Indian outbound travel market that a plurality of international leisure travellers from India belong to the 25-65 years age group, a larger proportion being males (65%) than females (35%) and two-thirds of leisure travellers tend to holiday abroad with family. Furthermore, 40% of all outbound trips by Indians are for business purposes, while leisure, visiting friends and relatives (VFR) and other reasons each account for 20% (WTO, 2009).

On the other hand, Chinese International Travel Monitor (2014) reported that nearly all of China's international travellers have been abroad for leisure reasons (97 per cent), while half (49 per cent) have visited other countries for business or education purposes. However, like Indian travelers, they are also travelling more frequently as the average number of trips taken has risen

for both business and leisure. While leisure travellers tend to take trips abroad more frequently than business travelers the gap between the two has closed. (CITM, 2014)

With respect to travel companions, both Chinese and Indian respondents chose “Spouse” as the topmost travel companion for the current trip. However, “Relatives” was the second highest companion category for Indians compared to Chinese, who chose “Friends” instead. Also, almost one-third of both respondents chose “Alone”, indicating a preference for solo-travel. Lastly, the decision making process in the current study revealed that both Indian and Chinese respondents showed a strong indication for “Equal” planning along with their companions, followed by “You” category, indicating that their second preference was planning the trip on their own. This trend of solo travel was also observed by WTOF (2014) report on Chinese outbound market reporting that “self-guided tourism” is booming as its share in the tourism industry is rising up. Given one-child policy in China, Chinese families are on average smaller than Indian families, hence explaining why Chinese tourists are taking more self-guided trips abroad as in-depth and high-end traveling is gaining its momentum and group tours are less preferred for tourists because they are limited to only looking around in tourist destinations.

5.3.3 Market Segmentation based on Novelty Preferences

The concept of novelty seeking has been used by numerous researchers (Cohen, 1972; Bello & Etzel, 1985; Snepenger, 1987; Yiannakis & Gibson, 1992; Lee & Crompton, 1992; Mo et al., 1993) over the past four decades to study consumer behaviour in tourism. Bello and Etzel (1985) described novelty as a key motive in understanding some complex human motivations, because it appeals to sensation-seeking and found that novelty seekers’ behaviour differs from familiarity seekers. Crompton (1979) and Dann (1981) further suggested that the push for novelty during a trip is an intrinsic need of tourists, as they aim to explore new and different travel experiences. Cohen (1972) was the first to present novelty oriented-tourism typology

based on a sociological model and differentiated international tourists into four unique categories: The Drifter, The Explorer, Individual Mass Tourist and Organized Mass Tourist. However, Cohen (1974) further recommended methodological refinement to measure these differences in quantitative terms. Snepenger (1987) attempted the first empirical test on Cohen's typology to segment travelers to Alaska and found some support in the typology. All tourist roles, except "the Drifter" were evident in Snepenger's sample. However, considering only the behavioural component of novelty, using a single item to operationalize behaviour and including domestic rather than international tourists were the major limitations of this study. After a series of reliability and validity tests, Yiannakis and Gibson (1992) designed the Travel Role Preference Questionnaire (TRPQ), a different approach from the single construct nature of previous quantitative novelty-based instruments. Using principle component analyses, identified 13 leisure-based tourist roles, collecting data as early on as 1986 later (Gibson, 1990) added a fourteenth category of "sport lover" to the existing list. Yiannakis and Gibson (1992) concluded that in order to better understand touristic behaviour one needs to "further explore the relationship of motivation (push factors) and tourist role preference, the psychological needs that such roles may satisfy, and the mechanisms which make such a process possible." (p.300) However, the TRPQ according to Dimanche (1995) helped in considerably advancing researchers' abilities to operationalize the various forms of touristic behaviour described by the works of Cohen (1979) and Pearce (1982, 1985). Another advance in this field was the 20-item International Tourist Role (ITR) scale designed by Mo et al. (1993) to study novelty related preferences of international leisure travelers as an extension of Cohen (1972)'s proposal. This scale was also extensively subjected to a series of reliability and validity tests, practical application of which proved effective in segmenting target markets based on novelty and familiarity seeking attitudes (Mo et al., 1993). Although some similarities were observed

between the groups identified by Mo et al., (1993) and Yiannakis and Gibson (1992) with Cohen's original typology of four tourist roles, (such as extreme novelty and familiarity seeking groups), there were several complex groups in between which Mo and colleagues attributes to a more complex multidimensional approach. This indicated that tourist roles in actuality are more complex than two extremes of novelty and familiarity seekers.

In 1992, another thoroughly tested scale to measure psychological construct of novelty was developed by Lee and Crompton, comprising of four dimensions (thrill, change from routine, boredom alleviation and surprise), confirming that tourist markets can be classified on the basis of novelty construct. Whereas this scale was more broadly applicable due to its' comprehensive nature, the TRPQ and ITR scales helped provide more in-depth information in specific circumstances. Hence, Havitz and Dimanche (1995) suggested that the scales be used in a complementary manner rather than competitively, "as they were not designed to serve the same purpose" (p.48). For example, while Lee and Crompton's scale would be more useful in either international or domestic travel or even in non-touristic leisure context, TRPQ can be used to study international tourists with some past experience and the ITR can be used in studying aptitudes of both first time as well as experienced international travellers. However since all three scales were developed in English using American samples, "further research using all three of these scales on a variety of international samples represents a logical next step", a point highlighted by Dimanche (1994) and Plog (1991) in association with challenges faced at conducting cross-cultural research in tourism.

Following this suggestion, the first attempt of translating the ITR scale into a foreign language for cross-cultural research was conducted by Spiers (2005) who surveyed 319 French-speaking international and Canadian tourists at the Pierre Elliot Trudeau International Airport in Dorval, Quebec. Spiers successfully segmented the sample into five market clusters based on the

novelty preferences-based 20 item scale. Although results validated the ITR scale and its three dimensions as a reliable instrument capable for use in French language, Spiers (2005) recommended its' further validation in other languages/cultures of the world in addition with other measures of travel behaviour given the "multi-dimensional nature of tourist motivations and influence of unique culture." (p. 161)

Responding to his call, the current study is an extension of this ongoing research and attempted to segment two of the fastest growing tourism markets in Canada: China and India (OTMPC, 2014). The Mandarin and Hindi version of ITR scale was successful at segmenting the sample into five unique clusters based on novelty and familiarity preferences, namely: Social Contact Seekers (SCS), Guided Trip Seekers (GTS), High Familiarity Seekers (HFS), High Novelty Seekers (HNS) and Destination Novelty Seekers (DNS). Although k-means cluster analysis originally suggested six different clusters, a five-cluster solution was the best fit after careful consideration. At least two out of five clusters (Table 14) appeared strongly congruent with the clusters identified by Mo et al., (1994) and Jiang et al., (2000). As well, all five clusters were congruent with Spiers (2005), although with minor differences in dimensional loadings.

Results from ANOVA showed that all five clusters differed significantly on the Social Contact Dimension, Travel Arrangement Dimension and Destination Oriented Dimension (Table 15). However, no significant difference was observed between the guided trip seekers and the high novelty seekers on the Social Contact Dimension, indicating that those travelers who preferred a pre-planned itinerary did not necessarily seek familiarity in terms of people and customs and were open to experience local culture. Whereas the destination novelty seekers scored negative, indicating that they were less inclined towards experiencing the shelter, food and customs of local people. This indicated that travelers who preferred to visit a novel destination, did not necessarily prefer being in close contact with the locals. The high familiarity

seekers scored the lowest (negative) showing a strong preference for familiar food, people and lifestyle. On the other hand, the social contact seekers scored the highest (positive value) showing a strong preference for interaction with a variety of cultures. In context to the socio-cultural dimension, (Dann, 1977; Krippendorf, 1987; and Jonsson & Devonish) identified that relaxation and escape motivations are the two most important psychological drives that people experience before taking an overseas vacation, primarily to satisfy their social needs. “Needs include mixing with other fellow tourists, need to meet local people and spend time with people they care about.” (p.400). This statement is in accord with the current study results, where both guided trip seekers as well as social contact seekers displayed a preference for social contact.

On the Travel Arrangement Dimension, the social contact seekers did not differ significantly from the destination novelty seekers, indicating that travelers who had an affinity for different cultures and novel destinations also preferred unplanned and spontaneous routes. On the other hand, both guided trip seekers and high familiarity seekers scored negative, indicating that those who preferred familiarity in all aspects and those who liked to travel on a guided trip preferred to approach a travel agency or book group tours or stay. As expected, high novelty seekers scored the highest indicating that travelers with a preference for overall novelty preferred not to be on a guided trip or book packaged tours. Similar outcome was also noted by Basala and Klenosky (2001) using conjoint analysis to compare novelty and familiarity seeking tourist, they found that tourists who preferred novelty were more likely to visit countries with a different native language than their own and were more likely to stay in locally owned accommodations.

Lastly, on the Destination Oriented Dimension, the guided trip seekers, the high novelty seekers and the destination novelty seekers all scored positive, indicating that travelers who preferred to be on a guided trip did not necessarily prefer familiar destinations; and the travelers

who liked overall novelty and new destinations preferred visiting offbeat and unfamiliar places, or new type of infrastructure. Whereas, the social contact seekers and high familiarity seekers scored negative indicating that those who liked different cultures did not necessarily prefer a completely unfamiliar destination or transportation system and those who preferred overall familiarity, also preferred staying in familiar hotels, or visiting a destination with well-developed facilities for tourists. The effect of destination novelty as a pull factor has also been presented by Kozak (2002) who declared that a destination and its features such as accommodation, history and culture, are the central element of the tourism system, and strongly influence the relationship between travel motivation and destination. Cohen also pointed out in his typology that explorers and drifters are more likely to pursue novel experiences than organized and individual mass tourists. Unlike Cohen's sociological typology, Plog (1990) identified psychology-based personality types on a continuum from *psychocentrics or dependables*, who tend to be more nervous, non-adventurous and traveled less frequently; to *allocentrics or venturers*, who travel extensively and tend to be adventurous and more spontaneous in their tourism choices. Many studies (e.g., Griffith & Albanese, 1996; Nickerson, 1989; Smith, 1990) based on Plog's typology concluded that psychocentrics are more likely to travel as part of a tour group for a sense of safety and security, whereas, allocentrics prefer traveling with few companions and are much more spontaneous. Based on this conclusion, Plog suggested the possibility of predicting destination choice using this continuum. "Allocentrics would prefer to visit places that few tourists had yet discovered, while psychocentrics would prefer destinations with well-developed amenities." (Lepp and Gibson, 2008, p.747). This observation was also made in the current study, where high familiarity seekers, similar to psychocentrics, preferred familiar destinations, whereas high novelty seekers, similar to allocentrics, preferred the opposite on Destination Oriented Dimension.

Demographically, the clusters did not differ significantly with respect to gender ($p=.800$) although a descriptively higher percentage of men (30%) were high novelty seekers compared to women (26%). An investigation on relationship between sensation seeking and gender, Lepp and Gibson (2008) collected data from 290 US young adults and concluded that although males were higher in overall sensation seeking, gender was not a significant predictor of tourist role or international travel experience. Sensation seeking (SS) is defined as a personality trait associated with the need for novelty and stimulation (p.740). Bello and Etzel (1985) examined the novelty motive in relation to tourist preferences and characteristics and also did not find any socio-demographic differences between tourists who preferred novel travel and those who preferred familiar travel, although there were behavioral differences. Gilchrist et al. (1995) found that male adventure tourists tended to be higher sensation seekers than females. Lepp and Gibson (2008) noticed this consistent pattern that has emerged over the years, where sensation seeking scores “tend to be higher in males (Farley, 1986; Rowland et al., 1986; Zuckerman, Eysenck, & Eysenck, 1978), peak in late adolescence or the early 20s and decrease thereafter (Ball et al., 1984; Zuckerman et al., 1978), and may vary across cultures.” (p.741).

This pattern was interestingly also observed in the current study. A significant difference was observed in terms of age ($p<.05$) with travelers in their early twenties to thirties showing a higher affinity for social contact and overall high novelty. Whereas respondents who were 56 years or older, formed the biggest cluster of guided trip seekers and those between 46 to 55 years formed the biggest cluster of high familiarity seekers. In terms of nationality, although Indians were placed into social contact seekers and high novelty seekers whereas the Chinese tourists more often placed as destination novelty seekers and high familiarity seeker groups, this difference between nationality and clusters was not significant ($p<.05$). For simplification of analysis, both Chinese and Indian cities were divided on the basis of population as: (1) cities

above 4 million population and (2) cities under 4 million population. Although there was a no significant relationship ($p=.055$) between city size by population and novelty seeking preferences, it could also be due to the higher percentage (67%) of respondent belonging to cities above 4 million population. However, results indicated that travelers from big cities formed a bigger cluster of social contact seekers and high novelty seekers.

With respect to information sources employed, a significant correlation ($p<.05$) was observed between novelty based clusters and use of travel agent, travel guides, tour company, airlines and Internet/Social media. The guided trip seekers and high familiarity seekers scored highest in employing travel agents, guides and tour companies for their trip planning. Whereas, the high novelty seekers and destination novelty seekers scored highest for booking directly with airlines and using loyalty programs, possibly because they are more likely to “frequent flyers”. All clusters in general scored selected “internet” as the most employed information source, however guided trip seekers and high familiarity scores were the smallest clusters to use internet/social media for planning their trip and relied more on travel arrangement services. A research on the effectiveness of the Internet as a marketing tool in tourism was carried out by Krebs (2004) who analyzed relationship between information sources used among novelty and familiarity seeking international tourists as one of the objectives. Like the current study, Krebs (2004) also concluded that Internet and friends/word of mouth were two most cited sources of information by both novelty and familiarity seekers. However, novelty- seekers were the most frequent users of Internet and were also the most likely to consult a wider variety of information sources when making travel-related decisions. Whereas, “those respondents who preferred familiarity tended to use the fewest sources of information and majority of these relied on the Internet and travel agents.” (p.67). Reporting on Indian and Chinese tourist market profiles (2013), Destination Canada also observed that “in choosing to visit Canada and in deciding what

to do while in Canada, recent visitors were most influenced by photos they saw through social networks. In addition, discussions with past visitors and online sources such as traveller reviews, destination specific websites and booking sites appeared to have a strong influence.” (CTC, 2013). Such similarity in travel decision making trends observed among the current study, Destination Canada as well as other literature indicates potential for a significant marketing strategy. Dey & Sarma (2010) emphasised on the importance of studying information sources used by leisure tourists from the view point of tourism marketers. The researchers observed that matching of specific client groups with their preferred information sources could help marketers gain better access to a target group, thus, such knowledge might play a significant role in building effective strategies for destination marketing.

Finally, with respect to travel companions on their previous international trip, significant difference ($p < .05$) was observed between clusters who travelled: (1) Alone (2) with spouse/kids and (3) with a tour group. High novelty seekers and social contact seekers included higher percentages of tourists who reported travelling alone. All clusters in general selected “spouse/kids” as their travel companion, however, destination novelty seekers and high familiarity seekers reported the most likelihood of travelling with their spouse/partner. Lastly, guided trip seekers and high familiarity seekers were the most likely clusters to report travelling in a tour group in their previous international trip.

5.4 Implications of the Study

In a recent 2015 series of town hall sessions held by the Tourism Industry Association of Canada (TIAC) and the Canadian Tourism Commission (now known as Destination Canada), focus was made on the use of Social Media and “micro-targeted campaigns” which in turn have led to massive returns and increase in ROI for the Canadian tourism industry (Destination Canada, 2015). Furthermore, Destination Canada revealed its strong 2014 performance markets,

with China (29.4%) and India (18.8%) being number 1 and number 2 in rank, respectively, followed by Mexico (14.2%) and Japan (13.1%). These four emerging markets alone led to a +11% growth in Canada's GDP in 2014 (Destination Canada, 2015). Moreover, Destination Canada pointed towards a positive momentum in the top three markets in 2015, with China (20%) being the top performer, followed by India (10.8%) and Mexico (10.5%).

In the new (2014-2015) marketing strategy released by The Ontario Tourism Marketing Partnership Cooperation (OTMPC), an agency of government of Ontario, has segmented Canada's international tourists into 12 segments in their new (2014-2015) marketing strategy plan. Out of these 12 segments, the highest share of travellers belong to the Mellow Vacationers (15%), the Family Memory Builders (14%) and the Youthful Socializers (10%), followed by the Up and Coming Explorers (9%), the Connected Explorers (8%), Aces (8%), Knowledge Seekers (7%), Nature Lovers (6%), Solitaires (6%), Outgoing Mature Couples (6%) and lastly the Pampered Relaxers (5%) and the Sports Lovers (5%) (OTMPC, 2014). In addition, OTMPC has segmented the top performing tourist markets of Canada into three Tiers of Market Priorities. Tier 1 is focussed on tourism boards of Ontario, Quebec, USA and China through Brand Advertising + Travel Trade+ Media Relations. Tier 2 is focussed on tourism boards of Britain, Japan, Brazil, Germany, France and India through CTC Partnerships + Travel Trade + Media Relations. Lastly, Tier 3 is focussed on tourism boards of Korea, Mexico and Canada through Media Relations. The diagram (Figure 2) below is an example of an audience specific micro-targeted campaign, representing the various campaign components to be employed in one of the marketing plans by OTMPC.

Figure 2: Campaign Components Diagram for Best of Ontario Marketing Plan (2014-2015).

Target Audience: Up & Coming Explorers and Family Memory Builders.



(OTMPC Report, 2014)

The 2015 press release by TIAC (The Tourism Industry Association of Canada) talked about the efforts made by Canadian government for facilitating travel for Chinese passengers through Canada with the expansion of the China Transit Program (CTP) that allows Chinese travellers to fly to and transit through Canada visa-free when they are on-route to and from the USA. “This expansion as well as implementation of the Electronic Travel Authorization system means more choice and greater flexibility for eligible Chinese travellers to transit through Canada, and more business for participating airlines and Toronto Pearson and Vancouver International Airports, including additional revenue for airports through landing fees and

spending by travellers”, Chris Alexander, Minister, Citizenship and Immigration, Vancouver, BC (TIAC, 2015).

The 2013 China Market Profile release by Canadian Tourism Commission reported that 55% of Chinese trips to Canada in 2011 were for pleasure or to visit friends and relatives (VFR), both of which have been steadily increasing in popularity over the past decade. However, the largest growth has been in the “other” category (from 10% in 2012 to 27% in 2011) due to increasing number of Chinese students pursuing education in Canada. Lastly, 17% of Chinese trips belonged to the business category. The highest percentage of visitors were in the age range of 35 to 54 years (38%), followed by 18 to 34 years (26%). Furthermore, 68% of Chinese long-haul visitors listed Canada’s interesting culture, historical attractions and beautiful, unspoiled nature as the top motivators for travel. CTC (2013) further classified Chinese tourists into four market segments of Free Spirits, Social Samplers, Personal History Explorers and Cultural History Buffs and stated that “marketers should continue to employ a mix of traditional and modern mediums to influence prospective travellers. Social media is just as important as traditional sources and other online sources for both trip planning and advocacy.” The 2015 OTMPC marketing plan mentioned earlier indicates the use of various such campaign components in their future marketing strategies.

Speaking on India outbound market, Destination Canada (2014) pointed out that with 17 percent of the world’s population (and a median age of 25), India is ranked as one of the top five countries for potential outbound travel. As Canada has captured a greater share of India’s outbound travelers over the past two years, a plan to shift focus from trade-centric towards direct-to-consumer 2014 onwards has been implemented. Hence looking over these proposed action plans of direct consumer approach, micro-targeted campaigns and personalised social media marketing strategies in future, studies such as this current one, that focus on individual

travel market preferences, can benefit DMO's such as Destination Canada, Incredible India and China National Tourism Administration, as well as interlinked tourism industries such as Accommodation, Airlines, Restaurants, Travel Agencies and Tourist Attractions.

For example, speaking specifically for CN Tower, where this survey was conducted, almost 95% of Chinese respondents chose to fill out the survey in Mandarin, thus highlighting the importance of language for this travel market. Perhaps this barrier can be eliminated with presence of more signage and information kiosks in Mandarin language as well as presence of more Mandarin speaking staff, especially in the shopping and food area where the volume of tourists is higher. On information source, 64 percent Chinese and 88 percent Indians reported using Internet and Social media for planning of trip. Perhaps the reason behind more Indians using social media could be due to restrictions on use of Facebook and Twitter in China. Thus creating more Travel Apps in Mandarin that can be easily used and accessed by Chinese tourists could be one useful strategy. Moreover, 48 percent of both Indian and Chinese overseas tourists surveyed at the CN Tower were novelty seekers, 70- 80 percent reported to be travelling for leisure/sightseeing/recreation and 40 percent were accompanied by their spouse/partner. This indicates a need for more young-couples and young-families oriented activities and marketing campaigns for tourist attractions, more locally run establishments such as bread and breakfasts or short-term condo rentals for accommodation industry, and more restaurants offering local, fresh, organic food, offering a menu in Mandarin. About half of the respondents reported using Travel Agents for booking their trip, bringing up another point for travel agencies located in India, China and Canada to work as a collective group and help increase awareness of Canada as a four-season travel destination.

Moreover, the current study is based on conceptual frameworks of tourism researchers such as Cohen and Plog who studied tourist behaviour based on their sociological and

psychological needs, which are a result of both internal as well as external environmental factors. Hutt (1970) proposed that perceptions of novelty differed according to their source. Therefore, in the present context, a tourist's perception of the extent to which novelty will be present at a vacation destination will be a function of the perceived novelty of objects (e.g., historical landmarks), the environment (the cultural atmosphere), and other people (residents or visitors). The degree of perceived novelty associated with objects, environment, or other people may be expressed along a continuum whose antithetical poles could be expressed in terms of time or experience. These theories in turn contribute to the field of cultural geography which is defined as the study of spatial composition of human culture and a principal branch of human geography, thus explaining the interrelationship between human culture and geographic environment (Hong, Yongjian & Shangji, 1999). Cultural landscape, which is one of main fields of cultural geography is defined by researchers (Tian, 1993; Shulin, 1995; Liu, 1996) as a representation of a region's custom, religion, diet, costume and music. Thus some of the findings of the current study, such as higher percentage of Chinese respondents indulging in shopping, could be explained by China's 'gift giving culture', or higher percentage of Indian respondents indicating 'visiting family and relatives' as their primary reason of travel could be explained by the 'joint family' culture of Indians. Similarly, preference of Indian respondents for English signage, ease with English language or openness to western food and culture can be explained by the years of British/Colonial rule in India. On the other hand, preference of Chinese respondents for more Mandarin signage, presence of translators in a foreign country or preference for Chinese food can be explained by the 'closed or more traditional' culture and years of ancient civilization in China. Thus, this study is also a contribution towards recognition of cultural geography in the fields of macroscopic decision making, policy making, tourist development and urban planning (Hong et al., 1999).

5.5 Research Limitations

Three limitations were associated with the current study. The first limitation was the relatively small sample (N= 220) of respondents, as the data were collected during holiday season in December. Due to this, some behavioural and demographic variables which had the potential of being significant given the sample was larger, could only achieve borderline significance. Sampling during other seasons would also be desirable, but was deferred in the interest of completing the degree.

Secondly, a purposive sampling was chosen in order to deliberately survey specific people group of overseas tourists who were fluent in reading Mandarin and Hindi. Even though this was beneficial for concentrating on the relevance of research and checking the validity and reliability testing of survey instrument, it led to a research bias where a section of non-Mandarin and non-Hindi speaking Indian and Chinese travelers were excluded. On the other hand, considerable evidence was provided suggesting that the present sample was quite similar on many markers in comparison to the known inbound tourist populations from those two countries.

Lastly, scale limitation due to translation problems with certain items existed, as a result of which those items had mixed or insignificant factor score. Interestingly, these items were also problematic in two or more of the previous studies using the same survey instrument, hence recommendations for their rewording, replacement or elimination is made in the following section. Given that scale refinement was a primary goal of this research, this limitation is perhaps better viewed as an opportunity to improve the scale.

5.6 Recommendations for Future Research

5.6.1 Improving Reliability in Future Research

For the purpose of checking the clarity of sentences on the ITR scale, and reflecting some more on research question (5) What recommendations can be made for continued improvement of cross-cultural research using the ITR scale based on the findings of this study?, participants were asked to give their remarks regarding any items that seemed unclear or difficult to interpret. Items 1 and 9 received a total of 25 citations wherein the two items were quoted as being “redundant”, as there is not much difference between the terms “routes” and “timetables” in either Mandarin or Hindi language. However, based on feedback from the French cross-cultural study of ITR scale conducted by Spiers (2005), the 20 items were not literally translated word to word in Hindi and Mandarin. Rather, it was decided by both the committee and the translators to covert the items into Hindi and Mandarin in a way which would be easiest to interpret by the local Indian and Chinese travelers. For this reason, simplest form of Hindi and Mandarin was utilized for translation, and alternative words were used in place of words that did not exist in either languages. For example, Item 4 “I prefer to associate with the local people when traveling in a foreign country” proved problematic to be translated in French by Speirs (2005) as the expression “to associate with” in French sounded inappropriate. Similarly, this word was avoided in Hindi and Mandarin due to interpretation problem, and the structure of this sentence was changed in such a way that it still conveyed the same meaning as close as possible to the original English item. However, item 4 did not load properly on either Mandarin or Hindi ITR scale and showed mixed loadings, a problem also faced by both Spiers (2005) and Jiang (2000), as a result of which it was removed by Jiang et al. and also removed in the current study. However, no specific comments were given by either group of tourists regarding the structure of the sentence.

15 participants indicated problems with understanding the term “restaurants familiar to me” in Item 10. They stated confusion with interpretation of this term, as “restaurants familiar” can either mean popular food chains such as McDonalds or Pizza Hut, or they could imply restaurants that serve Indian or Chinese cuisine. Specifying some examples of restaurants in this item might help in better interpretation in the future.

Item 11 “I prefer not to stay in international hotel chains when travelling in a foreign country” was removed due to poor factor loadings, however, no comments were made regarding the clarity of this item. Similarly item13 “I put high priority on familiarity when thinking of destinations” and item 19 “I prefer to travel to countries that are not popular destinations” showed mixed loadings and were removed in the current as well as previous studies by Jiang et al (2000) and Speirs (2005). They also showed inconsistency and loaded on different dimensions. However, it is important to note that no remarks were made regarding clarity of these sentences. The problem seems to be more regarding interpretation of these sentences, as a result of which they loaded on different dimensions or resulted in mixed loadings.

Aside from commenting on the sentence structures, some participants provided some useful suggestions such as allotting numbers in multiple choice questions in Part 4 and Part 5 of Hindi and Mandarin questionnaires, which would make it more efficient to rank in order the top three choices. These are some of the suggestions which may prove useful in future cross cultural studies, making the ITR scale and questionnaire easier to interpret and understand.

Lastly, items 2, 4 and 19 performed consistently between the current and original study, hence it is recommended to retain them for future studies. Whereas rewording of items 11 and 13 is recommended for future research involving the International Tourist Role Scale.

5.6.2 Improving Sample Size and Data Collection

One recommendation would be to collect data during high season of travel in order to be able to survey a larger sample. Additionally, perhaps considering a representative population sampling technique instead of purposive convenient sampling would help in getting a larger sample and also include those Indian and Chinese tourists who were not Hindi and Mandarin speaking, thus eliminating research bias.

In conclusion, the current research is a step towards broadening of cross-cultural research and understanding the travel preferences of emerging markets in their own spoken language using a sophisticated multi-dimensional scale and employing grounded research methods such as back translation. Validation of 18 out of 20 items of the scale and emergence of five distinct market clusters is a good start towards exploring novelty seeking preferences of two of Canada's largest tourist markets- China and India. Further addition of measures for travel behaviour along with the ITR scale and careful consideration for methodological techniques will help in studying travel preferences of more international travel markets and various tourist samples. Finally, as suggested in the implications of the study earlier, the present report's findings might be particularly useful for government agencies, city and provincial tourism ministries of Ontario and destination marketing organisations who hope to amplify international tourism arrivals in Canada through micro-targeted campaigns. Also encouraging tourist attractions such as CN tower where this study was conducted, to look into creating individual market-based strategies on the basis of novelty or familiarity seeking concept, thus opening more doors for more specialised advertising campaigns.

References

- Babbie, E. (1990). *Survey Research Methods 2nd Ed.* Belmont, CA: Wadsworth Inc.
- Babbie, E. (1992). *The Practice of Social Research 6th Ed.* Belmont, CA: Wadsworth Inc.
- Basala, S.L. & Klenosky, D.B. (2001). Travel style preferences for visiting a novel destinations: A Cojoint Investigation across the Novelty- Familiarity Continuum. *Journal of Travel Research, 40*, 172-182.
- Beck, C.T., Bernal, H. & Froman, R.D. (2003). Methods to document semantic equivalence of a translated scale. *Research in Nursing and Health, 26*, 64-73.
- Bello, D.C. & Etzel, M.J. (1985). The role of novelty in the pleasure travel experience. *Journal of Travel Research, 24*(1), 20-26.
- Berlyne, D.E. (1960). *Conflict, arousal and curiosity.* New York: McGraw-Hill.
- Bowen, J. (1998). Market segmentation in hospitality research: no longer a sequential process. *International Journal of Contemporary Hospitality Management, 10*(7), 289- 296.
- Canadian Tourism Commission, China Market Profile (2013). Retrieved from:
http://en.destinationcanada.com/sites/default/files/pdf/Research/Market-knowledge/Market-profile/China/cn_market_profile_2013_jan-2013.pdf
- Canadian Tourism Commission, India Market Profile (2013). Retrieved from:
http://en.destinationcanada.com/sites/default/files/pdf/Research/Market-knowledge/Market-profile/India/in_market_profile_2013_feb-2013v2.pdf
- Cha, E.-S., Kim, K. H. & Erlen, J. A. (2007). Translation of scales in cross-cultural research: issues and techniques. *Journal of Advanced Nursing, 58*, 386–395.
- Chang, S.Y. (2011). The Influence of novelty-seeking and risk-perception behavior on holiday decisions and food preferences. *International Journal of Hospitality & Tourism Administration, 12*, 305-329.
- Chung, K.H. & Shin, J.I. (2004). The relationship between destination cues of Asian countries and Korean tourist images. *Asia Pacific Journal of Marketing and Logistics, 16*(2), 82 – 100.
- Chwalow, A.J. (1995). Cross-cultural validation of existing quality of life scales. *Patient Education and Counselling, 26*, 313-318.
- Cohen (1972). Towards a sociology of international tourism. *Social Research, 39*, 164-182.

- Cohen, E. & Cooper, R.L. (1986). Language and tourism. *Annals of Tourism Research*, 13, 522-563.
- Cohen, E. & Cohen, S.A. (2012). Current sociological theories and issues in tourism *Annals of Tourism Research*, 39(4), 2177-2202.
- Crompton, J.L. (1979). Motivation for pleasure vacation. *Annals of Tourism Research*, 6, 408-424.
- Crompton, J.L. & Lamb, C.W. (1986). Contrasting marketing and selling orientations in Government organizations. *Journal of Professional Services Marketing*, 2, 157- 167.
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4, 184-194.
- Dann, G.M.S. (1997). Tourism and culture- towards the 21st century. *Tourism Recreation Research*, 22(1), 73-75.
- Dey, B. & Sarma, M.K. (2010). Information source usage among motive-based segments of travelers to newly emerging tourist destinations. *Tourism Management*, 31(3), 341-344.
- Dimanche, F. (1994). Cross-cultural tourism marketing research: An assessment and recommendations for future studies. *Journal of International Consumer Marketing*, 6(3/4), 123- 134.
- Dimanche, F. & Havitz, M. (1994). Consumer behaviour and tourism: review and extension of four study areas. *Journal of Travel and Tourism Marketing*, 3(3), 37-57.
- Formica, S., & Uysal, M. (1998). Market segmentation of an international cultural- historical event in Italy. *Journal of Travel Research*, 36 (4), 16-24.
- Gnoth, J. & Zins, A.H. (2013). Developing a tourism cultural contact scale. *Journal of Business Research*, 66(6), 738- 744.
- Goodall, B. (1988). How tourists choose their holidays: An analytical framework. In B. Goodall, & G. Ashworth (Eds.), *Marketing in the tourism industry: The promotion of destination regions* (pp. 1–17). London: Routledge.
- Hair Jr, J. F., Anderson, R. E., Tatham, R. L., & William, C. (1995). *Black (1995), Multivariate data analysis with readings*. Prentice Hall. New Jersey, USA. pp, 14, 130-133.
- Hournou, T. (1993). A new principle: dietetic geography. *Human Geography*, 8(3), 74-78.
- Hong Z., Yongjian X. & Shangji, S. (1999). Recent advance of cultural geography in China. *Chinese Geographical Science*, 9(4), 306-313.

- Hutt, C. (1970). Curiosity in young children. *Science Journal*, 6, 69-71.
- Jeong, S.K & Park, S.H. (1997). A Cross-cultural application of the novelty scale. *Annals of Tourism Research*, 24(1), 238-240.
- Jiang, J., Havitz, M.E. & O'Brien, R.M. (2000) Validating the International Tourist Role scale. *Annals of Tourism Research*, 27(4), 964-981.
- Josiam, B., Kennon, L., Siri, R., Spears, D. (2012). Exploring Indian tourists' motivations and perception of Bangkok. *Tourismos: An International Multidisciplinary Journal of Tourism*, 7, 61-79.
- Kay, P.L. (2009) Cultural experience tourist motives dimensionality: A cross-cultural study. *Journal of Hospitality Marketing & Management*, 18, 329-371.
- Kim, C. (1998). Cross-cultural perspectives on motivation. *Annals of Tourism Research*, 25(4), 202-205.
- Kim, J.H. & Ritchie, Brent J.R. (2014). Cross-cultural validation of a Memorable Tourism Experience scale (MTES), *Journal of Travel Research*, 53(3), 323-335.
- Kotler, P., Bowen, J.T & Makens, J.C. (2003). *Marketing for hospitality and tourism*. 3rd edition. NJ : Prentice Hall.
- Kozak, M. (2002) Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23, 221- 232.
- Kozak, M., Bigne, E. & Andreu, L. (2003). Limitations of cross- cultural customer satisfaction research and recommending alternative methods. *Journal of Quality Assurance in Hospitality and Tourism*, 4, 37-59.
- Kozak, M. & Martin, D. (2012). Tourism life cycle and sustainability analysis: profit- focused strategies for mature destinations. *Tourism Management*, 33(1), 188-194.
- Krebs, L.K. (2004). *The effectiveness of the internet as a marketing tool in tourism*. University of Waterloo, Ontario.
- Lancaster, G. (2011). Understanding cultural geography: places and traces. *Journal of cultural geography*, 28 (2), 367-368.
- Lang, C.T. & O'Leary, J.T. (1997). Motivation, participation and preference: A multi-segmentation approach of the Australian nature travel market. *Journal of Travel & Tourism Marketing*, 6(3-4), 159- 180.

- Laurent, G. & Kapferer, J.N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22, 41-53.
- Lee T. & Crompton, J. (1992). Measuring novelty seeking in tourism. *Annals of Tourism Research*, 19, 732-751.
- Leiper, N. (1984). *Tourism and Leisure: The Significance of Tourism in the Leisure Spectrum* In Proceedings of the 12th N. ZT Geography Conference, 249-253. Christchurch: New Zealand Geographic Society.
- Lepp, A. & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of Tourism Research*, 30(3), 606-624.
- Lepp, A. & Gibson, H. (2008). Sensation seeking and tourism: Tourist role, perception of risk and destination choice. *Tourism Management*, 4, 740- 750.
- Li, Mimi (2014). Cross- cultural tourist research: a meta- analysis. *Journal of Hospitality & Tourism Research*, 38(1), 40-77.
- London, T. & Hart, S.L. (2004). Reinventing strategies for emerging markets: beyond the Transnational model, *Journal of International Business Studies*, 35(5), 350-370.
- Lu, Zhen (2011). The study of Chinese tourists' motivations to Canada. *Journal of China Tourism Research*, 7, 345–354.
- Mansfeld, Y. (1992). From motivation to actual travel. *Annals of Tourism Research*, 19, 399-419
- Mayo, E. J., & Jarvis, L. P. (1981). *The psychology of leisure travel: Effective marketing and selling of travel services*. Boston: CBI Publishing Company.
- McIntosh, R. & S. Gupta (1980). *Tourism: Principles, Practices, Philosophies*. Columbus, OH: Grid Publishing, Inc.
- Mckay, R., Breslow, M., Sangster, R., Gabbard, S., Reynolds, R., Nakamoto, J. & Tarnai, J. (1996). Translating survey questionnaires: lessons learned. *New Directions for Program Evaluation*, 70, 93-104.
- McKay, R.B. & Du Cross, H. (2003). Testing a cultural tourism typology. *International Journal of Tourism Research*, 5, 45-58.
- McKercher, B & Du Cros, H. (2003). Testing a cultural tourism typology. *International Journal of Tourism Research*, 5(1), 45-58.

- Miller D.C. (1991). *Handbook of research design and social measurement*. Newbury Park, CA: Sage Publications, Inc.
- Mo, C., Havitz, M. E. & Howard, D.R. (1994). Segmenting travel markets with the International Tourist Role (ITR) scale. *Journal of Travel Research*, 33 (1), 24-31.
- Mo, C., Howard, D.R. & Havitz, M.E. (1993). Testing an international tourist role typology. *Annals of Tourism Research*, 20, 319-335.
- Moswete, N.N. & Darley, W.K. (2012). Tourism survey research in sub-Saharan Africa: Problems and challenges. *Current Issues in Tourism*, 15(4), 369-383.
- Ontario Tourism Marketing Partnership Corporation, marketing strategy report (2014-2015). Retrieved from: <http://www.tourismpartners.com/home.xhtml?language=en>
- Park, D.B. & Yoon, Y.S. (2009) Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management*, 30, 99-108.
- Pearce, P.L. (1982). *The social psychology of tourist behavior*. New York: Pergamon.
- Pearce, P.L. (1985). A systematic comparison of travel-related roles. *Human Relations*, 38(11), 1001-1011.
- Plog, S.C. (1974). Why destination areas rise and fall in popularity. *The Cornell Hotel and Restaurant Administration Quarterly*, 14 (4), 55-58.
- Plog, S. (1990). A carpenter's tools: An answer to Stephen L.J. Smith's review of psychocentrism/ allocentrism. *Journal of Travel Research*, 28(4), 43-45.
- Plog, S. (2002). The power of psychographics and the concept of venturesomeness. *Journal of Travel Research*, 40, 244-251.
- Reisinger, Y. (2009). *International tourism: cultures and behaviour*. Butterworth-Heinemann. Oxford.
- Schneider, I.E., Lankford, S. & Oguchi, T. (1997). The cross-cultural equivalence of the TIAS: summary results. *Annals of Tourism Research*, 24(4), 994-998.
- Schütte, H. & Ciarlante, D. (1998). *Consumer behaviour in Asia*. New York University Press.
- Sheth, J. (2011). Impact of emerging markets on marketing: rethinking existing perspectives and practices. *Journal of Marketing*, 75(4), 166-182.

- Shulin Z. (1995). The main research fields of costume geography. *Human Geography*, 10(3), 25-32.
- Snepenger, D.J. (1987). Segmenting the vacation market by novelty-seeking role, *Journal of Travel Research*, 26(2), 8-13.
- Spiers, Andrew (2005). *Cross- cultural correspondence of the International Tourist Role scale: testing its semantic equivalence in the French language*. Unpublished Master's Thesis, Department of Recreation and Leisure Studies, University of Waterloo, Ontario, Canada.
- Statistics Canada (2011).
Retrieved from <http://www.tcr.gov.nl.ca>
- Steenkamp, J.B.E.M., Batra, R. & Alden, D.L. (2006). Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. *International Journal of Research in Marketing*, 23(3), 227-239.
- Subhash (2013). Three language education formula in multilingual India: problems and prospects. *International Journal of Educational Research*, 1(4), 150-158.
- Tourism Toronto (2011).
Retrieved from <http://www.seetorontonow.com/>
- United Nations World Tourism Organisation Report (2013).
Retrieved from <http://mkt.unwto.org/publication>
- Van Raaij, W. F., & Francken, D. A. (1984). Vacation decisions, activities, and satisfactions. *Annals of Tourism Research*, 11(1), 101-112.
- Wong, N. Rindfleisch, A. & Burroughs, J.E. (2003). Do reverse-worded items confound measures in cross-cultural consumer research? The case of the material values scale. *Journal of Consumer Research*, 30(1), 72-91.
- Yan, L. (1996). Analysis on the regional cultural landscape in Hebei. *Human Geography*, 11(1), 17-19.
- Yan, L. (1996). The geographical study on music culture. *Human Geography*, 11(4), 57-60.
- Yiannakis, A. & Gibson, H. (1992). Roles tourists play. *Annals of Tourism Research*, 19, 287-303.

Appendix A. 20- Item International Tourist Role (ITR) Scale (Jiang et al., 2000)

Dimension	Item No.	Statement
Social Contact Dimension (SCD) 6 items	4.	I prefer not to associate with the local people when traveling in a foreign country.
	5.	I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.
	12.	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.
	16.	I prefer to have little personal contact with the local people when traveling in a foreign country.
	17.	I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay.
	20.	I prefer to make friends with the local people when traveling in a foreign country.
Travel Arrangement Dimension (TAD) 5 items	1.	I prefer to start a trip with no preplanned or definite routes when traveling in a foreign country.
	7.	I prefer to make no major arrangements through travel agencies when traveling in a foreign country.
	9.	I prefer to start a trip with no preplanned or definite timetables when traveling in a foreign country.
	15.	I prefer not to be on a guided tour when traveling in a foreign country.
	18.	I prefer to have travel agencies take complete care of me, from beginning to end, when traveling in a Foreign country.*
Destination Oriented Dimension (DOD) 9 items	2.	I prefer to travel to countries where the people are of different ethnic groups from mine.
	3.	I prefer to travel to countries where they have the same tourism infrastructure.*
	6.	I prefer to travel to countries where the culture is different from mine.
	8.	I prefer to travel to countries with well-developed tourism industries. *
	10.	I prefer to travel to countries where there are restaurants familiar to me.*
	11.	I prefer not to stay in international hotel chains when traveling in a foreign country.
	13.	I put high priority on familiarity when thinking of destinations. *
	14.	I prefer to travel to countries where they have the same transportation system as in my country. *
	19.	I prefer to travel to countries that are not popular destinations.

Source: Jiang, Havitz & O'Brien (2000)

*Indicates reverse-coded items as compared to the original study by Mo et al., 1993)

Appendix B. English Questionnaire

Study of International Travel Preferences



Department of Geography and Environmental Management

(Tourism Policy and Planning)

University of Waterloo, Ontario, Canada

October 2014

Part 1

General Information

Upon completion of these questions, please return the completed questionnaire to me.

1. Nationality:

2. Age:

3. Gender: Male
 Female

Part 2

Background Information

The following questions are designed to assess the extent of your exposure to Mandarin language and Chinese culture. Assessing your level of exposure to Mandarin is important to future research on Chinese tourists. Please respond to each question to the best of your ability.

4. Where were you born?

_____ / _____ / _____
 City State/Province Country

5. When you were a child, was Mandarin the primary language in your household? (Please check one).

- All of the time
- Some of the time
- Never

6. Is Mandarin currently spoken in your household?

- All of the time
- Some of the time
- Never

Part 3

International Tourist Preferences

7. The following items are designed to provide us with a better understanding of your preferences for novelty and familiarity when travelling internationally or to a foreign country. Knowledge of novelty and familiarity preferences has been proven useful for helping to identify and understand why people travel to certain destinations and not others. Please respond to each item by circling the number which best represents your agreement or disagreement with the statement. These statements refer to personal preferences, there are no “correct” answers.

	1= Strongly Disagree			7= Strongly Agree			
(1) I prefer to start a trip with no preplanned or definite routes when traveling in a foreign country.	1	2	3	4	5	6	7
(2) I prefer to travel to countries where the people are of different ethnic groups from mine.	1	2	3	4	5	6	7
(3) I prefer to travel to countries where they have the same tourism infrastructure (such as highways, water supply, sewers, electric power, and communications systems) as in my country.	1	2	3	4	5	6	7
(4) I prefer to associate with the local people when traveling in a foreign country.	1	2	3	4	5	6	7
(5) I prefer to seek the excitement of complete novelty by engaging in direct contact with a variety of new and different people.	1	2	3	4	5	6	7
(6) I prefer to travel to countries where the culture is different from mine.	1	2	3	4	5	6	7
(7) I prefer to make no major arrangements through travel agencies when travelling in a foreign country.	1	2	3	4	5	6	7
(8) I prefer to travel to countries with well-developed tourism industries.	1	2	3	4	5	6	7

(9) I prefer to start a trip with no preplanned or definite timetables when travelling in a foreign country.	1	2	3	4	5	6	7
(10) I prefer to travel to countries where there are restaurants familiar to me.	1	2	3	4	5	6	7
(11) I prefer not to stay in international hotel chains when travelling in a foreign country.	1	2	3	4	5	6	7
(12) If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.	1	2	3	4	5	6	7
(13) I put high priority on familiarity when thinking of destinations.	1	2	3	4	5	6	7
(14) I prefer to travel to countries where they have the same transportation system as in my country.	1	2	3	4	5	6	7
(15) I prefer not to be on a guided tour when traveling in a foreign country.	1	2	3	4	5	6	7
(16) I prefer to have little personal contact with the local people when travelling in a foreign country.	1	2	3	4	5	6	7
(17) I prefer to live the way the people I visit live by sharing their shelter, food, and customs during my stay.	1	2	3	4	5	6	7
(18) I prefer to have travel agencies take complete care of me, from beginning to end, when traveling in a foreign country.	1	2	3	4	5	6	7
(19) I prefer to travel to countries that are not popular destinations.	1	2	3	4	5	6	7
(20) I prefer to make friends with the local people when travelling in a foreign country.	1	2	3	4	5	6	7

8. Please take a moment and comment on any problems or concerns you discovered while responding to the list of statements on the last two pages. Were any statements unclear? (Indicate by number and write out the part that was unclear)

Part 4

The next few questions refer to your current trip.

9. How far in advance did you begin planning this trip? For example, 2 weeks, 3 months...

10. What information sources were used to plan this trip? (Check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Travel Agent | <input type="checkbox"/> in-flight information systems | <input type="checkbox"/> State/city travel office |
| <input type="checkbox"/> Travel Guides | <input type="checkbox"/> Government tourist office | <input type="checkbox"/> Airlines directly |
| <input type="checkbox"/> TV/Radio | <input type="checkbox"/> Corporate travel department | <input type="checkbox"/> Personal computer |
| <input type="checkbox"/> Tour company | <input type="checkbox"/> Newspaper/magazines | <input type="checkbox"/> Friends or relatives |

11. Of the items checked for Question 2, please rank the three most important for you:

Most important: _____
Next most important: _____
Third most important: _____

12. Please indicate the country/countries you are travelling to on your current international trip. _____

13. Which purposes or reasons for travelling apply to your current travel experience? (Please check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Health Treatment | <input type="checkbox"/> Religion/pilgrimage |
| <input type="checkbox"/> Study/teaching | <input type="checkbox"/> Government affairs/military |
| <input type="checkbox"/> Business/Professional | <input type="checkbox"/> Convention/conferences/trade show |
| <input type="checkbox"/> Visit friends/relatives | <input type="checkbox"/> Leisure/recreation/holiday/sightseeing |
| <input type="checkbox"/> Other (please specify) _____ | |

14. Of the items checked for Question 5, please rank the three most important for you:

Most important: _____

Next most important: _____

Third most important: _____

Previous International Travel

Part 5

The following questions are concerned with your previous international travel experiences. Please complete the following questions to the best of your ability. For the purposes of this study International travel will be regarded as any form of travel where you travel outside your own country.

15. Is this your first International travel vacation? No
 Yes (**If yes, proceed to question 4**)

16 a. Which country(ies) did you visit on your last International trip?

b. If more than one country was visited, which was the primary destination on your last international trip?

c. When was your last International trip prior to this one? (Indicate Month and Year)

Trip started: _____ / _____
Month Year

Trip finished: _____ / _____
Month Year

d. With whom did you travel on your last trip? (Check all that apply)

- Alone Parents Other (Specify) _____
 Relatives Spouse/partner
 Friends Group Tour

e. If you traveled with someone else, who was the most influential?

- | | | | |
|----------------------|--------------------------------|-----------------------|--------------------------------|
| Destination visited: | <input type="checkbox"/> You | Travel Arrangements : | <input type="checkbox"/> You |
| | <input type="checkbox"/> Them | | <input type="checkbox"/> Them |
| | <input type="checkbox"/> Equal | | <input type="checkbox"/> Equal |

17. How many International tourism trips have you taken in your lifetime? (Please provide your best estimate)

18. (Optional)

Please take a minute and provide a brief description of your “Dream” vacation. For example: where would you go? For how long would you go? What kinds of activities would you engage in?

Appendix B. Hindi Questionnaire

अंतरराष्ट्रीय यात्रियों की प्राथमिकता



Department of Geography and Environmental Management

(Tourism Policy and Planning)

University of Waterloo, Ontario, Canada

October 2014

पार्ट 1

जनरल इन्फर्मेेशन

कृपया निम्नलिखित प्रश्नों के उत्तर लिख कर यह फॉर्म लौटा दें:

1. राष्ट्रियता (नैशनैलिटी):
2. आयु (एज):
3. लिंग (जेन्डर): पुरुष (मेल)
 स्त्री (फीमेल)

पार्ट 2

बॅकग्राउंड इन्फर्मेेशन

निम्नलिखित प्रश्न आपकी हिन्दी भाषा का लेवल और हिन्दुस्तानी संस्कृति (कल्चर) का ज्ञान परखने के लिए पूछे गये हैं। ये सवाल भविष्य में आने वाले हिन्दुस्तानी टूरिस्ट्स पर रिसर्च करने के लिए अहम हैं। कृपया इन प्रश्नों के उत्तर ध्यान से पढ़कर दें।

4. आपका जन्म-स्थान:

_____ / _____ / _____
City/ शहर State/ राज्य Country/ दे

5. क्या बचपन में हिन्दी भाषा का प्रयोग आपके घर में मात्र या प्राइमरी भाषा की तरह किया जाता था?

(कृपया कोई भी एक उत्तर ✓ करें)

- हर समय
- कुछ समय
- कभी भी नहीं

6. क्या वर्तमान में (याने के अभी) हिन्दी भाषा का प्रयोग आपके घर में किया जाता है?

- हर समय
- कुछ समय
- कभी भी नहीं

पार्ट 3

International Tourist Preferences

अंतरराष्ट्रीय यात्रियों की प्राथमिकता

7. निम्नलिखित प्रश्नों का लक्ष्य यह समझना है कि विदेशी यात्रा करने के समय आप किस चीज़ की प्राथमिकता या प्रेफरेंस रखते हैं। नयापन और ताज़गी का अनुभव? या फिर कोई पुरानी जानी पहचानी सी जगह? इसका ज्ञान प्राचीन काल में यात्रीयों की पसंद समझने में फायदेमन्द साबित हुआ है। इस बात से यह जानकारी मिलती है कि क्यों लोग कुछ जगहों में घूमना पसंद करते हैं और कुछ जगहों में नहीं। कृपया हर आइटम के आगे दिए हुए नंबरों में से कोई एक सर्कल करें जिससे आप सबसे ज़्यादा सहमत हैं।

*ज़्यादा पसंद = I prefer

1= Strongly Disagree

दृढ़ता से असहमत

7= Strongly Agree

दृढ़ता से सहमत

(1) मुझे विदेश में बिना किसी प्लानिंग के घूमना ज़्यादा पसंद है।	1	2	3	4	5	6	7
(2) मुझे ऐसे देशों में जाना ज़्यादा पसंद है जहाँ दूसरी जातियों के लोग भी हों।	1	2	3	4	5	6	7
(3) मुझे ऐसे देशों में जाना ज़्यादा पसंद है जहाँ यात्रियों तथा टूरिस्ट्स के लिए मेरे देश जैसा प्रबंधन या इन्फ्रास्ट्रक्चर हो (जैसे कि हाइवे, सड़के, बिजली, पानी और कम्यूनिकेशन के प्रबंधन)	1	2	3	4	5	6	7
(4) विदेश में मुझे वहाँ के निवासियों से बात करना और समय बिताना ज़्यादा पसंद है।	1	2	3	4	5	6	7
(5) मुझे नये और विभिन्न प्रकार के लोगों से बात करने में नयेपन का अहसास और उत्सुकता मिलती है।	1	2	3	4	5	6	7
(6) मुझे ऐसे देशों में जाना ज़्यादा पसंद है जहाँ की संस्कृति और रहन-सहन मेरे देश से अलग हों।	1	2	3	4	5	6	7

(7) विदेशी यात्रा पे जाने से पहले मुझे किसी ट्रैवेल एजेन्सी के द्वारा बड़े प्रबंध करवाना ज़्यादा पसंद नहीं है। (जैसे कि एर टिकेट, होटेल बुकिंग इत्यादि)

1 2 3 4 5 6 7

(8) मुझे ऐसे देशों में जाना ज़्यादा पसंद है जहाँ की टूरिसम और उससे जुड़ी हुई सुविधाएँ (जैसे कि होटेल, सड़के, इत्यादि) अच्छी तरह से डेवेलपड हों।

1 2 3 4 5 6 7

(9) मुझे विदेशी यात्रा पे बिना टाइम टेबल के घूमना ज़्यादा पसंद है।

1 2 3 4 5 6 7

(10) मुझे ऐसे देशों में जाना ज़्यादा पसंद है जहाँ के रेस्टोरेंट मेरे जाने पहचाने हों।

1 2 3 4 5 6 7

(11) विदेशी यात्रा के समय मुझे इंटरनॅशनल होटेल चेंज में ठहरना ज़्यादा पसंद नहीं है।

1 2 3 4 5 6 7

(12) अगर मुझे कोई जगह बहुत पसंद आए, तो हो सकता है कि मैं वहाँ कुछ और समय तक रहूँ ताकि वहाँ के लोगों से मेरी कुछ जान-पहचान हो जाए।

1 2 3 4 5 6 7

(13) मुझे ऐसी जगह जाना पसंद है जो मेरे देश से मिलती जुलती हो।

1 2 3 4 5 6 7

(14) मुझे ऐसी जगह जाना ज़्यादा पसंद है जहाँ कि परिवहन व्यवस्था या ट्रांसपोर्ट सिस्टम मेरे देश जैसा हो।

1 2 3 4 5 6 7

(15) मुझे विदेश में बिना टूर गाइड के घूमना ज़्यादा पसंद है।

1 2 3 4 5 6 7

(16) विदेशी यात्रा पर मुझे वहाँ के लोगों से थोड़ा कम बातचीत करना पसंद है।

1 2 3 4 5 6 7

(17) विदेश में घूमने के समय मुझे वहाँ के लोगों के रहन-सहन के हिसाब से रहना ज़्यादा पसंद है। जैसे कि उनके जैसा खाना, कपड़े, घर और संस्कृति (कल्चर)।

1 2 3 4 5 6 7

(18) विदेशी यात्रा करने के समय मुझे यह ज़्यादा पसंद है कि ट्रैवेल एजेन्सी शुरू से आखिर तक मेरा पूरा ध्यान रखे।

1 2 3 4 5 6 7

(19) मुझे ऐसी जगह जाना पसंद है जो ज़्यादा मशहूर नहीं हों। 1 2 3 4 5 6 7

(20) विदेश में मुझे वहाँ के लोगों से दोस्ती करना ज़्यादा पसंद है। (आई प्रिफर) 1 2 3 4 5 6 7

8. कृपया सोच कर लिखें कि उपर दिए हुए प्रश्नों के उत्तर लिखने में आपको कोई दिक्कत तो नहीं हुई? क्या कोई प्रश्न ऐसा था जो आपको समझ नहीं आया? कृपया उस प्रश्न का नंबर और जो चीज़ समझ नहीं आई हो वह लिखें। _____

पार्ट 4

अगले कुछ प्रश्न आपकी वर्तमान (प्रेज़ेंट) ट्रिप या यात्रा के बारे में हैं।

9. ये ट्रिप या यात्रा आपने कितने पहले प्लान करना शुरू करी? जैसे कि 2 हफ्ते, 3 महीने, इत्यादि....

10. इस ट्रिप को प्लान करने के लिए आपने कहाँ-कहाँ से जानकारी प्राप्त करी? (कृपया निम्नलिखित आइटम्स में से वह सारे आइटम ✓ (चेक) करें जो आपने यह ट्रिप प्लान करने में इस्तेमाल किए।)

- | | | |
|--|---|---|
| <input type="checkbox"/> ट्रैवल एजेंट | <input type="checkbox"/> इन-फ्लाइट इन्फॉर्मेशन सिस्टम | <input type="checkbox"/> स्टेट/सिटी ट्रैवल ऑफिस |
| <input type="checkbox"/> ट्रैवल गाइड | <input type="checkbox"/> गवर्नमेंट टूरिस्ट ऑफिस | <input type="checkbox"/> एरलाइन्स डायरेक्टरी |
| <input type="checkbox"/> टी.वी./रेडियो | <input type="checkbox"/> कॉरपोरेट ट्रैवल डिपार्टमेंट | <input type="checkbox"/> पर्सनल कंप्यूटर |
| <input type="checkbox"/> टूर कंपनी | <input type="checkbox"/> न्यूसपेपर/ मैगजीन | <input type="checkbox"/> दोस्त या रिश्तेदार |

11. उपर चुने हुए आइटम्स में से कौन से तीन आपके लिए सबसे ज़्यादा महत्वपूर्ण रहे?

पहले नंबर पे: _____

दूसरे नंबर पे: _____

तीसरे नंबर पे: _____

12. कृपया उन देशों के नाम लिखें जहाँ आप इस यात्रा पे घूमने जाएँगे (कनाडा के इलावा)

13. नीचे दिए हुए कौन-कौन से कारण आपकी इस यात्रा पे लागू होते हैं? (कृपया अपने वह सारे कारण

√ (चेक करें)

- | | |
|--|---|
| <input type="checkbox"/> दवा-इलाज | <input type="checkbox"/> सरकारी मामला/मिलिटरी |
| <input type="checkbox"/> पढ़ना या पढ़ाना | <input type="checkbox"/> सम्मेलन/ कान्फरेन्स/ ट्रेड शो |
| <input type="checkbox"/> बिजनेस/ कारोबार | <input type="checkbox"/> घूमना फिरना/ आराम/ हॉलिडे/ साइट सीयिंग |
| <input type="checkbox"/> दोस्तों या रिश्तेदारों से मिलने | |
| <input type="checkbox"/> धर्म | |
| <input type="checkbox"/> कोई और कारण (कृपया लिखें) _____ | |

14. उपर चुने हुए आइटम्स में से कौन से तीन आपके लिए सबसे ज़्यादा महत्वपूर्ण रहे?

पहले नंबर पे: _____

दूसरे नंबर पे: _____

तीसरे नंबर पे: _____

पार्ट 5

पिछली विदेशी यात्रा (प्रीवियस इंटरनॅशनल ट्रिप)

निम्नलिखित प्रश्न आपकी पिछली अंतरराष्ट्रीय यात्राओं (इंटरनॅशनल ट्रिप्स) के बारे में हैं। कृपया सारे प्रश्नों के उत्तर ध्यान से दें।

15. क्या यह आपकी पहली अंतरराष्ट्रीय यात्रा (इंटरनॅशनल ट्रिप) है?

- नहीं
 हां (अगर हां तो सीधा प्रश्न नं. 4 पे जाएँ)

16. a. अपनी पिछली अंतरराष्ट्रीय यात्रा (इंटरनॅशनल ट्रिप) पे आप कौन से देश घूमने गये थे?

b. अगर अपनी पिछली ट्रिप पे आप एक से ज़्यादा देशों में घूमे, तो उनमें से सबसे ज़्यादा ज़रूरी (या प्राइमरी) देश कौन सा था?

c. अपनी पिछली इंटरनॅशनल ट्रिप (इस ट्रिप से पहले वाली) पे आप कब गये थे? (कृपया महीना और साल लिखें)

ट्रिप की शुरुआत: _____ / _____
महीना साल

ट्रिप का अंत: _____ / _____
महीना साल

d. पिछली इंटरनॅशनल ट्रिप पे आप किस के साथ गये थे? (एक से ज़्यादा आइटम भी ✓ टिक कर सकते हैं)

- | | | |
|---|--|---|
| <input type="checkbox"/> अकेले | <input type="checkbox"/> माता पिता के साथ | <input type="checkbox"/> इत्यादि (जो लिस्ट में नहीं है) |
| <input type="checkbox"/> रिश्तेदारों के साथ | <input type="checkbox"/> पति या पत्नी के साथ | |
| <input type="checkbox"/> दोस्तों के साथ | <input type="checkbox"/> टूर ग्रूप के साथ | |

e. अगर आप किसी के साथ घूमने गये थे तो फिर प्लान बनाने में सबसे ज़्यादा प्रभावशाली कौन था?

जगह चुनने में:

- | |
|---|
| <input type="checkbox"/> आप |
| <input type="checkbox"/> वोह |
| <input type="checkbox"/> बराबरी से जगह चुनी |

ट्रिप की प्लानिंग में:

- | |
|---|
| <input type="checkbox"/> आप |
| <input type="checkbox"/> वोह |
| <input type="checkbox"/> बराबरी से प्लानिंग |

17. जिंदगी में आप लगभग कितनी अन्तर्राष्ट्रीय (इंटरनॅशनल) ट्रिप्स पर गये हैं?

18. (इच्छानुसार)

अगर आपको अपनी सपनों की छुट्टी पे जाने को मिले, तो उसके बारे में सोच कर लिखें।
जैसे कि: आप कहाँ जाएँगे? कितने दिनों के लिए जाएँगे? वहाँ क्या-क्या आक्टिविटीस करेंगे?

国际旅客偏好选择



Department of Geography and Environmental Management

(Tourism Policy and Planning)

University of Waterloo, Ontario, Canada

October 2014

第一部分

基本信息

完成问题后,请将问卷交还给我.

1. 国籍:
2. 年龄:
3. 性别: 男
 女

第二部分

背景信息

以下的问题是用来测试您对普通话以及中国文化的熟悉程度的。测试您对普通话的熟悉程度了解中国旅客是很重要的。请您尽量回答每一个问题，谢谢！

4. 您的出生地是？

_____ / _____ / _____
City (市) **State/Province (省)** **Country (国家)**

5. 普通话是您从小在家使用的主要语言？(请选一个)

- 一直都是
- 有时候是
- 不是

6. 您现在也一直主要使用普通话吗？

- 一直都是
- 有时候是
- 不是

第三部分

国际旅客偏好选择

7. 以下的问题能够让我们更加了解当您在外国旅游时对新鲜和熟悉的倾向. 了解您更倾向于新鲜还是熟悉能够帮助了解人们对旅游目的地选择. 请通过画圈回答你是否同意下列说法. 以下陈述都是关于个人偏好的, 并没有什么标准正确答案.

	1=非常不同意 7=非常同意						
(1) 当出国旅游时, 我更喜欢不做任何计划的开始旅行	1	2	3	4	5	6	7
(2) 我更喜欢去那些和我种族不同的国家旅游	1	2	3	4	5	6	7
(3) 我更喜欢去那些有和我国家类似的旅游基础设施的国家旅游(例如高速公路,供水,电力和电讯系统)	1	2	3	4	5	6	7
(4) 当我出国旅游时更喜欢和当地人交流	1	2	3	4	5	6	7
(5) 我更喜欢通过直接和不认识的人交流去寻找完全新鲜的刺激感	1	2	3	4	5	6	7
(6) 我喜欢去和我国家文化不同的地方旅游	1	2	3	4	5	6	7
(7) 当出国旅游时, 我更喜欢不让旅行社帮我做主要安排	1	2	3	4	5	6	7
(8) 我喜欢去旅游产业发展水平较高的国家旅游	1	2	3	4	5	6	7
(9) 当出国旅游时, 我更喜欢不做任何计划的开始旅行	1	2	3	4	5	6	7
(10) 我更喜欢去有熟悉餐厅的国家旅游	1	2	3	4	5	6	7
(11) 当出国旅游时, 我不喜欢住在国际连锁酒店	1	2	3	4	5	6	7
(12) 如果我到了一个我很喜欢的地方, 我会在那里住久一点融入当地的社会	1	2	3	4	5	6	7
(13) 当计划出游时, 我很重视我对目的地是否熟悉	1	2	3	4	5	6	7
(14) 我更喜欢去有和我国家有相似交通系统的国家旅游	1	2	3	4	5	6	7

(15) 当出国旅游时, 我不喜欢参加旅行团 1 2 3 4 5 6 7

(16) 当出国旅游时, 我更倾向于尽量避免和当地人接触 1 2 3 4 5 6 7

(17) 我更喜欢像我旅游的地方的当地人一样生活,
住在他们家,吃他们的食物和过他们的生活. 1 2 3 4 5 6 7

(18) 当出国旅游时, 我更喜欢旅行社从头到尾安排、
照顾我的行程. 1 2 3 4 5 6 7

(19) 我喜欢去非热门旅游目的地旅行 1 2 3 4 5 6 7

(20) 当出国旅游时, 我喜欢交当地朋友. 1 2 3 4 5 6 7

8. 请花时间给我以上两页的内容提出建议并指出发现的问题。有没有任何陈述是不清楚的？请指出题号并写出哪个部分不清楚)

第四部分

以下的问题和您现在的旅程有关

9. 您提前多少时间开始做旅游规划？例如，两个星期，或三个月。。？

10. 请指出以下哪些信息来源会影响你的规划（可多选）

- | | | |
|-------------------------------|----------------------------------|-------------------------------------|
| <input type="checkbox"/> 旅行社 | <input type="checkbox"/> 飞机内信息系统 | <input type="checkbox"/> 政府/城市旅游办公室 |
| <input type="checkbox"/> 旅行指南 | <input type="checkbox"/> 政府旅游部门 | <input type="checkbox"/> 直接通过航空公司 |
| <input type="checkbox"/> 电视广播 | <input type="checkbox"/> 公司旅游部门 | <input type="checkbox"/> 私人电脑 |
| <input type="checkbox"/> 旅游公司 | <input type="checkbox"/> 报纸/杂志 | |

11. 请您排名第二问中哪三项对您来说最重要

最重要: _____

第二重要: _____

第三重要: _____

12. 请你指出您这次出国去了哪个/哪些国家？

13. 以下哪几项符合您目前旅行的意图及原因？（可多选）

健康治疗

宗教

学习教育

政府公务

公事

会展会议

见亲友

休闲度假

若其他请指出 _____

14. 请您排名第五问中哪三项对您来说最重要

最重要: _____

第二重要: _____

第三重要: _____

第五部分

您的出国旅游经验

以下的问题是关于您以前的出国旅行经验。出国旅游在这里意思是到您国家以外的地方旅游。

15. 这是你第一次到国外旅游吗？ 是的（如何选择该项请直接回答第四题）

16. a. 您上词的出国旅游去了哪 不是

b. 如果您上次的出国旅行去了多于一个国家, 您的主要目的地是哪里?

c. 您上次的出国旅行时什么时间 (月/年) =

旅游开始的时间: _____/_____

Month (月) Year (年)

旅游结束的时间: _____/_____

Month (月) Year (年)

d. 上次您和谁一起去的?

自己

父母

其他请指出 _____

亲人

配偶

朋友

团队旅游

e. 如果和另外一个人出国旅行, 谁最有影响力?

参观目的地: 你
 他们
 一样

行程安排: 你
 他们
 一样

17. 您大概参加过多少次出国旅行?

18. 选答题

请简短的陈述您心中的“理想”假期 例如:

- 你想去哪儿?
- 你想去多久?
- 你想参与什么样的活动?

Appendix C. Information Consent Letter for Tourists

Dear Participant:

I would like to invite you to participate in a study I am conducting as part of my Master's degree in the Department of Tourism Policy and Planning at the University of Waterloo, Ontario, Canada entitled, "Novelty and Familiarity Seeking Preferences of Chinese and Indian tourists using the International Tourist Role (ITR) Scale" under the supervision of Dr. Mark Havitz. I would like to take this time to provide you with more information about this project.

The concept of novelty and familiarity seeking has long been used to study the travel motivations of tourists. Whether a tourist prefers to go to places familiar to his/her own country or to a place completely different from theirs helps in understanding their travel behaviour. The International Tourist Role scale was developed in 1993 based on this concept in order to study the travel motivations of tourists. However, this scale has only been evaluated on English speaking tourists, mostly on North Americans and evaluating its usefulness on other cultures is overdue. The purpose of the following study is to provide an in-depth examination of the ITR with the intent to effectively translate the scale to Hindi and Mandarin, which are most commonly spoken languages of two of the fastest growing tourist markets in Toronto, namely, India and China.

Your participation as a Hindi or Mandarin- speaking international traveler would be extremely beneficial to the successful completion of this survey. There are no anticipated or known risks to participation. Participation in this study is voluntary and at no time will your name be collected. If you agree to participate, it will involve completing a questionnaire that will take approximately 10-12 minutes. You may withdraw from involvement in the study at any time by discarding the questionnaire. You may also ask questions from the researcher at any point during the research process and chose not to answer certain questions. All information you provide is considered completely confidential and will be kept for atleast five years in a secure location. Please note that the information you provide will be presented in aggregate. We may use anonymized quotations from your responses to this survey in the final report. If you do not wish these quotations to be used please either choose not to participate or do not answer any written response questions. Please understand that your consent to participate is implied when you return this questionnaire to researchers.

You may keep this letter for your records or return it with the completed questionnaire. If you have any questions or concerns regarding this study please feel free to contact me by email at ssuman@uwaterloo.ca. You can also contact my supervisor, Dr. Mark Havitz at (1) 519 888 4567 ext. 3013 or email mhavitz@uwaterloo.ca.

This project has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Committee. However, the final decision about participation is yours. Participants who have concerns or questions about their involvement in the project may contact the Chief Ethics Officer, Office of Research Ethics at 519-888-4567, Ext. 36005 or maureen.nummelin@uwaterloo.ca.

Thank you for your time and involvement in this study.

Sincerely,

Sumra Suman
University of Waterloo
Tourism Policy and Planning
Department of Geography and Environmental Management

Appendix C.

Information Consent Letter (Hindi)

टूरिस्ट्स (यात्रियों) के लिए जानकारी सहमति पत्र

प्रिया प्रतिभागी (डियर पार्टिसिपेंट) ,

इस सर्वे में भाग लेने के लिए मैं आपको आमंत्रित करना चाहती हूँ। यह रिसर्च मेरी मास्टर्स डिग्री का अहम हिस्सा है जो मैं यूनिवर्सिटी ऑफ वॉटरलू के टूरिसम पॉलिसी और प्लानिंग डिपार्टमेंट से पढ़ रही हूँ। इस रिसर्च का टाइटल है "इंडियन ओर चाइनीस टूरिस्ट्स विदेश घूमने के समय क्या प्रिफर करते हैं- नयापन? या फिर जानी पहचानी सी जगह तथा कल्चर?" यह स्टडी डॉक्टर मार्क हवित्ज़ के बनाए हुए इंटरनॅशनल टूरिस्ट रोल स्केल के द्वारा करी जाएगी। यह समय लेकर मैं आपको इस प्रॉजेक्ट के बारे में थोड़ी और जानकारी देना चाहूँगी।

नॉवेल्टी (नवीनता) और फॅमिलियारिटी (जान पहचान या सुपरिचय) का कॉन्सेप्ट यात्रियों की ट्रॅवेल प्रेफरेंस को समझने के लिए काफी समय से इस्तेमाल किया गया है। यदि एक यात्री को अपने देश से मिलती जुलती हुई कंट्री में जाना पसंद है या फिर कोई एकदम अलग या नयी कंट्री जाना पसंद है - यह सवाल एक यात्री के व्यवहार को समझने में मदद करती है। इंटरनॅशनल टूरिस्ट रोल सकले जो की इसही कॉन्सेप्ट पे आधारित है सन 1993 में विकसित किया गया था। परंतु यह स्केल आजतक सिर्फ अँग्रेज़ी बोलने वाले यात्रियों पे टेस्ट किया गया है और दूसरी भाषाओं में इसका मूल्यांकन करना अभी बाकी है। इस रिसर्च का लक्ष्य ITR स्केल को हिन्दी और चाइनीज़ भाषा में सही तारिका से ट्रॅनस्लेट करना है।

आपका भाग लेना इस रिसर्च की सफलता में बहुत लाभकारी होगा। इस सर्वे में केवल आपकी यात्रा के बारे में कुछ प्रश्न पूछे जाएँगे। इन प्रश्नों के उत्तर देना स्वैच्छिक या वॉलंटरी हैं और आप किसी भी समय इसको भरने से इनकार कर सकते हैं। यह सर्वे सिर्फ आपके 10-12 मिनिट लेगा और आपका नाम किसी समय पूछा नहीं जाएगा। सर्वे भरने के दौरान अगर आप कोई भी सवाल करना चाहते हैं तो कृपया हमसे पूछें। आप मुझे ई-मेल भी कर सकते हैं ssuman@uwaterloo.ca. सूपरवाइज़र की संपर्क जानकारी डॉ. मार्क हावित्ज़ - फोन (1) 519 888 4567 ext. 3013 या ई-मेल mhavit@uwaterloo.ca.

यह प्रॉजेक्ट यूनिवर्सिटी ऑफ वॉटरलू रिसर्च के द्वारा एथिक्स क्लियरेंस प्राप्त कर चुका है। यदि आपको कोई सवाल या दुविधा हो तो कृपया चीफ़ एथिक्स ऑफिसर को फोन 519-888-4567, Ext. 36005 या फिर e-mail maureen.nummelin@uwaterloo.ca के द्वारा संपर्क करें।

इस रिसर्च में भाग लेने के लिया आपका बहुत धन्यवाद।

सुमरा सुमन

University of Waterloo

Department of Geography and Environmental Management

Appendix C.

Information Consent Letter (Mandarin)

知情同意书

尊敬的女士/先生：

我希望能够邀请您参与我的毕业论文<关于中国游客与印度游客的新鲜度和熟悉度寻求偏爱度的研究-国际游客角色测量>的问卷调查。这篇论文是完成滑铁卢大学旅游规划专业的研究生学习的必要部分，这篇论文是由滑铁卢大学的 Mark Havitz 博士全程指导的。我们感谢您能在百忙之中抽空参与！

新鲜度和熟悉度寻求这两个概念经常被用来研究游客的旅行目的。了解一个游客会更喜欢去他/她熟悉的地方或者去一个完全不同的地方可以帮助研究旅客们的行为。这篇文章使用了 1993 年编制的 ITR（国际游客角色测量）量表去研究旅客们的旅游目的。这个量表到目前为止只被用于测量来自英语国家的旅客，而很少被用于测量来自其他文化的游客。这个研究的目的是更深度的检验翻译成印度语和普通话的 ITR 量表。说印度语和普通话的游客组成了在多伦多最快成长的游客市场。

您的参与对我们来说非常重要。您的参与不会涉及任何风险。参与这次研究是资源的，您的名字不会被手机。如果您同意参与，这大概会花去您 10 到 15 分钟的时间。您可以在任意时间退出填写问卷，您也可以拒绝回答任何问题。您所有提供的信息将会被保密，您参与填写问卷意味着您同意参加这个研究。

您可以保留这封信或还给我。如果您有任何问题或者顾虑，请通过以下方式联系我 ssuman@uwaterloo.ca 或者 Mark Havitz 博士 (1) 519 888 4567 ext. 3013 or email mhavitz@uwaterloo.ca.

这项研究调查已经通过滑铁卢大学研究伦理委员会的审核。

您可以自主选择参与或不参与这项调查。如果您对于这项研究调查有任何顾虑或者疑问，请联系滑铁卢大学的研究伦理办公室的主席，联系方法是：[519-888-4567](tel:519-888-4567) 转 36005 者 maureen.nummelin@uwaterloo.ca

谢谢！

Sumra Suman
滑铁卢大学

Appendix D. Permit Application Letter for CN Tower

Suman CN Tower permission letter.jpeg

2014-09-03, 2:54 PM



RECREATION AND LEISURE STUDIES
BMH, University of Waterloo, 200 University Avenue West, Waterloo, ON, Canada N2L 3G1
519-888-4567, ext. 33530 | fax 519-746-6776 | ahs.uwaterloo.ca/rec

August 2014

Lisa Tompkins, Director of Marketing and Communications
CN Tower, 301 Front Street West
Toronto, Ontario M5V 2T6

Dear Lisa,

My Name is Sumra Suman. I am pursuing a Master's degree in the Department of Tourism Policy and Planning at the University of Waterloo, Ontario, Canada. I am conducting research entitled, "Novelty and Familiarity Seeking Preferences of Chinese and Indian tourists using the International Tourist Role (ITR) Scale" under the supervision of Dr. Mark Havitz and Prof. Luke Potwarka.

The International Tourist Role (ITR) Scale was developed in 1993 for studying travel motivations of international tourists. It asks a set of 20 questions about travel preferences of individuals rated on a scale of 1 to 7 from "strongly agree" to "strongly disagree". To date it has been evaluated on English and French speaking tourists and evaluating its usefulness in a cross-cultural setting is overdue. The purpose of the study is to examine the reliability and validity of the ITR scale on Hindi and Mandarin speaking tourists. These two languages were chosen because China and India are two of Toronto's fastest growing tourist markets. Thus, my study might help tourism marketers refine marketing strategies. With your permission, we hope to administer the questionnaire to Indian and Chinese tourists visiting the CN tower in October 2014. Your permission to conduct this research study at CN Tower would be greatly appreciated and vital to the success of this study. If permitted, please be assured that adherence to the rules and regulations of the CN Tower will be maintained at all times.

Our approach would be to form a team of one researcher fluent in Hindi (that is me) and a research assistant fluent in Mandarin. We would invite tourists to participate while they are waiting in line to buy tickets. Once the participant fulfills the sample criteria and is willing to participate in the study, a letter of introduction and questionnaire will be handed over along with a pen and clipboard. Both written and verbal consent for participation will be elicited from the respondent prior completion of the survey, and consistent with the University research ethics board. Depending on the research funds available, we may provide some form of incentive such as a bottle of water to each participant as an appreciation for their participation. We are looking at a sample size of 350 to 400 over the period of a week.

This research might also benefit the CN tower as it will reveal the travel motivations of emerging market tourists, and thus, allow for more focused and strategic marketing campaigns. We might also be able to add some additional marketing based questions that could be of interest to the CN Tower marketing plan. Once we have a signed consent letter from you, we will submit the ethics application file for review and ethics clearance through the University of Waterloo, Office of Research Ethics. If you have any questions, comments or concerns regarding any portion of this research study, please feel free to contact Sumra at (1) 519 766 2929 or by email at ssuman@uwaterloo.ca. You may also contact Dr. Mark Havitz at (1) 519-888-4567, ext. 33013 or by email at mhavitz@uwaterloo.ca.

Sincerely,

Sumra Suman
Masters Candidate, Recreation and Leisure Studies
University of Waterloo

Dr. Mark E. Havitz
Chair, Recreation and Leisure Studies
University of Waterloo