

Spoiled for choice! Which sites shall we visit? :

Destination Choice of Heritage Attractions

In New Zealand's Bay of Islands

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of a university or other institution of higher learning.

X

Takeyuki Morita

Ethics Approval

Since structured survey was conducted in this research, ethical approval was required from AUT Ethics Committee (AUTEC).

Approval was received by the Auckland University of Technology Ethics Committee on 24 April 2013 with AUTEC Reference number 13/57.

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Abbreviations

AUT	Auckland University of Technology
BOI	Bay of Islands
DD	Doing the Destination
DDM	Destination Decision Making
DM	Decision Making
DOC	Department of Conservation
ICOMOS	International Council on Monuments and Sites
LOTR	Lord of the Rings
NZ	New Zealand
NZHPT	New Zealand Historic Places Trust
RTO	Regional Tourism Organization
SDT	Self Determination Theory
SPSS	Statistical Package for the Social Sciences
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
VFR	Visiting Friends and Relatives
WHM	Working Holiday Maker

Abstract

This thesis studies tourist behaviour with respect to making decisions concerning the visitation of attraction sites within a single destination. In specific, the research aims to identify the primary factors for the differences in how tourists consume destination geographically and economically. Heritage tourism in New Zealand's Bay of Islands was selected as the case topic area and location. The comprehension of tourists' 'doing the destination (DD),' which is understood as their spatial and economic behaviour through multiple attraction visits within a destination, was developed through quantitative analysis.

McKercher's (2002, 2003) cultural tourist typology was utilised with the aim of evaluating its effectiveness at different site contexts and with the intention of analysing tourist behaviour within a destination. Critical factors were identified related to tourists' DD and their underlying reasons (both physical and cognitive) for these decisions. Multi-phased comparisons were made to identify which variables are associated with which behaviours, including expenditure and spatial exploration. Combined effects related to origin (international or domestic) and visitation (first time or repeat) are elaborated upon. Moreover, the main reasons for the variations in tourists' DD were ascertained as emergent themes from the dissimilarity of the critical variables among tourists with the different characteristics.

The study identified that tourist origin is the most fundamental characteristic to be associated with the difference in tourists' DD because it is related to many critical reasons for their dissimilar decision-making. These include financial constraint, the level of the destination and attraction knowledge, and assumptions concerning return visit. Domestic tourists tend to assume they have a chance to revisit the destination hence they tend to conduct goal-oriented touring. They are unlikely to expand their itinerary unless cultural activities match the aim of their trip. On the other hand, international tourists are keener to see as much as possible so that

they will not 'miss the chance'. However, their behaviour, including itinerary development, is constrained by their interest and knowledge related to the activity, particularly during their first visit. Emotional investment, which Lew and McKercher (2006) have suggested is very important, does seem to be a key concept to understand the tourists' DD in this case.

This study contributes to the understanding of the behaviour of domestic tourists, which has been scarce in academic research, as well as to the comprehension of the attributes of tourists' decision making in a destination. Since this study is *post hoc*, further research is needed to identify the statistical causality. It is also recommended that tests be conducted in a different research setting so as to increase the breadth of the theory.

Key Words

Doing the destination, Destination consumption, Decision making, First time tourists, Repeat tourists, Heritage tourism, Domestic tourists, Utility maximization, New Zealand, Bay of Islands

CHAPTER 1: INTRODUCTION

1.1 Opening Remarks

When arriving at a destination, the thoughts tourists have on their minds are not the same. Some tourists, such as those who do not have much knowledge about the destination even if they have sufficient time, may think: “Now what can I do here?” and start obtaining information in a mood of excitement. Tourists who have specific activities in mind who also have an open schedule may wander around and start planning how to spend their free time. Tourists who have obtained information beforehand and have already organized a solid itinerary ahead of time may review the schedule to confirm they can carry out these plans efficiently. However, there is a common action which will be taken by most tourists: they expand at the destination. A common result is that a large percentage of tourists visit multiple sites during the stay (Koo, Wu, & Dwyer, 2012; Lue, Crompton, & Fesenmaier, 1993; McKercher & Lau, 2008).

When tourists travel, many try to maximize their chance to see the most on a limited time and financial budget (Hyde & Lawson, 2003). In particular, if tourists recognise that they may not have an opportunity to visit the destination again, they may try to do as much as possible. Yet how will tourists behave if they know that they may have a chance to visit the destination often? When observing the tourist behaviour at the destination, various questions arise about what factors influence the tourists’ decisions and why these factors affect them.

However, this research also shows there is a clear difference between deciding which destination to visit versus deciding what to do within a single destination. Very few studies have focused on the latter issue. Thus, the specific topic of this thesis research involves building up a comprehensive understanding of tourists’ multiple attraction/activity experiences within a destination. This complicated concept will henceforth be referred to as “Doing the Destination (DD)”. The concept of DD encompasses tourists’ economic behaviour as well examining their

decision making related to their travel related to geographic locations since DD includes destination consumption, for example, their decisions regarding fee- and non fee based attractions.

Heritage tourism is one of the well-developed tourism sectors in recent years (UNWTO, 2011). Many social factors contribute to the popularity of heritage tourism and the increase of the number of tourists, for example, the challenges of modern day life, interest in history and culture and the significance of the heritage site. Consequently, tourists' motivational and behavioural characteristics vary. Among cultural tourists who have similar motivations and are planning to visit the same heritage sites, the degree of importance of cultural attractions and the depth of experience gained through the visitation are different (McKercher & du Cros, 2003). It is possible that both variables influence tourist's decision-making (DM) although little research has studied and investigated this aspect in depth. It is certain that the decisions regarding which heritage sites to visit at a destination requires further study.

McKercher's cultural tourist typology is a key analytical tool to understand the main topic of this thesis. This typology was produced and tested in the context of heritage tourism in Hong Kong (McKercher, 2002; McKercher & du Cros, 2003). Tourists were segmented by two dimensions - centrality and depth of experience. The typology was proved to have the ability to predict tourist's behaviour with respect to visiting cultural sites in Hong Kong. The typology has been tested in only a few locations (Croes & Semrad, 2013), although the article has been widely cited many times and some researchers have been inspired by the concept and applied the idea to different types of tourism (Hurtado, Dowling, & Sanders, 2013; Vong, 2013). Consequently, the typology is expected to assist the author in identifying the critical factors involved in the tourists' DD with regard to the complicated heritage tourism context since the segmentation operates through a variety of significant DD factors.

New Zealand (NZ) is now one of the more well-known destinations for international tourists after being recognized for its beautiful natural landscapes, unique flora and fauna, successful sports events and movies. Though many tourists recognize NZ as a destination with many outdoor activities, heritage tourism in NZ has not been gaining as much popularity as in other top destinations throughout the world. Exceptionalism, the historic characteristics which people think are attractive, is derived from a unique historic case from a historiographic perspective and henceforth makes the history distinctive from the other countries'; the NZ's relatively short history and the associated lack of exceptionalism (Fairburn, 2008) may not have been appealing to the international tourists. The NZ government has also focused more efforts to the preservation of the country's natural environment than its' historic and cultural heritage by allocating more funds towards conservation efforts (C. N. Taylor & Warren, 2001). However, the Ministry of Tourism has recognized that heritage tourism plays an important role in NZ's overall tourism and has invested to develop and promote Maori tourism which is related to the indigenous culture in NZ (New Zealand Maori Tourism Society, 2011). In fact, the popularity of heritage tourism has been growing (Statistics New Zealand, 2012). These facts suggest that the current degree of interest and the amount of information tourists have regarding heritage tourism in NZ may vary more widely than information tourists have about other cultures in other countries.

The Bay of Islands (BOI) is located in the Northland Region of the North Island in NZ. It is about 230 km north from Auckland, the international gateway and the largest and most populous city in NZ and about 210 km south from Cape Reinga, which is located at the northern tip of the North Island. The BOI is a sub-tropical area, similarly with the rest of the North Island however it has a warmer climate compared to most of the other places in NZ due to the higher latitude in the southern hemisphere. The name "the Bay of Islands" was named by Captain James Cook at the time he first anchored in 1769 after he saw many islands along with several long inlets. There are many accesses to the BOI from Auckland by bus and flights which

operate every day. Most towns in the area are connected by State Highway 1, the most well developed and longest highway in NZ. Additionally, State Highway 10 and 11 also provide access to some of the more remote parts and have been more well developed recently (C. N. Taylor & Warren, 2001). The BOI is now counted as one of the top destinations in NZ for both domestic and international tourists (*Lonely Planet*, 2009) and many tourists visit the BOI, especially in the summer time.

Every New Zealander knows that the BOI is very important in the settlement history of NZ. NZ has a unique history woven together by the Maori, the indigenous people and Pakeha, the settlers mainly from Britain. BOI is where the consistent contacts started between them and where many historically significant actions were taken. Most BOI historic sites are related to important events which provided the foundation for NZ. Russell, previously known as Kororareka in the Maori language also became notorious as the “Hell hole of the Pacific” after the township was made famous for the trade between European whalers and the Maori. It then gained a reputation as a gateway for the capital of NZ after two historic events, the Declaration of Independence of New Zealand in 1835 and the signing of the Treaty of Waitangi in 1840 (Lee, 1996). The township decayed after the capital was shifted to Auckland in 1842 and the settlement was ruined in 1845 during the Flagstaff War between Maori rebellions and the NZ government which was supported by the British authority.

However, the visit and the world record breaking feats of fishing by Zane Grey revived and helped Russell become a boom town and gain a reputation as a very popular fishing tourist capital (McClure, 2004). Daily commercial tours to remote small islands in the BOI started around 1920 and are now well-known as ‘The Hole in the Rock Cruise’ and is probably the most popular tourist activity in the BOI. In the same period, a railway to the BOI was developed followed by a highway from Auckland, which led many tourists to the BOI. The BOI became a popular holiday resort for marine tourism and its landscape, especially for wealthy Auckland inhabitants.

On the 6th of February 1940, a century after the signing of the Waitangi Treaty, the Treaty House was donated to the nation and was opened to the public. Now the Waitangi Treaty Grounds is the most popular heritage site in the Bay of Islands. Many other significant heritage sites in BOI began opening to the public from around the 1950s. These heritage sites and activities have complemented the attractiveness of the BOI as a tourist destination in addition to the activities based on the natural resources of the area.

Tourists can take part in many cultural activities in the BOI. The majority of them belong to the cluster of sites in Paihia/Waitangi, Kerikeri or Russell which are the most inhabited areas. Two popular sites in Kerikeri are located opposite the Kerikeri River. The sites in Paihia/Waitangi are located within walking distance from each other. Tourists can visit the majority of the sites in Russell within a half day on foot. The Whangamumu Whaling Station is located half an hour walking distance from Cape Brett Lighthouse. Though some clusters are located too far for walking, tourists can visit most of the sites within a couple of days. In sum, the majority of sites are geographically close to each other and tourists will mostly have a chance to visit the other site without affecting the time and financial budget very much once they visit one site. Therefore, tourists who are eager to organize a tour and see the cultural sites and attractions can be 'spoiled for choice' for the visit to heritage attractions in NZ's BOI.

1.2 Aim and Objectives of the study

Very few empirical studies have been conducted regarding DM in an intra-destination scale. Indeed, it is a complex issue because the complexity of tourist's DM is associated with many cognitive and affective factors. As it is associated with many cognitive and affective factors, tourist's DM is a complex issue. This study aims to identify the fundamental reasons for the differences in how tourists 'do the destination'.

Such a general aim can be better met when divided into parts. Specifically, this involves understanding the characteristics of heritage tourists visiting the BOI. It also involves

understanding the number of sub-types of heritage tourists. When these are known, a third aspect involves understanding the relationship between the heritage tourist subtype and the number of sites visited.

The following objectives emerge from these:

- collect sufficient demographic data to be able to categorise tourists and perform further analysis
- evaluate McKercher's cultural tourist typology for its effectiveness as a tool for analysing heritage tourists in the BOI site context
- identify the crucial factors in multiple attraction visitation decisions
- illuminate the physical and cognitive reasons underlying these decisions

The key indicators for the comprehension of these tourist phenomena and for the achievement of the objectives include the total number of attractions, the paid attractions and the clusters of attractions visited by each tourist. Heritage tourism in NZ's BOI is selected as the case study application due to its popularity related to heritage tourism and the ideal location and setting of the attractions for the research in the BOI.

1.3 Methodology

This thesis aims to understand the main reasons to differentiate tourists' DD. Postpositivism was selected as the research paradigm for the achievement of the empirical description since positivism allows the author to interpret the qualitative data and to reflect the analysis of the quantitative results. Quantitative research was the main data collection and the analysis for achieving the objectives even though the complementary qualitative data analysis was also employed.

With regard to the process of the analysis, the author utilised descriptive statistic analysis to the collected data to investigate the overall sample at first. Secondly, the replicate

study of McKercher's cultural typology was utilised to analyse and evaluate the data and the evaluation was made as to whether it is an effective analytical tool for tourists' DD. Thirdly, descriptive and explanatory statistics analyses were applied to identify which of the variables derived from the previous studies of DM are associated with the tourists' DD. Fourthly, further descriptive and explanatory analyses were utilised to illuminate the physical and cognitive factors underpinning the variables. Finally, the author conducted complimentary analyses to fill in any gaps that existed in understanding the theoretical foundation with respect to tourists' DD in relation to the context of BOI heritage tourism context.

Heritage tourism in the BOI has been selected as the case study. As stated previously, BOI is one of the top tourist destinations in NZ (*Lonely Planet*, 2009) and many domestic and international tourists visit this area with different motivations due to the wide variety of activities offered. Although BOI has many historic sites, the degree of the interest on the part of cultural tourists varies as the history of NZ is not as well-known as the history of other popular destinations with famous heritage sites. These facts suggest that the author could obtain the data from a wide range of tourists with different awareness towards heritage tourism. A certain number of cultural activities and the cluster of the sites are available for tourists to visit in this location. Most heritage sites in the BOI are either free or affordable for the entry. These particulars enable the author to obtain the data of the way tourists make a decision to visit with the relatively small influence of time and financial budget which were identified as the two main constraints for the DM for multiple destination visitations. At the same time some clusters of heritage sites which are historically related are within driving distance. This factor was able to justify the fact that the author still can examine the phenomenon of DD taking into consideration geographic proximity; this was identified as one of the major motivations for tourists to conduct DM for multiple destination visitations. Owing to these advantages, the author believes that BOI is suitable for the case study to achieve the aims which contains the new scope and the aspect of multi-DDM.

1.4 Structure of the thesis

Chapter two includes the literature review section. The main topics of this research are DM for multiple destination visitations in intra-destination and tourist's motivation for site visit and heritage tourism. These studies need to be explored further to identify the context and the current issues of each field so that a reader can understand precisely the underlying factors; in other words to present the current state of affairs with regard to heritage tourism in certain regions around the world.

Chapter three includes the background section. For a reader to comprehend the issue which the thesis deals with, it is necessary to understand the setting of the research topic. NZ and the BOI have unique contexts in tourism and history therefore the characteristics which construct the current issues of tourism in the BOI can be illustrated and analysed. This section includes the historical overview of the BOI as it is critical to understand the heritage tourism in the context of the BOI and NZ. The reader will gain the knowledge to understand the reason the author selected the NZ's BOI as a case study.

Chapter four includes the methodology section. The research paradigm, setting, method, data collection method and the details of data analysis which the author employed will be presented. The author selected postpositivism as the research paradigm and will describe the components of quantitative research that which was employed. The justification for employing each method, the background of the data collection and the procedure of the data analysis will be explained. The limitation of the study will be also introduced in this chapter.

Chapter five includes the findings and analysis section. This chapter consists of six parts: the descriptive analysis of the survey participants, the BOI cultural tourists, the evaluative analysis of McKercher's cultural tourist typology in the BOI and the descriptive analysis of the DD in terms of the total number of cultural activities conducted by tourists and the descriptive analysis of the DD in line with the number of fee based sites visited. In the last section of the

DD analysis, the explanatory analysis will be conducted. This is related to the factors which show the different results between the total number of sites and the number of fee based sites by tourists. The findings that have been identified through the analysis of the survey data will be displayed.

Chapter six includes the discussion section. All findings and analysis in the previous chapter will be re-organized under the emergent theme headings in which the objectives are contained. With regard to the themes for the comprehension of DD, the author will analyse the significant links between each stated theme and discuss the reasons for the connection. In doing so, the author will describe the tourism phenomenon of the tourists' DD and extend the scope of DM for multiple destination visitations. The author then integrates the analysis and discussion obtained in this chapter and subsequently presents the outcomes. This section concludes with identifying implications for further study.

Chapter seven includes the conclusion section. The previous chapters are summarized and the insights gained from them are utilized to evaluate the topic and support the research. By identifying the integration of the physical and cognitive factors which underpin tourists' DD, this research provides a valuable contribution to the study of tourist behaviour, an area which remains inadequately explored.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The aim of this study is to identify the fundamental reasons for the differences in tourists' DD. Heritage tourism is selected as a case study application. Therefore, this chapter explores the previous studies related to the following topics to identify the achievements up to now regarding DM related to multiple destination visitations and heritage tourism. Firstly, previous DM theories of multiple destination visitations will be explored. In this process, the way in which the different perspectives have been integrated will be reviewed. Concurrently, the way the scope of theories has been developed and ramifications of the attributes will be examined. The Self Determination Theory (SDT) serves as the motivation for this study and as it is still new to studies related to tourism the reason for utilizing it for this study will be introduced in this section. Consequently, the attributes which were indicated to be critical factors in DM related to multiple destination visitations will be presented as the potential factors involved in the context of this study related to tourists' DD. The conceptual differences between destination and attraction will be discussed in this section. Secondly, the accumulated body related to the study of heritage tourism will be explored to identify how heritage tourism has become popular and how the tourism research has proceeded. Subsequently, critical issues for the demand side will be examined. This chapter ends with the introduction of McKercher's cultural tourist typology which represents a main analytical tool for the examination of the subject along with the reasons it has been applied. This section concludes with a conceptual framework which illustrates how the literature review contributes to this research study.

2.2 Decision making for multiple destination visitations

Throughout the development of tourism, the research of DM has developed owing to the necessity and the demands of the research. Many business consumer behaviour theories have been imported to study tourism and have been arranged, modified or enlarged in

conjunction with the context of tourism (Decrop, 2006; Papatheodorou, 2001; Sirakaya & Woodside, 2005).

As Decrop (2006) noticed, a substantial amount of destination decision making (DDM) research has leaned towards the decision of single destination visitation. The body of DM studies relating to multiple destination visitations have been increasing since it is more common for tourists to engage in this behaviour due to its affordability. In other words, as travel becomes more universally affordable and people have more available time for travel, those tourists who are interested will be attracted to visit multiple destinations (C.-L. Wu & Carson, 2008). However, this changing tourist behaviour is not reflected proportionally in the present research. Historically, the majority of the study regarding the tourists' within-destination movements has previously focused solely on the approach from a geographic perspective (G. Lau & McKercher, 2006). Nowadays, new technology usage such as GIS and GPS with respect to data collection enables researchers to study this issue empirically with a rigorous and more diversified approach. However, the cognitive approach to the research on within-destination scale requires further development so that a deeper insight into the process of DDM for multiple destination visitations can be gained in a tourism context. Understanding the complex and dynamic process of DM regarding the multi-destination, tourist dispersion and behavioural characteristics are imperative to the promotion and collaboration of related attractions for their own economic success and regional economic development (Koo et al., 2012; A. Lew & McKercher, 2006)

2.2.1 The development of the study

The early works regarding this phenomenon including the study by Lue et al. (1993) have opened the gate related to DM study with respect to multiple destination visitations responding to the increase in tourists' multiple destination visitations. Lue et al. (1993) conceptualized the four-cell typology of pleasure trips by two axioms, namely, the number of destinations visited and the trip purpose or benefits sought. Their proposed the trip pattern was based on this typology and on previous literature. In this article, the concept of DM for multiple

destination visitations was proposed clearly. Even without empirical data to support sufficiently, this classic research was very influential in relation to successive studies due to its novel, visionary and intuitive theory and the usage of its practicable application. This study focused on the geographic aspect of a destination and the spatial behaviour of tourists and hence many researchers who dealt with multiple destination visitations tended to follow this stream (C.-L. Wu & Carson, 2008).

Steward and Vogt (1997) developed the conceptualized model by Lue et al. (1993) that was supported by the empirical research. They noted the effectiveness of the spatial approach to the DM and the significance of the study of multiple destination visitations. Oppermann (1994) proposed a modified idea or concept related to the different spatial pattern of multiple destination visitations citing Lue et al. (1993) in conjunction with the consideration of international tourists and also stated the importance of the length of stay, the tourists' region of origin and the travel purpose as variables to influence the spatial pattern of tourists. Flongnfeldt (1999) researched the spatial pattern of tourists in Norway and identified the associated DM factors related to multiple destination visitations which include the new attributes such as the party composition and the first time versus repeaters to a destination. He also considered how the temporal aspect influences the visitation of each destination. Throughout the development of the DM study for multiple destination visitations from the geographic perspectives, the importance influencing the behaviour of tourists' was observed and recognised.

2.2.2 Decision making within a destination

McKercher, Wong and Lau (2006) identified through semi-structured interviews in Hong Kong the way in which tourists consume destination depends on whether a destination is perceived as a main destination or a secondary destination including stopover. They also suggested that some tourists wander or explore a destination and some tourists organize a detailed plan prior to the arrival; they concluded that the consumption of destination for tourists may rely on the emotional investment the tourist makes in the destination and the affiliated risk

of the visit associating overall trip satisfaction. A. Lew and McKercher (2006) proposed a spatial model on the scale of within-destination with the base of the previous intra-destination models. They analysed the impact caused by the following two aspects to form the tourists' spatial dispersion: destination characteristics which includes transportation accessibility and tourist characteristics which embraces the cognitive factors such as motivation, interests and emotional values. They also conceptualized the idea of territoriality of tourists' spatial behaviour. This was followed and developed by the study of modelling supported by empirical data collected by GIS system (McKercher & Lau, 2008). The new technology has been carried over to the academic study of tourism sufficiently and has been contributing to the development of the space and time related research. However, few if any studies have been found that have been conducted yet regarding the way in which cognitive factors influence tourists' consumption of destinations within a destination and what it is that makes tourists' behaviour different between inter-destination and intra-destination scale. There is also little if any research found that has been conducted that has empirically supported the DM for multiple destination visitations within a destination.

However, few if any studies have been found that yet regarding how the cognitive factors influence tourists' consumption of destinations within a destination and what makes the tourists' behaviour different between inter-destination and intra-destination scale. No empirical research was conducted to prove the theory regarding DM for multiple destination visitations within a destination, either.

2.2.3 Comparisons between destination and attraction

Cooper and Hall (2008) pointed out that the concept of tourism destination is complicated because destinations can be defined from various visitors differently from their spatial and geographic perspective. The scope of destination cited from journal articles which discussed the definition of destination varies from national scale to attraction site scale. Therefore, Cooper & Hall (2008) defined that a destination "comes to exist by virtue of the

people that visit it". From this definition, tangible location-based attraction where tourists visit is counted as destination. In line with attraction, the English Tourism Council (2000) declared that attraction is "a primary purpose of which is to allow public access for entertainment, interest or education, open to the public for published periods each year, and should be capable of attracting tourists or day visitors as well as local residents" (p.11), which clearly stated the idea of attraction for the people involved in the practice of tourism industry. The word 'attraction' has been used for many occasions as a generic and academic term in tourism. Tourist attraction has been recognised to form the fundamental part of tourism industry and therefore has been the academic topic from the early stage of tourism research (A. A. Lew, 1987). However, there has been scarce discussion about what the 'attraction' is until recently (Leask, 2010). Leiper (1990) focused on the attributes of attractions and analysed the process of tourists being 'attracted' by attraction and stated that attraction as a 'marker' to generate information for tourists' decision making (Leiper, 1990). From this perspective, destination is a part of attraction. In many journal articles about destination DM, especially which argues from the spatial or geographical concept, the term 'destination' and 'attraction' are used alternately (A. Lew & McKercher, 2006; Lue et al., 1993; Seddighi & Theocharous, 2002; Tideswell & Faulkner, 1999; C.-L. Wu & Carson, 2008). Though this issue needs to be discussed further, it is reasonable to utilize the theories in the previous multiple destination visitations study in regard to the research related to different radius of spatial behaviour since tourist's perceptions towards destination and attraction are overlapping and both have the same concepts in common.

2.2.4 Attributes of multiple destination visitations

2.2.4.1 *The background of attributes research*

Previous research has accumulated the findings of variables related to the process of multi-destination visit and spatial behaviour within destination. Recent empirical research identified that spatial movements are highly individualistic for tourists as many visitors notice

and select different activities available from a number of choice and construct their routes randomly from a temporal and spatial perspective (McKercher & Lau, 2008). However, as spatial movements are influenced by the variables in DM, it is beneficial to focus on the identification of these variables from the following contexts: general context of previous DM theories, the unique context of multi-destination visit DM from the physical influence of destination and tourists' cognition towards these phenomena. The study by Kim and Fesenmaier (1990) pointed out that the pattern of agglomeration of places to be visited within a trip is influenced by the availability of tourists' resources and the characteristics of the destination. A. Lew and McKercher (2006) suggested the potential influence of tourists' characteristics to the DM for multiple destination visitations in a destination. They suggested that tourists' 'motivation, interests, composition, destination knowledge and emotional value are associated with these decisions. Within the groups of each group above, all of the variables are more or less interlinked with each other and what mainly influences the DM for multiple destinations depends on the priorities of the tourists. Geographic characteristics are interpreted by tourists as factors to influence tourists' sociological attributes although the interpretation highly depends on tourist cognitive processes. Therefore, it should be beneficial to understand the process of the way in which destination characteristics are translated into cognitive factors and how personal demographic characteristics influence the recognition of the characteristics of a destination as it relates to tourists' expectations and interests.

2.2.4.2 Destination characteristics

Distance is a crucial issue for tourists' DM for multiple destination visits as they need to consider their economic, physical and temporal resources. The study by Hunt and Crompton (2008) regarding attraction compatibility identified that the number of additional attractions after the visit to the primary attraction are negatively correlated with the distance travelled. Distance causes the temporal and economic cost so tourists will go to the closer destination for the sake of saving these costs from micro-economic perspective (Middleton & Clarke, 2012). Recent

empirical study regarding inter-destination scale identified that geographic proximity is strongly associated with tourists' successive DM for destination visitation (Yang, Fik, & Zhang, 2013). Currently, there seems to be few research studies that have been conducted to examine the issue between the distance and tourists' DM within-destination. However, it is still reasonable to say that the same theory and effect apply to this scale due to the distance and cost issues; the fewer destination and attractions should be visited as the distance from accommodation to these places increases.

2.2.4.3 Tourist demographic characteristics

It has been argued for a long time the significance regarding the influence of tourists' country of origin towards their tourism behaviour and their spatial behavioural characteristics. The difference of origin reflects the difference of cultural background, which dictates the tourists' behaviour (Pizam & Sussmann, 1995). Hofstede (2001) proposed that the attitude of the 'individualism/collectivism', masculinity/femininity and uncertainty avoidance' depends on the cultural backgrounds and the theory was empirically supported by Dejbakhsh, Arrowsmith and Jackson (2011) in a tourism context. Koo et al. (2012) also suggested in their article that country of origin can also have a direct influence on travel costs and relative price which control travel behaviour. Language barrier is also a critical issue which is related to the origin. The language barrier causes the failure to obtain sufficient information needed locally, which largely influences tourists' forming their motivation (Pesonen, 2012), conducting DM related to destination (Moore, Smallman, Wilson, & Simmons, 2012) and behaviour (Wong & Yeh, 2009).

Several studies also revealed the difference between domestic and international tourists regarding their spatial behaviour. Eftchiadou (2001) identified the differences between domestic and other tourists regarding demographics, trip profiles and reasons for the visit to the attractions in Liverpool, UK. This study showed that domestic tourists tend to conduct more recreational activities than international tourists. Awaritefe (2004) conducted research regarding tourists' motivation and destination choice in Nigeria and identified that international tourists are

much more highly motivated and active regarding destination visit. In contrast, domestic tourists tended to be more concerned with comfort, satisfaction and other tension-reducing activities than international tourists were. C.-L. Wu and Carson (2008) identified the remarkable differences in the pattern of dispersal of domestic and international visitors in a study of South Australia. In their study with GPS, domestic tourists showed more dispersal movement while international tourists were clustered more heavily at a few regional destinations. They also identified that spatial distribution did not change much with time while international tourists tend to move spatially as time passes. McKercher et al. (2006) identified the emotional investment the tourist makes in the destination and the affiliated risk of the visit associating overall trip satisfaction may influence the destination consumption patterns. They proposed the implication of the domestic tourist market research as the level of those stated factors were very different between domestic and international tourists. However, very few studies have been conducted that take the approach of studying the differentiations of tourists' behavioural characteristics between domestic and international tourists.

Age influences the activity level conducted. Mill and Morrison (1985) stated that younger tourists search for more energetic activities, while older ones prefer more sedentary activities. Huybers' (2003) simulation study regarding domestic tourists' DM through a choice modelling analysis suggested that the age should be negatively correlated with the utility in some destinations where the rugged landscapes are observed. Tourists with disabilities tend to conduct a smaller number of activities and their time budget tends to become smaller on account of the need to travel to attractions and to organize belongings before the departure from the accommodation (McKercher, Packer, Yau, & Lam, 2003).

Income and expenditure at a destination are considered to be influential to the DM. Tourists' current income is associated with the level of expenditure (McIntosh & C. Prentice, 1999). The financial constraints related to the budget have been a critical issue for DM of the consumer behaviour. In Lancaster's consumer demand theory (1966), consumer choice is

carried out under certain budget constraints and the consequent prediction of the cost related to consumer goods. Rugg (1973) modified the financial budget constraint in Lancaster's demand theory as it relates to the context of tourists' DM context and supported the theory empirically. Previous studies suggested that the expenditure in a destination influences tourists' DM for the visit in a complex way. For example, Huybers (2003) assessed that domestic tourists' utility decreases clearly when trip expenditure increases in the simulation study of Melbourne tourists through discrete choice modelling. Hunt and Crompton (2008) conducted an empirical study in the East Texas City and identified the complexity of the expenditure in line with the number of attractions conducted; they identified that the visitor's expenditure increased as the number of additional attractions visited increased but started to decrease when a tourist visited five or more sites. The way in which income, expenditure and DM are interlinked needs to be explored further.

2.2.4.4 *Tourist trip profile characteristics*

Previous studies suggested that the purpose of travel influences tourists' movement within a destination. Koo et al. (2012) analysed International Visitor Survey (IVS) in Australia and examined that Visiting Friends and Relatives (VFR) tourists' movement tends to disperse more widely than the other types of tourists in within-destination. Moore et al. (2012) observed that 'Type of Trip' is recognized as a major category in comprehending yield-relevant tourist DM. They discussed that 'Type of Trip' is related to the tourists' motivation and influences the other behavioural characteristics such as the length of stay, mode of transport and itinerary taken.

Recent study has focused on the importance of the influence of travel member groups for DM and has tried to understand the nature of joint DM as vacation and travel involve the different members in various cases. Family members are probably the most common group members of the trip; Previous research examined that a spouse (Kozak, 2010; Zalatan, 1998) and children (Jenkins, 1979; Thornton, Shaw, & Williams, 1997) have a large affect on the destination DM. Whether or not the travel group members are family, they are sometimes faced

with the difficulty when conducting DM in group travel situations due to the need of joint DM. Considering the discussion from Kirchler (1995) that individuals decide to purchase the product under the joint DM with the different members of the household who are influenced by this purchase, tourists always consider joint DM when they conduct DM for destination or attraction visit with household members. The complexity of the DM process is even amplified in the joint DM process as interpersonal constraints increase. Due to the different experiences owned, personality and lifestyle, a conflict arises on account of the product preferences and values (Kozak, 2010). These conflicts may be resolved by the different decision tactics on account of various relationships within the members (Kirchler, 1995).

Prideaux and Carson (2003) developed an analytical framework regarding general characteristics of transport modes from the existing research and authors' observation. In this framework, they stated that the tourists with their own vehicles enjoy the relatively lower cost and more flexible itinerary than the other mode of transport. Tideswell and Faulkner (1999) proved through the statistic analysis of International Tourist Survey in Australia that tourists who own or rent a vehicle during their stay increases multi-destination travel behaviour on an intra-destination scale. The utility of vehicle during the travel increases the dispersal behaviour of tourists in within-destination (Koo et al., 2012; McKercher & Lau, 2008).

In line with the spatial concept, it is highly related to the temporal aspect as the spatial behaviour is restricted by the amount of time availability. Tourist's time budget and its allocation constrains the tourist's DM (Koo et al., 2012; Oppermann, 1994; Pearce, 1990; Prideaux & Shiga, 2007; Tideswell & Faulkner, 1999). Pearce (1990) examined that length of stay fixes on the tourists' spatial dispersion. Therefore, it is necessary to discuss the way in which the length of stay influences the multi-destination trip or tourist dispersion within destination. Oppermann (1994) assessed that there is a positive correlation between the length of stay and the number of destinations visited via the analysis of the empirical data in relation to international tourists in New Zealand. Koo et al. (2012) examined the correlation between the length of stay and the

tourist dispersal in within-destination and identified that the longer the stay becomes, the tourists tend to disperse more widely in within-destination.

The visa status of tourists may influence their behaviour within a destination due to the different ability of the length of the stay. WHMs (Working holiday makers) are allowed to stay in the country for up to twelve months or twenty-four months depending on the country. To be able to obtain the Working Holiday Visa, applicants must be from one of arrangement countries and must have to fit in the age range provided which is mostly between eighteen to thirty years old (Clarke, 2004). They are allowed to work during the stay and it enables them to experience the residence at some destinations for a certain period, which enables WHMs to have a different experience from general international tourists (Allon, Anderson, & Bushell, 2008). The main aim of their trip is also to see the 'must see' activities of the countries as much as possible (Prideaux & Shiga, 2007) as they have a less restricted time limit for the stay than the other types of tourists. Although they may belong to what is referred to a group known as 'backpackers', some characteristics are given particular emphasis such as mobility, youth, adventurousness and a willingness to take on the experiences (Allon et al., 2008).

The experience of previous visit to the destination influences tourists' behaviour including DM. The study regarding the behavioural differences between first time and repeat tourists have been attracting academic attention for the last two decades. The following findings regarding the behaviour related to a destination seem to be common among the foregoing studies; first timers tend to travel greater distance and stay longer than repeaters. However, mixed results have been indicated with regard to some issues including the level of the expenditure in the destination (Li, Cheng, Kim, & Petrick, 2008). Oppermann's (1995) research of multi-destination visit among international tourists in Malaysia is one of the earliest studies and showed that multi-destination itineraries are not appealing to repeat visitors as much as to first-time travellers. He also identified that first time visitors tend to disperse more widely and generally spend more than repeat visitors through the secondary data analysis of international

tourists in NZ (Oppermann, 1997). These findings were supported by Tiefenbacher, Day & Walton (2000) who indicated that first time tourists seem to travel greater distance, to earn more income and to be less sensible in how and where they spend their money than repeaters. Corresponding with the special behaviour, Lau and McKercher (2004) investigated that first-time visitors tend to disperse due to the exploration while repeaters tend to spend time with family and friends. However, in line with the issue of expenditure, Wang (2004) identified that repeat visitors spend more than first-time visitors through the study of tourists from Mainland China to Hong Kong, which contradicts the study of Oppermann (1997). Li, Cheng, Kim, and Petrick (2008) examined the phenomenon through a two-phase online survey and indicated that first time visitors may be driven by novelty more than by familiarity. They concluded that first time visitors were more far-reaching in their destination exploration, while repeat visitors use their time more intensively to visit a smaller radius of destinations.

The contrast of the behaviour in a destination may be also derived from their different level of destination knowledge and risk perception. Tourist, once they obtain certain knowledge in relation to a destination, will be less affected by their risk perception on hesitation and will conduct DM associated with a destination less problematically (Wong & Yeh, 2009); this tourists' subjective knowledge is enhanced by their prior visitation. Hence, different behavioural characteristics in a destination between first time and repeat tourists may be derived from many socio-psychological factors such as destination knowledge, novelty seeking and risk perception as well as the way tourists notice destination activities taking those factors into consideration.

2.2.4.5 *Socio-psychological characteristics*

Van Raaji and Francken (1984) highlighted the significant role of socio-psychological variables in the DM process in the early days of the tourism DM study. Hyde and Decrop (2011) reminded the significance of the issue recently and pointed out that further study also needs to

be conducted regarding the socio-psychological variables which are the basis for the DM. Indeed, the influence of tourists' psychological characteristics has been researched for three decades although the exploration has not yet been adequate.

The intention of novelty seeking behaviour has been recognized as one of the earliest research studies related to the issue. In Cohen's article (1972), he proposed the concept of 'strangeness versus familiarity' which refers to the experience of the tourist. He suggested that tourist experience is constructed by the degree of novelty within a setting of certain familiarity and called this situation the 'environmental bubble'. He explained that while travelling tourists behave to obtain both elements although the balance depends on the individuals. Plog (1974) illustrated the tourist typology which illustrates the different tourist psychological characteristics. In his journal article, he classified international tourists into three typologies: allocentric, mid-centric and psychocentric. The allocentric are adventurous, confident, and inquisitive and are motivated by novelty seeking. The psychocentric take the opposite actions from those of the allocentric; they are conservative, introverted and not so keen to develop their own knowledge. Those types are located in a continuum in the population along with the midcentric located in the middle and behave in a mixed way related to both types.

The other tourist socio-psychological characteristic is the intention to utility maximization. Utility maximization refers to the behaviour of maximizing the chance to experience what tourists can obtain and it is overlapping with the attitude of novelty-seeking to some extent. Lue et al. (1993) indicated that tourists might search for various activities from a single destination or obtain multiple benefits from multiple destinations. Hyde and Lawson (2003) conducted a semi-structured interview to international first-time tourists and identified that international free independent travellers tend to evolve itineraries, accept the idea of taking risks and desire to experience the unplanned. These attitudes clearly illustrate the components of utility maximization. However, very few studies have explored this socio-psychological issue.

Recent studies identified that the inclination for pre-planning can segment tourists into the different groups with behavioural similarities. Johns & Gyimóthy (2002) conducted a study in Denmark's Bornholm regarding visitor's preferences and behavioural patterns. They identified that tourists' planning behaviour was associated positively with activities and the perceived importance of facilities yet negatively with the number of attractions visited. McKercher et al. (2006) investigated 'pre-planners' who organize a detailed travel plan before the arrival at a destination; pre-planners are very active and generally exceeding their daily target of planned activities, which is different from 'wanderers' who are less organized and more relaxed. Even though they are adventuresome they are less interested in exploring natural and cultural places as compared with other main destination visitors. Previous research examined the effect of prior destination experience towards the degree of prior-planning due to sufficient knowledge related to the destination. Stewart and Vogt (1999) examined the conceptual model of the tourist planning process and identified that repeat visitors tend to make more congruent plans than first-time visitors, and are less likely to change their plans, which is also empirically supported by the comparative study of first time tourists versus repeaters (X Li et al., 2008).

2.2.4.6 Destination knowledge

Destination knowledge influences the construct of motivation, alternation of selection, both planned and unplanned tourist behaviour in destination, satisfaction and the feedback to the knowledge for reflecting the next decision (Woodside & Lysonski, 1989). In line with the DM, both knowledge prior to the arrival at a destination and constructed knowledge through on-destination are associated with the DM although the process of association to the DM is different.

One of the significant reasons tourists appreciate prior knowledge is so that they can reduce uncertainty related to the risk perception when they are planning a vacation (McCleary & Whitney, 1994). In general, consumers conduct search behaviour to avoid uncertainty in order to mitigate risks in a purchase decision including monetary such as losing or wasting income

and functional which means a purchased object does not meet the need (Solomon, Polegato, & Zaichkowsky, 2009). Tourists are more likely to hesitate to conduct itinerary and DM when less information is obtained regarding these issues since more uncertainty appears (Wong & Yeh, 2009). Prior knowledge is also important as it forms the cognitive image of the destination. Hence, prior knowledge of the destination is likely to motivate tourists to disperse on an inter-destination or intra-destination scale. The positive information obtained prior to the visit also enhances satisfaction (Castañeda, Frías, & Rodríguez, 2007). Repeaters to a destination normally have more destination knowledge than first time tourists and the discrepancy is demonstrated in their actual behaviour (Stewart & Vogt, 1999).

On the other hand, constructed knowledge through on-destination dictates their decision as tourists can obtain insufficient information until they reach the destination (Walmsley & Jenkins, 1999) and hence tourists tend to make a decision after constructing knowledge through on-site stimuli (Yang et al., 2013). The nature of tourists' evolving itineraries, acceptance of taking risks and the desire to experience the unplanned (Hyde & Lawson, 2003) also reinforce the decisions in a last minute by the information obtained at that spot and timing.

The level of the interest to destinations and attractions are a function of destination knowledge; different levels of interest related to specific destinations and attractions motivate tourists to use their space and time differently. Fennell (1996) examined in the context of Shetlands that the usage of time and space between special interest tourist groups and general tourists was very different. In his research, special interest groups were more purposeful and dispersed more widely to visit the less popular attraction which had a special appeal. Stebbins (1996) proposed the idea of 'serious leisure' in cultural tourism. He indicated the behavioural differences between specialized cultural tourists and general cultural tourists including a spatial movement. According to Stebbins, general cultural tourists are keen to visit different geographic sites while specialized cultural tourists focus on specific sites in search of the broad cultural understanding of the area. It can be said that special interested tourists decide to disperse more

widely than they originally planned if they recognized that they may be able to obtain the experience they demand. On the other hand, general tourists may not be influenced by the characteristics of destinations or attractions and show the consistent movement as they plan beforehand (McKercher & Lau, 2008).

2.2.5 Motivation in the process of destination DM

Regardless of any approach to the multi-destination visit or spatial movement within-destination, motivation plays one of the most important roles for the DM. It is true as Moutinho (1987) suggested in his model of the DM that many choice criteria and perceived risk are required to be considered before the DM although motivation composes the part of preference structure which triggers tourist's DM. However, it does not deteriorate the importance of motivation in the process in that motivation is a function of the dynamic DM process and leads all decisions in the model (Middleton, 1995). Motivation is also a function of other factors associated with the multiple destination visitations and spatial movement within-destination; the previous study identified motivation is associated with the issue of price sensitivity, the degree of interest (Stebbins, 1996), depth of experience obtained (Yoon & Uysal, 2005), the prioritising of the destinations and/or attractions (Bowman & Ben-Akiva, 2001).

The study of motivation in tourism has been largely influenced by the push-pull approach in which individuals intend to maintain the psychological 'state of equilibrium' (Crompton, 1979) and Maslow's hierarchy in which the motivation changes inconsistently to fill the higher level of needs (Maslow, 1943). On the other hand, Iso-Ahora (1983) utilized the concept of intrinsic and extrinsic motivation for leisure as it relates to tourism and tested it empirically. Intrinsic motivation stimulates inner-selves and becomes the driving force for individuals to engage in an activity owing to their interest and enjoyment towards it. Extrinsic motivation compels individuals to employ an activity due to the environmental or situational influence from outwards or other reasons, such as receiving a reward (Eccles & Wigfield, 2002). His theory was unique to the study of academic tourism at that time in that it explains the

importance of the tourists' engagement to activities unlike the other theories (White & Thompson, 2009).

The distinction and relationship between intrinsic motivation and extrinsic motivation was discussed by Deci and Ryan (1985) along with the Self-Determination Theory (SDT) and stated that the basic difference is that extrinsic motivation guides a divisible outcome while intrinsic motivation is based on the inherent positive emotion. According to the SDT, different reasons or goals that induce an action will cause the different types of motivation. Deci and Ryan (2011) summarised that SDT is "a psychological macro-theory that focuses to a substantial extent on the effects of social-contextual factors on human motivation, behaviour, and personality" (p.432).

In SDT, individuals are defined as active organisms whose motivation changes through time and works as the driving force in a different temporal and stage setting (R. M. Ryan & Deci, 2000). Because the dynamic organism structure and the direct influence of social situation are functioning logically to generate motivation, the individual behaviour can be predicted (White & Thompson, 2009). It is important to understand the following three ideas to comprehend the continuum transition of extrinsic motivation in SDT: autonomy, competence and self-relatedness. Autonomy, the desire of individuals that their own pursuits are originated on their own, is enhanced by multiple factors including knowledge (R. M. Ryan & Deci, 2000). Competence is represented by the need to control outcomes and to experience opportunities to articulate one's capabilities (White & Thompson, 2009). The need for self-relatedness is represented by the desire to obtain the feeling to connect with, to be cared for or to belong to or be important to others in a social environment (Vlachopoulos & Michailidou, 2006). The degree of autonomy is explained by the process of evolving as it relates to extrinsic motivation from an external to an internalized regulation (Eccles & Wigfield, 2002). The *external* is represented by non-self-determined regulatory motivation originated from outside, and is placed on the least internalized in the continuum. If the type of motivation is *external*, individuals will take action for 'reward

seeking' or 'avoiding punishments'. This signifies that individuals are controlled externally, whereas compared with external, '*introjected*' motivation is more internalized, ego-involved and includes the feeling of self-control. The degree of autonomy is still unstable as people are adapting the value or practice to the social environment due to the necessity to sustain the self-approval or to avoid feeling a sense of guilt. In the stage of *identification*, individuals identify the value of the practice and thus they accept it as their own. When the extrinsic motivation reaches the level of the *integration*, individuals fully understand the core value and practices and accept them as their own regulation. This is the final stage of internalization as at the time individuals show their extrinsic motivation works as a behavioural regulation with high autonomy. However, extrinsic motivation and intrinsic motivation are not interchangeable.

2.3 Heritage Tourism

Heritage tourism is becoming a world phenomenon. Heritage tourism, the oldest type of tourism and one of the most common travel forms, has shown steady growth recently (UNWTO, 2011). Due to accelerating globalization, people are more interested in the culture and history of different regions around the world. It is also true that more and more people require a sense of mental and spiritual fulfilment nowadays and satisfy the needs through cultural activities. The numbers of tourists who visit historic sites or conduct cultural activity for various reasons is predicted to grow. Simultaneously, recent research has begun to identify that there are many complex issues related to heritage tourism and it is changing and evolving on an on-going basis. The definition of heritage tourism including exactly who heritage tourists are and exactly what they seek are all fragmentary issues although the knowledge is fundamental and requires further research in the future. McKercher's cultural tourist typology seems to be an effective tool to contribute to an improved understanding of the issues related to heritage tourism.

2.3.1 Heritage tourism is becoming popular for tourists – why?

Heritage tourism is now becoming a sensation around the world. It is interesting to see how in these modern times, the product which represents 'ancient' and 'local' tourist sites are attracting attention from international tourists from countries all over the world as well as domestic tourists. Nowadays, nearly half of all international tourists conduct heritage activities during their travel (UNWTO, 2011).

At one time heritage tourism was a highly qualified sector and was specifically popular for tourists who were relatively old and well to do (Herbert, 1995; D. T. Taylor, Fletcher, & Clabaugh, 1993). However, along with the change of society, research has identified that different types of tourists have become more interested in heritage tourism (Richards, 1996a; Stebbins, 1996) and a recent study suggests that due to its diversification it is very difficult to classify heritage tourists merely based on a certain demographic group (McKercher, 2002; McKercher & du Cros, 2003). The ongoing increase in the development of heritage tourism can be attributed to the acceleration of globalization and the emergence of trans-nationalism from the 1970s along with rises in income levels and rises in leisure time (Coles & Timothy, 2002; Herbert, 1995). Owing to these social phenomena, people from different backgrounds have become interested in culture and history in other parts of the world, more than ever before. Simultaneously, as mega-competition becomes tougher, the economy becomes more unpredictable and human relations become tense and edgy; these changes have caused more individuals to feel stressed out. Therefore, people started to search for the 'idealized past' as an antithesis contrasting the 'difficult modern times' with that which symbolises the peaceful life with strong family, friends and community ties and some have tried to identify with it via or through heritage tourism (Lowenthal, 1996). As travelling is more affordable for tourists, the number of tourists is increasing who are displeased with the more typical and well-worn tourist attractions. More tourists are interested in 'the everyday past' which contains the components of heritage that portrays 'the life of the everyday person' in comparison with 'the privileged past'

which shows the remnants of famous or significant power players at that area and have been the common heritage products all the time (Dallen J Timothy, 2011). Now even though most tourists do not have an upper class or gentry background, they can still relate to the heritage sites of 'the everyday past' and are happy to imagine the ordinary and less complex of life in the past. Above all, various social phenomena contribute to the gain in popularity of heritage tourists from around the world: the increase of the number of tourists, the difficulty of the modern life, the interest in the different history and culture from the previous eras as well as the significance of the heritage.

2.3.2 The ambiguous definition of heritage and related issues

Although there have been tourists visiting historic remnants which we call heritage sites from the ancient times, the concept of heritage is relatively new (Jolliffe & Smith, 2001). Ashworth and Tunbridge (1999) stated that the heritage is a new form of consumption of the past which is created in the modern era. In fact, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Council on Monuments and Sites (ICOMOS) have revised the definition of heritage often after the benchmarking of the Venice Charter that was declared in 1964 for the sake of conserving the valuable past, yet uniformity in the definition has not been stated by countries (Ahmad, 2006). The discussion about the definition of heritage became conspicuous, particularly after heritage tourism began to attract the attention of scholars (Dallen J. Timothy & Prideaux, 2004). Timothy (2011) stated that the notion of heritage is "what we inherit from the past and use in the present day". This seems to be a holistic and comprehensive definition to cover all the heritage sites recognized in a different area. However, the question still arises about how we can apply the term heritage tourism utilizing this concept as the definition might be too broad and may not be suitable for practical usage. On the other hand, the counter-statement was made by Poria, Butler and Airey (2001) that motivation and perception of heritage tourists' should be the focus instead of forming it by the influence of the definition of 'heritage'. This perspective is different from the previous

recognition underlying academic tourism even though it has the ability to be utilized in a practical situation. However, the other issue may come up regarding the application of the definition as there is an apparent gap regarding the recognition of heritage tourism between the supply-side and demand-side (Xie, 2006). The issue related to the definition is inseparable from the registration issue regarding the conservation from a regional and national perspective.

Although the number of cultural tourists is increasing, the competition among cultural attractions is still severe due to the tourists' price sensitivity along with the increase in competitors. Price sensitivity changes in accordance with many factors including the products purchased (Masiero & Nicolau, 2012). Masiero and Nicolau (2012) discovered the different characteristics related to demographics, motivations and activities from the different segmentation attributed to price sensitivity was represented by different degrees of willingness to pay a higher price. For example, in their list of tested characteristics, a segmentation which represents the lowest price sensitivity still showed that tourists are more sensitive to the price for the visit to the museums and/or historical buildings than to any other segment (Masiero & Nicolau, 2012). Heritage attractions need to set the proper pricing fee taking into consideration the types of cultural tourists otherwise the visitation numbers would not increase.

2.3.3 Current heritage tourists and their motivations

The early research stated that the motivations of visitors to go to heritage sites are mainly learning, socializing and entertainment (Guintcheva & Passebois, 2009; Moscardo, 1996). Some of the research has suggested that cultural tourism can be a form of exploration for tourists. Richard's (2001) research identified that tourists tend to look for new experiences and learning new things compared with local visitors. Lau and McKercher (2004) identified the fact in Hong Kong that first time visitors tend to visit cultural heritage sites as an exploration while repeat visitors takes more time for family and friends. On the contrary, other research suggested that many tourists go to heritage sites for relaxation by immersing themselves in the nostalgic and less competitive past for the purpose of escaping from their everyday real life (N.

Wang, 1999). Prestige motivation which refers to tourists' enthusiasm to obtain the state of experiencing something else is attractive to many people and something they wish to do even though it is difficult to achieve due to temporal or financial difficulty (Kozak & Decrop, 2008). Prestige motivation has been one of the fundamental driving force which can be seen in history from 'the grand tour' (Towner, 1985) and has been observed as one of the main motivations essential to heritage tourism.

However, recent research discovered, observed and remarked upon the diversification, the complex and the evolving motivations for conducting cultural activities as reflecting on the needs of individuals in a modern era (McKercher & du Cros, 2003). Poria, Butler and Airey (2004) suggested that there is an emotional factor of motivation, the "sense of belonging to the site" (p.27) is also one of the main reasons for visiting heritage sites which is unique to this type of tourism. Due to the complexity of human emotions and the diverse reasons for a tourist to visit heritage destinations, further study is required to establish the motivation for tourists to visit historical sites from the perspective of a number of specific contexts. In genealogy tourism, tourists realize what their ancestors tried and achieved and sympathise with the ancestors; tourists are searching for their roots and discovering their identities through the process (McCain & Ray, 2003; Ray & McCain, 2009). Edward and i Coit (1996) suggested the importance of aesthetics of the sites, for example, those tourists with an interest in industrial heritage may have a motivation to visit mining areas. Cultural activities for children's education has been reported as a family's motivation (Herbert, 1995; K.-L. Wu, Holmes, & Tribe, 2010) and sometimes the experience will generate an emotional attachment to the visitors with selective memories related to a wonderful childhood. It has been identified that feeling a sense of nostalgia and reminiscing about the childhood by visiting certain heritage sites can have an important link with an emotional attachment (Walsh, 1994). However, the discussion regarding the nostalgia has been emergent as it may contain a multiplex of meanings that may differ for

each tourist (Caton & Santos, 2007). One thing which is certain is that the diversification of heritage tourists' motivation is an on-going process.

Recent studies show that the tourists with different characteristics may have different motivations to visit the same heritage site. Previous studies have stated that cultural tourists' demographic characteristics tend to be recognized as specific; they tend to be an aged, wealthy and well-educated (Richards, 2001). In addition, the influence from a growing number of females who play a more powerful role economically than before, in relation to heritage tourism, cannot be ignored (Hausmann, 2007). In line with the study of tourists' origins, the concept of cultural distance was identified as associated with their eagerness to conduct cultural activities (McKercher, 2002; McKercher & So-Ming, 2001). Cultural distance refers to the tendency that tourists display in relation to their degree of interest in a destination's culture. It depends on tourists' cultural background. The more different the cultural background of the destination, the more interest the tourists will have in the culture of the destination in terms of a cultural exploration. Ozel and Kozak (2012) examined domestic cultural tourists' motivations for Turkish heritage attractions. They identified that domestic tourists have varied motivations through which they can be segmented as their demographic and behavioural characteristics were different from each group with the similar motivation. However, none of the group was primarily motivated by the ones related to the knowledge and experience which were considered as the main motivations for international cultural tourists. Up to now few studies exist that have been conducted regarding the issue of domestic cultural tourists (Özel & Kozak, 2012).

Authenticity has been a one of the longest on-going issues in academic tourism. Previous research in cultural tourism directly connected the motivation of tourists as the quest for authenticity, in which the authenticity was also defined to explain the tourists' motivation (MacCannell, 1973). Although contemporary tourism may be too complex to be explained by the solo 'quest' of authenticity (Urry, 2003), it cannot be ignored that a substantial amount of research regarding authenticity contributed to the exploration of cultural tourism issues including

the research with respect to defining (N. Wang, 1999), explaining the tourism phenomena involved with (Buchmann, Moore, & Fisher, 2010; Moscardo & Pearce, 1986), measuring and/or utilizing (Crang, 1996; McIntosh, 2004; Moscardo & Pearce, 1986) authenticity related to the supply-side management and marketing. Even though authenticity has been quite a relevant topic which has influenced many phenomena in tourism, there is still some dissonance which could be seen for each perspective, mainly due to the lack of consensus for the definition that still exists (Dallen J Timothy, 2011). Nevertheless, many researchers agree with the concept that heritage authenticity can be classified into two categories: subjectively authentic and objectively authentic (Knudsen & Waade, 2010; Dallen J Timothy, 2011). Objective authenticity refers to the authenticity of originals and the cognitive experiences tourists can obtain through the original (N. Wang, 1999) while the term subjective authenticity is generated by the perception towards the objects through the subjective negotiation of meanings (Uriely, 2005). Objective authenticity can be measured or can be displayed as that which people recognize as 'original' is relatively common although there is an argument that interpretations which aims at displaying authenticity could be subjective and could be influenced by political issues. Subjective authenticity may vary within tourists since how they construct the cognitive authenticity should be different. McIntosh and Prentice (1999) indicated the way in which tourists affirm authenticity whilst consuming cultural heritage. They stated that visitors recognize authenticity by encoding the experience obtained and imbuing it with their own personal meanings. There are some cognitive perceptions in which tourists feel authenticity which is transferrable such as the sense of place (Convery, Corsane, & Davis, 2012).

Although some visitors plan to conduct cultural activities beforehand, some visitors evolve travel itineraries and make instant decisions to participate in the activities. Silberberg (1995) stated that the degree of the motivation varies between cultural tourists and classified the heritage tourists in Ontario from the greatly motivated to 'accidental tourists' as those who were not planning to conduct the cultural activities and they accounted for a certain number of

heritage tourists. Geographical position of historic sites is an important factor and the distance between each site influences the tourists' multiple sites visitations (Butler, Airey, & Poria, 2004). Cultural activities are deeply related to the historic events which serve as very strong motivation for many tourists. Motivation also reflects the typology of cultural tourists. For example, Plog's classic "allocentric" tourists may be keen to wander around to discover something obscure to seek for authenticity whilst "midcentric" tourists are generally just eager to follow the well-known 'touristy' routes and "psychocentric" tourists seldom travel (Plog, 2001). McKercher (2003) set the cultural tourists typology in which tourists express the different motivations for conducting cultural activities. Since heritage tourists have distinctive characteristics compared with other tourists, understanding how cultural tourists' motivations are different from the other kinds of tourists is crucial for conducting the study regarding tourists' behaviour.

2.3.4 The challenging issues of understanding tourists' emotional responses

Motivation is formed through the process of emotional response towards the information obtained for tourists' decision (Goossens, 2000). Even though information such as location, facilities, displays, opening hours and entrance fee is definitely important information tourists want to know about for their on-going decision making, the driving force for tourists do not come up as a result without the cognition and interpretation of the information. The same applies not only to the conditional information related to the cultural activities but also to the knowledge to understand the historic and cultural elements related to the associated activities. To be able to understand the components and obtain immersive experience through the comprehension, tourists need to have the knowledge, life experience and the intention to immerse themselves. Genealogy tourists can exemplify the way in which tourists can engage the activities as they are passionate to associate it with the substantial effort conducted before the visit (Ray & McCain, 2009). The depth of emotional attachment also depends on the perspective from tourists towards heritage sites. Different scales of the heritage sites generate different levels of

connection to individuals (Timothy & Darren, 2003) and small personal heritage sites can be supported by specific groups of tourists if they are able to provide the proper information to induce the emotional response.

2.3.5 McKercher's cultural tourist typology

2.3.5.1 *Different forms of typology*

Typology is utilized as a tool to understand what and how people consume in marketing (Swarbrooke & Horner, 1999). In fact, typology theory has been developed for the aim of understanding the tourists' characteristics and predicting the tourists' behaviour so that classifying tourists' with limited data will provide much richer information with respect to each tourist. Decrop (2006) classified the previous typology theories into three following categories according to the types of variables: segmentation typologies, socio-psychological typologies and decision-making typologies although many researchers noticed recently that segmenting typologies may fail to portrait the dynamic, complex and evolving tourists' traits and activities based on these elements (Moutinho, Ballantyne, & Rate, 2011). The variables associated with socio-psychological typologies can be founded on motivations, values, lifestyles, attitudes, interests and opinions or personality traits and these approaches are more successful to predict the tourists' behaviours (Decrop, 2006). Though the segments are very useful for understanding tourist behaviour, it is difficult to modify for the utility by supply side as obtaining the information regarding the socio-psychological aspect of tourists is not easy (Decrop, 2006). Decision-making typologies are a more developed theory for classifying the tourists as the information for the segmentation can be obtained more easily than that of socio-psychological typologies. As the variables related to the segments are complements of the segmentation variables and socio-psychological variables (Decrop, 2006), they can be utilized as a better theoretical foundation to approach other tourism issues. Even so only a few of them have been produced as of yet. The current issue related to decision-making typology is that the variables are limited to the attributes which have been already well-explored.

2.3.5.2 *McKercher's typology as an analytical tool*

Even though heritage tourism is one of the most well-known special interest tourism sectors which currently attracts many tourists, it is a complex, dynamic and evolving tourism phenomena (Dallen J Timothy, 2011). DM attributes in heritage tourism still require further study and the product of a decision-making typology in some specific tourism areas is still to be developed. McKercher's (2002) cultural tourist typology seems to represent an effective concept to comprehend DM in the cultural tourism context as it has evolved from both a socio-psychological and decision-making perspective and complements each shortcoming (Decrop, 2006).

McKercher (2002) proposed the typology to classify the cultural tourists with the two components: centrality which represents the importance of cultural tourism from the perspective of tourists' decision to visit a destination and the depth of experience tourists' obtained by their participation in cultural activities at a destination. These components have the ability to segment tourists from the point of view of the two dimensions. According to this model, cultural tourists are categorized into the following five types which illustrate the significant differences in behaviour distinct from other groups: Serendipitous cultural tourist, incidental cultural tourist, casual cultural tourist, sightseeing cultural tourist and purposeful cultural tourist. Purposeful cultural tourists visit the destination specifically to conduct the cultural activities and enjoy the deep experience related to the culture and heritage. Sightseeing cultural tourists count cultural activities as important for their decision to visit yet they obtain shallow experience through the activities. For casual cultural tourists, cultural activities are neither unimportant nor important for their decision to visit the destination and they enjoy the shallow depth of experience when conducting the activities. For incidental cultural tourists, cultural activities are not an important factor for their decision to visit the destination and in fact only shallow experience is received by them through the activities. Serendipitous cultural tourists, one of the original contributions of McKercher's research (2002), do not consider cultural activities are important ones in their

destination experience although once they conduct the activities, they enjoy the deep experience.

In McKercher's research in 2002 and 2003, only a few differences were noted for the trip profile and demographic characteristics among the five typologies. However, the significant difference in behavioural characteristics were identified, which means that this model can be utilized better than the previous typology for cultural tourists which are founded on the demographic characteristics and trip profiles. Simultaneously, McKercher and du Cros (2003) illustrated that this typology has the ability to predict demographic, motivational, experiential and behavioural tourist characteristics. They also identified the underlying components to determine the variables related to the importance of cultural tourism and the depth of experience: physical distance, cultural distance, travel motivations and activity preferences.

This typology has several virtues for segmenting heritage tourists. From the aspect of typology, it incorporates a socio-psychographic perspective and decision-making perspective which have been categorised by Decrop (2006). The question which refers to the importance of cultural tourism reflects the decision-making perspective and the question of the depth of experience expresses the socio-psychographic perspective. As Decrop (2006) suggested, the complimentary typology is ideal as decision-making variables can be utilized as a reliable behavioural predictor and the socio-psychological variables can explain how these variables influences the DM variables. Unlike the other socio-psychology related typology, McKercher's typology was empirically supported, which provides credibility for the analysis.

Although the study of the typology offered theoretical insight and proved to be useful for segmenting cultural tourists in a Hong Kong context, very little research was conducted to test the typology in a different context as McKercher wished (2002). The original study was conducted more than ten years ago and some semantic statements are not representative of the recent typical tourist characteristics. Yet, heritage tourism is a complex, dynamic and

evolving tourism phenomena reflecting the diverse and changing 'gaze' of the individuals towards heritage in a modern era. Whether McKercher's typology still holds its efficacy or if it is needed to be developed further to keep up with the times needs to be examined. The theory should be evaluated in a different context to assess any further implication and the development of the typology.

2.4 Summation

The aim of this study is to understand tourists' behaviour with respect to making decisions concerning the visitation of attraction sites at a single destination. This chapter investigates how much of the knowledge related to DM is in line with multiple destination visitations and the knowledge of heritage tourism from demand perspective. From a number of previous studies, knowledge has been accumulated and there are still a number of issues that require further investigation. The theories gleaned from a review of the literature also will be utilized for the analyses and discussion chapters that will follow later along with a synthesis with respect to the conceptual perspective and empirical results that have emerged from this study.

The exploration of the previous study of DM in multiple destination visitations indicated that the theories which were developed in one topic has been imported to another topic through the process of the ramification and the extension of the scope of the study issue. Throughout the study, many crucial attributes in multiple DM have been identified. The scope of the DM study in multiple destination visitations has been extended from an inter-destination to an intra-destination scale. However, very few empirical studies have been conducted regarding tourists' DD. Indeed, tourists' DD is a complex issue originating from the dynamics resulting from temporal and spatial factors as is still a relatively new area of research. The issue also contains tourists' economic behaviour. This includes whether and how these attributes are associated with tourists' DD which still requires further examination along with understanding the associated socio-psychological variables. Simultaneously, the effectiveness of SDT for the analyses of motivation in line with the DM process still requires further study as only a few

cases have been observed in which SDT has been employed in the tourism study. With respect to the analyses due to the focus on the individual's engagement with the activity, SDT could be effective and offer valuable insight.

A review of the literature that explores heritage tourism examined the increasing popularity of the tourism based on the changing society. Heritage tourism is nowadays one of the most common travel forms and it has shown marked growth recently (UNWTO, 2011). The number of heritage tourists is expected to show consistent growth in response to the diversified needs of tourists owing to accelerated globalization and competition in modern society. A review of the literature also reveals that demand side issues related to heritage tourism are complicated. The issues need to be explored further including the subject of motivation and the differentiation in tourists' characteristics comparing and contrasting domestic and international tourists. McKercher's cultural tourist typology can be an effective method or approach for the analysis of the heritage tourist characteristics as it includes both of the components related to the socio-psychological and decision-making typologies which are compatible. The typology needs to be tested in the different context from Hong Kong in 2003 to identify if the typology has the ability to predict cultural tourists' behaviour or needs to be developed further to adjust to the cultural tourists' characteristics. The study of tourists' DD in the context of heritage tourism will extend the scope of the DM study and bring a new insight to the entire tourism study whilst it will contribute to the further comprehension and understanding of the complex heritage tourists' phenomenon.

CHAPTER 3: BACKGROUND

3.1 Introduction

This chapter demonstrates the background of the research setting. The study was conducted in the context of NZ's BOI heritage tourism. Hence, this chapter starts with the general view of NZ tourism and heritage tourism in NZ. Subsequently, the history of the BOI will be illustrated so that the significance of the BOI heritage can be comprehended. Then the explanation of the BOI heritage tourism will follow and the introductions of the BOI cultural attractions will be undertaken. Consequently, the rationale for the selection of the BOI as the research settings will be illustrated.

3.2 New Zealand Tourism

3.2.1 Current tourism overview in NZ

Tourism plays an important role in the world economy and as such this is also true for NZ. Tourism generates goods, products and employment, which contributes to the NZ economy notably. According to the Statistics New Zealand in 2011(ended March 2012), total tourism outflow was over twenty-three billion and showed an increase from 2011, which reflected the development of both international and domestic tourist expenditure. Although the devastating Christchurch earthquake in February 2011 had a negative effect on tourism at that period, the number of tourists recovered quickly. Particularly, the hosting of the 2011 Rugby World Cup after the earthquake contributed to the revival of NZ tourism and the economy benefitted immensely (Statistics New Zealand, 2012). Tourism directly and indirectly contributed to the GDP of NZ by 8.5% at this stage.

NZ has a relatively well developed traffic infrastructure and transportation service (Cooper & Hall, 2005). In general, NZ is not considered geographically to be a vast country. This ensures tourists can travel between each destination with a reasonable temporal budget.

NZ is well-known for its unique landscape, flora and fauna and is recognised as a suitable nature-oriented tourism destination (Cooper & Hall, 2005). Now tourism in NZ is successful and is currently one of the largest income generators among the various industries (Statistics New Zealand, 2012). However, tourism has not always flourished throughout the history of the country. For some time due to the long distances from Europe, Asia and North and South America, NZ was considered to be a geographically disadvantaged destination. While tourism in Australia has consistently attracted large number of travellers from all over the world, NZ has not always been a popular destination for international tourists (King, 2003).

Owing to the various reasons such as the organized branding along with many big sports event and the successful movies filmed in NZ, tourism has flourished for the last fifteen years. The launch of branding campaign in 1999 was successful at the time Tourism New Zealand's (TNZ) adopted the '100% PURE NEW ZEALAND' (N. Morgan, Pritchard, & Piggott, 2002). NZ hosted the popular and historic world event prior to the Rugby World Cup - America's cup - in 2000 and 2003, which generated a variety of Omni-directional benefits to the NZ tourism (Barker, Page, & Meyer, 2001; Statistics New Zealand, 2004). The Lord of the Rings (LOTR) film trilogy filmed in NZ became worldwide mega-hits and attracted global audiences to visit the film locations (Carl, Kindon, & Smith, 2007). Along with the extensive promotion of NZ as 'Middle-Earth', an imaginary stage of the LOTR, the film tourism was formed in NZ and it triggered the arrival of the large number of film tourists (Carl et al., 2007). Now visitors are coming to NZ from all over the world. NZ also arranges Working Holiday Visas to many nationalities and the number of the countries has reached forty in 2013 (Immigration New Zealand, 2013). Hence, many WHMs visit NZ every year and stay up to twenty-four months with the eligibility to work. The majority of WHMs travel all over NZ and conduct various types of tourist activities.

3.2.2 Heritage tourism in New Zealand

The recent tourism events and the branding campaign in NZ were based on the image of its 'unique and extraordinary nature' and in effect many tourists expect to see it. The geographic diversities of NZ provides different and colourful natural sights and formations to tourists with many indigenous floras which amount to eighty percent of the vegetation in NZ (Cooper & Hall, 2005) and many endemic animals. The uniqueness and diversity of nature are capable of offering unique and varied experiences to tourists. In fact, a large number of international and domestic tourists conduct nature activities (New Zealand Ministry of Tourism, 2009a, 2009d, 2009e). International tourists recognize NZ as an authentic destination with a unique and rich nature or the location place of many films including LOTR (Buchmann et al., 2010; Carl et al., 2007) and domestic tourists love nature-oriented attractions such as beach activities, fishing and hot pools (New Zealand Ministry of Tourism, 2009d).

Although nature-based tourism has been a particular focus in NZ, heritage tourism has also been attracting many tourists internationally and domestically, which produces a positive economic and social impact. According to the data from the New Zealand Ministry of Tourism, about 1.89 million of tourists in 2009 conducted cultural activities such as visiting museums and conducting Maori cultural tourism (New Zealand Ministry of Tourism, 2009b, 2009c). This number is similar to that of tourists who conducted nature-based tourism which amounts to two million in the same period. Watching a cultural show of Maori, the indigenous inhabitants in NZ, has been popular among tourists. In fact, Maori culture has been one of the representative images of NZ tourism (Hall, Mitchell, & Keelan, 1993). Since the indigenous tourism has provided more diversified perspectives to tourists (McIntosh, 2004) and has become more popular than ever before (Weaver, 2010), the number of tourists enjoying Maori tourism continues to grow (New Zealand Ministry of Tourism, 2009c). Corresponding with museums, the number of museum visitors from overseas has increased since 2003 and has been a popular tourist activity (New Zealand Ministry of Tourism, 2009c). NZ has over 460 museums (Cooper &

Hall, 2005), which is considered to be a large number for the relatively small population of the country. A noteworthy event is the foundation of Te Papa Tongarewa in 1998 which was built as the national museum in Wellington, the capital of NZ. Since then, Te Papa Tongarewa has attracted many tourists which is up to 18.8 million in 2011 (Te Papa Tongarewa, 2011). The opening of this national museum has contributed to doubling the number of tourists in Wellington (Carey, Davidson, & Sahli, 2012). It is hoped that heritage tourism will continue to grow in NZ.

Although there are many tourists who conducted cultural activities, it does not signify that all of them are serious cultural tourists (e.g. McKercher, 2002; McKercher & du Cros, 2003). To take a closer look at heritage tourism in NZ, Balcar and Pearce (1996) conducted a research study in NZ on the West coast in South Island. They collected and analysed various types of data to illustrate the heritage site characteristics, development, management and patterns of demand. The research identified many interesting facts including the fact of the small number of enthusiastic or special cultural tourists which equated to approximately twelve percent of the overall cultural activity conducted (Balcar & Pearce, 1996). Even though this research is relatively old, the same phenomenon was pointed out in the recent study in Waikato area in NZ (Trinh, 2013). In both areas, domestic tourists were dominant as visitors to cultural sites. Corresponding with Maori-related cultural activities, previous research suggested that the level of interest by the majority of tourists is relatively modest (C. Ryan, 2002; C. Ryan & Higgins, 2006). It seems that there have been only a few serious cultural tourists in any context of cultural tourism in NZ.

Understanding the role and the scope of the following two organizations is important as it relates to NZ heritage tourism in order to comprehend the related issues including the DOC and NZHPT. The Department of Conservation (DOC) has a role to conserve natural and historic heritage in NZ.; it follows that the organization places an emphasis on the conservation of World Heritage Sites which are currently all national heritage sites in NZ (Trapeznik, 2000) .

The New Zealand Historic Places Trust (NZHPT) is the national historic agency and guardian of New Zealand's national heritage (Trapeznik, 2000). DOC and NZHPT shares some tasks due to the overlapping responsibilities for built historic-sites yet NZHPT cares more for the historic built heritage sites. .

3.2.3 The issues of New Zealand heritage tourism

In line with the forms and industry of NZ tourism study, there is substantial research conducted regarding nature-based and eco-tourism since NZ has been one of the most notable nature destinations in the world (Bell, 2008; N. J. Morgan, Pritchard, & Piggott, 2003; Warren & Taylor, 1999). On the contrary, the topic of NZ heritage tourism has not received as much attention. Although some researchers have approached the various issues related to indigenous Maori tourism (Hall et al., 1993; McIntosh, 2004; McIntosh, Zygadlo, & Matunga, 2004; Perkins & Thorns, 2001; C. Ryan & Higgins, 2006), museums (Carey et al., 2012; Davidson & Sibley, 2011), destination competitiveness and regional development sustainability (Ateljevic, 2008; Message, 2005), conservation, policy conflicts and related politic issues (Hall et al., 1993; Trapeznik, 2000) but the issues selected are rather limited.

The other types of heritage such as European colonial and early settlement heritage have rarely been explored apart from the previously mentioned work of Balcar and Pearche (1996) in West Coast heritage tourism. The specific perspective towards the settlers' heritage from tourists and the difference of the perspective between domestic tourists and international tourists towards the colonial heritage sites have not been explored yet. Further heritage tourism study is required from a demand side perspective.

3.3 History of the Bay of Islands

3.3.1 Overview

In order to conduct a study of heritage tourism with a specific scope, it is necessary to understand the broad history of the area. NZ has a unique history woven by Pakeha, the European settlers mainly from Britain, and Maori, the indigenous people. To understand the history within the context, individuals need to know how they blended with each other after the first contact through some historical events and how the power balance has changed. BOI is recognized as one of the most important regions historically in NZ and often recognized as NZ's place of the birth. Many significant events occurred in this region including the signing of the Waitangi Treaty. Most of the historic sites in the BOI are associated with important events related to the foundation of NZ.

3.3.2 A place called “Hell hole of the Pacific”

The indigenous people of NZ are called 'Maori' and they originated from Polynesia. Maori have many tribes. The main tribe in the BOI is called Ngapuhi which are comprised of many sub-tribes, some of which were ruled over after they lost the war against the Ngapuhi sub-tribes (King, 1992). Nowadays Ngapuhi boasts the largest affiliation among NZ tribes (Statistics New Zealand, 2007) and in the past this tribe played an important role of the foundation of the history since the European contingent arrived. The name “the Bay of Island” was named by Captain James Cook when he first anchored after he saw many islands along with several long inlets (King, 1992). Cook recorded the success of the launch of Endeavour and the invitation of Maori to their domicile, which implies the friendliness of Maori in the BOI. Cook brought paramount information of Oceania to European society and soon many Europeans and Americans started approaching to NZ (Lee, 1996).

After some events connected to the contact in early times between European and Maori in the BOI, Maori soon recognized the benefit of trading with the outsiders and became eager to

have continued **the contact** with them. However, as the trade became more active at the BOI, the area became a lawless zone due to the arrival of many ex-convicts from Europe in their quest to get a second chance. There was no influence by European law and Maori let European traders do what they wanted so that they would not be discouraged from further trading. As a result, Russell became notorious as the “Hell hole of the Pacific” where it was said there were “more rogues than any other spot of equal size in the universe” (Lee, 1996).

Some ex-convict were successfully utilized the second chance in the BOI. Johnny Johnston, who started the grog shop which obtained a first liquor license in NZ, is one of the best examples. The shop shifted to the bar and became very popular with many whalers owing to the substantial amount of grog and the large number of prostitutes (Duke of Marlborough Hotel, n.d.). The bar was named ‘Duke of Marlborough Hotel’, which contributed to the notoriety of Kororareka at that time and now plays a part in the BOI tourism.

The other group of the people who travelled to NZ were missionaries. Samuel Marsden, a member of Church Missionary Society (CMS) came to NZ for the first time in 1814 with Thomas Kendall who had already visited the BOI along with other colleagues previously. They had a chance to see some powerful chiefs of Ngapuhi including young Hongi Hika in the BOI. The members of CMS including Samuel Marsden and Thomas Kendal liked Kerikeri when Hongi Hika showed this area. They brought members of CMS to Kerikeri after the purchase of the land (Binney, 2007). The Mission house and the Stone Store which are now both cultural heritage sites were built on that period.

The other important missionary is Henry Williams. After he arrived in Australia, he met Samuel Marsden twice and they sailed together to the BOI in 1823. He immediately built the Paihia Mission Station in the same year. He earned respect from the European settlers and from the Maori people and became the first successful missionary. Many Maori people were baptized including Hone Heke, who is a nephew of Hongi Hika and also a young influential

Ngapuhi chief (King, 1992). Both Henry and Hone Heke played an important role in the signing of Waitangi Treaty and the Maori War.

Though Hongi Hika did not take peaceful actions as Thomas Kendall wished, he was definitely a strong patron of CMS missionaries all the time. The Anglican Church which works with the CMS took advantage of the mission under their protection and led the other denominations. A Catholic missionary Jean Pompallier, the first vicar apostolic to NZ from France, arrived in 1837. Unfortunately he was a late comer already. He founded the first Catholic Church in NZ in 1838 in Hokianga and then shifted to Kororareka where he built the Pompallier Mission in 1840, well-known as the NZ's oldest rammed earth building. He printed the first Bible written in the Maori language inside the building. Even though he tried his best to adapt to the local society, he decided to move down to Auckland and then returned to France due to increasing difficulties for French settlers (Martin & Mercer, 2011).

3.3.3 The Declaration of Independence and the Signing of the Treaty

After James Busby who became the first British president of NZ later heard that French adventurer Charles de Thierry arranged the purchase of land in the BOI and attempted to establish his sovereignty, he convinced the Maori chiefs in Northland to unite together and ask the British Crown to protect them under its annexation. James Busby successfully made them assume that the independence of New Zealand under the British Crown was a necessity to avoid invasion by the brutal French forces (King, 2003). The Declaration of Independence of New Zealand was signed on the 28th of October 1835 at the Waitangi Treaty grounds. The British Crown confirmed the document in the following year. Captain William Hobson, the first Governor of NZ from the British Crown was sent to the BOI in 1837.

After the declaration and the arrival of Captain William Hobson, the need for the constitution arose as a next step so that NZ would function as an independent country. Soon after the second arrival of Captain William Hobson, the convocation for the signing of the treaty

was made to all the Maori chiefs and to the VIPs in settlers' society in Northland. Treaty of Waitangi was firstly signed on 6 February 1840 at the Treaty Grounds followed by the signing at the grounds of Te Waimate Mission on 10 February and at Mangungu Mission House on the 12 February successively (King, 1992). Hone Heke, a lay preacher in the Anglican Church and the influential Ngapuhi chief was the first Maori person to sign the treaty and he urged the other chiefs to sign for further good for both Maori and the settlers. The treaty was written both in English and Maori language which was translated by Henry Williams and his son Edward. However, Maori chiefs did not know that there was a discrepancy in translation between English version and Maori language version. Maori recognized that they have the rights under the equal sovereignty whilst the British governors appealed that the sovereignty of NZ was to belong to the Crown (King, 2003). This dispute caused many critical issues. Some of these unresolved matters are still on-going in NZ society today.

3.3.4 The highs and lows of the BOI after the events

The discrepancy related to the understanding in reference to the Waitangi Treaty between the European settlers and the Maori people soon surfaced. The first Treaty signer Hone Heke and the powerful chief Te Ruki Kawiti approached the Maiki Hill with their soldiers and they chopped down the pole of the British flag. This happened in 1843 and it happened four times due to their discontent with the Treaty. In the fourth assault which was their last approach in 1845, they fought with the British army sent by the New Zealand Governor George Gray. They defeated the British force completely in this battle which is now called Flagstaff War and First Maori War which is considered as the opening fire of the larger scale of war between the Maori and the British. The hill where the flag stood is now remembered as the Flagstaff Hill rather than Maiki Hill due to this historic event. Flagstaff War went on through the battle at Russell on 11 March 1845. At the time many houses of Russell were burned down, which brought the 'dooms day' of Russell after the short time of prosperity (King, 1992). The continuous battles finally finished with the Battle of Ruapekapeka which ended in 1846. The

Maori rebellion was led by Hone Heke and Te Ruki Kawiti who fought in the Ruapekapeka Pa against the British forces who now were more experienced in the battle against the Maori rebellion. After the battle, Hone Heke and Te Ruki Kawiti made their peace with Governor George Gray and fortunately neither of them was lost in the war.

Soon after the Treaty of Waitangi was signed, Captain William Hobson bought land in Okiato which is five kilometres south of Kororareka. The name of Kororareka was changed to Russell. Kororareka had been a prosperous town ship since the era of Kororareka and 'Hell hole of the Pacific' though it did not have a good reputation. The town then had changed the name to Russell and became even more developed with the new branding as the gateway of the capital along with the law administration. Russell became a thriving town with lots of settlements and new businesses. However, not too long after he had set up the capital of NZ in Okiato, he decided to shift the capital to Auckland. The shift of capital in 1841, the battle at Flagstaff Hill and the battle of Russell in 1845 unfortunately created an enormous problem for the economy of the BOI including Russell. The township of Russell was deserted as many people moved away to settle in Auckland, in particular after the fire caused during the battle of Russell (Lee, 1996).

Though the BOI lost the chance to become the metropolitan area and suffered from these historic events, the BOI economy recovered consistently if not slowly. Whaling which had become a sunset industry still brought some revenue and profit to the BOI. The whaling history of Whangamumu began in 1893 when Whangamumu Whaling Station was built as the only station to use the net for the whaling and became well-known as the most successful whaling station in the country. However, by the 1930s the catch dropped and the station stopped operations in the 1940s (Prickett, 2002). Cape Brett Lighthouse was activated in 1908 by the Department of Transport, due to the desperate requests from many whalers and Auckland traders who travelled across the sea of the BOI (Gavalas, 2008). Agriculture was developing in the BOI since the missionary settlement in Kerikeri Basin and Te Waimate. Industry started to

boost in the late part of the eighteenth century due to the logging and dairy farming industries, in particular, the dairy business grew in popularity in response to the development of technology development related to food preservation and the increased demand from the British for more provisions.

3.3.5 The development of the tourism industry in the Bay of Islands

In 1920 a launch service began for the sake of collecting cream from dairy farms on the remote small islands in the BOI, which had also operated delivering mail and supplies for many years. At first very few passengers hitched a ride however before long many tourists embarked on a launch due to the sought-after location. A fleet of boats now offer the commercial sightseeing trip called 'Hole in the rock cruise', probably the most popular tourist activity in the BOI. Fishing was becoming a sport attraction for tourists due to the people's recognition of the potential of the sea for fishing and the development of technology related to fishing. The BOI Kingfish Club was founded in 1918 at the request of fishing tourists and locals. The visit in conjunction with the world record breaking of Zane Grey, a world known American adventurer and novel writer, helped Russell revive and before long it was booming as a tourist capital for fishing. During his three visits which commenced in 1926, he stayed at Otehei Bay in Urupukapuka Island, near Russell. He later wrote about the fishing in the BOI in his book and he also praised the diversity and the great size of fish available as well as the skilfulness and hospitality of the local fisher men who assisted him in his activities (McClure, 2004). In the same period, a new line went up for the railway to the BOI. This was followed by the highway from Auckland, which led many tourists to the BOI. BOI became a popular holiday resort, especially for rich Auckland inhabitants.

On 6 February 1940, a century after the signing of Waitangi Treaty, the Treaty House was donated to the nation and was opened to public. From that time on 6 February has been recognized widely as Waitangi Day. In 1975 it became a public holiday. Now the Waitangi Treaty Grounds represent the most popular heritage site in the BOI. The opening of the

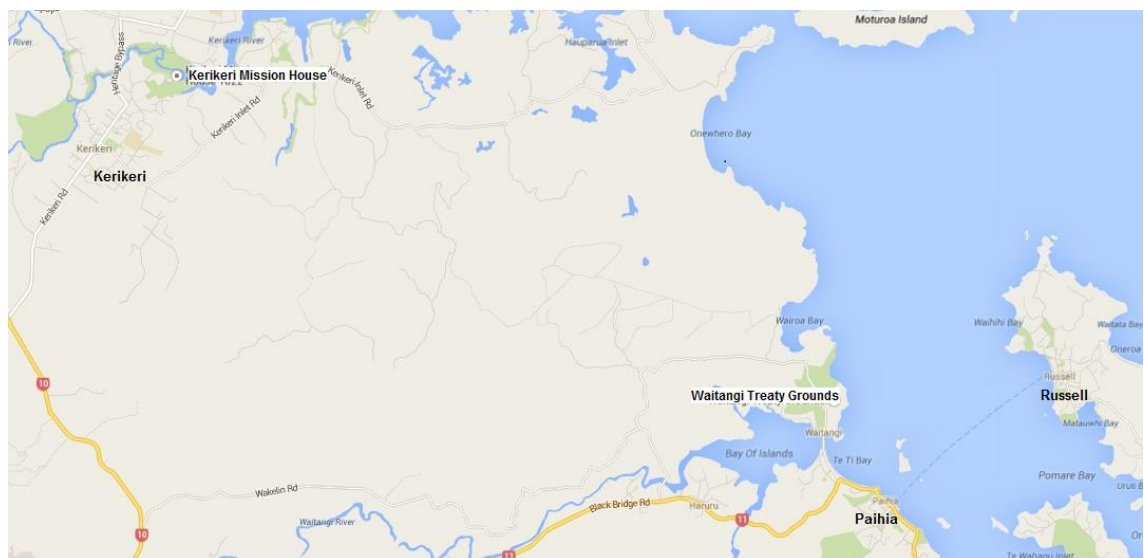
Waitangi Treaty Grounds established the trend of heritage tourism in the BOI and many other significant heritage sites in the area started opening to the public from around the 1950s. To reflect the Britain's intention to strengthen the commonwealth for the sake of recovering their position after World War II, the Royal visit was conducted by Queen Elizabeth II and H.R.H Prince Philip, Duke Edinburgh to NZ in 1963. The visit to the BOI was on Waitangi Day by Her Majesty on that year. The operation of the Bay of Islands Airport in Kerikeri started in 1970s. Today, BOI is recognized as one of the top tourist destinations in NZ, offering various tourism activities including hosting many heritage attractions.

3.4 Bay of Islands tourism

3.4.1 Geography and climate

BOI is located in the Northland Region of the North Island in NZ. It is about 230 km north from Auckland, the international gateway and the largest and most populous city in NZ and about 210 km south from the Cape Reinga, at the northern end of the North Island. BOI is a sub-tropical area, similar to most of the area in the North land yet is warmer than most places in NZ due to the higher latitude in the southern hemisphere. There is lots of access to the BOI from Auckland by bus and flight which operates every day. Previously some of the areas in the BOI faced a geographical disadvantage due to the undeveloped infrastructure. However, now most towns in the area are connected by State Highway 1 which is the most developed and longest Highway in NZ. Now that State Highway 10 and 11 are also open, tourists have greater access to the BOI and have no trouble entering any area by vehicle (C. N. Taylor & Warren, 2001) as displayed in Figure 1.

sea kayaking. Paihia is located next to Waitangi where well-known historic events occurred. Russell faces Paihia across the sea and many tourists approach Russell by ferry from Paihia for the sake of saving time and because it provides a good way to see more of the area from a different perspective. Since Russell was at one time the capital of NZ, many historic sites are located in this town. For example, Kerikeri, the largest and the most populated town in the Northland region, is located inland and twenty three kilometres northwest of Paihia. As of July 2013, Kerikeri Basin historic precinct has been on the tentative list of UNESCO waiting to receive World Heritage Site status.



Retrieved from <http://maps.google.co.nz> on the 25th of February, 2014

Figure 2: Map of the Bay of Islands

3.4.2 The current tourism situation in the Bay of Islands

Tourism in the BOI has been contributing to the economy for many years and is now famed as one of the top destinations in NZ, supported by the considerable tourist infrastructure (*Lonely Planet*, 2009). Attracting more tourists to the BOI is a key issue for the Northland economy where the average annual household income is the lowest among all the regions throughout NZ. Although the competition among domestic destinations is getting tougher, BOI

tourism has more advantages than many other places in NZ due to the smooth access from large cities and the fact of relatively being well-marketed to domestic and international tourists. BOI is a gateway of Northland and functions as a main destination or base town to go to the other spots. Becoming a magnet for more visitors can facilitate the number of visitors to the other Northland areas.

Under the current situation, heritage tourism is now considered as a promising activity in the region. Heritage tourism nowadays is one of the most popular types of tourism and the number of cultural tourists has been growing worldwide in the world (UNWTO, 2011). The BOI heritage tourism already attracted many tourists before as the fishing and the cruise had become popular (Binney, 2007). Indeed, the BOI area is probably the most historically important area in NZ (King, 1992; King, 2003; Lee, 1996) and many historic sites are located closely together. The majority of sites are well-reserved (King, 1992) with good interpretations. Regional Economic Activity Report from the Ministry of Business, Innovation and Employment (2012) pointed out that Northland has a 'comparative advantage in tourism with nationally important heritage offerings'. Northland Inc, a Regional Tourism Organisation (RTO) of Northland, state in their notice –oriented homepage that Northland is the place to discover NZ culture. BOI heritage tourism is a critical issue for the BOI and Northland economy.



Figure 3: The Sea View in the Bay of Islands from Waitangi Treaty Grounds

3.4.3 An introduction to the popular heritage sites and attractions

3.4.3.1 *Waitangi Treaty Grounds*

Waitangi Treaty Grounds is located 2.6 km northwest of the Paihia wharf. The Waitangi Treaty Grounds represents one of the most significant and probably the most well-known NZ heritage sites for international tourists. Today, tourists can see many exhibitions in the grounds such as many displays in the museum and the Treaty House and *Ngatokimatawhaorua* which is one of the biggest Maori ceremonial war canoes. The buildings are surrounded by the extensive park which commands a beautiful view of the BOI. A guided tour and Maori performance and cultural show are available every day for tourists. Even though the entrance fee is NZ \$25 per adult it is free for NZ residents yet a voluntary donation is very much appreciated. It is open seven days a week and all year around.

3.4.3.2 *Mission House and Stone Store*

Mission House and Stone Store are located in the Kerikeri Basin by Kerikeri River. They are now under the administration of NZHPT and are managed together by the same staff. These days Mission House can only be visited with a guide from the Stone Store because of fragile nature of the structure. Mission House was built between 1821 and 1822 and is regarded as the oldest building in NZ. The Stone Store was built between 1832 and 1836 and is recognized as the oldest stone building in NZ. The sites are popular among tourists and are probably the second busiest historic sites in the BOI after the Waitangi Treaty Grounds. Around 70,000 tourists are visiting Stone Store every year. The basin is two kilometres away from the Kerikeri Intercity bus stop and the site visiting tour is available in Kerikeri and from Paihia. The sites are opened for seven days all year round. The entrance fee is NZ \$8 which includes a visit to both the Mission House and Stone Store.

3.4.3.3 *Rewa's Village*

Rewa's village is one of only a few examples of the museums which form a real Maori village. Rewa's village is located by Kerikeri River and faces the Stone Store and Mission House across the river. It was constructed in 1969 and serves as a replica of a kainga (a Maori village which is not protected by a citadel). The entry fee is inexpensive (NZ\$5 in June 2013) and the village is open seven days all year round. There is a bridge across the river which is located close to the Mission House and Rewa's village so tourists can visit these sites by reasonable effort.

3.4.3.4 *Pompallier Mission*

Pompallier Mission, founded in 1842, is the oldest Roman Catholic building and the oldest rammed earth building, and oldest industrial building in NZ (Martin & Mercer, 2011). Now NZHPT is responsible for the management of the Mission. Tourists will notice the strong French influence on the building. Around 10,000 tourists visit Pompallier House every year. The Mission is located within three minutes' walk from the Russell wharf along with the road by the beach. The Mission is close to both the Russell Museum and the Christ Church however as it is located off the road and further from the centre, some tourists may find it difficult to reach the site. It is open every day throughout the entire year except Christmas Day. The mission offers a guided tour and shows how the oldest printer in NZ worked at that time by demonstrating the printing so that the tourist can see the printer in operation.

3.4.3.5 *Christ Church*

Christ Church, built in 1835, is the oldest building in Russell and the oldest church in NZ where the Anglican Church services are still provided regularly today. It survived through a number of frequent fires, which devastated the township of Russell, with just a few musket shot fragments and broken windows. This fact reminds tourists that the church was the centre of the fighting during the battle in 1845 between the British forces and the Maori rebels led by Hone Heke and Te Ruki Kawiti (Gavalas, 2008). There are tombstones of historic persons who were

the main characters of the NZ's history in the 19th century at the church yard. Even though the church is off the main street of Russell, it is still located in the centre of the town within a ten minute walks from the wharf. It is open to the public during the day throughout the year and many visitors come and go.

3.4.3.6 *Russell Museum*

Russell museum was opened in 1956. It is a private museum supported by the funding of the museum including the donation of the land, revenue and the collection. It is located at the centre of Russell close to the wharf, Pompallier House and Christ Church. Around 25,000 visitors enjoy the exhibitions at Russell Museum. It is open every day except Christmas day. The entry fee was NZ\$7.50 per adult in June 2013.

3.4.3.7 *Flagstaff Hill*

Maiki Hill, now known as Flagstaff Hill, is one of the most closely related places to memorize the redoubtable chief, Hone Heke. Flagstaff Hill, located within a half an hour walking distance from Russell Wharf, is directed well by signage. The location commands a great 360 degree view. Flagstaff Hill is a popular spot with locals as well as the tourists and is mentioned by many guidebooks.

3.4.3.8 *Duke of Marlborough Hotel*

Tourists can find the Duke of Marlborough Hotel immediately upon arriving from Paihia to Russell via the ferry. The Duke of Marlborough Hotel, just a half a minute walk from the Russell wharf, faces the beach. The bar in the white colonial style building serves as a popular attraction for tourists. It is known as the first liquor licensing business in NZ.

3.4.3.9 *Te Waimate Mission*

Te Waimate Mission is located twenty-four kilometres west from Paihia Wharf. The site is not on the main road or close to any township and there is no public transport to reach this site. Te Waimate Mission Te Waimate Mission, the only surviving house founded in 1830, is

now counted as the second oldest building after the Mission House in Kerikeri (New Zealand Historic Places Trust, n.d.). Te Waimate Mission has been under the management of NZHPT longer than the most of the sites due to its historical significance. Around 5,000 tourists visit Te Waimate Mission. Te Waimate Mission is open daily from November to April and Saturday, Sunday, Monday and Wednesday from May to October. The entrance fee is NZ\$8.

3.4.3.10 *St. Paul's Anglican Church and Canon P.T. Williams House*

St. Paul's Anglican Church and Canon P.T. Williams House are both situated in Paihia. St. Paul's Anglican Church is located by State Highway 11 and 400 metres southeast of the Paihia Wharf. This stone built church was built in the 1920s. It has a beautiful exterior and attracts many tourists (King, 1992). Canon P.T. Williams House is another heritage property related to Henry Williams. The building, built in the 1920s, is now used as a public library and gallery. It holds the name as Williams House to commemorate Henry William's missionary. It is registered under NZHPT which supports its conservation. It is located in the centre of Paihia and is open to the public along with its tidy garden for free.

3.4.3.11 *Ruaapekapeka Pa*

Ruaapekapeka Pa is located twenty-four kilometres down south from Paihia Wharf. Whilst driving from Auckland towards Paihia, Ruaapekapeka Road can be seen from State Highway 1. Tourists should drive their own car for around fifteen minutes on the un-sealed road to reach Ruaapekapeka Pa. Ruaapekapeka Pa is the site of the last battle in the Northern War which ended in 1846 and is now considered a significant historic site in NZ. Ruaapekapeka Pa is now under the joint management of DOC and Ruaapekapeka Pa Trust. It is reasonably well maintained and open to the public at no charge.

3.4.3.12 *Cape Brett Lighthouse and Whangamumu Whaling Station*

Cape Brett Lighthouse and Whangamumu Whaling Station are both isolated from any residence. The majority of visitors walk to the sites although tourists can visit the sites via the

tour bus. The sites are accessible through the walking track. Cape Brett Track is 26 kilometres walk for one way from Russell. Whangamumu Track starts from Rawhiti, a small beachfront town 27 kilometres from Russell. Now both Cape Brett Lighthouse and Whangamumu Whaling Station are under the management of the DOC and they are open to public for free.

3.4.3.13 Culture North

Cultural North is a tourism company which offers a Maori performance and cultural show in the evening time at the Waitangi Treaty Grounds. The Culture North Night Show, the only night show in the BOI, tells the Maori story of the genesis in NZ and the sign of Waitangi Treaty and includes light show, traditional dance and songs. This cost is NZ\$65 which includes transportation from the accommodation.

3.4.4 The locations of popular heritage sites

As the previous section has illustrated, there are many choices that are available for heritage tourists in the BOI. The expenditure for the attractions varies, ranging from free to NZ\$25. Hence, the number of fee based visitation attractions may serve as an appropriate indicator of cultural tourists' eagerness to conduct cultural attractions with the consideration of their financial budget.

Table 1 is the list of popular heritage sites and activity in the BOI. The majority of them belong to the cluster of sites in Paihia/Waitangi, Kerikeri or Russell which are the most inhabited areas. Hence, tourists can take part in a number of cultural activities in the BOI. Two popular sites in Kerikeri are located opposite the Kerikeri River and tourists can access both right across the bridge. The sites in Paihia/Waitangi are located within walking distance from each other. Tourists can visit the majority of popular Russell sites within a half day by walk on foot. Whangamumu Whaling Station is located half an hour walking distance from Cape Brett Lighthouse. The tourist transportation between the major clusters of heritage attractions such as Paihia, Russell and Kerikeri are developed and are available a number of times throughout the

day every day. Although some of the sites such as Te Waimate Mission and Ruapekapeka Pa are not located within walking distance of each other, the usage of a vehicle allows tourists to visit most all of the sites within a couple of days due to the developed infrastructure.

Table 1: Popular Heritage Sites and Activity in the BOI

The popular heritage sites	Location
Waitangi Treaty Grounds	Paihia/Waitangi
Mission House and Stone Store	Kerikeri
Rewa's Village	Kerikeri
Pompallier Mission	Russell
Christ Church	Russell
Russell Museum	Russell
Flagstaff Hill	Russell
Duke of Marlborough Hotel	Russell
Te Waimate Mission	Te Waimate North (39 kilometres west of Paihia)
St. Paul's Anglican Church	Paihia
Canon P.T. Williams House	Paihia
Ruapekapeka Pa	Towai (34 kilometres south of Paihia)
Cape Brett Lighthouse	
Whangamumu Whaling Station	(26 kilometres east of Russell)
A popular cultural activity	
Culture North (Maori show)	Paihia/Waitangi

In sum, the majority of sites are geographically close to each other and tourists will mostly have a chance to visit other sites without affecting their schedule or financial budget excessively once they visit one site. Therefore, tourists who are eager to conduct cultural attractions can be 'spoiled for choice' for the visit to heritage attractions in NZ's BOI. However, tourists will be required to put forward a little 'extra effort' such as spend for a tour or driving to some sites for their excursion to travel to the further cultural activities. The number of heritage clusters visited can be an indicator of tourists' eagerness to disperse spatially to visit as many of the heritage attractions in the BOI as they can fit into their schedule.

3.5 Summation

This chapter has outlined the features of the BOI heritage tourism as a research setting. Though NZ has not always been a popular destination owing to the geographic disadvantage, the economy of NZ now depends on the tourism industry and is successful as a worldwide tourist destination owing to the strategic branding that commenced from 1999, sports event and mega-hit movies filmed in NZ. Although many tourists, both domestic and international, have conducted nature-based activities from the early days of tourism, heritage tourism has become popular in NZ. BOI, one of the top tourist destinations for both domestic and international tourists has relatively easy access from Auckland, the largest city in NZ. The area is well-known for nature activities and for its historic significance, particularly in relation to the Declaration of Independence and the Signing of the Treaty. Many heritage sites are preserved in a good condition with sufficient interpretations. These facts suggest that knowledgeable tourists can be 'spoiled for choice' related to heritage tourism in the BOI area. Hence, the substantial number of heritage tourists with different degrees of interest can be observed. Even though the density of site positioning and entry fee for the attractions varies, many sites are close to each other and most sites require an affordable entry fee or are free. Owing to the variety of the different expenditure required for each attraction and the dispersion of heritage sites, the number of fee based sites visited and heritage cluster attractions visited in the BOI can serve as proper indicators for tourists' DD regarding economic consumption and explorative spatial dispersion in the BOI heritage tourism context.

CHAPTER 4: METHODOLOGY

4.1 Introduction

In this chapter, the outline of the research design and rationale behind the selection will be shown regarding the identification of primary reasons to differentiate tourists' DD in the BOI heritage tourism context. Firstly, the objectives of the research as well as the aim will be outlined. Secondly, the selected research paradigm for the study and the reasons behind the decision will be explained. Concurrently, the methods of the study and the main applied theories for the analyses will be introduced. Thirdly, the concrete design of the study for the empirical research will be illustrated. In this section, the research setting, sampling frame and the procedures of the data analyses will be accounted for. And finally, the limitations of the study will be acknowledged and explained.

4.2 Theory of research methods

4.2.1 Aim and objectives of the study

The author referred to the term "Doing the Destination (DD)" to describe tourists' multiple attraction/activity experiences within a destination so that it could be argued with consistency applying the same concept. In the literature review, it was revealed that this issue has not been adequately explored and seems to be a complicated phenomenon, requiring the consideration of a number of aspects. The author assessed the BOI as a suitable case research setting for tourists' DD due to the popularity of heritage tourism, supposedly different degree of tourists' interest towards heritage activities, the dispersion of heritage sites and the variety of entry fees including many free sites. These studies justify the aim of this study as the comprehensive examination of tourists' DD in NZ's BOI heritage tourism within the context in terms of research significance and appropriate setting. The specific topic of this research for this thesis involves building up a comprehensive understanding of tourists and their interests.

To achieve the aim which is generally conceptualized, the concrete objectives for each part proposed are spelled out. Firstly, the characteristics of the BOI heritage tourists need to be explored as the author needed to recognize whether these characteristics are mutually exclusive or associated with some factors. Secondly, the number of subtypes of heritage tourists and the efficacy of the cultural tourist types in the BOI has been set forth for further analysis and for further evaluation. Since McKercher's typology was considered to be effective to understand and predict tourists' behaviour in the previous study, it is hoped that this theory should enable the author to identify whether and in which way tourists' subtypes are associated with tourists' DD once it is proved to be effective in the BOI study. As each of these issues is examined, the next stage involves understanding which factors including heritage tourist subtype are associated with the number of sites visited. Subsequently, the reasons that serve as the foundation need to be identified regarding their association and non-association with the factors related to tourists' DD in order to further understand the behaviour. In this process, the findings in the previous tests are considered and reflected to identify which factor is the fundamental one to associate with tourists' DD and why this factor is dominant to the behaviour. By achieving the objectives related to the tourists' DD indicators, the comprehension of tourists' DD is accomplished.

4.2.2 Research paradigm of the study

The researchers must always ground the construction of research questions (Jennings, 2010), in order to achieve validation of the research and verify the judgement of the research methods based on their philosophical assumptions (Myers, 1997). Research paradigms which contain philosophical assumptions are so distinctive from others and they have been recognized as being competing with each other (Grant & Giddings, 2002; Guba & Lincoln, 1994; Myers, 1997). Therefore, it is appropriate to state the research methodology which the author believes to be valid to utilize for answering the research question at first so that the guidance of the research methodology in this thesis can be clearly indicated.

The author proposes the paradigm of postpositivism. The axiology of postpositivism explains the value of the knowledge is propositional and of intrinsic value, which is the same as that of positivism (Creswell, 2013). However, the ontology in postpositivism refers to the nature of reality that differs from that of positivism; it is based on the recognition that human beings cannot be “positive” about our assertions of knowledge when researching behaviour and actions (Creswell, 2013). Therefore, the epistemology of postpositivism which refers to the way we obtain knowledge of what we know reflects the view; it is objective but the inevitable researcher bias is acknowledged (Jennings, 2010). In methodology, quantitative data collection and analysis are conducted primarily but some qualitative analysis can be utilized (Jennings, 2010) because the ontology and epistemology of postpositivism assumes the room for interpretations which are not statistically supported (Marks & Yardley, 2003). Statistical results themselves obtained are not solely important in social science (Tashakkori & Teddlie, 2003) ; they need to have meaning in the real world. However, through the process of the discussion in which the meaning of the result is emphasized in the empirical world, the interpretation of the researcher is almost inevitable. Tourism is concerned with a highly complicated phenomenon in a real life situation since many factors are involved, for example, economic, geographic and psychological issues, even in a single occurrence which may seem ordinary and simple (Leiper, 2000). Therefore, postpositivism often fits the tourism study as it promotes the theory and model production with the support of the understanding of the complex phenomenon.

The author is aiming at the description of the tourism phenomenon with the empirical findings so the axiology of the study is propositional and is of intrinsic value. However, this study has exploratory value due to the insufficient previous study involved in the research themes including many *post hoc* analyses. Hence, the author is required to interpret the statistic results and analyse the qualitative data to construct the theory which cannot be directly proved by empirical studies. The postpositivism paradigm guided the author to interpret the quantitative results in line with tourists’ perception and behaviour. Most notably, postpositivism allows the

author to utilize interpretations in relation to the quantitative results to identify whether, and if so the way in which the tourists' DD factors are associated.

4.2.3 Quantitative study

4.2.3.1 *The concept of quantitative study*

Quantitative research refers to the collecting and analysis of numerical data and the quantitative approach depends on numerical evidence to draw a conclusion or to test hypotheses (Veal, 2006). Quantitative methods provide the precise and efficient information for analysed phenomena. The analysis tends to be deductive and hence the information is limited on a large number of respondents (Jennings, 2010). However, the results are capable of representing the wider population of the analysed subject.

Quantitative data was collected and analysed to explain the phenomenon for the solution of the research question in this study. The study is mainly deductive owing to the necessity of identifying the crucial factors in tourists' DD and of illuminating the physical and cognitive reasons underlying these decisions. Tourists' DD is a part of the DM study and the body of the DM research in multiple destination visitations revealed a large number of significant attributes for DM and substantial ideas regarding how physical and cognitive reasons are associated with the DM through these attributes studies. Due to the necessity to explore the new DM study field and to address the study related to some other attributes, this study also takes into account an in-depth explanatory inquiry. These inquiries should be sufficient to fill the gaps along with the conceptual study based on the literature review. Accordingly, statistical tests have been conducted taking the existing theories into consideration to obtain the focused and accurate information which fits the tourists' DD context with validity.

4.2.3.2 *The utilization of McKercher's cultural tourist typology*

McKercher's cultural tourist typology was utilised as an analytical tool of heritage tourists; the types were tested as a variable and a function of forming cognitive reasons

underlying the other critical variables for tourists' DD. Centrality and depth of experience serve as the two factors which form the axes of this theory. Centrality refers to the importance of a cultural activity in a tourist's decision to visit the destination and depth of experience signifies that which is obtained through participation in cultural activities conducted at the place. Through the logical break points of the two scaled questions, the pivot points serve as the construct to classify the groups. The response of the centrality which expresses the importance of a cultural activity is broken down to five-point opinion scales and the depth of experience is broken down to four-point as Table 2 displays. Through conducting the typology, cultural tourists will be segmented into five groups based on the degrees of the centrality and depth of experience of cultural activities in BOI as Table 3 demonstrates.

Table 2: The Response Scales in McKercher's Cultural Tourist Typology

Scale	The degree of the strength / tendency	Centrality	Depth of experience
1	Lowest	Unimportant	I took part in sightseeing/took photographs at interesting and unusual sites
2		Not very important	I learned a little about the Bay of Islands and/or New Zealand culture and heritage
3		Neither important nor unimportant	I learned a lot about the Bay of Islands and/or New Zealand culture and heritage
4		Very important	I obtained a deep understanding of the Bay of Islands and/or New Zealand culture and heritage
5	Highest	Main reason to visit	

Source: Adapted from McKercher (2002)

McKercher (2002) developed the following theories to create centrality as the axis of the typology such as Silberberg's (1995) four discrete types of cultural tourists based on the three levels of centrality. Depth of experience, the other axis of the typology, is based on the theories from the fact identified by McIntosh and Prentice (1999) and Kerstetter, Confer and Bricker

(1998) that different cultural tourists engage sites at various levels. Based on these concepts, McKercher (2002) theoretically constructed the five types of cultural tourists and he proved the effectiveness for understanding of tourists' cognitive characteristics such as experiential and motivational and predicting behavioural characteristics of cultural tourists empirically in Hong Kong on 2002 and 2003.

Table 3: List of McKercher's Cultural Tourist Types

The types of cultural tourists	Centrality (the break point) / depth of experience (the break point)
Serendipitous cultural tourists	low centrality (1 or 2) / deep experience (3 or 4)
Incidental cultural tourists	low centrality (1 or 2) / shallow experience (1 or 2)
Casual cultural tourists	modest centrality (3) / shallow experience (1 or 2)
Sightseeing cultural tourists	high centrality (4 or 5) / shallow experience (1 or 2)
Purposeful cultural tourists	low centrality (1 or 2) / deep experience (3 or 4)

Source: Adapted from McKercher (2002)

McKercher stated in his article (2002) that the following four types “capture the vast majority of cultural tourists at any destination and reflect the expected relationship between centrality of purpose and depth of experience”: the purposeful cultural tourist, sightseeing cultural tourist, casual cultural tourist and incidental cultural tourist. These types are similar to the groups proposed by Silberberg (1995). He also stated that the serendipitous cultural tourist is the ‘unusual’ type and indeed the identification of the serendipitous cultural tourist is the new contribution of his cultural tourist typology this type was empirically revealed to have the different tourists’ characteristics from the other types.

In line with the segmentation of cultural tourists into five groups, McKercher and du Cros (2003) empirically tested to prove the ‘hypotheses’ that this segmentation of cultural tourists is effective and was proved useful in Hong Kong. Since the aim of this study focuses on the comprehension of what factors fundamentally lead the diversified tourists’ DD, the author tested whether the different segmentation of the cultural tourists are effective to analyse the tourists’ DD by separating serendipitous tourists into two groups based on the different centrality

in the next chapter. However, no significant difference was indicated. This result gives the additional validity of the classification of five types. Hence, the objectives of the author through the typology were justified in terms of the segmentation of cultural tourists to identify the difference of the tourists' DD associated with the types.

Two reasons can be stated for the utility of McKercher's typology as an analytical tool of tourists' DD: The typology is based on centrality and depth of experience in relation to the cultural activities conducted at the destination. The issues related to cultural tourists are complex and much more variety of motivations has been identified than the most of the other form of tourisms. McKercher's cultural tourist type is successful at segmenting cultural tourists effectively with simple dimension which consists of the important and convincing element without losing the illustration of tourists' diversity. In fact, the study of McKercher and du Cros (2003) proved that the typology was effective to understand the different cultural tourist experiential, motivational and behavioural characteristics in Hong Kong. It is expected that the typology will be useful for the author to understand the behavioural characteristics of the tourists' DD from the same perspectives from the empirical view. Due to the two reasons referred to above, the author considered that McKercher's cultural tourist typology is effective to apply as the analytical tool for understanding the tourist phenomenon of tourists' DD.

It should be noted that depth of experience indicates tourists' personal traits for cultural tourist experience and does not mean the experience itself or emotions which were raised by the experience. McKercher (2002) stated in his article, "Different people have different abilities to engage cultural and heritage attractions..." and exemplified the associated factors such as tourists' level of knowledge and time availability. Hence, it is more likely to be a predictive variable attached to tourists' characteristics and be a function of the tourists' cognition rather than an evaluative or related to the emotion such as satisfaction.

4.2.3.3 Self Determination Theory as motivation theory

SDT has been explored originally in academic education and has been applied to the different context such as sport, free time or leisure due to its ability for comprehending varying level of motivation for activity engagement (Baldwin & Caldwell, 2003). SDT seems to be one the most appropriate motivation theories in the context of tourist motivation. Tourists' DM is an on-going process (Hyde & Lawson, 2003) along with the socially mediated adjustment to features of the destination and overall trip evolution (Moore et al., 2012). In the process, motivation is recognized as a driving force for DM influenced by the various and successive information obtained through the trip (Goossens, 2000). The engagement of tourists' to the activities are a comprehensive concept and SDT seems to be capable of displaying the process about the way the tourist motivation is formed through the stimuli, which is the information in this context, differently between tourists along with the temporal axis. Particularly, since it has been recognized that the motivations of cultural tourists are different and varied (Dallen J Timothy, 2011), these abilities of the SDT should be effective to comprehend the tourists' motivations.

The author applied SDT to code the motivations for the study. The possible selections were coded according to the facilitation of each motivation considering its function related to the engagement in the activities as stated in the previous literature review.

As Figure 4 illustrates, each motivation in SDT can be deduced by the strength of autonomy as to how strongly the motivation is self-determined along the continuum which includes amotivation and intrinsic motivation on opposite sides. Since visiting heritage attractions is a leisure activity for tourists in the BOI, amotivation and external regulation in Figure 4 do not apply to the motivations of visiting attraction sites.

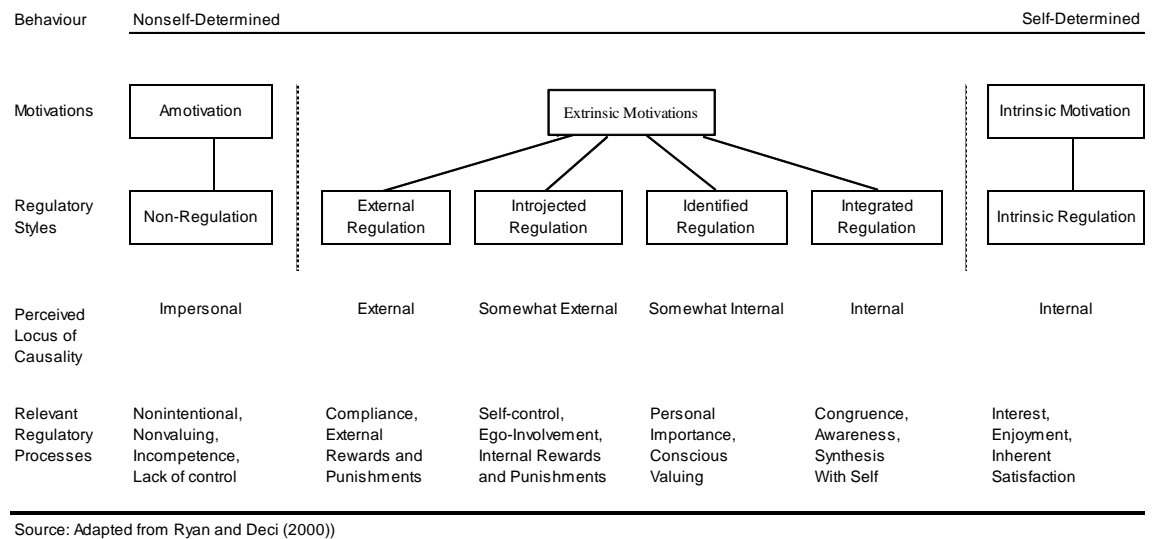


Figure 4 : Self-Determination Continuum

4.3 Research methods in practice

4.3.1 BOI as a case study

4.3.1.1 The research process in the BOI

The author chose the BOI heritage tourism as the case study of tourists' DD. Since this study includes the replicate inquiry of the Hong Kong study, the definition of heritage tourism followed Cultural Tourism Charter in 1999 by ICOMOS as McKercher and du Cros (2003) conducted. Simple random sampling was conducted with the aim of representing the population of BOI cultural tourists. Structured survey data collection was conducted including open-ended questions. Tourists in the BOI were recruited for the intercept survey at key locations in Paihia and Russell where many tourists are observed. To avoid obtaining invalid data through a relatively complicated questionnaire, face-to-face survey data collection was operated. All collected survey data was coded including qualitative data and input to Statistical Product for the Social Sciences 20 (SPSS 20).

4.3.1.2 *The suitability of the BOI*

Heritage tourism in the BOI was selected as the case study. As stated previously, BOI is one of the top tourist destinations in NZ (*Lonely Planet*, 2009) and many domestic and international tourists visit this area with different motivations due to the wide variety of activities on offer including heritage attractions. The majority of tourists recognise the BOI as a multifunctional destination. Many visit to engage in typical leisure and recreation activities rather than for cultural reasons. Although the BOI has many historic sites, the level of interest of cultural tourists varies according to their knowledge of NZ history and due to iconic heritage sites such as Waitangi Treaty Grounds being not as well-known as other popular destinations with famous heritage sites. On the other hand, tourists are 'spoiled for choice' in the BOI because this region is of significant historical interest due to many important heritage sites including the Waitangi Treaty Grounds located there. This means that tourists do not necessarily visit this region solely because of the Waitangi Treaty Grounds but other cultural attractions may be the focus of their visit.

These facts suggest that the author could obtain data from a wide variety of tourists with different perceptions towards heritage tourism in the BOI. This means that the BOI is a neutral destination for data collection in terms of tourists' choices to visit various attractions. From this perspective, the BOI is comparable to Hong Kong in terms of cultural tourism study. It also enables the author to perform an analysis regarding tourists' associations relating their cognitive functions to their actual behaviour. A certain number of cultural activities and the cluster of the sites are available to visit for tourists in this location. Most heritage sites in the BOI are either free or affordable for the entry. These particulars enable the author to analyse how tourists conduct tourists' DD with the association of temporal time and financial budget without creating unnecessary bias. Corresponding with the dispersal of heritage sites in the BOI, some clusters of heritage sites which are historically related are within driving distance. It justifies the fact that the author still can examine the phenomenon of the tourists' DD from the geographic aspects as

tourists need to disperse wider to expand their tourists' DD spatially from the specific number of the visitation. Owing to these advantages, the author believes that BOI is suitable for the case study to achieve the aims which contains the new radius and the aspect of the DM for multiple destination visitations.

4.3.1.3 *The selection of the sites*

Waitangi Treaty Grounds was selected due to its popularity and historic significance. All sites which are registered under NZHPT were in the selection of the survey form so that tourists could pick up the site even if they did not remember the name clearly. NZHPT is the oldest, most well-known and influential organization for the heritage protection in NZ (Tranpeznik, 2000). A branding 'label' highly influences the visitor's DDM in a positive manner (Keller, 1993; J. Ryan & Silvanto, 2009) and the fact a heritage site is under the protection of NZHPT gives enough credit to attract tourists to the site. Tourists were also able to propose other places not on the list if they consider them as heritage sites.

It was already reported by McKercher and du Cros (2003) that what tourists perceive as heritage and cultural sites are different for individuals. McKercher and du Cros set up their criteria of the definition based on the description utilised by ICOMOS to define cultural heritage, acknowledged as Cultural Tourism Charter in 1999 (ICOMOS, 1999). The author also utilized the definition for the sake of replicating their study. Although ICOMOS New Zealand has declared their own charter, known as the Charter for the Conservation of Places of Cultural Heritage Value (ICOMOS New Zealand, 2010), the definition gap between them did not cause a issue as all cultural sites tourists stated either matched both definition or did not fit in either. The author excluded the referred site by tourists if it does not match the definition such as not focusing on clear or identifiable cultural or heritage aspects. The author also excluded the sites if tourists visited them without recognizing those attractions as cultural activities or heritage sites.

4.3.2 Empirical quantitative research

4.3.2.1 *Sampling frame and data collection procedure*

Purposive sampling was conducted for the following aims; the sufficient amount of data will be corrected from the population which is arguably limited due to the trait of interest acquired and the sampling biases will be reduced. From an initial selection, 384 or more of survey data collection was targeted. According to Wald's Test, a sample size of 384 is necessary to reflect accurately a microcosm of the infinite population with a ninety-five percent confidence interval and a probability factor of five percent (Ogungbenro & Aarons, 2010; Wunsch, 1986). The sampling method contained a non-random selection of the places of data collection where the possible respondents can be identified more easily than in other places in order to maximize the chance of collecting the sufficient amount of survey data. For the data collection, the intercept survey method was employed in the bus stops and at the main car parks in Paihia on most instances. Paihia serves as the hub of the BOI where more tourists were expected to be observed than at any other place. The data collection was also conducted at Russell wharf when only a few tourists were observed in Paihia since Russell has the largest heritage cluster in the BOI and a reasonable amount of data was expected to be collated in this place. However, the author conducted the data collection only a few times in Kerikeri due to the low level of numbers of tourists observed in this area.

Survey participants: are eighteen years old or older, are visitors from outside of the BOI, are the cultural tourists who have visited at least one cultural activity in the BOI and are completing the travel in the area. Any traveller younger than eighteen years old was excluded since they are under the legal age of NZ and those DDM is reliant upon their guardians, not themselves. Data were collated in the period from April 2013 to May 2013. This period includes on-season, transition and off-season for the BOI tourism. The sampling was conducted in a three-stage process. In the first stage, intercept approach was held to identify the applicable respondents. The tourists who met these criteria were asked to participate in the survey. During

the screening, tourists who were identified to have visited one or more historic site(s) were requested to take part in the survey which contains a wide variety of questions including typology, the number of visited site(s) and her or his motivation to visit the site(s).

With respect to the data collection, the author spoke to tourists and conducted the filtering questions to identify the participants at first. A face-to-face survey was employed because of the following advantages: an expected higher response rate and the possibility of the usage of the more complicated questions than utilizing the other methods (Blair, Czaja, & Blair, 2013). The drawbacks of this method is that it is more time consuming and costly than the other methods. However, the author was required to ask some open-ended questions to collect new and meaningful information and it was also necessary to obtain the higher response rate as the denominator of the sample was suggested to be small. The author also needed to fill out the survey to avoid obtaining incomplete data since this survey contains many questions including open-ended questions

Since the number of individuals who possesses these traits was considered to be limited, the author decided not to conduct random sampling for the fear of the failure to collate sufficient amount of data. In the practice, only about one out of ten tourist whom the author approached met the criteria. Due to the necessity of collecting certain amount of data so that parametric analyses can be operated from the limited population, it was critical to choose the purposive sampling frame.

Through purposive sampling, more accurate results can be brought from a more representative sample than using other non-sampling techniques. In line with the sampling location, the majority of the BOI heritage tourists visit Paihia, Russell or Kerikeri in which heritage sites which are nationally significant and popular among tourists are located. Particularly, the sample collected in Paihia Wharf reasonably represents the heritage tourists in the BOI since the majority of tourists whether they are heritage tourists or not visit Paihia due to

its location as a hub to the other BOI area and Far North area. The places where the sample was collected were mainly in the wharf adjacent to the information centre or the information centre which is the centre of the town and hence multi-functional to tourists; these places are considered to be neutral sampling location.

The author still recognises the bias caused by the sampling frame and the location of the data collection in terms of the potential failure to obtain sufficient data from specific segment. The chances are that the larger proportion of domestic purposeful cultural tourists may not have been selected than the other domestic cultural tourists; they have sufficient knowledge regarding the heritage sites which they are planning to visit hence they do not necessarily visit the information centre and in fact they may avoid visiting the area for the sake of being away from the crowd of tourists.

4.3.2.2 Collated data regarding each tourists' DD indicator

Structured survey data collection was conducted; the questionnaire includes the basic demographic and trip profile questions such as the origin and the frequency of the prior visitation to the BOI. The same questionnaire as McKercher and du Cros (2003) conducted in Hong Kong is operated: the questions related to the types, motivational and experiential semantic differential questions and questions regarding the amount of learning. The questionnaire also contains the motivations for each site visitation, the previous awareness for each site and the de-motivation for not visiting the sites formerly known prior to the visit to the BOI. Respondents were then asked for the additional comment regarding their visitation to the BOI heritage attractions by an open-ended question at the end of the survey for the sake of identifying the factors associated with tourists' DD which had not been recognized yet. Indeed, the author can obtain useful information from the previous research which is applicable to this case study. However, this study topic is also very new and has not been explored well yet. Consequently, the author thought obtaining qualitative data in relation to the topic might help to gain further insight which may have been missed out in the previous study. Through the

collated data regarding the visitation to each site, the following numbers were calculated as the indicators to express tourists' DD: the total number of attractions, the number of fee-based sites and the number of heritage clusters visited.

As defined previously, the concept of tourists' DD contains tourists' spatial and economic behaviour within destination. Koo et al. (2012) assessed that there is a significant positive correlation between the number of activities conducted and the dispersal of tourist within destination. Hence, the total number of attractions visited becomes one of the indicators for tourists' DD. However, this number solely does not indicate the degree of the economic behaviour since the visitation may contain free sites. The number also does not clarify whether tourists focused on attractions or wanted to explore within a destination.

The descriptive and inferential statistical tests were conducted regarding the tourists' fee-based attractions conducted as well as the study of the total number of attractions; the variables which were associated with the number of fee-based attractions visited and which variables underlie others were identified in this process. The attributes of fee-based sites have different characteristics compared with the free sites; Generally, fee-based sites tend to have the better facilities than free sites and thus potentially provide a better environment quality and opportunity to learn something new which is likely to "make the tourist choose a destination (Augustyn & Ho, 1998)". On the other hand, the fee becomes a direct discouragement for the tourists from visiting and possibly the toll sites will eliminate more 'accidental' cultural tourists as Silberberg (1999) stated. In the BOI, the majority of built heritage sites which are recognised as historically significant are owned by NZHPT and are fee-based sites due to the necessity of obtaining the revenue for ongoing conservation. With the exception of the Waitangi Treaty Grounds for domestic tourists, most heritage sites with many interpretations are fee-based sites. Tourists with intrinsic motivation for learning are generally keen to see the place where the historical event occurred, to obtain the new knowledge and to immerse themselves in the image created with the accumulated knowledge and own experience in the stage setting. It is natural

to think passionate cultural tourists do not mind paying the fee for the sites if necessary. Thus, the number of fee-based attractions conducted potentially reflects tourists' situational characteristics of interest versus financial constraint.

To conduct a statistical test to identify the difference among the specific groups regarding the number of fee-based sites visited, the author always had to test separately between domestic tourists and international tourists. The reason is that Waitangi Treaty Grounds which represents the most popular historic sites in the BOI is free for domestic tourists including NZ residence yet costs NZ\$25 for international tourists. Therefore, the author was obliged to set up the calculation in relation to the proportion of the visited fee-based sites differently and had to conduct statistical tests separately between domestic and international tourists. With the exception of the Waitangi Treaty Grounds, the following attractions require payment: Culture North, Stone Store and Mission House, Rewa's Village, Pompallier Mission, Russell Museum and Te Waimate Mission. All variables which were tested in relation to the total number of attractions visited were also examined for the number of fee-based attractions visited. Indeed, throughout the tests regarding the factors which are strongly correlated with the total number of attractions conducted, some variables which showed the significant differences previously were different from those on the number of pay sites visited. Concurrently, more detailed analyses were conducted for the explanatory purposes to identify the reasons the different variables influenced these numbers differently. Subsequently, the author intended to accomplish the following two objectives: The identification of the strongly correlated factor with the total number of sites visited which the different variables from the total number influences and the analysis of the causation of the differences.

The data regarding the number of heritage clusters visited was collated as an indicator of tourists' DD in relation to their distance travelled and dispersion. Previous research suggested that cluster of attractions is the key issue to understand tourists' DM for multiple destination visitations in intra-destination (Hunt & Crompton, 2008; Weidenfeld, Butler, &

Williams, 2010) . Yang et al. (2013) identified that the geographic proximity motivates tourists to conduct sequential DDM. As attractions are close to each other, tourists tend to visit an attraction within a cluster. The number of heritage attractions in each cluster is also limited and fee-based heritage attractions are dispersed within the BOI, locating in different clusters. To expand the tourists' DD, tourists are required to visit multiple clusters within a destination; tourists who try to visit as much attractions as possible regardless of each entry fee in a limited time will go to the other clusters. Hence, the number of heritage clusters visited will indicate how widely a tourist explored within a radius of a destination.

The popular clusters for heritage tourism in the BOI are in Paihia, Russell and Kerikeri in which multiple heritage sites stand. The author counted the site which stands alone such as Te Waimate Mission as a cluster due to the distance from the others. Hence, tourists are considered to visit at least one cluster and at most six clusters in this study. Identifying the factors associated with the number of clusters visited will contribute to the understanding of the tourist's DD from the perspective of the geographic aspects. The number of clusters visited is a function of the distance the tourist travelled and the degree of the tourist's dispersion within a destination. Every tourist has the time budget and the travelling distance affects this limit. The number of fee-based attractions conducted was utilized as the indicator of the willingness to expenditure whilst the number of clusters can be operated as the indicator related to tourists' time budget and spatial behaviour.

4.3.2.3 Quantitative data analysis procedures

Quantitative study is the main method for the achievement of the objectives. Firstly, to understand the sample and prepare for mitigating the successive objectives, the exploratory study regarding the tourist characteristics were conducted. Demographic characteristics and trip profiles of each tourist were identified through the procedure and investigated whether some items were associated with each other or not. Secondly, the evaluative tests of the McKercher's cultural tourist typology in the BOI context were conducted as a replicate study. The author

tested the typology to identify whether McKercher's cultural tourist type is an independent variable and is not associated with any other demographic variables or trip profiles. In parallel, the distribution of the types by origin was displayed. The same questions as McKercher and du Cros (2003) asked in Hong Kong in 2003 were put to survey participants in this study; the data obtained was also analysed in an identical way. Consequently, whether McKercher's typology could be utilized as an effective analytical tool for understanding the DD was investigated. Thirdly, the descriptive study was conducted to identify the critical factors in the tourists' DD; inferential statistical analyses were conducted to investigate which tested variables including motivation and cultural tourist type are associated with the total number of sites visited. Fourthly, the inferential statistical tests were conducted for illuminating the physical and cognitive reason underlying the tourists' DD. The associated variables with the number of fee-based sites and heritage clusters visited were identified and were compared to examine the differentiate variables among those associated with each tourists' DD indicator. Complimentary analyses were conducted at which times further inferential tests were necessary or required to reveal critical themes to understand the DD. These results were analysed, interpreted and wrapped up with the conceptual frames to illuminate tourists' DD in the discussion chapter.

To gain further insights into any underlying reason for the decision regarding tourists' DD, the analysis of the open-ended responses with regard to the de-motivation for the visitation to attractions known beforehand and the additional comments of the heritage attraction visitation was undertaken using a thematic approach. The themes of de-motivations were coded and utilised for quantitative analyses. The categories of the additional comments were not defined *a priori* and were derived from the inferential statistic data analysis. The emergent themes through a *post hoc* analysis were utilized for the further comprehension of tourists' DD in the discussion chapter

All collected survey data was coded and then input to SPSS 20. The following statistical tests were conducted: chi-square test, fisher's exact test, independent samples t-test, analysis

of variance (ANOVA) with a *post hoc* Tukey test, Pearson's correlation coefficient and Spearman's rho. The first four tests were conducted to identify if there is significant difference between the selected groups regarding the selected variables and the latter two tests were conducted to examine the association between the groups chosen. Among the tests to identify the difference, chi-square test and Fisher's exact test were operated to the non parametric data such as nominal and ordinal data while t-test and ANOVA were operated to the parametric data such as interval and ratio data. Chi-square test was mainly employed to identify if there was a significant difference among the selected groups in relation to the nominal or ordinal data. Fisher's exact test was operated when the sample size was too small to utilize chi-square test (less than 20% of the cell was counted less than five). T-test was conducted if the test was employed between two groups while ANOVA was altered when the test was operated between three or more groups. Tukey's honestly significant difference test (Tukey test) which is commonly used due to its power (Ruxton & Beauchamp, 2008) was operated as a *post hoc* test with ANOVA to identify which pairwise comparison is significantly different among the compared groups (Cardinal & Aitken, 2013). The Pearson's correlation coefficient was conducted to identify whether the compared ratio or interval data are significantly correlated or not while Spearman's rho was operated for the correlation between two factors including ordinal data. The data collected through five point Likert scales is assumed as the interval data (Carifio & Perla, 2007; Norman, 2010) so the parametric tests were operated for the data analysis.

Regarding the tests of ANOVA with a *post hoc* Tukey test, it occurred in some cases regarding the tested variables that ANOVA indicated that the true means likely differ in significance but Tukey test did not reveal which pairs of means dissimilar with sufficient confidence. However, in these cases, the author counted the variables as related to the DD as one of the objectives of this study is to identify the associated variables with a tourists' DD indicator and not to identify the different value pairs within the variables.

4.3.2.4 Coding of motivations and de-motivation factors

Tourists were asked to choose two motivations for each visit from the seventeen choices and to prioritize the reason. In general, tourists have multiple motivations for conducting tourist activities. However, by allowing tourists to prioritize motivations, the most critical motivation could be recognized. It is likely that selected primary motivation illuminates how deeply tourists are engaged in the activity. Especially, previous study revealed that motivations of heritage tourists are complex. New attached values of heritage have been created along with the changing society and subsequently more tourists have been conducting cultural activities with more diversified motivations than in the past. SDT is a suitable analytical tool for understanding heritage tourists' motivations as it focuses on the level of engagement with an activity; the theory matches with this study in that one of the objectives is to identify the factors underlying the decisions regarding the DD and the association is equal to the engagement. The primary motivation was selected and coded by the classification of SDT as Table 4 describes.

If tourists are intrinsically motivated, they engage in an attraction because they are interested in and enjoy the attraction. Previous heritage tourism study suggest that the motivations coded as intrinsic on the list are all considered to be enough strong drivers based on tourists' fundamental cognition for tourists to conduct cultural activities actively. Motivations originated from geographical proximity or tourists' attitudes of novelty seeking were coded as identified motivations. These types of motivations are somewhat internal and based on the utility of that behaviour. Motivation related to the others or facilities for other's convenience were classified as introjected motivations. Tourists who selected one of those as a primary reason are not internally motivated by themselves. Rather, tourists consider that they have to do so.

Table 4: List of Motivations Coded by SDT

Code (Motivation)	List of selections in survey (as a primary motivation)
Intrinsic	To learn the history related to the site/New Zealand To relive memories from your childhood To enjoy the feeling of 'sense of place' It is related my/my family's cultural identity
Extrinsic	
Integrated	To see the site because it is well-known To have fun by a recreational activity or activities at this site To enjoy the beauty of the site For a special workshop/event *Not to miss a chance to visit something unusual and/or interesting
Identified	There was no or minimal entrance fee It was a spur of the moment decision to visit the site The opening hours fitted in with my schedule The location fitted in with my schedule I accidentally found it on the way to go somewhere else
Introjected	For children's education A member of my party wanted to visit the site I had information that the facility is friendly for the elder/child/disabled

Note. * It was not in the original selections and nominated by multiple tourists.

Though authenticity has been recognized as a strong driver for tourists to conduct cultural tourism, the author did not add the choice related to the search for authenticity in the choice of motivation as tourists' recognition of authenticity may differ due to the subjective negotiation of the meaning (N. Wang, 1999). Even tourists may refer to the motivation of objective authenticity towards 'original', it should be difficult to recognize for tourists themselves whether authenticity is a motivation or outcome, and whether it is cognitive perspective or emotional attachment (Kolar & Zabkar, 2010). In that situation, the author would fail to grab the tourists' real intention to visit. The vague concept of authenticity also thwarts practical

application (N. Wang, 1999). Because of these reasons mainly from practical point of view, the author decided to omit the authenticity from the list of motivations.

Survey respondents were asked through open-ended questions regarding the reason for not conducting attractions which were known prior to the arrival in the BOI as de-motivation. The author analyzed the qualitative data obtained thematically and coded as below in Table 5. Except the first selection of 'already closed' which illustrates a tourist's intention to visit a site, all other reasons express their determination of not conducting an attraction. Regarding the de-motivation codes, unfit location illustrates tourists' recognition of distance from the main place to stay or travelling routes as an obstacle to visit a site; in this case, the tourists do not consider the time constraints as the major de-motivation for the visitation. It also should be noted that the de-motivation of 'not interesting' and 'not priority' are different in the DM. Tourists who selected 'not priority' as de-motivation were at least interested in the site and selected it within a choice set yet was finally skipped due to the other reason. On the other hand, tourists who chose 'not interesting' did not even consider visiting the site in their potential planning.

Table 5: Code of De-motivation for a Visit to a Known Site

	Code	Description
1	Already closed	The site was closed already when visited.
2	Time constraint	Because of time constraint, the site visit was omitted from my schedule.
3	Unfit location	The location of the site did not fit the schedule due to the distance.
4	Unfavourable fee	The entrance fee was too expensive to pay for.
5	Prior visitation	The site has been visited already.
6	Not interesting	The site was not interesting to visit.
7	Not priority	Although I am interested, the site was not the priority to visit in this trip.
8	Others	Other reasons

4.4 Limitation of the study

The author identified several limitations which constrain the validity of this study. Firstly, the sampling bias inherent with purposive sampling frame and the insufficient number of cases

were obstacles for the results of inferential studies to represent the population of the BOI cultural tourists. Particularly, the sample size of domestic tourists was limited to fifty hence the author recognizes the scope of the validity. This limitation is due to the inappropriate sample frame for collecting the data of domestic tourists and the time-consuming amount of the questions in the operated structured survey. The relatively small sample size may be a result of the possible failure to obtain data from domestic purposeful cultural tourists caused by the sampling frame; this limitation did not enable the author to conduct some further inferential statistic tests, in particular the tests regarding variables associated with tourists' characteristics. Hence, the results are indicative rather than definitive due to the insufficient amount of data for some analyses of domestic tourists. The sampling frame needs to be reconsidered for the future study as to how the data of domestic tourists can be collected efficiently.

In addition, in line with the amount of questions on the survey, some respondents could not complete the questionnaire in a shorter time due to the large number of questions. The author identified that some questions were invalid for this study hence the questionnaire needs to be simpler for the future causal study by excluding the invalid questions reflecting this study results so that more completed data can be collated.

The second limitation of the study is the emergent issue related to the data collection in line with the definition of 'heritage site' and 'cultural activity' since the author recognized some tourists selected specific activities as cultural attractions even though they did not enjoy those activities from a cultural perspective. The author defined cultural activity as to experience an activity intentionally to some degree through which tourists can enjoy the cultural heritage value defined by ICOMOS charter declared in 1999 and the judgement regarding whether it is a cultural activity or not founded on the study of McKercher and du Cros (2003). Based on the considerations, the author did not count the attraction of One Day Cape Reinga tours and Hundertwasser Toilets in Kawakawa which was produced by Austrian artist Friedensreich Hundertwasser. Although One Day Cape Reinga trip is one of the most popular activities in the

BOI and tourists can enjoy the history commentator during the tour, the author observed most tourists did not know about the commentator when they booked the tour since this tour is largely focused on the natural landscape and beach activities. Some tourists stated Hundertwasser Toilets as cultural attraction, yet the author excluded as one of the subjects of this study since the author did not recognize their intention of enjoying cultural aspect of the Toilet. This emergent definition issue is influential to some statistical test results since the author excluded a certain amount of data. However, it is difficult to count some activities including those stated previously since whether they are recognized as cultural attractions or not depends on tourists' perception and hence the author may fail to collect all of the data with validity. This dilemma has been the consistent issue in cultural tourism studies. The author selected this as a limitation of the study since the potential bias regarding the selection of the data cannot be denied, which may deteriorate the contents of postpositivism study. It is suggested that further study in the future be performed to create a more up to date version of the theory regarding the definition of heritage tourism. Doing so will enable more accurate data collection to reflect today's heritage activity's phenomena.

4.5 Summation

This chapter has explained the research design and argument for the selection to achieve the aim of the comprehension of fundamental reasons for the differences in tourists' DD in the BOI heritage tourism context. The large body of the research has been conducted in the DM study and the study of tourists' DD is the development of its scope. Hence, Postpositivism was selected as the research paradigm for the sake of both descriptive and explanatory enquiry with a need of interpretation. Quantitative research was the main data collection and the analysis for achieving the objectives although qualitative data analysis was also conducted for complementary. McKercher's cultural tourist typology and SDT were selected as analytic tools. The data obtained through structured survey was coded and analysed using SPSS. This

chapter has explained the process of achieving the aim and the detailed procedure for each objective undertaken in the following findings and discussion chapters.

CHAPTER 5: FINDINGS AND ANALYSIS

5.1 Introduction

This chapter provides the results of the findings and analysis of the survey data to achieve the research aim: the identification of the fundamental reasons for the differences in tourists' DD. The majority of analysis is quantitative although the author analysed qualitative data obtained through the open-ended question. In this chapter, they were illustrated to provide the knowledge base in order to achieve the objectives for the aim. Data were analyzed in four stages which correspond with each objective. Firstly, descriptive statistics analysis was applied to analyse the collated data to explore the overall sample. Secondly, the test of McKercher's cultural typology was replicated in the BOI and evaluated whether it has the ability to work as an effective analytical tool for tourists' DD. Thirdly, descriptive and explanatory analyses were applied to identify the crucial factors involved in tourists' DD. As indicators to illuminate tourists' DD, the following numbers were utilized; the total number of sites, the number of fee-based sites visited and the number of heritage cluster visited. Fourthly, the physical and cognitive reasons underlying these decisions related to DD were illuminated through the further descriptive and explanatory analyses by the following procedures: identifying the critical factors in tourists' DD for fee-based attraction and cluster visitation decisions. Successively, complimentary analyses were applied for further investigations related to the underlying reasons for these factors. Through these processes, whether tourists are domestic or international tourists was identified as a critical factor to understand tourists' DD since their behaviours were very different and many tourists' characteristics were dissimilar according to which group they belong to. Even though McKercher's typology has the ability to understand and predict tourists' DD, the scope of the ability is constrained by the frame of tourists' origin.

5.2 Demographic analysis

This section provides the information obtained through the descriptive analysis of the survey participants who are cultural tourists in the BOI. The information of the cultural tourists which illustrates the setting of the study is delivered. The descriptive findings are explained in this section through the frequencies of each demographic and trip profile characteristics.

5.2.1 Demographics of cultural tourists in the Bay of Islands

The visitors who are eighteen years old or older from outside of the BOI, who have conducted at least one cultural activity and finishing the travelling within half a day without conducting any other activity were chosen as the sample frame. In total, 205 participants were identified as eligible to participate in this research. Of the 205, 201 participants (98.0%) agreed to cooperate with the survey partially or entirely, depending on their time availability.

The summary of the demographics of the participants are as follows. Female (52.2%, N = 105) slightly surpassed male (47.8%, N = 96). The age demographics were as follows. The largest age group was between twenty-five to thirty-four years old (35.0%, N = 64), followed by eighteen to twenty-four years old (19.7%, N= 36), forty-five to fifty-four years old (14.8%, N= 27) and sixty-five years old or older (10.4%, N= 19) in a valid respond among survey participants. The range of the tourist age which is between fifty-five to sixty-four years old is located at the lowest (8.7%, N= 16). Majority of participants (69.2%, N = 103) were a graduate of college, university (47.1%, N = 82) or post graduate degree (12.1%, N = 21). Among the participants who answered for the questionnaire of the qualification, forty of them (23.0%) were studying at a university or college at that period. The number of the respondents whose highest qualification was secondary/high school was twenty-six (14.9%) and none was three (1.7%). The income level of participants varied from less than NZ\$30,000 (36.9%, N = 62) which is the largest group to more than NZ\$120,000 (8.3%, N = 14), the smallest cohort. Second largest group of income was the tourists with the income of between NZ\$ 60,000 to 89,999 (17.9%, N = 30) followed by

those between NZ\$ 30,000 to 59,999 (14.3%, N = 24) and between NZ\$ 90,000 to 119,999 (8.9%, N = 15). Some participants among did not answer all questions (from 9.0% to 16.4%) due to the lack of time. Some participants among who responded all survey questions refused to give an answer to specific questions (the question about the highest qualification: N=2, the level of the household income: N=23). As stated in the literature review chapter, at one time cultural tourism was specifically popular for those who are relatively older, richer and more qualified (Herbert, 1995; D. T. Taylor et al., 1993). However, the cultural tourists in the BOI do not align with this theory completely.

Thirty nationalities including NZ were identified among the survey participants. The author classified these nationalities into the four groups by the number of tourists in each group according to their similar cultural distance from NZ. The minimum size of thirty in each group is needed so that the author could conduct a parametric test with validity (Fraenkel, Wallen, & Hyun, 1993; Van Belle, 2011) for each origin group solely. Also considering that cultural distance is associated with the tourists' behaviour (McKercher and du Cros, 2003), the nationalities were classified into the following groups: NZ (domestic tourists), English speaking countries such as UK, USA, Canada and Australia, Europe and the rest of the world. The order except NZ represents the degree of cultural proximity to NZ. In this category, the largest group is the tourists from English speaking countries (34.3%, N = 69), followed by domestic tourists (24.9%, N = 50) and Europe (20.9%, N = 42) including Russia. The smallest group is the rest of the world such as Asian and South American (19.9%, N = 40) as displayed in Table 6.

Table 6: Origin of the Tourists in the Bay of Islands (Classified by Cultural Distance)

	Frequency	Valid Percent
New Zealand (Domestic)	50	24.9
UK, USA, Canada and Australia	69	34.3
Europe	42	20.9
The rest of the world	40	19.9
Total	201	100.0

5.2.2 The link between the demographic variables and origins

5.2.2.1 *Domestic versus international tourists*

Significant differences were noted regarding the demographic variables such as gender, age, qualification and income between domestic and international tourists. As the majority of international cultural tourists were female (57.6%, N = 87), younger than 35 years old (64.5%, N = 89), graduated college or higher education (60.4%, N = 81) and earning income lower than NZ\$60,000 (70.0%, N = 71). On the other hand, the majority of domestic cultural tourists were male (64.0 %, N = 32), older than 44 years of age (57.8 %, N = 26), graduated college or higher education (55.0%, N = 22) though the proportion is not as high as that of international tourists and are earning income NZ\$60,000 or more (52.6%, N = 20). Table 7 illustrates the demographics of the BOI cultural tourists by domestic and international tourists. The reason for the unequal gender distribution between domestic and international tourists is because of the different make-up of the travelling groups; the majority of domestic tourists who are aged thirty-five years or older come to the BOI with spouse and/or family and a male usually responded to the survey when a family was asked for the participation in survey.

The significant difference was observed regarding the income among the different age groups in international tourists through chi-square test ($\chi^2 = 92.428$, $df = 25$, $p = 0.000$, S). Most international tourists whose income is less than NZ\$30,000 (98.2%, N = 55) were between eighteen to thirty-four years old. Spearman's rho identified that the correlation between the age and the income in international tourists is significant ($p = 0.678$, $N=115$, $p=0.000<0.001$, S) and showed that the correlation is strong. The significant and weak correlation was also identified through Spearman's rho between the income and the qualification in international tourists ($p = 0.261$, $N=114$, $P=0.005<0.01$, S).

Table 7: Cross-tabulation of Demographics between Domestic and International Cultural Tourists

	The origin of cultural tourists - Frequency		Total	X ²	Significant values of comparisons with other cohorts
	Domestic visitors & tourists	International tourists			
Gender				7.034	0.008**
Male	32	64	96		
Female	18	87	105		
Total	50	151	201		
Age				26.891	0.000**
18-24	2	34	36		
25-34	9	55	64		
35-44	8	13	21		
45-54	14	13	27		
55-64	4	12	16		
65+	8	11	19		
Total	45	138	183		
Highest qualification^a				-	0.044*
None	3	0	3		
Completed secondary/high school	8	18	26		
Some college or university	7	33	40		
Completed college/university	18	64	82		
Completed postgraduate degree	4	17	21		
Total	40	132	172		
The annual household income				11.738	0.019*
Less than NZ\$30,000	6	56	62		
NZ\$30,000-59,999	4	20	24		
NZ\$60,000-89,999	11	19	30		
NZ\$90,000-119,999	4	11	15		
NZ\$120,000 or more	5	9	14		
Total	30	115	168		

* Significant at 0.05 level.

** Significant at 0.10 level.

a. Fisher's exact test was conducted as 3 cells (30.0%) count less than 5.

The demographic difference of age, education and income level can be explained by the fact that the large majority of international tourists are likely to be WHMs. When working holiday makers get a job in NZ, many of them work under the minimum wage (NZ\$13.75 per hour before tax in 2013) so their annual income is lower than that of individual which is around NZ\$39,000 or of the household which is around NZ\$78,000 among NZ inhabitants (Ministry of Business, Innovation & Employment, 2013). BOI is probably one of the most popular destinations for working holiday makers in NZ due to the activities offered, beautiful sceneries, mild climate, the relative proximity to Auckland and the more chances of getting a job especially in on-season. This observation is supported by the age and income distribution of the demographics.

5.2.2.2 *Demographic differences among international tourists*

Chi-square tests and Fisher's exact tests were conducted to identify if significant differences are identified among the group of origin in international tourists in relation to the distribution of the demographic characteristics. The distribution of age ($\chi^2=30.362$, $df=10$, $p=0.000<0.01$, S) and household income ($\chi^2=18.459$, $df=10$, $p=0.013<0.05$, S) are only significantly different among the groups as Table 8 illustrates. No significant differences are noted in line with the gender ($\chi^2=0.131$, $df=2$, $p=0.937$, NS) and qualification ($p=0.422$, NS) of tourists among the origin groups.

The number of international tourists aged fifty-five years or older from the English speaking countries (31.7%, $N=20$) is higher than the other origins are (Europe: 2.7%, $N=1$. Rest of the world: 5.3%, $N=2$). No significant difference was noted among the UK, USA, Canada and Australia related to the age of the tourists. These facts suggest that tourists from English speaking countries are interested in cultural activities in the BOI regardless of the age and the distance from the origin, possibly due to the cultural proximity. Simultaneously, these tests revealed that more significant difference regarding demographics were identified between the classification of domestic and international than among the international tourists with

different origin groups based on cultural distance. This fact suggests that domestic versus international tourists is potentially a critical issue to understand the tourists' DD due to the number of associated variables.

Table 8: Cross-tabulation of Age and Income by the Origin of International Tourists

Demographics	The origin of international tourists - Frequency			Total	X ²	Significant values of comparisons with other cohorts
	English speaking countries	Europe	Rest of the world			
Age^a					-	0.000**
18-24	13	11	10	34		
25-34	18	20	17	55		
35-44	3	2	8	13		
45-54	9	3	1	13		
55-64	10	0	2	12		
65+	10	1	0	11		
Total	63	37	38	138		
The annual household income^a					-	0.013*
Less than NZ\$30,000	17	23	16	56		
NZ\$30,000-59,999	10	4	6	20		
NZ\$60,000-89,999	9	5	5	19		
NZ\$90,000-119,999	6	1	4	11		
NZ\$120,000 or more	9	0	0	9		
Total	51	33	31	115		

*Significant at 0.05 level. **Significant at 0.01 level.

a. Fisher's exact test was conducted as more than 20% of cells count less than 5.

5.2.3 The differences in trip profiles between origins

5.2.3.1 Domestic versus international tourists

Trip profile variables in this study describe tourist's trip characteristics in the BOI. They illustrate how tourists travelled to a destination and in what situation. The following variables were tested in this study: the main purpose of the trip, the main place to stay, the entire length

of the holiday, the length of the stay, the member of the trip, the usage of a vehicle in the BOI and the frequency of the visitation to the BOI including this trip surveyed. The test results are demonstrated in Table 9 and Table 10.

In line with the main purpose of the trip to BOI, most participants visited the BOI for the purpose of vacation or leisure (86.5%, N=166) followed by visiting friends or relatives (7.3%, N=14) and business/meeting (5.2%, N=10). No significant difference was reported between domestic and international tourists through independent samples t-test. The majority of the cultural tourists stayed mainly at Paihia (75.7%, N=143), followed by Russell (8.5%, N=16) and Kerikeri (6.3%, N=12) among the participants with the valid response. Paihia is widely recognized as the hub of the BOI and many tourists start the exploration of the BOI from this place. However, the main place of stay was also significantly different between domestic and international tourists and a higher proportion of international tourists stay at Paihia (79.0%, N = 113) than domestic tourists (62.5%, N= 30).

With respect to the survey data obtained, the majority of tourists in BOI did not use a vehicle (62.0%, N=114). Chi-square test indicated the significant difference regarding the number of tourists with the usage of a vehicle between domestic and international tourists ($\chi^2=23.959$, $df = 1$, $p = 0.000 < 0.01$). The majority of domestic tourists (69.8%, N=30) used a vehicle in the BOI while only 28.4% (N=40) of international tourists did. The access to BOI is now reasonably developed and most international tourists do not necessarily need their own vehicle to visit these places.

Table 9: Cross-tabulation of Main Purpose of Stay and Main Place to Stay between Domestic versus International tourists

Trip profiles	The origin of cultural tourists - Frequency		Total	X ²	Significant values of comparisons with other cohorts
	Domestic visitors & tourists	International tourists			
Main purpose of the trip^a				-	0.208
Vacation/leisure	40	126	166		
Business/meeting	6	8	14		
Visiting friends/relatives	1	9	10		
Other purpose	1	1	2		
Total	48	144	192		
Main place to stay^a				-	0.046*
Paihia	30	113	143		
Russell	5	11	16		
Kerikeri	6	6	12		
Paihia and Kerikeri ^b	3	2	5		
At a cruise ship	0	4	4		
Opua	1	1	2		
Haruru Falls	0	2	2		
Other	3	3	6		
Total	48	142	190		
Usage of a vehicle in the BOI				23.959	0.000**
No	13	101	114		
Yes	30	40	70		
Total	43	141	184		
The member of trip				33.038	0.000**
On your own	3	53	56		
With a partner/spouse	16	23	39		
With a child/children	16	13	29		
With friends/relatives	12	51	63		
Business associates	0	3	3		
Total	47	143	190		

* Significant at 0.05 level. **Significant at 0.01 level.

a. Fisher's exact test was conducted as less than 20% of cells count less than 5.

b. Tourists stayed in both areas for the same night(s).

Of the valid responses, the mode of the company to visit cultural site or sites in the BOI is 'friends/relatives' (33.2%, N=63) followed by 'on your own' (29.5%, N=56). The item of 'with a child/children' may include respondent's partner/spouse and the item of 'with friends/relatives' may include respondent's partner/spouse or/and a child/children. Chi-square test indicated a significant difference regarding the distribution of the company to visit a cultural site for each tourist between domestic and international tourists ($\chi^2=33.365$, $df = 4$, $p = 0.000 < 0.01$). As Table 9 illustrates, only 6.4% (N=3) of domestic tourists visited a site without any company. 34.0% (N=16) of domestic tourists were with 'a partner/spouse' or 'a child/children' among domestic tourists. On the other hand, the majority of international tourists visited a site by a tourist solely (37.1%, N =53) followed by 'with friends/relatives' (35.6%, N=51). The proportions of the items 'with a partner/spouse' (16.1%, N =23) and 'with a child/children' (9.1%, N=13) were much lower than those for domestic tourists.

A comparison was made between domestic tourists and international tourists regarding the frequency of their visit to the BOI area. An independent samples t-test indicated a significant difference between domestic tourists (mean=2.74) and international tourists (mean=1.23) ($t=9.732$, $df =175$, $p=0.000$, S). In this test, the tourists surveyed who visited more than six times were excluded so that the test will indicate the result with accuracy. Still, it is apparent that the majority of domestic tourists have visited the BOI at least a couple of times. In fact, only 20.0% (N=8) of domestic tourists visited the BOI for the first time. On the other hand, the large number of international tourists were first time tourists (79.3%, N = 119). Additionally, 65.3% (N=33) of domestic tourists had already visited two times or more prior to this visit while only 8.7% (N=13) of international tourists visited that often. It is suggested that the majority of domestic tourists in the BOI are repeat tourists while those of international tourists are the first time tourists.

Table 10: Mean Comparison of Significant Different Trip Profile Variables between Domestic and International Tourists

Trip profiles	The origin of cultural tourists - mean / mode		t - value	degree of freedom	Significant values of comparisons with other cohorts
	Domestic tourists	International tourists			
Frequency of the visit (times)	2.74 / 2	1.23 / 1	9.732	175	0.000**
The length of the holiday (days)	6.11 / *	102.78 / 365	-4.752	183	0.000**
The length of the stay in the BOI (days)	4.70 / 3	12.23 / 3	-1.755	184	0.001**

Note. *Multiple modes exist. – 3 and 7 days (N =9) ** Significant at 0.01 level.

The length of the holiday was also significantly different in mean between domestic and international tourists ($t=-4.752$, $df=183$, $p=0.000<0.01$, S). Independent samples t-test identified that the complete trip for domestic tourists tends to be shorter (mean=6.11 days) than that for the international tourists (mean= 102.78 days). The mode of the holiday was also very different; multiple modes were reported for domestic tourists which were three days and seven days ($N=7$) while the mode of the international tourists is 365 days which is a year ($N=19$). This explains the large proportion of WHMs among the international tourists in the BOI. In fact, 42.5% ($N=37$) of the international tourists who are younger than thirty-five years of age reported that their holidays are longer than ninety days. Due to the issues related to the visa and financial budget, it is likely that the international long holiday tourists younger than thirty-five years old are WHMs. It explains the large number of tourists who travel by themselves or accompany friends or relatives. The majority of WHMs do not have a family as they tend to be younger and they gained the visa of working holiday so that they can enjoy the exploration of each place with more flexibility.

In line with the length of the stay in the BOI, significantly different in mean was also reported between domestic tourists and international tourists ($t=-1.755$, $df=184$, $p=0.001<0.01$,

S). The test revealed that domestic tourists tend to stay shorter days (mean=4.70 days) compared with international tourists (mean=12.23 days). However, the length of the stay at the BOI was not significantly different among the cultural tourists who have the different demographic variables and trip profiles individually including the origin and the prior experience of the trip to the BOI. The mode of the nights of cultural tourists' stay in the BOI is two nights (29.6%, N=55) which is the same as that for the entire group of travellers. Even though the length of the trip to the BOI ranged from a day trip to 210 days, nearly half of cultural tourists stayed two nights three days or less (48.2%, N=90). It is suggested that BOI is recognized as a place where the couple of nights stay is appropriate or sufficient by any tourist regardless of their origin or length of the holiday.

Chi-square tests were conducted to identify if significant differences are identified among the group of origin in international tourists regarding the distribution of the trip profiles. No significant difference was noted among the three international origin groups in the following variables: the main purpose of trip, the main place of stay, the member of the trip and the frequency of the prior visit to the BOI. Only the length of the holiday ($f = 3.067$, $df = 2$, $p=0.050$, S) and the proportion of the usage of a car ($\chi^2=7.272$, $df= 2$, $p = 0.026 < 0.05$, S) were significantly different among the origin groups of international tourists. The tests were also conducted regarding these variables for the comparison between Australia and other English speaking countries and among the domestic tourists from the different area; the tests aimed at identifying the association between those characteristics with geographic distance from tourists' origin to the BOI. However, no significant difference was observed in any comparison in each variable. More differences were also observed in trip profile variables between domestic and international tourists than among the tourists with the origin groups with different cultural and geographic proximity from NZ and the BOI.

5.2.3.2 First time tourists and repeat tourists

The previous section illustrated that the mean frequencies of the visit to the BOI between domestic and international tourists were different. As the previous study identified that many tourist characteristics differences including behaviours between the first time and repeat tourists, statistical tests were conducted to identify the significant differences regarding demographic and trip profile variables. Domestic and international tourists were separated for the tests.

In line with domestic tourists, no significant difference was indicated between first time and repeat tourists regarding any demographic and trip profile variables. On the other hand, significant differences were identified among the international tourists regarding the following variables: the purpose of the stay in the BOI, tourists' income and the usage of a vehicle. Table 11 displays the comparison of these variables between domestic and international tourists. Regarding the purpose of the stay, the majority of both visited for the vacation/recreation purpose although the proportion of the first time tourists (91.2%, N = 103) are higher than that of the repeat tourists (76.7%, N = 23). On the other hand, the higher percentage of the repeat tourists visited for the VFR (13.3%, N = 4) than that of the first time tourists (2.7%, N = 3). In line with the income, 42.6% (N = 49) of international first time tourists earned less than NZ \$30,000 while only 23.3% (N = 7) of the repeaters earned that low. 16.7% (N = 5) of the repeat tourists earned NZ\$120,000 or more while the proportion is limited to 3.5% (N = 4) of the first time tourists. In short, the repeat tourists are likely to earn more income than the first time tourists. In line with the car usage, the proportion of the tourists with a car was higher for repeat tourists (36.7%, N = 11) than that for first time tourists (16.9%, N = 12). However, no significant difference was indicated between domestic and international repeaters in relation to the level of the income.

Table 11: Cross-Tabulation by Income and the Usage of a Vehicle in the Bay of Islands - First Time versus Repeat International Tourists

Demographic & Trip profile variables	First time tourists	Repeat tourists	Total	X ²	Significant values of comparisons with other cohorts
The annual household income^a				-	0.033*
Less than NZ\$30,000	49	7	56		
NZ\$30,000-59,999	14	6	20		
NZ\$60,000-89,999	15	4	19		
NZ\$90,000-119,999	9	1	10		
NZ\$120,000 or more	4	5	9		
Total	115	30	145		
Usage of a vehicle in the BOI				6.704	0.01**
No	71	12	83		
Yes	19	11	30		
Total	90	23	113		

Note. * Significant at 0.05 level. ** Significant at 0.010 level.

a. Fisher's exact test was conducted as 3 cells (30.0%) count less than 5.

5.2.3.3 Long holiday tourists and the other international tourists

The previous section also suggested the large number of international tourists represents long holiday tourists whose holiday is longer than ninety days. The long holiday tourists are likely to be WHMs whose tourist characteristics are different from the other international tourists (Allon et al., 2008; Prideaux & Shiga, 2007). Hence, chi-square tests were conducted to identify whether significant differences are identified regarding demographic and trip profile variables between the international tourists who are younger than thirty-five years old with different period of the holiday: ninety days or less and longer than ninety days. In fact, significant differences were reported only in the level of the income and the length of the stay in the BOI ($\chi^2=12.014$, $df = 4$, $p = 0.008 < 0.01$, S). The income of the tourists whose holiday is

ninety days or shorter tends to be higher, reaching up to NZ\$120,000 or more (N=1). Including this case, 27.7% (N=13) of the tourists earned NZ\$60,000 or more annually while no long holiday tourists received that level of the income. The majority of possible WHMs earned less than NZ\$30,000 (82.9%, N=29) which is larger than the others (55.3%, N=26). The other t-test identified that the length of the stay in the BOI ($t = -3.667$, $df = 85$, $p=0.000<0.01$, S) were significantly different between these groups. In line with the length of the stay, the long holiday tourists also stayed in the BOI much longer (mean=18.00 days / mode = 3 days) than the other international tourists (mean=3.86 days / mode = 2 days). No difference was observed regarding the other demographics and trip profile variables.

5.2.4 Summation of demographic analysis

This demographic analyses including trip profile characteristics identified that the classification of domestic and international tourists represent the differentiate tourist characteristics regarding tested demographic and trip profile variables. Although some differences were observed between the different origin group or between long holiday tourists and the other international tourists, the number of differentiate variables were less than those observed between domestic and international tourists. Although some differences were observed between first time and repeat tourists, the frequency of a prior visitation depended on the origin; the majority of first time tourists in the BOI were international tourists while those of repeaters were domestic tourists. These results suggest whether tourists are domestic or international tourists is potentially a more critical factor which differentiates tourists' DD than the other classification such as cultural distance or the physical distance from the BOI due to many associated variables.

5.3 Replicating McKercher's typology in the Bay of Islands

The replicate study of McKercher's cultural tourist types in the BOI was conducted for the evaluation for its effectiveness as an analytical tool in relation to the BOI heritage tourists.

McKercher and du Cros (2003) tested the cultural tourism typology in Hong Kong to identify the detailed tourism characteristic variables such as motivation, experience and behaviour this time. They identified that the typology was effective to predict these variables since significant differences were noted among the types in Hong Kong regarding these factors. The following variables were utilised for this study which are the same as the study in Hong Kong: Tourists' demographic variables, the trip profiles variables, the ones related to the cultural distance, motivational and experiential semantic differential statements and the amount of learning. The author tested each variable for the evaluation to identify if the significant difference of tourist characteristics is displayed and whether it has the ability to comprehend and to predict different tourists' behaviour among the dissimilar cultural tourist types in the BOI.

5.3.1 Types of cultural tourists in the Bay of Islands

5.3.1.1 Centrality, depth of experience and nationality

Chi-square tests indicated the difference among the origin groups based on the cultural distance regarding centrality which illustrates the tourists' degree of how important cultural tourism is in their decision to visit the BOI at a marginal level ($\chi^2=12.087$, $df=6$, $p=0.060 < 0.1$). The table 12 shows centrality among cultural tourists with different origin groups. In this table, the two lowest and the two highest scores of five-point Likert scaled questions were combined and all scores were condensed into three categories.

With respect to domestic tourists, the attitude towards cultural tourism were opposite, either 'very important or main reason to visit (36.0%, $N=18$)' or 'unimportant or not very important (48.0%, $N=24$)' and the percentage of the tourists who have the highest category of centrality is the largest among the origin groups. More tourists from English speaking countries such as UK, USA, Canada and Australia selected the higher centrality than the other international tourist groups. More than half of cultural tourists stated that the cultural activities were either 'unimportant' or 'not very important' in the other group comprised of international

tourists. Unlikely the Hong Kong (2002) cultural tourism context, the cultural proximity and centrality seem to be positively associated in the BOI. The other independent samples t-test indicated that mean centrality of domestic tourists is significantly higher (mean = 2.84) than that of international tourists (mean = 2.66) ($t=0.963$, $df= 199$, $p = 0.025<0.05$, S) yet no significant difference was indicated among the three origin international groups.

Table 12: Cross-Tabulation of Centrality by Origin (Classified by Cultural Distance)

The importance of cultural tourists in the decision to visit BOI	The origin of participants (cultural areas)				Total
	New Zealand	UK, USA, Canada and Australia	Europe	Rest of the world	
Unimportant / Not very important	24(48.0%)	24(34.9%)	25(59.5%)	21(52.5%)	94
Neither important nor unimportant	8(16.0%)	23(33.3%)	8(19.0%)	12(30.0%)	51
Very important / Main reason to visit	18(36.0%)	22(31.8%)	9(21.4%)	7(17.5%)	56
Total	50 (100%)	69 (100%)	42 (100%)	40 (100%)	201

($X^2=12.087$, $df= 6$, $p = 0.060< 0.1$)

The depth of experience obtained by each tourist was significantly different according to the types of tourists ($\chi^2=19.923$, $df=9$, $p=0.018< 0.05$, S) as illustrated in Table 13. 49.4% (N = 34) of tourists from English speaking countries selected either 'I learned a lot about the BOI and/or NZ culture and heritage' or 'I obtained a deep understanding of the BOI and/or NZ culture and heritage' while only 22.5% (N=9) of the tourists from the rest of the world such as South America, Asia and other countries selected these choices.

Independent samples t-test was also conducted under the different classifications of the groups such as domestic versus international tourists and three origin groups within international tourists. Although no significant difference was indicated between domestic and

international tourists, ANOVA identified that depth of experience was significantly different among the international tourists ($f=3.516$, $df=2$, $p=0.032 < 0.05$, S). However, a *post hoc* Tukey test did not indicate the significant difference among these groups.

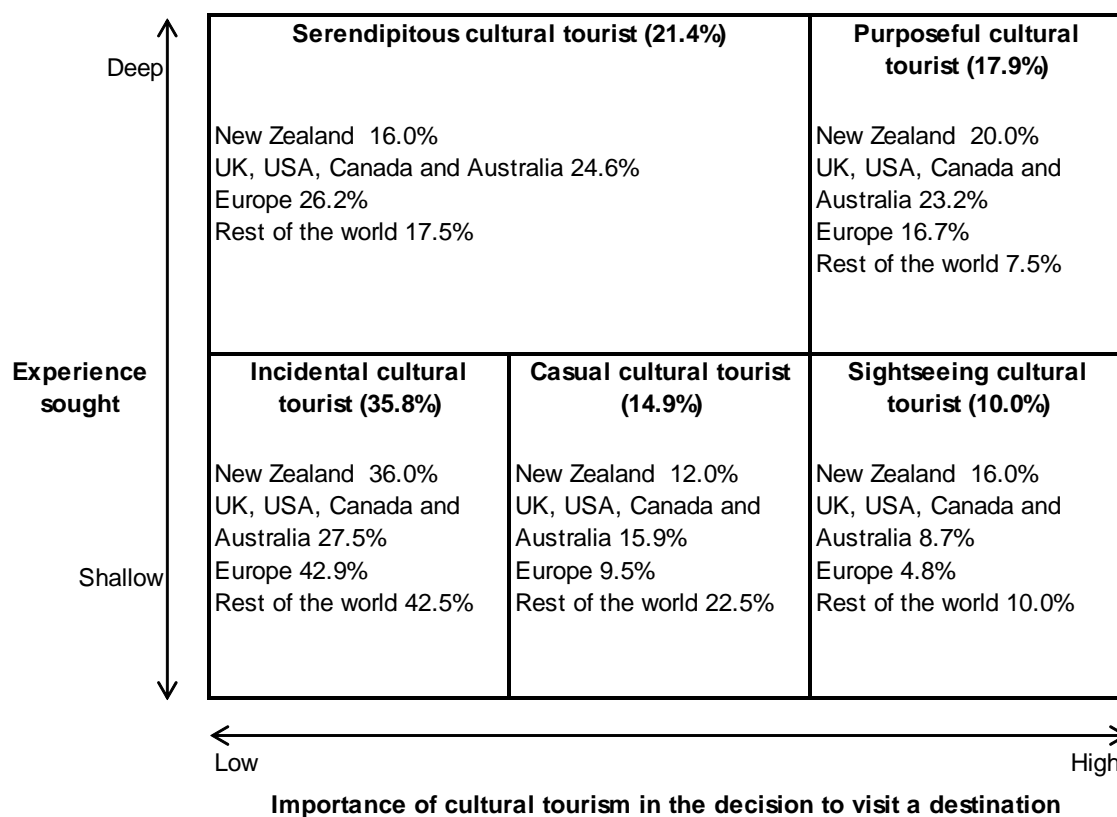
Table 13: Cross-tabulation of Depth of Experience by the Origin of Cultural tourists

The depth of experience	The origin of participants (cultural areas)				Total
	New Zealand	English speaking countries	Europe	Rest of the world	
I took part in sightseeing/took photographs at interesting and unusual sites	14(28.0%)	17(24.6%)	2(4.8%)	10(25.0%)	43
I learned a little about the BOI and/or NZ culture and heritage	19(38.0%)	18(26.1%)	22(31.9%)	21(52.5%)	80
I learned a lot about the BOI and/or NZ culture and heritage	12(24.0%)	24(34.9%)	14(33.3%)	8(20.0%)	58
I obtained a deep understanding of the BOI and/or NZ culture and heritage	5(10.0%)	10(14.5%)	4(9.5%)	1(2.5%)	20
Total	50	69	42	40	201

($X^2=19.923$, $df=9$, $p=0.018 < 0.05$, S)

5.3.1.2 Cultural tourist typology distribution of the tourists in the BOI

Figure 5 illustrates each proportion of cultural typology including the classification by the origin of countries. The number of each type was not significantly different among the origin of cultural tourists. The largest proportion of the type is incidental cultural tourists who did not consider cultural activities as important in their decision to visit the BOI and had shallow experience after conducting the cultural activities. Incidental cultural tourist was the most common type in all origin groups. It is followed by the serendipitous tourists who enjoyed the deep experience by the cultural activities though the activities were not the main factor for their decision to visit the BOI.



Adapted from McKercher (2002)

Figure 5: Cultural Tourist Typology in the BOI

In line with the comparison between domestic and international tourists, chi-square test did not indicate the significant differences regarding the distribution of the types between domestic and international tourists. However, relatively large differences of proportion were observed in serendipitous cultural tourists (domestic: 16.0%, international: 23.2%) and sightseeing cultural tourists (domestic: 16.0%, international: 7.9%). With reference to international tourists, the proportion of the serendipitous cultural tourists is notably larger and the percentage of the sightseeing cultural tourists is smaller than those identified in the Hong Kong case study. Inferential statistical tests revealed that the majority of international serendipitous cultural tourists (80.0%, N = 28) and domestic sightseeing cultural tourists (75.0%,

N = 6) visited the Waitangi Treaty Grounds. Arguably, the discrepancy of between the proportions of domestic and international tourists is mainly caused by the different depth of experience tourists obtained in the Waitangi Treaty Grounds. On the other hand, no significant difference was indicated by chi-square test regarding the distribution of the types among the three origin groups of international tourists. Unlike the case related to Hong Kong heritage tourism in 2002, cultural distance was not associated with the typology in the BOI within international tourists.

5.3.1.3 *The other variables in relation to the typology*

Chi-square tests were conducted to examine if there was a significant difference statistically by cultural tourist typology between the following variables: gender, age, qualification, the range of income, purpose of trip, the length of total holiday, the length of the stay in the BOI, the relationships between companions visiting a site, the seasonality of the trip and the main place of stay in the BOI. In McKercher's research (2002), serendipitous cultural tourists were more likely to be business tourists in the Hong Kong study yet this was not applicable to this BOI study. The only associated variable with the typology was the prior experience for domestic tourists.

Fisher's exact test identified that the distribution of the types between first time and repeat domestic tourists was significantly different ($p=0.010 < 0.05$, S) as Table 14 illustrates. The mean centrality of the first time domestic tourists (mean=3.67) was significantly higher than that of the repeaters (mean = 2.66) ($t=2.188$, $df=48$, $p=0.034 < 0.05$, S), which contributes to this different distribution of the types. It seems that domestic cultural tourists who visit the BOI for the first time were relatively passionate cultural tourists, which suggests the different attitude towards conducting cultural tourism may be observed between domestic first time and repeat tourists. No significant difference was observed between first time and repeat international tourists regarding the distribution of the types or the mean centrality. Apart from the prior

experience of the destination, the types of cultural tourists were proved to be the independent variable from demographic characteristics and trip profiles

Table 14: Cross-tabulation of the Cultural Tourist Types of Domestic Tourists by Visitation

	Serendipitous Cultural Tourist	Incidental Cultural Tourist	Casual Cultural Tourist	Sightseeing Cultural Tourist	Purposeful Cultural Tourist	Total
First time tourists	0	2 (22.2%)	0	5 (55.6%)	2 (22.2%)	9
Repeat tourists	8 (19.5%)	16 (39.0%)	6 (14.6%)	3 (7.3%)	8 (19.5%)	41

($p=0.010 < 0.05$, S) * Fisher's exact test was conducted.

5.3.2 An evaluative study of McKercher's typology

5.3.2.1 Perception towards the BOI culture

The replicate tests were conducted in this chapter through the data obtained to evaluate if the tourists who belong to the different types behave differently in the BOI. Domestic and international tourists are asked their perception of the BOI culture. The results were the same in both groups. No significant differences were indicated among the types related to the perceived similarity of the respondents' home region in relation to the BOI culture in both domestic and international tourists. On the other hand, significant differences were indicated among the types regarding the perceived uniqueness of the BOI culture in both domestic ($\chi^2 = 21.178$, $df = 8$, $p = 0.000 < 0.01$, S) and international tourists ($\chi^2 = 28.328$, $df = 8$, $p = 0.000 < 0.01$, S) as Table 15 illustrates. The same types of tourists perceive the culture of destination in a similar way whether they are domestic or international tourists.

Table 15: Perception regarding Cultural Distance by Type of Cultural Tourist (%)

Perception of BOI as a destination		Serendipitous	Incidental	Casual	Sightseeing	Purposeful	Statistical tests
Domestic (N = 47)	Little unique culture, history or heritage	0.0	0.0	0.0	0.0	0.0	$\chi^2 = 21.178$, df=8, p= 0.000. S
	Some features that are unique	25.0	56.3	66.7	100.0	0.0	
	Rich in culture, history and heritage	75.0	43.8	33.3	0.0	100.0	
International (N = 138)	Little unique culture, history or heritage	9.1	10.6	13.0	9.1	4.2	$\chi^2 = 28.328$, df=8, p= 0.000. S
	Some features that are unique	33.3	66.0	56.5	45.5	12.5	
	Rich in culture, history and heritage	57.6	23.4	30.4	45.5	83.3	

S = Significant

5.3.2.2 Travel motives – centrality and preferred experiences

The aims of the study in Hong Kong are to obtain a better understanding of the function of the travel for pleasure such as having fun or relaxation and the forms of experience they desire through semantic differential questions (McKercher & du Cros, 2003). Seven questions which showed the significant difference among the types were also picked up and tested in the BOI. All questions are the three-point Likert scaled including neutral answers.

Table 16 demonstrates the statistical test results regarding the seven semantic questions for domestic and international tourists. The tests identified that none of the semantic differential statements except for the following one applied to the description of the typology in domestic tourists: the preference to wander through local markets or to shop at well-known shops ($\chi^2 = 12.774$, df =8, $p = 0.049 < 0.05$, S). Three following statements out of seven showed the significant differences for international tourists: the preference to travel for education and cultural reasons or travel for recreation and fun ($p = 0.017 < 0.05$, S), the preference to see travel as a chance to grow personally or to see travel as an opportunity to relax ($p = 0.050$, S) and to the research of the destination in depth before the arrival or to do no research ($\chi^2 = 18.114$, df =8, $p = 0.020 < 0.05$, S). Among the statistical tests regarding three statements above, Fisher's exact test was conducted for the first two statements and chi-squared test for the

description regarding the research. No difference was indicated among the tourists with different typologies regarding the other statements. Interestingly, the results are opposite between domestic and international tourists regarding the questions in which either group with the typology showed the significant difference.

Table 16: Test Results of Cross-tabulation of Motivational and Experiential Semantic Differential Statements (%) by Type of Cultural Tourist

			X ²	Sig. at p <=0.05
Which do you prefer to do:				
1	Travel for education and cultural reason or travel for recreation and fun?	Domestic	-	NS
		International	-	S
2	See travel as a chance to grow personally or see travel as an opportunity to relax?	Domestic	-	NS
		International	-	S
3	Have a chance to learn about another's culture or have a chance to get closer to my family and friends?	Domestic	-	NS
		International	-	NS
4	Shop or visit museums?	Domestic	-	NS
		International		NS
5	Visit a destination's well-known attractions/sites first or get out of the way and visit obscure attractions/sites first?	Domestic	-	NS
		International	11.542	NS
6	Wander through local markets or shop at well-known shops?	Domestic	-	S
		International		NS
7	Research the destination in depth before you visit or do no research?	Domestic	-	NS
		International	18.114	S

Domestic (N=48), International (N=144) S = Significant, NS = Non significant (both at p <= 0.05)

Note: Fisher's exact test was mainly operated except a. in which chi-squared test was utilised.

5.3.2.3 Amount of learning

Three following questions were asked to respondents to examine their knowledge of the BOI's cultural heritage: their level of knowledge before this arrival in the BOI, their knowledge on departure and the recognition of their knowledge development through this visit. A five-point

Likert scale was used in the first two questions and a three-point in the third question including neutral. All questions are the same ones conducted in the 2003 Hong Kong study.

As Table 17 illustrates, differences were noted between domestic cultural tourists and international cultural tourists regarding the amount of learning as a result of the visit within the different cultural tourist types. ANOVA with Tukey *post hoc* test did not indicate any significant difference among the domestic tourists among the types regarding the level of knowledge before the visit to the BOI and the knowledge on departure. However, a significant difference was noted regarding the change in knowledge by conducting a Fisher's exact test between the types ($p = 0.031 < 0.05$, S). On the contrary, the international tourists with a different type showed the significant differences regarding the knowledge on arrival ($f = 6.055$, $df = 4$, $P=0.000 < 0.01$, S) and on departure ($f = 14.765$, $df = 4$, $p=0.000 < 0.01$, S) yet not related to the change in knowledge according to the Fisher's exact test. The majority of international tourists stated the change in knowledge regardless of the cultural tourist type.

Table 17: Amount of Learning as a Result of the Visit to the Bay of Islands

		Serendipitous	Incidental	Casual	Sightseeing	Purposeful	f or X ²	Sig. at p <= 0.05
Knowledge on arrival (mean)	Domestic	3.75	4.06	3.83	3.71	3.89	f=0.195	NS
	International	3.03	2.51	2.91	3.64	3.63	f=6.055	S
Knowledge on departure (mean)	Domestic	4.5	4.44	4	4	4.56	f=0.965	NS
	International	4.3	3.34	3.52	4.27	4.58	f=14.765	S
Change in knowledge - Yes (%)	Domestic	100	58.8	33.3	50	87.5		S
	International	94.3	77.6	83.3	91.7	96		NS

Note. Domestic (N=47), International (N=144) S = Significant, NS = Non significant (both at $p \leq 0.05$ level)

5.3.3 The conclusion of the evaluation

Some discrepancies were identified between the original study in Hong Kong in 2002 and this evaluative study in the BOI in 2013. The dissimilar types illustrated the different

perception towards the BOI heritage sites and the different degree in the amount of learning. However, mixed results were observed between domestic and international tourists regarding motivational and experiential semantic differentiate statements. Particularly, none of the answers for the semantic differentiate questions were significantly different among the dissimilar types of domestic tourists except in relation to the preference to local markets or to shop at well-known shops.

The author still believes that the typology theory could be effective as an analytical tool to understand tourists' DD. Theoretically, it is founded on the important elements of tourists' perception towards a cultural activity: centrality and depth of experience which are associated with tourists' behaviour according to the previous literature. Although it may depend on their origin whether tourists' behaviour can be predict through the types or not, the results suggest that the types holds the ability to understand the perception of tourists towards cultural attractions which should be associated with the tourists' DD. The proportion of the types is identified as independent from other demographic characteristics and trip profiles of tourists. Owing to these characteristics, the author believes that McKercher's cultural tourist typology is an effective analytical tool for the study of tourists' DD.

5.4 Crucial factors in multiple attraction visitation decisions

Through the following chapter, the author tried to identify the critical factors in the tourists' DD. The author investigated to identify whether the potential variables which were indicated in the previous DM research are associated with the total number of cultural activities conducted by the survey participants. The tested variables include demographic, trip profile and psychological variables including cultural tourist types and motivation.

5.4.1 Combined effects of origin and the prior experience of a destination

Previous sections illustrated that domestic and international tourists differ in many demographic characteristics and the total number of sites visited. The demographic study also

identified that domestic tourists and international tourists differ in their prior experience of the BOI; the majority of international tourists represented first time visitors while the domestic tourists are repeaters. Since previous literature suggested that these factors are associated with tourists' behavioural characteristics, the author investigated the combined effects of the origin and the prior experience of a destination to start with.

Firstly, the author tested whether the total number of attractions visited is significantly different between domestic and international tourists; Independent samples t-test indicated that domestic tourists visited more attractions (mean = 2.90) than international tourists (mean = 2.30) ($t=2.310$, $df = 199$, $p=0.022<0.05$, S). The comparison with the origin from various cultural areas showed the significant differences regarding the total number of the sites visited through ANOVA ($f= 3.671$, $df =3$, $p=0.013<0.05$, S). A post-hoc Tukey test indicated that domestic tourists visit more sites (mean=2.90) than the tourists from the other cultural origin (UK, USA, Canada and Australia =2.61, Asia, South America and other countries =2.15, the other European countries =1.93). The tests were also conducted to identify whether there is a significant difference regarding the number among the domestic tourists with the different areas of origin and among the international tourists from the different cultural origin groups. However, no difference was indicated in both cases. These tests suggest that the origin of cultural tourists' in the BOI is associated with the tourists' DD and the classification of the origin into domestic and international tourists is the most effective for the further analysis of the tourists' DD.

Secondly, another inferential statistical test was conducted to identify whether the prior experience of a destination influences the tourists' DD. Previous research showed mixed results regarding the DM of multiple destinations; repeat visitors tend to visit more destinations (Tideswell & Faulkner, 1999) or they are inclined to limit the place of the visit (A. L. S. Lau & McKercher, 2004; Li et al., 2008) whereas much of the literature states that a prior destination experience influences tourists' spatial behaviours. Comparison was made between first time and repeat tourists regarding their number of heritage sites visited in the BOI in relation to both

domestic and international tourists. Independent samples t-tests did not indicate the significant difference between first time and repeat domestic visitors (First time = 2.78, repeaters = 2.93: $t = -0.248$, $df = 48$, $p=0.805$, NS) yet significant difference was revealed between first time (mean=2.11) and repeat international visitors (mean=3.03) ($t = -2.991$, $df = 148$, $p=0.000 < 0.01$, S). The comparison regarding the number of visited attractions revealed a significant difference also between the domestic (mean = 2.63) and international first time tourists (mean = 2.10) ($t = 1.133$, $df=125$, $p=0.016 < 0.05$, S) and between the repeaters (international = 2.98, repeaters = 3.06: $t = -0.190$, $df = 70$, $p=0.040 < 0.05$, S). These results indicated that the tourists' behavioural characteristics are different comparing the first time and repeaters as well as domestic and international tourists.

Now the combined effect of whether tourists are domestic or international and whether they are first time tourists or repeaters are empirically proved to be influential to the tourists' DD. Hence how other variables are associated with the tourists' DD need to be investigated taking both effects into consideration. In other words, each domestic and international tourist should be classified into first time and repeat tourists and tested separately to identify which variables were associated with their tourists' DD indicators.

5.4.2 Demographic and trip profile variables

Independent samples t-tests and ANOVA tests were conducted to identify the significant difference among the tourists with the different demographics such as gender, age, highest qualification and income. The tourists were classified into the following four groups to identify the combined effect of the origin and the prior experience of a destination: domestic first time tourists, domestic repeaters, international first time tourists and international repeaters. Even though no significant difference was observed between gender, age and qualification, the tests indicated the difference between the international repeaters with different income and not the other groups.

ANOVA indicated that tourists with dissimilar income visited a significantly different number of attractions in relation to visits by international repeat tourists (Income: $f = 5.195$, $df = 3$, $p = 0.009 < 0.01$, S). A *post hoc* Tukey test indicated that the tourists who earns NZ\$120,000 or more visited significantly more attractions (mean = 6.20) than the other tourists (less than NZ\$30,000 = 2.67, between NZ\$30,000 to 59,999 = 2.00, between NZ\$60,000 to 119,999 = 1.80). However, correlation between the number of attractions visited and income was identified as insignificant by Spearman's rho coefficient; it is due to the anomaly of the large number of attractions visited by the tourist whose income is less than NZ \$30,000. No other demographic variable was associated with the total number of attractions visited for either domestic or international tourists regardless of their prior experience of a destination.

Independent samples t-tests and ANOVA tests were also operated to identify the significant difference among the tourists with different trip profile variables including the purpose of the trip, the main place to stay, the member of the trip, the usage of a vehicle, the length of total holiday and the length of the stay in the BOI. The combined effect of both the origin and the prior experience was investigated; the tests revealed that the usage of a vehicle was associated with the number of attractions visited for domestic and international repeaters and the length of stay in the BOI for international first time and repeat tourists. No other factors were associated with the number.

The usage of a vehicle affected the tourists' multiple site visit due to its mobility. A comparison was made between the tourists who utilized a car during their visit and those who did not in relation to the number of sites visited in the BOI. Significant differences were recognized in both domestic ($t = -2.842$, $df = 33$, $p = 0.008 < 0.01$, S) and international repeat tourists ($t = -2.019$, $df = 27$, $p = 0.007 < 0.01$, S); tourists who utilised a car visited more cultural sites (domestic = 3.54 / international = 3.76) than those who did not utilize a car (domestic = 2.09 / international = 2.00). However, for domestic and international first time tourists, the result

did not indicate a significant association between the usage of a vehicle and the total number of sites visited.

Past literature indicated that tourists who stay longer tend to disperse more widely in a destination (Koo *et al*, 2012). The combined effect of both the origin and the prior experience of the BOI were examined regarding the association of the length of the stay in the BOI with the total number of attractions visited. No significant correlation was reported among both domestic first time and repeat tourists. ANOVA indicated a significant difference regarding the total number of attractions conducted among the international tourists with the different length of stay whether they were first time ($f=3.572$, $df=3$, $p=0.017<0.05$, S) or repeat tourists ($f=3.962$, $df=3$, $p=0.019<0.05$, S). The length of stay was classified into four groups: the short stay tourists who just stayed a night, the average stay tourists who stayed two or three nights, the tourists who stayed longer than average, between four nights to twenty-nine nights and the long stay tourists who stayed in the BOI for thirty nights or longer. In a comparison within the international first time tourists, a *post-hoc* Tukey test indicated that short stay first time visitors (mean=1.53) visit significantly fewer sites than long stay tourists (mean=3.00). In the case of the repeat tourists, the test also indicated both short stay first time visitors (mean=1.60) and average stay tourists (mean=2.40) visited significantly fewer sites than tourists with 'staying longer than average' (mean=5.11). Weak and positive correlation was indicated by Pearson's coefficient between the length of the stay and the number at a marginal level with respect to international first time tourists ($r = 0.185$, $N = 110$, $p = 0.052$) yet no significant correlation was indicated in relation to the repeaters. This is due to the anomaly result that long stay tourists ($N=5$; mean = 2.40) conducted fewer attractions than the tourists with 'staying longer than average' (mean = 5.11) who made a shorter stay in the BOI though it was not significant. The international tourists who conducted the long stay visited the BOI a minimum of three times and the mean frequency of their visit was five. It seems that they are constantly returning to the BOI from overseas. No

significant difference was indicated within domestic cultural tourists by the same test for the first time or the repeat tourists.

5.4.3 Psychological variables

Statistical tests identified that the number of attractions formerly known, the cultural tourist types and intrinsic motivations were associated with the extension of the tourists' DD. Intuitively, one might expect that the more sites tourists know of, the more sites they tend to visit as they have more chance to select the appropriate site which suits their travel plan or trip profiles for their visit. The number of sites actually visited will be also limited by the number of sites they actually know of previously; even some cultural tourists are keen to visit many sites, they would not know about the unfamiliar sites unless they obtain the information about the destination or find them accidentally on their route. However, interestingly, no correlation was indicated in first time domestic tourists. The significant correlations between the attractions previously known and the total number of activities actually conducted were indicated in domestic repeat tourists ($r=0.433$, $N= 41$, $p=0.005<0.001$, S), international first time ($r=0.434$, $N= 119$, $p=0.000<0.001$, S) and repeat tourists ($r=0.516$, $N= 31$, $p=0.003<0.001$, S). Indeed, the knowledge of the cultural attractions is correlated with the tourists' except in relation to first time domestic tourists.

Previous literature identified that motivation is a critical function of DM of multiple destinations as it is not only generating the actions (Middleton, 1995) but it also influences many variables associated with the DM (Bowman & Ben-Akiva, 2001; G. Lau & McKercher, 2006; Stebbins, 1996; Yoon & Uysal, 2005). The comparison of the number of attractions visited by different motivations for each tourist is inappropriate for assessing whether and how each motivation influences tourists' DD. It is because the total number of attractions conducted includes the number of fee-based sites visited and hence they are automatically correlated with each other. Hence, the proportions of sites visited with different motivations among the total number of attractions visited were utilized as the variables which represent the influence of each

motivation to the tourists' DD for the assessment. Interestingly, none of those percentages were associated with the total number of attractions visited for the tourists regardless of their origin or prior destination experience. These results suggest that motivation may not be necessarily associated with the entire DD of each tourist although tourists' motivation may be associated to each attraction visit.

5.4.4 McKercher's cultural tourist types

As explained in the methodology chapter, McKercher segmented the cultural tourists in five types using the two dimensions of centrality and depth of experience. He based this on the previous theories which classified cultural tourists into four groups (Silberberg, 1995). He also sensed that the ability to engage in the cultural experience may differ among tourists (McIntosh & Prentice, 1999), which is different from centrality for tourists to conduct activities (Richards, 1996b). Considering all this, he hypothesized another segment called serendipitous tourists which had not ever been discussed before. He proved empirically that serendipitous tourists behave differently from the other segments which originated from the previous research (McKercher, 2002; McKercher & Cros, 2003). The previous section partially identified that McKercher's typology can be used as an effective analytical tool for tourists' DD mainly for comprehending rather than for predicting.

A comparison was made between the different types of cultural tourists in relation to the number of sites visited in the BOI area. ANOVA indicated significant differences regarding the total number of the sites visited between the domestic repeat tourists ($f=3.066$, $df=4$, $p=0.028<0.05$, S) and international first time tourists ($f=5.601$, $df=4$, $p=0.000<0.01$, S) with different types. Corresponding with domestic repeat tourists, a post-hoc Tukey test indicated that purposeful cultural tourists (mean=4.22 sites) visited significantly more sites than casual cultural tourists (mean=1.83). In line with international first time tourists, a Tukey test indicated that purposeful cultural tourists (mean=3.05 sites) conducted significantly more cultural attractions than other typologies (sightseeing cultural tourists =2.28, casual cultural tourists

=1.94, incidental cultural tourists =1.73) with the exception of serendipitous cultural tourists (mean=2.37 sites). No significant difference was indicated for domestic first time or international repeat tourists. It is worthwhile noting whilst tourists' DD depends on their origin and their prior destination experience still and all purposeful cultural tourists are different from the other types regarding DD.

Although it is not within the scope of this study, the author tested the different segmentation based on the dimension set by McKercher (2002) in the BOI cultural tourists. The serendipitous tourists were divided into two groups by centrality. Tourists whose centrality are either one or two and three were separated as different group to be corresponding with incidental and casual cultural tourists but different degree of depth of experience, in which the cultural tourists were segmented into six groups. Combined effects related to origin and visitation were elaborated upon through the statistical tests to identify whether a significant difference was indicated between the divided serendipitous groups regarding the tested variables including the motivational, experiential and behavioural characteristics and the number of sites visited. However, the tests did not reveal any significant difference between the groups related to any of those variables. Along with the fact that five types showed the significant difference regarding these variables already, McKercher's segmentation of tourists into five groups are justified in the BOI heritage tourism context in relation to the tourists' DD study.

5.5 Physical and cognitive reasons underlying tourists' DD

The inferential tests were conducted to illuminate the physical and cognitive reasons underlying the decisions related to the tourists' DD; the potential variables were also tested to identify whether each is associated with the number of fee-based sites and heritage clusters visited taking into consideration the combined effect of origin and visitation. Although bounded by the inability to compare domestic and international tourists since the number of fee based sites potentially visited is different between them, the study of the number of fee based

attractions conducted provides the ability to reflect tourists' situational characteristics of interest versus financial constraint. The number of clusters visited is a function of the distance the tourist travelled and the degree of the tourist's dispersion within a destination. Hence, identifying the variables associated with these tourists' DD indicators will contribute to the further comprehension of the tourists' DD from an economic and geographic perspective. Complimentary analyses were operated to identify whether long holiday tourists still represent the population of international tourists' DD, to compare cultural tourism knowledge between domestic and international tourists and to reveal the essential factors which differentiate the DD conducted by tourists whose origin (domestic or international) are dissimilar.

5.5.1 The number of fee based sites visited

5.5.1.1 *Fee based sites visitation under the combined effects*

The associated variables with the number of fee based site visitation were identified so that the author could investigate the critical factors related to the tourists' decision of the expenditure in line with the DD. Comparison was made between first time and repeat tourists regarding their number of pay attractions visited in the BOI in both domestic and international tourists. An independent samples t-tests indicated that there was no difference between first time (mean=1.11) and repeat domestic visitors (mean=1.39) regarding the number of pay sites visited ($t=-0.634$, $df=48$, $p=0.257$, NS) yet significant difference was shown between first time (mean=1.29) and repeat international visitors (mean=2.16) ($t=-3.586$, $df=148$, $p=0.000<0.01$, S). The result indicated that the tourists' behavioural characteristics are different between the first timers and repeat international tourists. However, with respect to international tourists, ANOVA did not indicate a significant difference among the countries with similar cultures regarding the number of the visited fee based sites. Regarding domestic tourists, no difference was also indicated among the tourists from different origins in NZ. No significant difference was indicated among any other demographic variable regarding the number of fee based sites visited in

relation to domestic tourists. Whether tourists are domestic or international is also a critical factor related to their decision with respect to how many fee based attractions will be visited.

5.5.1.2 The visitation in relation to demographic and trip profile variables

The association between the number of fee based site visitations and each demographic variable was conducted. The tests were conducted for each domestic and international tourist with the first time and repeat tourists separated. Corresponding with the domestic tourists, no significant difference was indicated among the tourists with the different demographic status for either the first time or repeat tourists. In line with the international tourists, no significant difference was reported regarding the number of fee based attractions among the tourists with different demographic status including age and income for the first time tourists. For the repeat international tourists, only income was associated with the number ($f=6.14$, $df=3$, $p=0.004 < 0.01$, S). A *post hoc* Tukey test indicated that the tourists who earn NZ\$120,000 or more visited significantly more pay attractions (mean = 4.60) than the tourists with less than NZ \$30,000 (mean = 1.67), between NZ\$30,000 and NZ\$59,999 (mean = 1.33) and between NZ\$60,000 and NZ\$119,999 (mean = 1.00).

Again, the trip profile variables which are related to the number of fee based sites visited are different between domestic tourists and international tourists and between the first time and repeat tourists. No significant difference regarding the number of pay attractions visited was reported among the domestic first time tourists with the different trip profile variables. As it relates to domestic repeat tourists, the main place of stay in BOI ($f=3.480$, $df=4$, $p=0.017 < 0.05$, S) and the usage of a vehicle ($t=-3.665$, $df=33$, $p=0.001 < 0.01$, S) were associated with the number of the fee based sites visited. Although no significant difference was indicated within any pairwise comparison by a *post hoc* Tukey test regarding the main place to stay, the tourists who stayed at Kerikeri (mean = 2.33) visited more fee based attractions than those who stayed at Paihia (mean = 1.04) at a marginal level ($p=0.061$). In the case of the vehicle usage, a *post hoc* Tukey test indicated that the tourists who utilized a car visited more

pay attractions (mean = 1.92) than the tourists without a car (mean = 0.64). No other trip profile variable was associated with the number. For international tourists, the usage of a vehicle ($t = -2.260$, $df = 27$, $p = 0.001$, S) was also associated with the number for repeaters. The tourists who utilized a car visited more fee based attractions (mean = 2.76) than the tourists without a car (mean = 1.25). As the fee based sites in the BOI are dispersed within the different clusters in a destination, mobility becomes a critical factor if tourists would like to conduct multiple pay sites visitations. Considering the result that the international first time tourists visit fewer pay sites than the repeaters, the non-association of the mobility with the fee based site visitation suggests that international first time tourists are less inclined to visit the fee based sites than repeaters regardless of the mobility.

The combined effect of both origin and the prior experience of the BOI were examined regarding the association of the length of the stay in the BOI with the total number of attractions visited. No significant correlation was reported among both domestic first time and repeat tourists. ANOVA indicated a significant difference among the various length of stay within international tourists for the repeat tourists ($f = 4.215$, $df = 3$, $p = 0.015 < 0.01$, S) yet not for the first time tourists. In a comparison within the international repeaters, a *post hoc* Tukey test indicated that the tourists who stayed longer than average nights (between 4 days to 30 days) visited more fee based sites (mean = 3.78) than average stay tourists (mean = 1.60) and short tourists (mean = 1.00). In this case again, long stay tourists visited fewer pay sites (mean = 1.60) and were not the tourists who were more actively visiting fee based sites in spite of the longer temporal budget in a destination compared with the others, which is the consistent result with the case related to the total number of attractions visited.

5.5.1.3 The visitation regarding psychological variables

Previous tests proved that the number of sites actually visited is related to the number of the sites formerly known in the BOI. The same test was also conducted to identify if the two variables are related to the number of pay sites visited. Pearson's correlation coefficient was

conducted and identified that the correlation between the numbers of the sites formerly known and the number of pay sites visited was significant for domestic repeat tourists ($r=0.396$, $N=41$, $p=0.010<0.01$, S), and for both international first time tourists ($r=0.231$, $N=119$, $p=0.011<0.05$, S) and repeaters ($r=0.522$, $N=31$, $p=0.003<0.01$, S).

Pearson's correlation coefficient was conducted between the fee based sites and each proportion of the attractions visited by different motivation for the groups classified according to the origin and the prior experience of the BOI. Only the proportion of the fee based attractions visited by intrinsic motivations was significantly correlated with the number of pay attractions visited ($r=0.513$, $N=27$, $p=0.006<0.01$, S) and this was observed only in relation to domestic repeat tourists. No other motivations were correlated with the number of pay attractions visited for any other groups.

A comparison was made between the tourists with the different cultural tourist type regarding their number of fee based sites visited in the BOI. ANOVA indicated a significant difference in both domestic repeat tourists ($f=3.623$, $df=4$, $p=0.014<0.05$, S) and international first time tourists ($f=8.940$, $df=4$, $p=0.000 < 0.01$, S). In line with domestic repeat tourists, a *post hoc* Tukey tests indicated that purposeful cultural tourists visited more fee based sites (mean = 2.33) than incidental cultural tourists (mean = 1.06) and casual cultural tourists (mean = 0.67). Corresponding with international first time tourists, the test investigated that purposeful cultural tourists visited more fee based sites (mean = 2.00) and serendipitous cultural tourists (mean = 1.72) visited significantly more pay sites than and casual cultural tourists (mean = 0.94) and incidental cultural tourists (mean = 0.88). No significant difference was reported among the types for domestic first time tourists and international repeat tourists. The associated psychological variables with pay sites visitation were the same as those with the total number of attractions visited for international tourists regardless of their prior destination experience. On the other hand, the variables associated with the number of fee based sites were different from

those associated with the total number of sites visited due to the correlation between intrinsic motivation and the number of fee-based sites visited.

5.5.2 The number of attraction clusters visited

The variables associated with the number of attraction clusters visited were identified to derive the critical factor for tourists' dispersion within a destination in relation to the tourists' DD. No significant difference was reported among the tourists with the different origin groups based on cultural distance in international tourists or the different origin of the area in domestic tourists. However, the number of clusters visited was different between domestic and international tourists. In the comparison with the same level of the destination experience, a significant difference was indicated between domestic (mean = 2.00) and international first time tourists (mean = 1.53) ($t=1.931$, $df=125$, $p=0.000<0.01$, S) but not between the repeat tourists (Domestic repeaters = 2.12, International repeaters = 2.26: $t=-0.464$, $df=70$, $p=0.075$, NS). Tourists' dispersion also seems to be under the combined effect of the origin and the prior experience of a destination.

With respect to domestic first time tourists, none of the demographic and trip profile variables were associated with the number of clusters visited. Corresponding with domestic repeaters, the following variables were identified as associated with the number of clusters: the usage of a vehicle ($t=-3.481$, $df=33$, $p=0.031<0.05$, S) and the number of attractions previously known ($r=0.450$, $N=41$, $p=0.003<0.01$, S). In line with the different number of clusters visited, the tourists with a car visited more clusters (mean = 2.54) than those who without a car (mean = 1.36).

In the case of international first time tourists, the following variables were significantly associated: the length of the stay ($f=3.830$, $df=3$, $p=0.012$, S), the number of attractions previously known ($r=0.218$, $N=119$, $p=0.017<0.05$, S) and the cultural tourist types ($f=5.974$, $df=4$, $p=0.000<0.01$, S). In a comparison within international first time tourists, a post-hoc Tukey

test indicated that the long stay tourists visited more clusters (mean =1.90) than short stay tourists (mean =1.16). The Tukey test also indicated that purposeful (mean = 1.86) and serendipitous cultural tourists (mean = 1.84) significantly visited more clusters than incidental and (mean = 1.31) sightseeing cultural tourists (mean = 1.22) with the exception of casual cultural tourists (mean = 1.44).

Regarding international repeaters, income ($f = 3.878$, $df = 3$, $P = 0.027 < 0.05$, S), the length of the stay ($f=4.739$, $df =3$, $p=0.013$, S), the usage of a vehicle ($t=-2.630$, $df =320$, $p=0.013 < 0.05$, S), the number of attractions previously known ($r=0.622$, $N=22$, $p=0.002 < 0.05$, S) and the cultural tourist types ($f=5.203$, $df =4$, $p=0.003 < 0.01$, S). The proportion of sites visited by intrinsic motivation was correlated at a marginal level ($r=0.353$, $N=29$, $p=0.060$). In line with income, a *post hoc* Tukey test indicated that the tourists who earn NZ\$120,000 or more visited significantly more clusters (mean = 3.80) than the tourists who earns between NZ\$60,000 and NZ\$119,999 (mean = 1.60) and between NZ\$30,000 and NZ\$59,999 (mean = 1.50). In line with the different number of clusters visited, the tourists with a car visited more clusters (mean = 2.91) than those who were without a car (mean = 1.45). A post-hoc Tukey test indicated that the tourists who stay longer than average visited more clusters (mean =3.57) than average stay tourists (mean =1.57) and short stay tourists (mean =1.40). The Tukey test also indicated that purposeful cultural tourists (mean=4.20) visits significantly more sites than serendipitous cultural tourists (mean=1.90), casual cultural tourists (mean=1.75) and incidental cultural tourists =1.40) with the exception of the sightseeing cultural tourists (mean=3.00 sites).

The variables associated with the clusters were the same as those associated with the total number of attractions visited for international first time tourists and domestic repeat tourists. However, cultural tourist types and intrinsic motivations were additionally associated with the heritage from the total number for the international repeaters. The associated psychological variables for the international repeaters are the same as those associated with the fee based sites visitations for domestic repeaters.

5.5.3 Complimentary analysis and findings for tourists' DD

5.5.3.1 *Long holiday tourists and other international tourists*

The demographic study revealed that more than forty percent of tourists who are younger than thirty-five years of age are likely to be WHMs since their length of total holidays was more than ninety days. Other than age and the length of holiday, previous tests also revealed that those long holiday tourists are significantly different from the other international tourists who are younger than thirty-five years of age in regards to the following factors: level of income and length of the stay in the BOI. The frequency of the visitation to the BOI was not significantly different between the two groups. Independent samples t-tests identified that the long holiday tourists visited significantly more attractions (mean=2.35) than those who are not the long holiday tourists but in the same age group (mean = 1.84) ($t = -2.100$, $df = 85$, $p=0.024<0.05$, S) whilst no significant difference was reported regarding the number of fee based attractions and clusters visited. It is necessary to conduct further analysis in order to identify whether the long holiday tourists are different from the other international tourists in terms of the associated variables for the tourists' DD; however, no difference was indicated regarding the total number of attractions visited between the long holiday tourists and the others with the same level of the income or the same length of the stay in the BOI. These results suggest that long holiday tourists visit more attractions as they have more time budget which was identified as associated with the total number of attractions visited for international tourists. No other characteristics which differentiate the DD of long holiday tourists' from the other international tourists' were observed. No special characteristics which differentiate from the other international tourists were observed as to the tourists' DD from the long holiday tourists.

It was also identified by employing Spearman's rho that the level of income and the number of attractions visited was significantly correlated in a strong level for the international repeat tourists after excluding the long holiday tourists ($\rho = 0.622$, $N = 16$, $p = 0.010<0.05$, S) although no association was identified for the first time tourists. The reason the test did not

indicate the significant correlation in a previous test is that the population of long holiday tourists who visit more sites with lower income influenced the sample.

5.5.3.2 Comparisons of the level of knowledge

Independent samples t-tests suggested that domestic repeaters are aware of and know more about the sites (mean = 4.34) than international repeaters (mean = 3.16) at a marginal level ($t=1.927$, $df=70$, $p=0.058$). Comparison was also made regarding the level of knowledge on arrival at the BOI and the same test indicated that domestic repeaters are aware of and know significantly more (mean = 3.95) than international repeaters (mean = 3.39) ($t=2.091$, $df=64$, $p=0.041<0.05$, S). International repeaters tend to know more sites (mean = 3.13) than first time tourists (mean = 2.29) ($t=-2.217$, $df=148$, $p=0.001<0.01$, S). International repeaters also have a higher level of knowledge (mean = 3.36) than first time tourists (mean = 2.87) ($t=-2.141$, $df=135$, $p=0.034<0.05$, S). Both knowledge indicators were not significantly different among domestic and international first time tourists or among domestic first time and repeat tourists. Although, it is indirectly proved, it is suggested that domestic tourists have more cultural tourism knowledge in relation to the BOI than international tourists in general.

5.5.3.3 De-motivation study

The study of de-motivations also identified the tourist's characteristics which differentiate the DD between domestic and international tourists. The combined effect of both of origin and visitation to the BOI was examined regarding the de-motivation for the visitation to an attraction formerly known. Independent samples t-tests were conducted to identify the significant difference between the tourists with different origin or prior experience regarding the proportion of each de-motivation. Likewise with regard to the comparison of motivation, more differences were observed between the different origins with the same level of destination experience than between the different experience with the same origin. In the comparison between domestic first time and repeat tourists, the following de-motivations were different in proportion between them; already closed, time constraint and prior visitation. In line with the

time constraint ($t=-1.314$, $df=39$, $p=0.003<0.01$, S), repeat tourists selected it as the de-motivation more frequently (mean = 20.59%) than first time tourists (mean = 0.00%).

Corresponding with the comparison between international first time and repeat tourists, the prior visitation was significantly different and the unfavourable fee was different at a marginal level ($t=1.046$, $df=88$, $p=0.056$); first time tourists selected the unfavourable fee as de-motivation more commonly (mean = 28.74%) than repeat tourists (mean = 16.67%).

In the case of the comparison between domestic and international first time tourists, the proportions of unfavourable fee ($t=-1.135$, $df=77$, $p=0.003<0.01$, S) and time constraints ($t=-1.158$, $df=77$, $p=0.008<0.01$, S) were significantly different among them; International first time tourists tended to selected both de-motivations more frequently (unfavourable fee = 28.74%, time constraints = 22.15%) than domestic tourists (unfavourable fee = 8.33%, time constraints = 0.00%). Regarding the comparison between domestic and international repeaters, the following de-motivations were selected by the different frequency between them with respect to sites not opened, prior visitation, no priority and other reasons such as the unfavourable regulation of the site or 'failed to identify the location'. In line with the proportion of no priority ($t=2.058$, $df=49$, $p=0.000<0.01$, S), domestic tourists tended to select it more frequently (mean = 20.59%) than international tourists did (mean = 0.00%).

The inferential test revealed the association between income and the proportion of unfavourable fee as de +motivation for the visitation to the attraction among international tourists. Spearman's rho indicated that negative correlation significant between the proportion among the tourists and income was significant ($\rho = -0.352$, $N=69$, $p = 0.003<0.01$, S); tourists who earn higher income tend to select unfavourable fee as de-motivation less frequently. It suggests that income is associated with the financial allocation for heritage tourism in the BOI for international tourists.

Another inferential test was conducted regarding the proportion of the de-motivation in relation to the cluster visitation. Since the mean number of clusters visited is around two for both domestic and international tourists, the tourists were classified into the following two groups and the comparison was made regarding the de-motivation under the combined effect: the tourists who visited two clusters or less and those who visited three clusters or more. Independent samples t-test indicated that the domestic repeaters who visited two clusters or less did not go to the sites due to the 'unfit location' more frequently (mean = 17.63%) than those who visited three clusters or more (mean = 1.92%) ($t=1.567$, $df=32$, $p=0.001<0.01$, S). On the other hand, the test revealed that international repeaters who visited two clusters or less did not conduct the DD owing to the 'unfavourable fee' more frequently (mean = 21.79%) than those who visited three clusters or more (mean = 0%) ($t=0.951$, $df=15$, $p=0.034<0.05$, S). The location of clusters seem to be a critical issue for domestic repeaters while the expenditure is considered to be a key for international repeaters.

5.5.3.4 *Thematic analysis of the additional comments*

Additional comments were analysed thematically to gain further insight regarding the tourists' DD. The author obtained the comments from eighty-five respondents including seventeen from domestic and sixty-eight from international tourists. Two emergent themes identified as critical to the tourists' DD were tourists' assumption of returning to the BOI ($N=4$) and the attitude to maximize the seizure of the chance ($N=6$). The former was observed only in domestic tourists while the latter was identified only in international tourists.

In correlation with the assumption to return to the BOI, 23.5% ($N=4$) of domestic tourists left an additional comment regarding their DD. A female aged fifty-five or older from New Plymouth that explained Waitangi (Treaty Grounds) is the place every New Zealander visits once in their childhood and returns later to see whether any change has occurred. The other tourist, a young female from Auckland, stated that Russell is always a nice place with character. The other domestic young male tourist from the South Island who visited the BOI for

the first time was happy about the cultural activities and said that he wished he had more time and he would return again. Regardless of the gender, origin or their prior experience of the BOI, they stated the comment which includes their prior experience of the BOI, their observation or intention of tourists' returning to the BOI. In line with the tourists' attitude to maximize the utility, the seizure of the chance, 8.8% (N=6) of international tourists who stated the comment mentioned this issue. A female first time tourist from USA left a comment that she would like to see heritage sites as much as possible. A male repeat tourist from UK stated that he would like to explore the BOI this time as he recognized that he recognized that he probably would not come back to the BOI again. This comment was only observed in international tourists. Those themes are likely to be associated with their origin.

5.5.3.5 Utility maximization

The degree of utility in tourists' DD can be explained by the following two aspects: the proportion of the visited attractions which are known prior to the visit to a destination among all of those and the proportion of the visited attractions which tourists are unfamiliar with on arrival among all of those. In this thesis, the data regarding the total number of attractions identified on a destination was not obtained. Hence, the comparison regarding the number of visited attractions which were identified on a destination was conducted instead. The comparisons of utility maximization were made regarding the total number of attractions and the number of fee-based sites visited with the combined effect of the origin and the prior destination experience.

Firstly, the comparisons of the degree of utility maximization were made regarding the total number of attractions visited between domestic and international tourists prior experience with first time tourists and repeaters separated. In line with the comparison between the first time tourists, no significant difference was indicated regarding the proportion but the number of sites not known formerly but visited was dissimilar ($t=0.340$, $df=123$, $p=0.001<0.01$, S) and the domestic tourists visited more sites (mean = 1.00) than international tourists (mean = 0.87). In line with the comparison between repeaters, the proportion of the visited sites among those

known in prior was significantly different ($t = -0.939$, $df = 67$, $p = 0.015 < 0.05$, S); the international tourists visited (mean = 62.31%) tend to visit more attractions among those known prior to the visit than the domestic tourists (mean = 54.59%). However, the number of the sites was not significantly different.

Secondly, the comparisons were made regarding the pay sites visitation. In line with the proportion of the visited pay sites among all those known prior to the visit to the BOI, the mean of domestic repeaters is 42.94% ($sd = 35.49$) while that of international repeaters is 60.19% ($sd = 41.10$). Though these proportions cannot be compared statistically for the identification of the significant difference due to the different number of possible visited pay sites owing to Waitangi Treaty grounds, it is suggested that international repeaters tend to visit more pay sites among known than domestic repeaters. Independent samples t-test was also conducted between domestic and international repeaters regarding the number of visited pay sites which were not formerly known before the arrival in the BOI. Waitangi Treaty Grounds, arguably the most well-known site in the BOI, was excluded from the selection so that both tourists can be compared. Independent samples t-test indicated that international repeaters tended to visit more pay attractions which were identified in the BOI (mean = 0.51) than domestic tourists (mean = 0.27). With regard to the particular case related to the three international repeaters who visited Waitangi Treaty Grounds, even though they did not know about it on arrival, this was excluded from these statistics; whereas all of the domestic tourists knew about the Waitangi Treaty Grounds. International repeaters try to maximize utility more strongly than domestic repeaters with regard to fee based site visitation.

Finally, the same inferential tests were conducted to identify whether a significant difference is revealed among the different types regarding the numbers related to the expression of utility maximization for both total number of attractions and the number of fee based sites visited; the tests were conducted in four stages reflecting the combined effect of the origin and the prior experience of the BOI. The significant difference was noted among the

tourists as related with the different types only in the case of the first time international tourists regarding the proportion of the visited sites formerly known among all those sites ($f = 3.358$, $df = 4$, $p=0.013<0.05$, S). A Tukey test identified that purposeful cultural tourists tend to visit more sites among those known (mean = 74.9%) than incidental cultural tourists (mean = 47.3%) and casual cultural tourists (mean = 40.0%). No other significant difference was observed in any case regarding the utility maximization; whether tourists are either domestic or international and either first time tourists or repeaters represent the underlying factors that serve as the foundation for the tourists' DD conducted by the different cultural tourist types. These results suggest that the degree of utility maximization deprive from the origin rather than from their cultural tourist types.

5.6 Summation

This chapter showed all the descriptive and inferential statistical analysis to achieve the objectives of the study. The inferential statistical analysis identified that more differences were observed regarding demographics and trip profile variables between domestic and international tourists than among the groups with the different categorization such as cultural distance or geographic proximity. The differences between domestic and international tourists are partly deprived from the fact that the majority of international tourists are long holiday tourists who are likely to be WHMs. The tests also identified that the majority of domestic tourists were repeaters whereas the majority of international tourists were first time tourists. The demographic and trip profile variables were not significantly different between the first time tourists and repeaters for domestic tourists while the differences were revealed in some variables such as income and the usage of a vehicle between international tourists. Domestic and international tourists are very different in accordance with their tourist characteristics.

The replicate study of McKercher's typology was conducted to evaluate whether the typology is effective as a tool for understanding and predicting the behaviour of the BOI heritage tourists. Because of the results obtained from the demographics and trip profiles study, each

statistical test was conducted separately with regard to domestic from international tourists. Three results were obtained regarding the evaluation of the typology. Firstly, McKercher's typology is an independent variable since the proportion of the types is not dissimilar among the tourists with different origins or any other demographic and trip profile variables. Especially, it should be noted that the proportion of types were not significantly different between domestic and international tourists. Secondly, the perception towards BOI heritage tourism and the amount of learning as a result of cultural activities were different among the types regardless of the origin. Thirdly, the answers to the majority of the semantic differentiate questions that identified tourists' preferences were less varied among the types as compared to the results in the 2003 Hong Kong test. It was also identified that the results of whether the responses were associated with the types or not was very different between domestic and international tourists. This result is dissimilar from that of the 2003 Hong Kong study in which responses to all those statements were significantly different among the types. Apart from the findings regarding the evaluation of the typology, it was identified that the proportion of serendipitous cultural tourists who were international tourists were different from the proportion in the Hong Kong study. There was also a large discrepancy of the proportion of serendipitous and sightseeing cultural tourists between domestic and international tourists. These differences suggests that whether tourists are domestic or international may be the underlying factor for the types regarding the tourists' behaviour although their perception towards heritage tourism may not differ considerably. The author still judged that the typology is the effective analytical tool to understand the tourists' characteristics in the BOI owing to the ability of comprehending the different perception towards cultural tourism among tourists.

Inferential statistical tests were conducted to identify the crucial factors in the DM for multiple attraction visitations. The tests illuminated the clear difference according to whether tourists are domestic or international and whether they are first time tourists or repeaters to the BOI. Many demographic, trip profile and cognitive variables including the cultural tourist types

were associated with the tourists' DD. However, which variables including the types are correlated with the DD varied among domestic first time tourists, domestic repeaters, international first time tourists and international repeaters. It was also revealed that international repeaters tend to visit more sites than the first time tourists whilst no difference was indicated between domestic first time and repeaters. It was identified that combined effect is associated with the tourists' DD in the BOI, which is likely to be a critical issue to understand the tourists' DD.

The cognitive reasons underlying these decisions were illuminated through inferential statistical tests by identifying the critical factors in relation to the DM for fee based attraction and heritage clusters visitations. All variables tested in multiple attraction visitations were also examined to identify which factors were associated with the number of pay attractions and/or clusters visited. Looking at the total number of attractions, the number of fee based attractions and clusters visited the tests revealed that some associated variables were different even within the group with the same origin and the prior visitation. The combined effect of the origin and the prior experience of the BOI were also observed since the associated variables with the same DD indicator differed according to these factors. The inferential tests also revealed that international repeaters visited more fee based sites and heritage clusters than international first time tourists visited while no significant difference was indicated among the domestic tourists. It suggests that the author could identify the cognitive and physical reasons underlying tourists' DD by the multi-phased comparison to examine which variables are associated with which behaviours including expenditure and spatial exploration.

Complimentary analyses were also conducted to identify whether long holiday tourists still represent the population of international tourists in terms of DD and to reveal the further factors underlying the different tourists' DD conducted by the tourists with dissimilar origin and the prior experience of a destination. The inferential tests identified that the variables associated with tourists' DD between the long holiday tourists and the other international tourists are the

same. It means that international long holiday tourists are not different from the other international tourists with respect to tourists' DD. The knowledge of cultural tourism in the BOI was compared between domestic and international tourists; the results suggest that domestic tourists have more knowledge than international tourists. The tests were operated to compare the de-motivation of the visitation to the site considering the combined effect; the price-sensitivity of international tourists was indicated. It was revealed that tourists' recognized time constraint and prioritization regarding sites visitation differed between domestic and international tourists. Qualitative data obtained through the additional comments were analysed and the assumption to the return to the BOI was identified as the emergent theme which may be associated with the way tourists consume a destination. Finally, the degree of utility maximization was compared between domestic and international tourists. Indeed, the level of the activity was different, depending on the origin and the prior experience of destination.

In the next chapter, an identification of the fundamental reasons for the differences in tourists' DD will be discussed. Firstly, multi-phased comparisons will be made to identify which variables are associated with the total number of sites visited, the number of pay sites and the number of clusters visited. Combined effects related to origin (international or domestic) and visitation (first time or repeat) will be included in the evaluation. This will be followed by the identification of the emergent themes which reflect the different critical variables among tourists with dissimilar characteristics. Furthermore, characteristics of tourists' DD from a tourists' perspective in contrast with the DM on inter-destination scale will be indicated.

CHAPTER 6: DISCUSSION

6.1 Introduction

In this chapter, the conceptual study derived from the literature review potentially related to the tourists' DD, and the findings and analyses of the empirical study will all be discussed. By following the same procedure to achieve the objectives as set forth previously, the author will identify the physical and cognitive reasons underlying tourists' decision related to the DD. In this process, it will be discussed whether and how the majority of BOI cultural tourists impacted demographic data. How tourists should be classified will be suggested so that more different characteristics can be observed between the groups than the other categorization. The discussion will be followed by the evaluation of McKercher's cultural tourist typology in the current BOI heritage tourism context. In this process, any discrepancy in the results between the 2003 Hong Kong study and the research in the BOI will be discussed. Subsequently, identified critical factors will be illustrated, multi-phased comparisons will be made and a discussion will be conducted as to the reason the different variables were associated with dissimilar behaviours, including expenditure and spatial exploration for different tourist groups. Consequently, the illumination of tourists' DD in the context of BOI heritage tourism will be achieved. The following basic characteristics to determine tourists' DD will be illustrated including: financial constraint, knowledge regarding destination and activities and potential planning to return to a destination. All of these characteristics are associated with the origin of tourists as related to domestic or international and the underlying factors that strongly influence the focus of tourists' DD.

6.2 Demographic analysis

A significant difference was not identified in international tourists' demographic characteristics according to their origin groups classified with geographic proximity or cultural

distance. However, the study identified that domestic and international tourists possess very different tourist characteristics comparatively.

The notable international cultural tourists groups in the BOI were older and relatively wealthy tourists or young and long stay tourists whose holiday was longer than ninety days; the latter overall were found to be WHMs. A previous empirical study suggested that WHMs may behave differently from other tourists. In fact, the total number of attractions visited by this group was significantly higher than that of other international tourists within a similar age group, for example, shorter stay holiday makers. The demographic and trip profiles of long holiday tourists were also dissimilar and they had a lower income compared to the other groups.

The tests revealed the following facts; firstly, the majority of domestic tourists were repeat tourists whilst the large number of international tourists visited the BOI for the first time in this study. Secondly, some demographic variables were significantly different between first time and repeat international tourists whilst no difference was indicated between the domestic tourists. These results indicate that the key issue regarding BOI heritage tourism may be credited to or associated with the distinction between domestic versus international tourists. Tourists' prior experience of the BOI and the demographics of the long holiday tourists are necessary to consider simultaneously identifying the associated variables and how they correlate with tourists' DD.

It is necessary to have a discussion to identify the meaning and significance of sample size in this study. The size of the survey data was 201 people. Calculating with Wald's equation, these sample sizes were enough to accurately reflect a microcosm of the infinite population with a ninety percent confidence interval and a probability factor of ten percent (Ogungbenro & Aarons, 2010; Wunsch, 1986). Though many journal articles in social science apply a ninety-five percent confidence interval and a probability factor of five percent as the judgement of significant differences between groups, ninety percent of confidence level has been

conventional (Meier & Rauch, 1976). When sample size reaches thirty, there is almost no difference regarding the half-width confidence interval between the ninety percent and ninety-five percent confidence level (Van Belle, 2011). The half-width confidence interval is associated with any standard deviation and demonstrates the reliability of an estimate for representing the population. For these reasons, the quantitative result with ninety percent confidence level still represents the population of the cultural tourists in the BOI. For each inferential analysis, the author applied a ninety-four percent confidence interval and a probability factor of six percent as the judgement of significant differences between groups. Since the sample size tends to be less than thirty, the more discrepancy regarding the half-width confidence interval between ninety percent and ninety five percent confidence level becomes notable. However, the discrepancy between ninety-four percent and ninety-five percent is still ignorable when the sample size is ten or more (Van Belle, 2011), which applies to most inferential statistic tests in this study. Hence, the author adopted six percent or less of a probability factor.

6.3 The discussion regarding the evaluation of McKercher's typology

McKercher's cultural tourist typology was evaluated to determine whether it is effective as an analytical tool for tourists' DD in the heritage tourism of the BOI. This study contains the replicate study of Hong Kong in the BOI context. Owing to the results of the demographic analysis, the author conducted the following analysis regarding the variables associated with tourists' DD phenomena: how the types are related with regard to tourists' DD in the cases of domestic or international tourists only, whether there is a discrepancy between the cognitive perspectives and travel motives associated with tourists' DD and how a discrepancy may arise in connection with a tourists' origin.

The distribution of the cultural tourist types was not significantly different between domestic and international tourists in the BOI. However, a discrepancy in the proportions in serendipitous and sightseeing cultural tourists was observed in the result; the proportion of serendipitous cultural tourists was low and the proportion of sightseeing cultural tourists was high for domestic tourists. In the Hong Kong study, McKercher (2002) stated that the serendipitous cultural tourists group “represents anomaly” since the other four types of tourists occupied the vast majority of cultural tourists. This study showed a different result as the serendipitous cultural tourists group is the second largest group followed by incidental cultural tourists in the BOI cultural tourists owing to the relatively low importance of the BOI heritage tourism for international tourists. Since international tourists generally do not recognize NZ as a heritage tourism destination, their centrality of cultural tourism in the BOI tends to be relatively low.

The emergent theme discussed can be applied particularly in the case of visitation to the Waitangi Treaty Grounds. Although the Waitangi Treaty Grounds is one of the most significant and well-known heritage sites in New Zealand, it is not seen as being important worldwide by the majority of international tourists. The BOI is recognised as a multi-functional destination and not every tourist visits the BOI for cultural reasons. The large number of international tourists who do not have much knowledge of the BOI heritage also do not expect a deep experience from engaging in cultural activities at the destination. Many heritage sites including the Waitangi Treaty Grounds are also reasonably accessible from the main tourist accommodation area, which contributes to the mass of accidental tourists as Silberberg (1995) described it. As a result, a certain proportion of international accidental tourists obtain a deep experience through attendance at exhibitions and their interpretations sometimes include a sense of wonder which also indicates how significant the site is in the history of NZ. It may occur less to domestic tourists since most are aware of the significance of the site. They also know what to expect at the site to some extent. This is likely to lead to a greater proportion of

domestic sightseeing cultural tourists than that of international sightseeing cultural tourists. These facts arguably contribute to the relatively large proportion of serendipitous cultural tourists.

While the proportion of the types in international tourists did not differ, that of domestic first time tourists and repeaters was also revealed as dissimilar. It was identified that the mean centrality of these first time tourists was higher than that of the repeaters in the domestic group. It is suggested that the knowledge of the BOI cultural tourism between domestic and international tourists was different prior to the first visitation.

The replicate study for the evaluation of McKercher's typology showed mixed results. Significant differences were noted among the types regarding the cognitive factors such as the perception towards the culture and history of the destination and the amount of learning for both domestic and international tourists. However, the responses to the majority of the semantic differentiate questions that identified tourists' travel motives were less varied according to the types as compared to the results in the 2003 Hong Kong test. It was also identified that the results of whether the responses were associated with the types or not were very different between domestic and international tourists. The discrepancy between the 2003 Hong Kong results and the BOI in 2013 can be attributed to the differences in setting either derived from the changes in heritage tourism in the past decade and/or the dissimilar heritage tourism contexts between the two cases. It means that some of the semantic differentiating questions utilized for replicate tests are already 'out of date'. Since cultural tourism is heading towards the main stream, tourists' preferences are not solely associated with the types. Additionally, tourists' perceptions of cultural tourism in Hong Kong and the BOI are different.

The fact that dissimilar types did not select significantly different answers regarding the preference to learn about another's culture or have a chance to get closer to the family reflects the diversified motives of current cultural tourists. As Timothy (2011) stated, heritage tourism

has become a world phenomenon and the number of heritage tourists with more diversified motivations has been increasing. The preference to learn about the culture which used to be a synonym with a serious cultural tourists' motive is now solely one of the purposes for conducting cultural tourism and it can be combined with other reasons. On the other hand, the following questions were not appropriate to identify the travel motives in the BOI heritage tourism due to the different context from Hong Kong: the preference to explore such as searching for the obscure sites instead of visiting well-known sites, to shop or visit museum and the preference to wander through local markets or shopping at well-known shops. As discussed previously, heritage tourism in the BOI is not the key driver to attract international tourists as strongly as in Hong Kong. In other words, international cultural tourists in the BOI have a more explicit attitude of 'explorer' and have a more intentional interest in conducting tours and visiting attractions in general. Corresponding with the preference to wander through local markets, more tourists feel it is relatively easy to access to the local markets in the BOI than in Hong Kong due to the expectation related to NZ's agricultural products. Many tourists visit local markets regardless of the attitude to the heritage tourism in NZ which reasonably reflects the intention of novelty seeking.

Comparing and contrasting the results regarding the semantic questions, the types of tourists had significantly different perception towards the BOI culture. This is reflected by both domestic and international tourists in general although the associated responses to the types differed between both groups. Unlike the case of international tourists, no significant difference was indicated among the types regarding the knowledge level on arrival and on departure for domestic tourists. Once again, this is arguably due to their confidence due to their level of awareness of the BOI cultural knowledge owing to the education and lifetime knowledge of NZ history obtained prior to arriving in the BOI; the critical difference of the knowledge between domestic and international tourists is supported by the statistical results that the level of knowledge and the number of attractions formerly known on arrival were higher in domestic

tourists than in international tourists. Due to their historical significance domestic tourists have already learned about many of the sites prior to arriving for their visit, which is different from the case of the international tourists whose knowledge on arrival varies much more widely. Hence, the knowledge level automatically indicates their degree of interest in NZ history, which is represented by the types of international tourists. The result that tourists' change in knowledge was not associated with the type of international tourist revealed that the majority of international tourists responded that they learned something regardless of any type they belong to. It is probably owing to their relatively insufficient level of awareness regarding the cultural knowledge of the BOI. Though the level of the prior knowledge was different for each tourist, the types of cultural tourists at least indicated the level of tourists' affirmation of cultural attractions. This applied to both domestic and international tourists. The other important suggestion is that the semantic statements associated with the types were different between domestic and international tourists. The significant differences among the types for domestic tourists in their answers were observed only regarding the preference to wander through local markets or shop at well-known shops and there was no difference on this point indicated by international tourists. The results were different from the Hong Kong case in which survey participants were limited to the international tourists only. This fact revealed that the motives and the experience of the tourists with the same type differ between domestic and international tourists although their affirmation of heritage tourism is similar. Since tourist's behaviour is influenced by motives and experience, tourists' DD can be different comparatively between the two groups.

In sum, the evaluative study revealed that the typology conceivably reflects the ability to analyse tourists' DD. The type is an independent variable in relation to tourists' DD and the types are associated with tourists' perspectives related to BOI heritage tourism. The types also related to some travel preferred motives and experience. However, it was conceivable that tourists' types may be associated with tourists' DD differently, depending on the origin of the tourists. Whether the tourists are domestic or international could be the fundamental factor for

the distribution of the cultural tourist types and the factor that could point to or attribute for the motivational and experiential differences between the cultural tourist types in the BOI.

6.4 Critical factors associated with tourist's DD

6.4.1 The process of the identification of the factors

The third aim of this study is to identify the main reasons for the differences in tourists' DD. In this study, three indicators of tourist's DD were utilized to reflect economic and geographic perspectives of the DD: the total number of attractions visited, the number of fee based attractions visited and the number of heritage clusters visited. The author conducted inferential statistical tests to identify which variables are associated with each tourist's DD indicators.

The tests were also operated to identify the combined effect of the origin and the prior experience of a destination for each potentially associated variable to the different tourist' DD indicators. To state empirically, each variable was tested to identify the significant association with the DD indicators in the following selection of four sample cases: domestic first time tourists, domestic repeaters, international first time tourists and international repeaters. Previous analyses that identify whether tourists are domestic or international represent a critical issue which serve as the basis for many tourist demographic, trip profile characteristics and cultural tourist types. Demographic study also revealed that the majority of domestic tourists are repeaters whilst the majority of international tourists are first time visitors to the BOI. A review of the previous literature revealed the different behavioural characteristics between first time and repeat tourists and the total number of attractions visited was significantly different between the international first time tourists and repeaters in an empirical study. Hence, it was necessary for the author to investigate whether the identified inconsistencies of the associated variables within each indicator among different groups are derived either from tourists' origin or prior experience of a destination. After the associated variables were identified, the inferential tests were

conducted to identify whether and how the redundant number of international long holiday tourists influence the previous statistical test results with the aim of investigating the hidden variables associated with the tourists' DD.

6.4.2 Associated variables with tourists' DD

The variables were classified into three groups: demographic variables, trip profile variables and psychological variables. Which variables were associated with each DD indicator was compared among the classified groups with different origin and experience of destination: domestic repeaters, international first time and repeat tourists. No variables were associated with the tourists' DD indicators for the first time domestic tourists henceforth domestic first time tourists were excluded from this comparison. Whilst some variables were commonly associated with all indicators for specific groups and some were observed only in limited indicator for a specific tourist group, how often a variable is associated with DD indicators varies. All variables associated with each tourist's DD are illustrated and compared among the tourists with different origin and visitation to the BOI in Figure 6.

For international first time tourists, psychological variables such as the number of attractions formerly known and McKercher's cultural tourist type were commonly associated with all indicators. The length of stay in the BOI was associated with the total number of attractions and the number of clusters visited. On the other hand, the associated psychological variables were somewhat different among the indicators for international repeaters while the associated demographic and trip profile variables were common among all. Income, the usage of a vehicle, the length of stay in the BOI and the number of attractions formerly known were correlated with all tourists' DD. In line with psychological variables, the cultural tourist type was not associated with the total number or the number of pay attractions. The proportion of attractions visited by intrinsic motivations was only associated with the number of clusters visited. For domestic repeat tourists, no demographic variables were associated with any tourists' DD indicator. The usage of a vehicle in the BOI and the number of attractions formerly

known were associated with all DD indicators. The cultural tourist type was not correlated with the number of clusters. The main place to stay in the BOI and the proportion of intrinsic motivations were only correlated with the number of fee based attractions visited. Figure 6 summarises the variables which are correlated with each indicator of tourists' DD among international first time tourists, international repeat tourists and domestic repeat tourists. Judging from the different variety of variables associated with each tourists' DD indicator, tourists' DD associated with their prior experience at a destination is less important than whether tourists are domestic or international. In other words, whether tourists are domestic or international is more significant.

Attributes which are associated with the <u>total number</u> of attractions visited			
	<i>International tourists</i>		<i>Domestic tourists</i>
	First time tourists	Repeat tourists	Repeat tourists
		*Income	
Demographic variables			
Trip profile variables	Length of stay (Marginal at p = 0.052)	*Usage of vehicle	Usage of vehicle
		Length of stay	
Psychological variables	The number of attractions formerly known	The number of attractions formerly known	The number of attractions formerly known
	*Cultural tourist type		Cultural tourist type

Attributes which are associated with the number of <u>pay attractions</u> visited			
	First time tourists	Repeat tourists	Repeat tourists
		*Income	
Demographic variables			
Trip profile variables		*Usage of vehicle	Usage of vehicle
		*Length of stay	
Psychological variables			Main place to stay
Psychological variables	The number of attractions formerly known	The number of attractions formerly known	The number of attractions formerly known
	*Cultural tourist type		Cultural tourist type
			Intrinsic motivation

Attributes which are associated with the number of heritage <u>clusters</u> visited			
	First time tourists	Repeat tourists	Repeat tourists
		*Income	
Demographic variables			
Trip profile variables	Length of stay	*Usage of vehicle	Usage of vehicle
		Length of stay	
Psychological variables			
Psychological variables	The number of attractions formerly known	The number of attractions formerly known	The number of attractions formerly known
	Cultural tourist type	Cultural tourist type	
		*Intrinsic motivation	

Note

1. Variables with star (*) are the different ones between first time and repeat international tourists in the same tourist's DD indicator.
2. Bolded variables are the different ones between international and domestic tourists in any tourist's DD indicator.
3. Shaded variables are the different ones between domestic and international repeat tourists in the same tourist's DD indicator.
4. All ordinal, interval and scale variables stated were positively correlated with each tourist's DD indicator.

Figure 6: Variables Associated with Tourist's DD Indicators

After the associated variables were identified, the inferential tests were conducted to identify whether and how the redundant number of international long holiday tourists influence the previous statistical test results. In complimentary analysis section in the discussion chapter, inferential statistical tests identified that international long holiday tourists visit more attractions than comparatively than the other international tourists who comprise the same age group. Since the long holiday tourists are different from the other international tourists in that they also tend to earn lower income and to stay longer in the BOI relative to the other, the author needed to identify whether they conduct tourists' DD considering the same factors as general international tourists or if their tourists' characteristics regarding the tourists' DD are different due to some specific characteristics that long holiday tourists may hold. However, the inferential tests revealed that their DD was not significantly different from the other international tourists of the same age group under the condition of the same level of the length of the stay with the BOI. The reason why they visited more sites than the others was due to their longer stay in the BOI which was positively correlated with the number visited for international tourists whether they are first time visitors or repeaters to the BOI. It is suggested that there should be some underlying factors to be associated with international tourists' DD in the BOI regardless of their varied background.

6.5 The physical and cognitive reasons underlying tourists' DD

6.5.1 The procedure for multi-phased comparisons

The fourth objective of this study is to identify cognitive and phisical reasons underlying the decisions for tourists' DD. The previous section identified that dissimilar variables were associated with the different tourists' DD indicators. It was also revealed that the differences of the tourist's origin and experience at a destination are associated with the dissimilar variables for the same type of tourists' DD. The previous inferential statistical tests regarding each

indicator of different tourists investigated which numbers are significantly different among domestic versus international tourists and first time versus repeat tourists. Multi-phased comparisons were conducted regarding the associated variables to assess which variables were common and different among them and the inconsistency of the test result among the indicators was identified as a result. Concurrently, the mean numbers of each indicator and test results of the differences were compared to identify which variables associated with tourists' DD were also responsible for the significant differences between these groups.

The number of pay sites visited was explored separately from the total number of sites visited. The number of fee based attractions conducted potentially reflects tourists' situational characteristics of interest versus financial constraint. Hence, identifying the differently associated variables between the total number and the number of fee based sites visited should provide more insight into the economic aspects of tourists' DD under the combined effect. In fact, the variables related to this number were different from those related to the total number and the differences helped to discern the underlying reason associated with the variables in relation to the destination familiarity, price sensitiveness and financial budget for the trip. In line with the number of clusters visited, the data regarding the number of heritage clusters visited was collated as an indicator of tourists' DD in relation to their distance travelled and spatial exploration. The analysis of the correlation between the total number and the number of clusters visited and the different variables among these tourists' DD indicators contributed to understand the fundamental reason correlated with the variables in line with the tourists' spatial behaviour.

6.5.2 The different outcomes of each tourists' DD for domestic and international tourists

As Table 18 demonstrates, no significant difference was indicated regarding any tourists' DD indicator between first time and repeat domestic tourists. On the contrary, international repeat tourists overall conducted larger degree of tourists' DD than the first time

tourists. In line with the comparisons between domestic and international tourists with the same level of visitation, domestic first time tourists visited more sites and heritage clusters than international first time tourists while no difference was indicated between repeaters regarding those two DD indicators. The number of fee based sites visited was not compared since the options of fee based sites differs between domestic and international tourists owing to the Waitangi Treaty Grounds which is the most popular heritage site in the BOI. The unchanging numbers of tourists' DD indicators among domestic tourists suggest that destination experience is unlikely to influence domestic tourists' DD. It is also suggested that the focus of tourists' DD is different between domestic and international tourists

Table 18: Mean Numbers of Tourist's DD Indicators – First Time Versus Repeat Tourists, Domestic Versus International tourists

	Total number of attractions visited		The number of pay attractions visited		The number of heritage clusters visited	
	First time tourists	Repeat tourists	First time tourists	Repeat tourists	First time tourists	Repeat tourists
Domestic tourists	2.78	2.93	1.11	1.39	2	2.12
International tourists	2.15*	2.97*	1.29*	2.16*	1.52*	2.29*

Note

1. Stars (*) suggest that the numbers are significantly different between first time and repeat tourists at 0.01 levels.
2. Shaded numbers suggest that they are significantly different between domestic and international tourists at 0.01 levels.

6.5.3 International tourists: the comparison between first time and repeat tourists

6.5.3.1 General overview and framework

Previous research suggested that first time and repeat tourists may conduct DM for multiple destination visitations differently. Yet, mixed results were reported such as the

expenditure at a destination, the theory that first-time tourists tend to travel longer distance (Tiefenbacher et al., 2000) and disperse more widely within a destination than repeaters (Lau & McKercher, 2004) seem to be a consensus for the study of behavioural characteristics (Li et al., 2008). Li et al. (2008) summarized with the empirical support that first time visitors focus more on novelty seeking and conduct exploration in a wider scope but less intensively for smaller radius of destinations than repeat tourists. In this study, statistical tests already indicated that the international repeat tourists conduct the higher degree of tourists' DD including the cluster visitation than the international first time tourists. This apparently dissimilar result from the previous study needs to be explored so that the reasons for the dissimilar behavioural characteristics in relation to the different radius of a space could be identified. Along with the analysis of whether this result is contradictory to or complementary with the conceptual study, these examinations will contribute to the further comprehension and understanding of tourists' DD. The different associated variables related to tourists' DD indicators between the first time and repeat international tourists are identified, compared and analysed with the conceptual framework and empirical findings explained in the previous section.

In this study, the comparisons of the number of each DD indicator and the evaluation of the associated variables for the indicator were made and the following facts were identified. All tourists' DD indicators of the repeaters were significantly larger than those of first time visitors. The number of attractions formerly known was identified as common in all tourists' DD indicators for both first time and repeat tourists. Income was not correlated with any tourists' DD indicator for first time tourists. Though the usage of a vehicle was positively correlated with all tourist indicators for the repeat tourists, it was also identified as non-associated variables with any DD indicator for the first time tourists. Length of stay was positively associated with any indicator for both first time and repeat tourists but the number of pay sites visited for the first time visitors. The cultural tourist type which was correlated with all DD indicators for the first time tourists was only associated with the number of clusters visited. The proportion of the

attractions visited by intrinsic motivations was only associated with the number of clusters visited for the domestic repeaters solely.

6.5.3.2 *Income*

Income was identified as associated with all tourists' DD indicators for international repeat tourists but not with any tourists' DD for the first time tourists. The degree of price-sensitivity regarding the heritage site visitation was negatively correlated with tourists' income for international tourists in the previous complimentary study. Hence, it is understandable that income was associated with the number of pay sites visited for the international repeat tourists. However, income was not associated with any DD indicator for the international first time tourists although first time tourists are identified as more price-sensitive than domestic first time tourists or international repeaters through the de-motivation study. This result suggests that financial allocation for the trip is associated with the various tourists' DD for the repeaters but not for the first time tourists. Since the mixed results were indicated regarding whether first time tourists or repeaters spend more (Li et al., 2008; Oppermann, 1997; D. Wang, 2004), accordingly, the reason the financial allocation is not associated with first time tourists in this DD study will be explored later.

6.5.3.3 *Length of the stay*

The length of the stay in the BOI was positively correlated with the tourists' DD indicator in most cases of the international tourists. Generally, if tourists stay longer at the spot, they tend to disperse (Koo et al., 2012). The correlation between the length of the stay and the degree of dispersal should be stronger if tourists are less familiar with a destination since they have more chance to obtain the information related to attractions in a destination. Since the length of the stay is the indicator of the temporal budget of the tourists, the non-association of the length of the stay with the pay attractions visited for international first time tourists means that the number of fee based sites does not differ for them in general no matter how long they stay. The number of fee based sites is limited in the BOI and previous literature stated that tourists are more

hesitant about the expenditure for cultural attractions than the other tourist activities (Masiero & Nicolau, 2012). In addition, international first time tourists are identified as more price-sensitive than domestic first time tourists or international repeaters in this study. Hence, most international first time tourists are likely to visit the limited number of cultural sites which are fee based attractions regardless of the income. Consequently, the number of fee based sites visited by international first time tourists will not be influenced by the temporal budget in a destination, which leads the non-association of the length of the stay with the fee based sites DD indicator.

6.5.3.4 *The usage of a vehicle*

The usage of a vehicle at a destination was identified as a critical factor in relation to the tourists' DD for the repeat international tourists but not for the international first time tourists. Though the tourist transportation between the major clusters of heritage are developed, the usage of vehicles contributes to tourists' mobility for tourists' DD as it enables tourists to visit the other clusters for which no public transportation has been developed yet or visit multiple clusters within a shorter time due to the temporal flexibility in tourists' itinerary. Mobility is thought to contribute to overcome the distance for achieving the time-efficient travelling along with itinerary or exploring the area to enjoy the unplanned. Either way, the non-association of the usage of a vehicle with any tourist DD indicator suggests that first time international tourists in general are not planning to disperse as eagerly as repeat tourists. Since first time travellers tended to trip greater distance than repeaters in the previous studies of inter-destination scale (Li et al., 2008; Tiefenbacher, Day, & Walton, 2000), the actual reasons that account for this phenomenon in intra-destination scale will be discussed later.

6.5.3.5 *Intrinsic motivation*

In line with intrinsic motivation, the proportion of attractions visited by intrinsic motivations was only associated with the number of clusters visited and the case was limited for the repeaters. The tests revealed that only intrinsic motivations were associated with tourists' DD among all motivations coded by the SDT theory. Motivation is a triggering factor to lead DM

(Middleton, 1995) and associated with multiple factors which also influence the tourists' DD. A previous study suggested that motivation functions in the stage of preference structure in the very first practice of the DM process in which many choice criteria and perceived risk are considered before the final DM (Moutinho, 1987). In other words, the fact of the reflection of motivation to the tourists' DD indicator means that tourists tend to respect their motivations for their DM enough to overcome the negative effect caused by the other choice criteria and perceived risk for the specific tourists' DD.

Conceptually, heritage tourism is a function of how people cognitively conceive of historical experiences. Intrinsic motivations are the main driving force for tourists' DD judging from the accumulation of findings in the literature on tourist motivation when learning about, interest in or experiencing culture is the agenda for cultural activities (Moscardo, 1996). However, it is necessary to gain some knowledge related to cultural tourism so that intrinsic motivation will occur or be enhanced (R. M. Ryan & Deci, 2000). Consequently, intrinsic motivations become influential to tourists' DD for tourists who have certain destination knowledge regarding cultural tourism. In this study, international and domestic repeat tourists are applicable to this case but not the first time tourists due to the insufficient knowledge of cultural tourism in a destination. From these theoretical analyses and the empirical result, it is suggested that more repeat tourists tend to be intrinsically motivated to disperse as they consider at the time they are planning their trip prior to the revisit. However, the reason intrinsic motivations are associated only with the cluster visit is uncertain at that stage and this issue will be discussed later.

6.5.3.6 *The association and non-association of cultural tourist type*

Cultural tourist type was not associated with the total number of attractions visited and the number of clusters visited for international repeat tourists. In general, international first time tourists are not as keen to visit a lot of fee based sites as repeaters are, mainly due to the insufficient knowledge including a destination and cultural tourism and the reluctance for

expenditure as suggested in the previous section. However, international first time tourists also tend to conduct the unplanned activities and tend to develop the itinerary as Hyde and Lawson identified (2003). Hence, judging from the association of the cultural tourist type with the DD indicator for first time tourists, they extended the DD when they believed cultural tourism was important for them or when they enjoyed the experience on the spot. In contrast, the non-association of the type with the number of fee based attractions visited for international repeaters in this context indicates that they are more determined to spend for DD as planned based on the knowledge which they obtained from the previous visit. Even though they tend to organize more congruent planning compared with first time tourists, they are not willing to change their plans (Stewart & Vogt, 1999). In the context of tourists' DD as it relates to BOI cultural tourism, they are not willing to negotiate their budget organized prior to their visit to a destination; it explains the previous suggested issue of the non-association of income with all indicators of first time tourists the and non-association of the intrinsic motivations with the number of fee based sites visited. Due to the insufficient knowledge regarding cultural tourism in the BOI, they would like to avoid uncertainty related to the expenditure which is processed without considering their financial allocation. However, the reason the type is not associated with the number of fee based sites visited in connection with international repeaters will be discussed later.

6.5.4 Repeaters: the comparison between domestic and international tourists

6.5.4.1 *General overview and framework*

The same multi-phased comparison was made between the domestics and international repeaters regarding the associated variables with each DD indicator. Corresponding with the tourists' DD indicators, no difference was indicated regarding the total number of attractions and the number of clusters visited. The following variables were identified as common between

domestic and international repeaters for all tourists' DD indicators: the usage of a vehicle and the number of attractions formerly known. Income was the only identified variable for the international tourists while the main place to stay was solely associated in relation to domestic tourists. Cultural tourist type and the proportion of attractions visited as a result of intrinsic motivations were associated with different tourists' DD indicators between the domestic and international repeat tourists. The type was not associated with the total number of attractions visited for the international tourists and the number of clusters visited for the domestic tourists. The proportion of intrinsic motivations was associated with the clusters for the international tourists while they were only correlated with the fee based attractions for the domestic tourists. Although tourists' DD may not be different, judging from the results of comparisons between domestic and international tourists, the associated variables are very different.

6.5.4.2 *Non-association of income for domestic tourists*

A review of the previous literature suggested that financial allocation for each trip and tourists' annual income are positively correlated (McIntosh & Prentice, 1999). In this study, a demographic study revealed that income was not significantly different between domestic and international repeaters. However, inferential tests regarding the associated variables with the tourists' DD identified that income is associated with all tourists' DD indicators with respect to repeat international tourists whilst no association was reported for domestic tourists regardless of the frequency of their previous visit.

In fact, complementary analysis identified that tourists' expenditure influences the DD of international tourists. Inappropriate entry fee was selected as the most popular de-motivation for visiting the formerly known attractions by first time international tourists and was second frequently selected by repeat tourists followed up by 'the site has been already visited' whilst domestic repeat tourists selected 'the attraction was not interesting enough' and time constraints more frequently than the expenditure issue. Hence, along with the association of income with tourists' DD, it is suggested that international tourists' are more cost-sensitive in

relation to tourists' DD than domestic tourists are within the context of the BOI heritage tourism in general. This attitude is observed for the comparison of cluster visitation; international repeat tourists who visited two clusters or less stated that they did not visit the sites due to the 'unfavourable fee' more frequently than the tourists who visited three or more clusters while the 'unfit location' was the significantly different reason in the same comparison for domestic repeaters. This suggests that international repeater's degree of cost sensitivity influences their spatial behaviour. One possible reason for the phenomena is derived from higher fixed costs associated with travel such as the transportation to a destination than those of domestic tourists whose financial constraints would not be as severe. Particularly, costs in NZ are relatively high, similar to costs in European countries. Hence, international tourists are necessarily aware of their financial budget for travel. Financial budget is a critical factor for both first time and repeat international tourists in line with the DD.

6.5.4.3 *Main place to stay and cluster visitation*

Main place to stay was only associated with the number of fee based attractions visited merely for domestic repeat tourists. The previous chapter showed that the tourists who stayed at Paihia visited fewer fee based attractions than the tourists who mainly stayed in Kerikeri at a marginal level. From the domestic tourists' perspective, Paihia and Kerikeri are different; all heritage sites at Paihia are free in entry for domestic tourists and Paihia provides many nature activities while Stone Store and Rewa's village which are the popular heritage sites in Kerikeri are fee based sites. Less variety of general tourist activities are also offered in Kerikeri compared to Paihia. Hence, it is possible that domestic tourists who know these destinations relatively well stay there with different objectives; the tourists choose to stay Paihia with the main focus of non-cultural activities while the tourists who decide to stay in Kerikeri mainly conduct more quiet activities including heritage attractions. The other empirical study suggested that domestic tourists who visited two clusters or fewer selected the de-motivation of unfit location more frequently than the tourists who visited three or more clusters. This suggests that

domestic repeaters tend to organize congruent planning to achieve the itinerary of the trip and are less likely to change. This is consistent with the previous literature related to repeat tourists' planning and actual behavioural characteristics (Li et al., 2008; Stewart & Vogt, 1999). Domestic tourists who plan to conduct cultural tourism exhaustively arrange everything to focus on the 'theme' of their trip.

6.5.4.4 Cultural tourist type, intrinsic motivation and utility maximization

Whilst both the type of cultural tourist and the proportion of the attractions visited by intrinsic motivations were associated with the number of fee based sites visited for domestic repeat tourists, neither was correlated for international tourists. Theoretically, the level of tourists being intrinsically motivated depends on their tourist types (McKercher, 2002; Silberberg, 1995). In this study, the correlation between the attractions visited by intrinsic motivations and the number of fee based sites visited in domestic tourists indicates that the obstacles for achieving their DD demand is not significant. Since concluded in the previous discussion, the suggestion is that domestic tourists face less financial pressure than international tourists do so they should be less hesitant to visit fee-based attractions. Hence, it can be suggested from the variables that domestic repeat tourists are in general keener to visit fee based sites than international repeat tourists do. This contrast between the domestic and international tourists explains the previously suggested issue; the reason of non-association of the type and intrinsic motivations with the number of pay sites visited for international repeaters is that the financial constraint becomes the obstacles for international tourists to act as motivated, intrinsic motivations are not reflected to the tourists' DD behaviour straight away. They also organize the plan for the visitation prior to visiting with the consideration of their financial constraint, they are less likely to accept the change for the fee based site visit which influences the planning directly.

However, this theoretical suggestion is not consistent with the statistic result that the number of pay attractions visited by the domestic tourists is significantly less than that of the international tourists. Even considering the fee dissimilarity of Waitangi Treaty Grounds

between domestic and international tourists, the question arises regarding the reason the indicator of fee based attractions of domestic tourists are not significantly larger than that of international tourists. The possible explanation for the issue is that international tourists try to maximize the utility as some international tourists stated the additional comments that they would like to conduct activities as much as possible.

Previous inferential tests identified that international repeaters are maximizing the utility in the tourists' DD including the pay site visitation. Though international tourists are sensitive to financial pressure in tourists' DD, they tend to see more sites as long as they are in a destination whether these are known or unknown prior to the visit considering the reasonable popularity of the fee based sites in the BOI as tourist attractions. International repeaters are more determined and have a greater interest to maximize the utility of tourists' DD compared to domestic repeaters. It answers the previous mentioned issue regarding the reason McKercher's cultural tourist type was not associated with the number of fee based sites visited for international repeaters. Since international repeaters have sufficient destination knowledge to avoid uncertainty, they are keen to explore and visit the 'must sees' at a destination regardless of the type of tourist group they represent.

The study also identified that cultural tourist types and intrinsic motivation were not associated with the cluster visitation for the domestic repeaters. It means that domestic tourists are in general not motivated intrinsically enough to conduct DD when taking into consideration some specific factor that discourage them from the action as motivated. Consequently, they tend not to change the itinerary for spatial exploration by on-destination stimuli. Along with the previous discussion regarding the association of the main place to stay with the pay sites visitation, it can be suggested that domestic tourists organize more congruent itineraries regarding the dispersion in a destination and they do not seem to be keen to develop their spatial itinerary in general regardless of their cultural tourist types.

6.5.4.5 De-motivation ‘no priority’ and the non-association of the length of stay

Corresponding with the comparison of de-motivation between domestic and international repeat tourists, the domestic tourists select de-motivation as “the attraction was not the priority of this trip” more frequently than the international tourists. Particularly, no international tourists selected ‘no priority’ as the de-motivation for not visiting the known site. This result can be considered with the fact of the non-association of the length of the stay in the BOI with any tourist indicator for domestic repeaters. This signifies that temporal budget is not associated with the tourists’ DD as domestic tourists do not have the challenge of time constraint. The emergent theme of ‘the assumption of the chance to return’ from domestic tourists which was identified in the analysis of the additional comments helps to understand what these facts signify in relation to tourists’ DD. Domestic tourists think they may return to the destination. Hence they are not inclined to conduct the low-prioritised attractions as they think they will have a chance to conduct them in the future. However, international tourists may not have the strong confidence to return to the destination so much as domestic tourists. Therefore, they may conduct cultural attractions even if they are prioritised lower. This perception also amplifies the utility maximization of international tourists which was discussed previously. International tourists do not want to miss the chance of seeing everything.

This theory is also consistent with the previous discussion regarding the dispersion of domestic repeat tourists. As they assume that they will return, they do not tend to rush the tourists’ DD. They tend to make a more congruent planning to achieve the theme of each trip with reserving some time and funds for the development of their itinerary. This enables them to conduct additional activities which are associated with the on-destination stimuli as long as it is connected with the theme of the trip.

6.5.5 Domestic tourists: the comparison between first time and repeat tourists

No tourists' DD indicator indicated a significant difference between first time and repeat domestic tourists. The number of attractions formerly known, a function of prior-knowledge, was not different among them. However, the variables associated with tourists' DD indicators were very different; no variable was associated with any tourists' DD for first time tourists while many variables were correlated for the repeaters. One important empirical fact is that repeaters were discouraged from visiting attractions significantly more than first time tourists due to time constraints. To be specific, none of the first time tourists selected time constraints as de-motivation. It is suggested that first time tourists do not perceive time constraints as relevant to domestic repeaters. Although the amount of the data for domestic first time tourists is limited and the related results may be just indicative, this result is also consistent with the domestic tourists' assumption related to returning to a destination. Since they are confident to return to a destination, temporal budget at a destination does not influence their DD in the BOI.

6.5.6 First time tourists: the comparison between domestic and international tourists

While the number of fee based attractions visited was not dissimilar between first time domestic and international tourists, domestic tourists visited more attractions and clusters than international tourists. Though it is difficult to illuminate the further differentiated characteristics by a comparison of the variables associated with DD, some facts can be deduced from the differentiated de-motivation. In line with de-motivation, significantly more international tourists selected the reasons for not visiting the known attractions as unfavourable entry fees and time constraint compared with domestic tourists. Again, the result may be indicative rather than definitive due to the small amount of the data of domestic first time tourists. However, this result supports the previous discussion regarding the influence of financial and temporal pressure on the tourists' DD with respect to international tourists.

6.5.7 The underlying reasons associated with origin

6.5.7.1 *Financial constraint*

The further inferential study identified the following two results for international tourists. Firstly, income and the proportion of non-visited sites for the unfavourable fee were negatively correlated for the international tourists. Secondly, the income was associated with the number of fee based sites visited. These facts indicate that income is associated with the financial allocation for cultural tourism in the BOI with respect to international tourists. The difference between domestic and international tourists regarding the association of income to the tourists' DD indicators is arguably due to the higher fixed costs, such as transportation. Additionally, international repeat tourists tended to earn higher income than first time tourists in NZ according to the demographic studies as previously indicated although no difference was indicated among domestic tourists. This suggests that international tourists need to decide to revisit the BOI taking into consideration their income which determines the affordability of the large amount of expenditure. Financial constraint underlies the decision regarding the tourists' DD.

6.5.7.2 *The level of knowledge prior to the visit to the destination*

The multi-phased comparison identified that the number of attractions formerly known prior to the visit was associated with all tourists' DD indicators for any tourists. This suggests that prior knowledge of cultural tourism is a critical factor for any tourists' DD in the heritage tourism context. As suggested from the result of the difference of the number of attractions prior to the visit and the degree of centrality, domestic tourists had more knowledge regarding cultural tourism than international tourists. This knowledge dissimilarity reflected their different tourists' DD; domestic first time tourists tend to visit more attractions than international first time tourists do. International first time tourists do not have sufficient knowledge so they tend to confine the movement and mainly visit the popular sites, particularly if they recognize the temporal and financial constraint severely. International repeat tourists tend to have more

knowledge which helps them to expand their tourists' DD although they still need to consider the temporal and financial budget carefully.

6.5.7.3 *The recognised chance of revisit or not*

The theme of the assumption of returning to a destination emerged from the additional comments left by domestic tourists with different characteristics. A certain number of domestic tourists have multiple visit experience or intend to return to the BOI. This theme was identified only with respect to domestic tourists and is one of the major themes in terms of the frequency. In fact, many empirical results and the suggestions drawn from the comparisons of the variables associated with the different cohort of tourists justify this theme in the context of tourists' DD.

The assumption of the return can be observed in the statistical results in relation to de-motivation. For example, the length of stay of domestic first time tourists is significantly shorter than international tourists. However, no domestic first time tourists selected the time constraints as de-motivation for not visiting the known site while it is the second most popular reason for not visiting the site after the unfavourable entry fee. It is arguably because the domestic tourists already consider the return to the BOI and time constraint is not a critical issue for them for each trip. In fact, statistical tests show that the majority of domestic tourists are repeaters and 65.3% of them visited the BOI two times or more in the past which is much higher percentage than international tourists (8.7%). BOI is a popular and convenient holiday destination for domestic tourists due to the proximity and they assume that they will return in the future.

This assumption also influences the tourists' recognition of temporal allocation in the trip. Although the length of the international tourists' stay at the BOI is significantly longer than that of domestic tourists' stay, international tourists tended to select the time constraint reason as the reason for not visiting the sites which they were already aware of. The results stated that length of the stay is associated with the tourists' DD for both first time and repeat international tourists while none of the indicator was correlated for domestic tourists. Domestic tourists do not

recognize the temporal pressure due to the consideration of the return and the calculation of the time for tourists' DD in the next trip.

6.6 Discussion in relation to the results of the objectives

6.6.1 The different foci of tourists in their DD

Previous discussion identified that the following basic characteristics to determine tourists' DD: financial constraint, knowledge regarding destination and activities and a potential planning to return to a destination. All characteristics are associated with the origin of tourists regarding domestic or international and these underlying factors strongly influence the focus of their trip and subsequently impact their tourists' DD.

The degree of activity knowledge and a potential planning to return to a destination or not are associated with tourists' itinerary and actual tourists' DD. Since domestic tourists assume to return to a destination, they tend to organize more congruent plan for achieving their own 'goal' of the trip. The theory is consistent with the suggestion from the previous discussion regarding the association of main place to stay and tourists' DD related to the pay sites visitation. Their travel aim is already clarified prior to the visit and the aim is considered when they book the accommodation close to heritage sites which they are planning to visit so that they can achieve this aim efficiently. Because of the convenience to achieve their trip aims, domestic tourists selected the best location to stay based on the sufficient information in this study. These suggestions also explain their less dispersal behaviour than that of international tourist. This was illustrated by the number of the cluster visitation on account of their less temporal and financial constraint at the destination in this study; as they consider the future revisit, they are not eager to conduct everything in each trip. They know which attractions they will be conducting and also know where the attractions are located so they decide to stay near the attractions and conduct their activities near the accommodation as previously organized prior to the arrival. Cluster visits by domestic repeat tourists are likely to be pre-planned before

the arrival in the destination and on-site stimuli tend to be less associative to the domestic repeat tourists' DD than international repeat tourists.

In contrast, international tourists tend to maximize the utility rather than focusing on their each specific goal of the travel; in general, they want to do as much as they can as some international tourists stated for the additional comment. In fact, the following numbers were significantly higher in international repeaters than in domestic repeaters: the proportion of the visited sites which were known prior to the visit to the BOI and the number of visited attractions which were not known formerly. International repeaters tend to conduct more activities which they know and explore the unidentified activities.

This is also derived from the general international tourists' assumption of not returning to a destination again. This theory can be supported by the comparison of de-motivation between domestic and international repeaters. More domestic repeaters selected 'no priority' as de-motivation than international repeaters. No international repeaters selected 'no priority', which arguably reflects the fact that they conduct all activities as long as they are interested since they think they may not have a chance to conduct their activities if they miss in this trip. On the contrary, domestic tourists save the lower prioritised activities for the next trip. This explains the higher degree of utility maximization of international repeaters for fee based site visitation than that of domestic repeaters on account of their financial constraint; they are not as confident as domestic tourists for their returning so they are less eager to miss a chance even if the visitation affects the financial budget.

However, the attitude of utility maximization in tourists' DD in the context of cultural tourism in the BOI seems to be associated with tourists' destination knowledge; this attitude was in fact observed more in the repeaters than in the first time tourists for international travellers. As Wong and Yeh (2009) discussed previously regarding hesitation in relation to DM, international tourists are less likely to develop itinerary and conduct DM with respect to DD due

to uncertainty yet mitigated when insufficient destination information was obtained prior to the visit for any number of reasons. It is also due to the fact that heritage tourism is a cognitive activity and hence prior knowledge determines tourists' experience of attractions and subsequently their DD. Simultaneously, the case can be observed in the first time domestic tourists that the itinerary of goal oriented travel and the attitude of utility maximization are not always mutually exclusive; the attitude of utility maximization is fully reflected in the tourists' DD when the tourists conduct activities which match their travel goal. Whether tourists try to 'seize every chance to see the must' also depends on whether tourists know that they can seize the chance before the arrival at a destination and whether they wish to do so.

Utility maximization is not necessarily a synonym for the development of tourists' itinerary. For the tourists to be determined to maximize the utility in a specific activity, they need to have sufficient information for the activities including the destination knowledge prior to the visit so that they can reserve time and funds to enable flexibility for their itinerary and the negotiation of temporal and financial allocation. Without sufficient knowledge, tourists would not think that way as they do not want to waste a chance for achieving their aim in the trip for something which is uncertain and unguaranteed. In particular, on account of the diversified motivations, tourists are still not always eager to conduct cultural activities as the previous literature (McKercher & du Cros, 2003) and the empirical study in this research illustrated. In addition, the BOI is also well-known for other activities such as nature-oriented attractions. Tourists without ample interest and information regarding cultural tourism in the BOI easily become less hesitant to develop the itinerary and extend the tourists' DD of cultural tourism under the limited temporal and financial constraint.

In line with the tests regarding the utility maximization, the mean of centrality was higher for first time domestic visitors than that of repeat visitors, which indicates that more first time tourists are cultural tourism oriented than domestic repeaters. This characteristic is reflected in the higher utility maximization; domestic first time tourists visited higher proportions of

attractions which were formerly known prior to the visit to the BOI among all sites visited than domestic repeaters. Domestic first time tourists have sufficient knowledge of cultural tourism without the previous visitation and one of their aim of the trip was set as cultural tourism. Hence, they conduct the tourists' DD in relation to cultural tourism more passionately than first time international tourists or general domestic repeaters.

Corresponding with the international first time tourists, the proportion was significantly different among the types only in relation to international first time tourists; the types and the proportion was not associated in the other groups. These results are arguably derived from the time constraint, cost-sensitivity and insufficient knowledge of cultural tourism in relation to a destination. Hence their tourists' DD regarding cultural tourism depends on their degree of the interest which is illustrated by the types of the tourists. On the other hand, international repeaters are capable of organizing more congruent planning which minimize the effect to these constraints due to the better destination knowledge and hence they try to maximizing the utility regardless of the cultural tourist types.

Although the attitude of the utility maximization is observed more frequently in international tourists, some international tourists will not behave that way due to their assumption of returning. In this study, it was observed that international long stay tourists who stay longer than a month at the BOI conducted smaller DD than other tourists whose stay is shorter. They were also identified as the regular repeaters to the BOI. Although they were international repeat tourists, they were not passionate to conduct large amount of the tourists' DD since they have sufficient destination knowledge and assume to return to the BOI. However in general, the assumption of returning is coherent to the tourists' origin as it determines the physical constraint such as financial and temporal issues and the 'emotional investment' of individuals towards a destination (McKercher, Wong, & Lau, 2006) including their intention to return.

These suggestions can offer the deeper insight regarding the interesting characteristics of tourists' DD with the combined effect of both origin and the prior experience in line with the analysis from the previous literature review. The observable confined tourists' DD of the international first time tourists are consistent with the exploratory study of tourists' spatial behaviour within a destination by Lau & McKercher (2006); their sample was also international tourists. In their study, repeat tourists also showed the wider dispersion than first time tourists. However, previous literature suggested that first time tourists tend to spend more (Li et al., 2008; Oppermann, 1997), disperse and are more outreaching than repeat tourists in inter-destination scale (Oppermann, 1997; Tiefenbacher et al., 2000). The findings of this study regarding tourists' DD do not seem to apply to this theory.

This gap potentially originates from the different research settings. Since this study is a case study limited to the BOI heritage tourism, the radius of the spatial behaviour is smaller than that of an inter-destination scale and the association of underlying factors and the spatial behaviour is confined to the heritage tourism context. The physical and cognitive differences underlying the behavioural decisions between the DM for multiple destination visitations and the tourists' DD are discussed in the next section.

6.6.2 The note of tourist behaviour 'Doing the destination'

6.6.2.1 *Less potentially restricted spatial behaviour*

The tourists' DD has several distinctive associated characteristics from those of DM of multiple destination visitations. Interestingly, statistical tests did not show any significant difference among the tourists with different travel members regarding all tourists' DD indicators. Previous study suggests that whereas those who travel together have an influence on tourists' behaviour (Kozak, 2010; Thornton et al., 1997; Zalatan, 1998) while the theories do not seem to apply to the case of tourists' DD in this study. One of possible explanations is that the distances they move with travel members are relatively small so the members may not be a disruptive

factor for the tourists' DD. The other reason which may be that heritage tourism is often used for kinship enhancement and children's education (Herbert, 1995; K.-L. Wu et al., 2010) so visiting cultural attractions may be actively conducted by tourists with family members. These suggestions could apply to the explanation as to the non-association of tourists' age for their DD in this study. The result that age was not associated with any tourists' DD indicator for any tourist suggests that the possible limitation of utility originated from the fitness constraint with the elderly (Huybers, 2003) do not seem to confine their tourists' DD; it is also arguably due to the smaller radius of the movement. In the case of the BOI, the heritage sites could be 'spoiled for choice' for every tourist due to the proximity of the majority of the attractions.

6.6.2.2 *The physical constraint associated with the origin of tourists*

This study identified that the origin regarding whether tourists are domestic or international is the most fundamental factor to associate with tourists' DD. Since the previous discussion illuminated, whether tourists are domestic or international is directly associated with the physical and cognitive factors which underlie the variables related to the tourists' DD including the types of cultural tourists defined by McKercher. The types were identified as effective to comprehend and predict tourists' DD in a certain setting. However, whether and the way in which the type is associated with the DD depends on the tourists' background and their destination knowledge derived from the experience. This study identified that whether tourists are domestic or international and whether they are first time or repeat visitors represent the more dominant characteristics for tourists' DD than the type of tourists.

As previously discussed, the following essential factors to DM are associated with the origin: destination knowledge including cultural tourism, the different level of temporal and financial constraint and the chance to return to a destination or not. These factors physically and psychologically influence tourists' itinerary and limit the capacity or change the priority of the activity to be conducted. Indeed, the cultural tourist types clearly illustrate tourists' different traits and perception in relation to heritage activities. The typology also helps to understand in what

situation tourists decide to conduct their DD. However, it does not automatically work as the predictor of tourists' DD; the other associated substantial factor needs to be considered simultaneously.

In the context of the BOI heritage tourism, domestic tourists may know from the first time visit that the sites are 'spoiled for choice' whilst international tourists may be different for the first time, depending on the types. International repeaters who obtained the knowledge of the BOI were then convinced even more that the BOI heritage sites are 'spoiled for choice'.

6.6.2.3 *Different level of emotional investment associated with the tourists' background*

The discussion previously conducted suggested that international repeat tourists try to maximize the utility more passionately than domestic repeaters. Domestic tourists also tend to take a goal oriented trip while the international tourists are inclined to conduct the 'general' trip. These differences of behavioural characteristics are originated from the dissimilar tourists' background; whether tourists assume the return to a destination or not. McKercher et al. (2006) advocated that tourists' consumption style of destination may attribute to the different level of their emotional investment in a destination; this suggestion holds true to the explanation of the different tourists' DD.

International first time tourists tend to explore the inter-destination scale such as the country level as a review of the previous literature suggests yet may not conduct the exploration within a destination as much. As the temporal and the financial budget are limited, they prioritize what they should conduct in a wider scale and their emotional investment to the exploration within destination automatically become smaller. Particularly, the scarce destination and activity knowledge does not reduce uncertainty which leads the avoidance of various risks including monetary (Solomon et al., 2009). Relatively small amount of emotional investment is insufficient to overcome the negative influence of uncertainty avoidance for tourists' DD. On the other hand, international repeaters are mostly less dispersal than the first time tourists as they select

potential activities based on the knowledge obtained from the prior visitation. The temporal and financial allocation for the destination activities will be amplified automatically and so as the emotional investment for each destination with the assumption of not returning to the BOI. Hence, they actively enjoy a destination. In the case of the BOI heritage tourism, they may ignore the 'choices' in the first visit even if the tourists recognize them, but they are more likely to enjoy the situation of 'spoiled for choice' in the next visitation and try not to miss any 'choice'.

The emotional investment of domestic tourists is not as high as that of international tourists unless their goal of the trip is focused on cultural activities. Even though some domestic tourists' temporal and financial allocation is relatively high, their emotional investment to attractions in a destination may not be as high as that of international tourists due to the assumption that they will return to the destination. Hence, they recognize that they will have a 'second chance' and are not keen to rush into many activities in one trip as international tourists do except when their aim of the trip is as such. In the BOI, they save the 'choice' for the next time when they are planning for more focused travel related to heritage tourism.

In sum, the tourists' behavioural difference observed between inter-destination and intra-destination associated with the difference of the radius are also derived from the physical constraints originating from the tourists' background and their different distribution of emotional investment. It is very interesting to identify the way a small radius in movement which seems to be decided instantly at the spot is in fact associated with many physical and cognitive factors which are associated with tourists' background.

6.7 Further implications of the study

Since this study was conducted in the context of heritage tourism in the BOI, the results should be bound with this setting. Moreover, as the author conducted the descriptive and explanatory analysis, some inferential analyses were *post hoc*; hence, the collated data was not appropriate for drawing a conclusion. Consequently, the author utilized a lot of interpretation

based on the literature review for the causal explanation of the suggestion. Therefore, the following studies are needed for the further comprehension of tourists' DD phenomenon.

Firstly, the tourists' DD study needs to be conducted in different settings. Costs in NZ are relatively expensive as the country, comprised of two islands, surrounded by sea, is geographically isolated. Hence all international tourists need to travel further to get to the BOI, compared with domestic tourists so international tourists need to consider their daily expenditure after they arrive. The relatively high costs can cause financial constraint for international tourists and can enforce the assumption of not returning. In a different setting, international tourists from some specific area may have easier access than certain domestic tourists in the continental countries such as Europe, North and South America. It is also suggested that tourists may return to a country such as some countries in Asia due to the relatively lower costs associated with accommodation. In those cases, international tourists may conduct the DD differently from those in the BOI due to less financial constraint. Another issue is derived from the tourists' order of priority of destination. Even though the BOI is a well-known destination for international travellers who travel in the BOI, it is not recognized as the world renowned top destination. Hence, the international tourists' emotional investment from first time visitation may not be as much as their one in comparison with the worldwide popular main destinations such as Paris, Rome or Hong Kong. It is possible that observed international tourists' DD may differ, depending on a destination as tourists' invest the different degree of emotion to cultural activities according to the popularity of heritage tourism in a particular destination.

The setting of the activities also requires consideration with regard to further research in the future related to tourists' DD. The theory suggested is solely based on the study of tourists' DD regarding heritage tourism with the aim of simplifying the research setting to identify the concept of tourists' DD. As McIntosh and Prentice (1999) suggested, consuming cultural heritage is a highly individual and cognitive activity. Whilst conducting cultural attractions,

tourists 'encode' the experience with their own personal meanings. It suggests that tourists' DD in the context of heritage tourism are likely to be associated with cognitive factors more strongly than the majority of the other forms of tourist activities. Another study suggests that the different form of attraction is a function of the physical factors. For example, price sensitivity is largely reflected in the choice of cultural attractions (Masiero & Nicolau, 2012). Therefore, it is possible that the cost sensitivity of tourists may have been overly expressed in this study. As temporal and financial allocations are influenced by the other form of tourism which is consumed at a destination as well, it is suggested that future research needs to explore how multiple forms of tourist activities influence each temporal and financial allocation. A similar study needs to be conducted taking into account the different form of tourist attractions and comparing the results related to the associated variables to obtain deeper insight into the tourists' DD.

Secondly, to obtain a deeper understanding of McKercher's cultural tourist typology, it is necessary to update and test the motivational and experiential semantic statements. The author identified that some questions utilized in the Hong Kong case study were not up to date and did not universally represent the different cultural tourist's various characteristics. Updating the questions will be helpful so that these questions could address, verify and clarify the differences related to the motivational, experiential and behavioural characteristics of the different types of cultural tourists. The author simply tested only the semantic differential questionnaire in which the different types selected the different answers significantly in the Hong Kong study. Consequently, as the tests did not fully examine the differences among typologies regarding tourists' DD, they were not as rigorous or thorough as they could be. More research is required related to this issue so that the difference of cultural tourists can be described more clearly. This will help in the quest to provide further study of cultural tourists with sufficient statistical supports.

Thirdly, the study of serendipitous cultural tourists needs to be developed. In particular, the physical and cognitive mechanisms of how tourists with little interest in cultural activities in

fact obtain deep experience at heritage sites. The focus on serendipitous cultural tourists was scarce in previous research in relation to McKercher's typology. In most cases, serendipitous cultural tourists are a minority and considered to be exceptional as McKercher and du Cros stated (2003). However, this research revealed that a not insignificant amount of serendipitous cultural tourists could be identified and did contribute to the heritage tourism industry economically in some destinations including the BOI. In this study, serendipitous cultural tourists engaged in DD more actively than the other cultural tourist types except the purposeful ones among the international first time visitors. Practically, it suggests that tourists who were rather uninterested in the destination heritage prior to their visit may decide to conduct heritage activities with the same level as or more actively than other tourists once they have obtained a prior deep experience. Hence, it should be beneficial to clarify these mechanisms for supply side to identify and access the serendipitous cultural tourist segment.

Fourthly, the analyses of cultural tourists' motivation via SDT are necessary to be conducted separately. Motivations in heritage tourism are complex and are even becoming more diversified. Further research is required so that the study could focus on the evaluation of its effectiveness and become the foundation for further analyses of cultural tourists' motivation. Although the inferential study of cultural tourists' motivation was not in the scope of this study, the author partially identified the effectiveness of the SDT in terms of the integrity of each type of motivation. Further study in the future is necessary in order to discuss more deeply to identify which motivations considered common in cultural tourists belong to which type of motivation such as intrinsic or extrinsic. For example, the motivation of 'to enjoy the beauty of the site' was classified as an integrated motivation in this study as the author observed the majority of tourists who selected this wanted to take photos as a proof of 'we were there'. However, if the recent study of motivation and aesthetics were considered, it may be classified as intrinsic motivation since some tourists were observed to visit the heritage sites due to the interest of the architecture or design supported by their knowledge related to their activity.

Fifthly, further study is necessary in the future regarding tourists' subsequent DD decisions. Previous study identified geographic proximity as the primary influential factor for tourists' subsequent destination visitation (Yang et al., 2013) which is associated with on-site stimuli. Though the mechanism of subsequent decisions is not within the scope of this study, it cannot be denied that this process plays a very important role with respect to tourists' DD. How the on-site stimuli are accepted differently by tourists and how the associated factors with DD influence tourists' subsequent visitation taking into consideration tourists' background requires further investigation in the future. The combined analysis of the data of both tourists' characteristics and their spatial behaviour collated by the new technology such as GIS and GPS could be effective for mitigating this issue due to the facilitation of the new technology for collecting sufficient information of complex and dynamic tourists' dispersal.

Finally, conducting a causal study to test the hypothesis for each identified process related to tourists' DD phenomenon is necessary. This study evoked the theory of the correlation among the financial constraint, destination knowledge and the assumption of returning. With regard to these theories, there are differences in the behaviour of domestic and international tourists that require further investigation. Even though the differences were highlighted through empirical findings, the differences have not been directly proved empirically. As the analysis was *post hoc* and not *a priori* the variables utilized for the identification of the physical and cognitive drivers underlying tourists' DD were not proved with enough validity to presume the causation. Though the author carefully accumulated the theory utilizing much conceptual and empirical study, there is a possibility that the theory drawn from the empirical result may be inappropriate. For example, even though the theory of utility maximization was suggested the data of the number of attractions identified on site was not collected; hence, the discussion was not based on the analysis of how many sites identified on destination were visited. With respect to utility maximization, these theories require testing utilizing the appropriate data so that further accumulated study becomes available. The concept of utility

maximization, the assumption of returning to the destination and goal oriented trip also require further investigation to identify their affect on the cognitive level and the process in which they are related to and interlinked with tourists' actual behaviour.

CHAPTER 7: CONCLUSION

7.1 Reminder of aim and objectives

The aim of this study has been to identify the main reasons for the differences in how tourists 'do the destination (DD)'. The author referred to tourists' behaviour at the destination as DD which illustrates tourists' behaviour of the destination consumption. Particularly in this research, the DD is considered as the behaviour with respect to making decisions concerning the visitation of attraction sites at a single destination. The following objectives emerged from the aim and each was achieved through conceptual, empirical and theoretical study. Firstly, sufficient demographic data was collated to be able to categorize tourists and conduct further analysis. Secondly, for evaluating the effectiveness regarding McKercher's cultural tourist typology as a tool for analysing heritage tourists in the context of the BOI, the collected data was analysed by applying McKercher's cultural tourist type. Thirdly, the crucial factors involved in tourists' DD were identified. Finally, the physical and cognitive reasons underlying tourists' decisions in connection with their DD were illuminated.

7.2 Previous studies of decision making and heritage tourism

For over three decades since the contribution of tourism to the economy has been more appreciated, studies related to tourism have mainly focused on DM for single destination visitation. Initially DM study started with the selection of a destination by international tourists and then the scope of the research evolved. Up until recently, the study of the multiple choices related to the tourist attractions within a destination has not been the approach. The reason for this is that it is necessary to take into consideration the dynamics caused by temporal and spatial factors in a small radius movement in which tourists' cognitive factors are likely to be more influential than in the larger scale. In parallel, many factors have been identified to influence the DDM through the accumulation of the previous study methodologies including the motivation. Likewise the origin and prior experience of a destination were identified to be

associated with the DM for multiple destination visitations in the previous study, although there is a little if any research that exists related to the behavioural difference between domestic and international tourists. These theories were employed for the analysis of the tourists' DD and the further investigation as to which factors were common and different between the general DDM study and tourists' DD.

Heritage tourism is becoming a very popular tourism sector nowadays all around the world. The phenomenon has arisen owing to tourists growing interest in local history and culture and has evolved due to accelerating globalization and the increasing demand to escape from the stressful pace of modern life. As a result, more and more tourists are conducting heritage tourism in various different regions around the world. However, a recent study has pointed out that heritage tourism is very complex. The definition of heritage is still in discussion and the multifaceted motivation of cultural tourists is even becoming more complicated. Arguably, the issues that influence the study of tourists' DM in the context of cultural tourism have not been explored sufficiently yet. Taking this background into consideration, McKercher's cultural tourist typology has been considered to be a potentially effective analytic tool to comprehend and predict cultural tourists' decision and behaviour. The theory has been devised from both a socio-psychological and a decision-making perspective and complements each shortcoming. It has been proved as effective by an empirical study conducted in Hong Kong in 2002 and 2003. However, little research has been conducted regarding the testing of the typology in the different context hence it was to be examined in the BOI context in 2013 to ascertain whether it still holds efficacy.

7.3 Heritage tourism in New Zealand's Bay of Islands

New Zealand's Bay of Islands was selected as a case study. New Zealand (NZ) is now a well-known destination for international tourists after gaining recognition for its beautiful natural landscapes, unique flora and fauna, successful sports events and movies. Though heritage tourism in NZ has not been popular as eco tourism, the number of heritage tourists has

been increasing. It is expected that the current degree of interest and the amount of information tourists own regarding heritage tourism in NZ may vary between tourists more widely than the other cultural tourists in the other countries. The BOI region located in Northland has been one of the oldest and most well-known tourism destinations in NZ and the area attracts many domestic and international tourists.

Owing to the region's mild climate, nature and landscape, BOI tourism has been popular. Additionally, heritage tourism has been recognized as very important to the area due to the settlement history of NZ and the many historic events that occurred in the area such as the Declaration of Independence of New Zealand and the signing of the Treaty of Waitangi. Many heritage attractions, related to the historic events, are well-known in NZ and have been preserved in good condition. Whilst some sites are far from clusters and require a car to get there, the majority of sites are geographically close to each other and tourists will mostly have a chance to visit another site without affecting the time and financial budget much once they visit one site. Simultaneously, since NZ is not traditionally recognized as a historic destination, the interest towards the BOI heritage tourism of international tourists should vary. Therefore, tourists who are eager to conduct cultural attractions can be 'spoiled for choice' for the visit to heritage attractions in NZ's BOI yet those who do not have an interest may not conduct the activities much. Reflecting on these factors, the number of attractions visited should become an appropriate indicator of tourists' DD in the BOI.

7.4 Methodology

Postpositivism was selected as the research paradigm for the achievement of the empirical description. Postpositivism allows the author to interpret the qualitative data and to reflect the analysis of the quantitative results. This study contains not only the descriptive inquiries regarding the investigation of the variables associated with the tourists' DD it also includes the explanatory analysis which identifies the physical and cognitive reasons underlying the tourists' DD decisions without any prior hypothesis. Since the explanatory analysis is *post*

hoc, based on the descriptive analysis from the data collated in this study, an interpretation of the empirical results to construct the theory was required. The empirical results themselves were not for the direct proof of the theory.

The total number of attractions was utilized as an indicator to illustrate the degree of tourists' DD in the BOI. The number of fee based sites and heritage clusters visited were also utilized for an indicator of tourists' DD; the former illustrates the economic consumption of a destination while the latter exemplifies the dispersion within a destination. The author collated survey data from 201 participants in the BOI in the summer of 2013 through many questions including the origin, the frequency of the prior visitation, cultural tourist types and their motivation of each visit. Other than McKercher's typology, SDT was utilized for the coding of motivation due to its ability to analyze the dynamic relationship between tourists and attractions. The data regarding the de-motivation of each site formerly known and the additional comments for the multiple attraction visitations in the BOI were collected through open-ended question and coded and analysed.

This study has some limitations. Firstly, it was identified that the insufficient number of cases and the innate bias from the purposive sampling frame caused the possible failure for the results of inferential studies to represent the population of the BOI cultural tourists. The sample data obtained from domestic tourists was too small to be conducted through further inferential statistical tests with validity. Particularly, the modest amount of data regarding the domestic first time tourists to the BOI constrained further analysis and may have reduced the validity of the theory drawn from the statistical tests. The insufficient amount of data is also possibly derived from the sampling procedure in which the number of domestic purposeful cultural tourists may be underrepresented. The author also recognises that the results presented with the small cell sizes are critically limiting factor for representing the population in this thesis. Hence, the theories based on the analysis of the tables may be indicative rather than definitive. Secondly, the coherent issue of the definition regarding the heritage site emerged during the data

collection of this study and hence the author was obliged to remove the data regarding the attraction visitation which would not fit in the definition of ICOMOS. Although the emitted data was modest and the author believes that it will not affect the statistical test results, this issue needs to be considered in the related research in the future so as to study how the tourists' different cognition of heritage site can be integrated so that a more thorough study is possible. Thirdly, the coding of the SDT may need to be developed so that the theory is sure to be reflected in the coding and the coding can be accurately utilized in the analysis with the theory. Due to the scarce study of the SDT in academic tourism, the author needed to code the motivation without the benefit of seeing good examples thus some of the coding related to motivation may not be accurate and this may influence the inferential statistical tests. At least, the SDT was utilized in this study smoothly and contributed to the inferential study regarding the motivations by simplifying the analysis without losing the dynamic perspective of tourist motivations.

7.5 Findings and analysis

The descriptive and inferential statistical tests were conducted to achieve the objectives of the study successively through empirical findings along with the previous conceptual study. Demographic analysis identified that many differences were observed regarding the demographic and trip profile characteristics between domestic and international tourists. On the other hand, the identified differences regarding the tourists' characteristics depending on their origin based on geographic proximity or cultural distance were not considerable as those between domestic and international tourists. The tests also identified that the majority of domestic tourists were repeaters while that of international tourists were first time tourists. Further inferential tests identified that the large number of international tourists were long holiday tourists whose holiday is longer than three months. These results suggest whether tourists are domestic or international tourists was potentially a more critical factor which

differentiates tourists' DD due to many associated variables compared with the other classification such as cultural distance or the physical distance from the BOI.

Successively, the replicate study of McKercher's cultural tourist types in the BOI was conducted. It was identified that the cultural tourist type is mutually exclusive with the other demography and trip profiles except the prior experience of a destination in domestic tourists. The distribution of the cultural tourist types between the case of Hong Kong and the BOI was different, which was reflected in the discrepancies of the proportions of serendipitous and sightseeing cultural tourists between two. Also through the structured questionnaire, which is a replica of the previous study, it was possible to identify the perception towards BOI heritage tourists and the amount of learning as a result of the trip. The same semantic differential statements as the previous research were also conducted to identify tourists' preference for the travel. These data were analysed to identify whether the responses were significantly different among the types. Reflecting the demographic analysis, the tests were conducted with the separated samples of domestic and international tourists. The tests indicated that the perception towards the BOI heritage tourism and the amount of learning were different among the types although the results of the differences were mixed between domestic and international tourists regarding motivational and experiential semantic differentiate statements.

The inferential statistical tests for the identification of the crucial factors with the tourists' DD were operated; the potential variables selected from the conceptual study were tested whether each is associated with the total number of heritage attractions visited. Potential demographic, trip profile and psychological variables including cultural tourist types and motivation were tested. In this test stage, it was identified that whether tourists are domestic or international and whether they have a prior destination experience or not are associated with the number of visited sites. Hence, it was also necessary for the author to classify the groups of the tourists into four groups based on these factors and test separately to identify the combined

effect of both factors. In reality, the variables associated with the total number of attractions visited were different among the groups including cultural tourist types.

The inferential tests were also conducted to illuminate the physical and cognitive reasons underlying the decisions related to the tourists' DD; the potential variables were also tested to identify whether each is associated with the number of fee based sites and the heritage clusters visited with the consideration of the combined effect of the origin and the prior experience of a destination. Complimentary analyses were operated to identify whether long holiday tourists still represent the population of international tourists in terms of the DD and to reveal the further factors underlying the different tourists' DD conducted by the tourists with dissimilar origin and the prior experience of a destination. The tests revealed that the variables associated with the number of pay sites and heritage clusters are different with the tourists under the combined effect. Although no variables were associated with any tourists' DD indicator for domestic first time tourists, the dissimilar demotivation of visiting from international first time or domestic repeat tourists were identified. The theme of the assumption of returning to the BOI from domestic tourists and utility maximization from international tourists have become emergent through the analysis of the additional comments. In fact, how seriously tourists try to maximize the utility was different between the tourists, depending on their origin (international or domestic) and visitation (first time or repeat visit).

7.6 Discussion and further implications

Among all variables, the statistical analysis identified whether tourists are domestic or international was the most dominant factor to differentiate tourists' DD in the BOI heritage tourism context. Under the frame of the same origin, it was also revealed that tourists with different prior experience of a destination conduct tourists' DD differently. The types of cultural tourists defined by McKercher were identified as effective to comprehend tourists' perception towards the heritage sites. However, the ability to predict tourists' DD was identified as dependent on their origin and the prior experience of a destination. Since the combined effect of

the origin and the prior experience of a destination were identified in all tourists' DD indicators, multi-faceted comparisons of the associated variables with each indicator were conducted. The de-motivations of formerly known sites were also compared between the tourists with different origin or dissimilar prior experience.

The comparisons were made between the tourists with different origin and the prior experience of a destination regarding the total number of attractions, the number of fee based attractions and the heritage clusters visited. Whilst no significant difference was indicated between the repeaters the total number of attractions and the number of heritage clusters visited were significantly different between domestic and international first time tourists. The tests indicated that repeaters visited significantly more sites and clusters than first time tourists for international tourists whilst no difference was indicated between them for domestic tourists. Owing to the disproportionate options of the fee based sites caused by the different entry fee of Waitangi Treaty Grounds between domestic and international tourists, the number of fee based attractions visited was not compared. Even so, the number was not significantly different for domestic tourists whilst the repeat tourists visited more fee based sites than the first time international tourists. This result was very similar to the other tourists' DD indicators.

Through the complimentary statistical tests, the comparisons of the associated variables with the different tourists' DD and the de-motivations, the author identified the following distinctive factors between domestic and international tourists which are basic, fundamental or implicit and differentiate tourists' DD between them: the financial constraint, the level of knowledge in relation to cultural tourism, the recognized chance to return to a destination, goal oriented trip and the degree of utility maximization in the destination. These differences illustrate the dissimilar results of the tourists' DD indicators between domestic and international tourists.

International first time tourists tend to face financial constraint more severely and have less cultural tourism knowledge without the prior destination experience than domestic tourists. Hence, their tourists' DD is not as active as that of that of international repeaters. Their degree of utility maximization depends on the cultural tourist types. On the other hand, international repeat tourists own more cultural knowledge due to the prior experience of a destination than first time tourists. They are more likely to disperse than international first time tourists and domestic repeaters and tend to maximize utility in general on account of their financial constraint. Unlike international tourists, domestic tourists tend to have more destination knowledge and face less financial constraint. As a large number of domestic tourists count on the chance of the return to a destination, their itinerary of the trip is goal oriented. They make a congruent trip to achieve the goal and are less likely to maximize utility except to achieve the aim of the trip. These issues are generally coherent with the origin and that fact makes the origin the most fundamental factor underlying the tourists' DD decisions in this study.

Since the radius of the spatial behaviour is smaller in the DD scale, the potential constraints such as the member of the family and age which were proved in the inter-destination scale were not associated negatively. However, the physical limitations such as temporal and financial constraint were directly reflected in the tourists' DD in this study. Particularly, the emotional investment by the tourists to a destination as Lau and McKercher suggested (2006) seem to be a critical concept to understand these phenomena.

International tourists focus on the utility maximization for the multiple destination visitations so that they will not miss anything while the emotional investment to intra-destination scale tends to become less important. On the other hand, international repeaters tend to visit the selected destinations based on their prior destination experience and concentrate on the exploration of the destinations. On the contrary, domestic tourists make large emotional investment when they conduct tourists' DD along with the goal of the trip. However, their investment is small if the DD is not related to their goal of the travel. This explains the fact that

the tourists' DD in relation to the prior destination experience is different from the observed tourists' behaviour in the previous DM study for multiple destination visitations in that first time tourists tend to explore while repeaters are selective about the destination activities and hence tend to confine their movement. In sum, in consideration of these factors, the different tourist behaviour observed in between inter-destination and intra-destination is also derived from the dissimilar physical constraints originated from the tourist's background and the different distribution of tourists' emotional investment.

Since this study was conducted in the context of heritage tourism in the BOI, the results should be bound with this setting. Even though McKercher's cultural tourist typology was effective to understand the different perception towards heritage sites it seems it does not grasp the cultural tourists' preferred motives and experience which have been diversified recently. To obtain the deeper understanding of the diversified motivation of cultural tourists, SDT seems to be a critical theory although further investigation is needed for its effectiveness and utilization. Furthermore, even though the author conducted the descriptive and explanatory analysis based on substantial literature, some inferential analyses was *post hoc* hence the collated data was not appropriate for drawing a conclusion. Consequently, the author utilized interpretation based on the literature review for the causal explanation of the suggestion. It is necessary to conduct further study regarding the tourists' DD under the different geology with different activities. McKercher's cultural tourist typology should be also tested with the different motivational and experiential semantic statements which reflect the current heritage tourism context. In line with the tourist types, it was identified that the number of serendipitous cultural tourists who were considered to be minority can be observed in some destination including the BOI. Therefore, it should be beneficial to clarify the physical and cognitive mechanisms of how serendipitous cultural tourists obtain the deep experience. Since the on-site stimuli are considered to be influential to tourists' DD, it is also recommended to investigate the way tourists receive the on-site stimuli differently by tourists and make a decision of subsequent visitation to a site

dissimilarly under the influence of their background. Above all, the causal study should be operated to test the theory empirically so that it should be proved as the foundation of the further tourists' DD study.

Tourists' DD seems to be a complicated phenomenon. Hence, it is necessary to approach from multi-aspects such as geographic, psychological and economic perspective, the knowledge which has been obtained through the study will help tourism industries to understand how to differentiate the market and approach to each segment differently. This study also contributes to the development of the domestic tourist behaviour including the association with the prior destination experience since no study has been conducted regarding these issues as far as the author knows.

7.7 Final thoughts

Tourists have different thoughts in their mind at a same destination. Owing to a relatively small scale as it relates to movement, tourists' DD is influenced by many factors. Still and all, it is surprising to observe how such fundamental characteristics of tourists influence the small-scale behaviour which tourists take spontaneously in a dynamic way. Indeed, Bay of Islands is spoiled for choice for cultural tourists even as different tourists enjoy the situation with the different ideas in their mind.

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