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TRAVEL MOTIVATION, PERCEPTION OF ECO-TRAVEL AND SATISFACTION OF VISITORS

The purpose of this study is to examine the relationship between eco-travel motivation and satisfaction of visitors in the Dongshih Harbor scenic area. Chiayi county government has been promoting Dongshih fisherman's warf as a recreational and leisure area that allows visitors get close to water, enjoy bird watching, and get on a boat for a riverside ecological tour of Pozih creek. The research sample consisted of 129 persons all of whom were visitors in the Dongshih harbor scenic area. Participants were visitors of the warf. The instrument measures the demographics, traits, motivation, and satisfaction of the tourists. The results show that visitors' motivation and satisfaction are highly related.

Keywords: *ecotourism; travel motivation; satisfaction.*

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МОТИВАЦІЯ ДО ПОДОРОЖЕЙ, СПРИЙНЯТТЯ ЕКО-ТУРИЗМУ І ЗАДОВОЛЕНІСТЬ ТУРИСТІВ

У статті вивчено залежність між мотивацією в еко-туризмі та задоволеністю відвідувачів бухти Дунши. Власті округу Цзяї рекламують рибальську бухту Дунши як рекреаційну зону, в якій туристи можуть провести час на узбережжі, постежити за птахами, відправитися в еко-тур човнами уздовж річки Поцзи. Вибірка дослідження складається з 129 осіб — відвідувачів бухти Дунши і рибальських верфей. Оцінено демографічні дані, характеристики, мотивацію і задоволеність туристів. Результати демонструють, що між мотивацією і задоволеністю існує суттєва залежність.

Ключові слова: *еко-туризм; мотивація до подорожей; задоволеність.*

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МОТИВАЦИЯ ПУТЕШЕСТВИЙ, ВОСПРИЯТИЕ ЭКО-ТУРИЗМА И УДОВЛЕТВОРЕННОСТЬ ТУРИСТОВ

В статье изучена зависимость между мотивацией в эко-туризме и удовлетворенностью посетителей бухты Дунши. Власти округа Цзяи рекламируют рыбачью бухту Дунши как рекреационную зону, в которой туристы могут провести время на побережье, понаблюдать за птицами, отправиться в лодочный эко-тур вдоль реки Поцзы. Выборка исследования состоит из 129 человек — посетителей бухты Дунши и рыбачьих верфей. Оценены демографические данные, характеристики, мотивация и удовлетворенность туристов. Результаты демонстрируют, что между мотивацией и удовлетворенностью существует тесная зависимость.

Ключевые слова: *эко-туризм; мотивация путешествий; удовлетворенность.*

I. Introduction. As environmental awareness prevails and the consumer market is transformed, a form of tourism that is different from mass tourism and combines recreational activities, ecological preservation, environmental education as well as cultural experience, has gradually emerged. Ecotourism has become a global trend. It

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leads people to deal with the environment by admiring and protecting it in a low-keyed and spirit-driven manner. This will constitute an alternative attitude to natural resources as well as a revolution of life and tourism (Kuo, 1997). In the 1990s, eco-tourism equaled quality tourism. Under the condition of preserving natural environment, being helpful to local economy, and enhancing visitors' recreational experience, the development of ecotourism integrated people's needs and ecology (Lin, Weng, 2002). Differing from mass tourism, ecotourism focuses on regional resources, economic features, and lifestyles (Ou, Hsiao, 1998); it impacts minimally on local culture, increasing mutual understanding between visitors and locals as well as raising economic benefits and providing job opportunities.

Due to Chiayi County Government's thorough planning for Pozih Creek, the scenery along Pozih Bridge, about 14 km, continues to appeal to numerous visitors who stroll on the recreational plaza for holidays. In addition, the rich ecological system on the mangrove wetlands along both sides of the Dongshih Bridge brings many visitors to the water park during the bird watching season, from October to April. Boat cruising especially enables visitors to approach white herons and migrant birds along the 10 km route. Moreover, environmental protection groups and schools island-wide also come here for field trips. All these activities enhance the development of the ecological, recreational activities in Dongshih.

There are 4 purposes in this research:

1. Explore the background and motivation of the visitors participating in eco-tourism.

2. Investigate visitors' satisfaction at the facilities in Dongshih fisherman's warf.

3. Discover different motivations of visitors from different backgrounds.

4. Determine different levels of satisfaction of visitors from different backgrounds.

II. Literature. *1. Travel Motivation.* According to McIntosh and Gupta (1977), basic travel motivators are divided into: 1) Physical motivators, including recreation, exercise, and leisure. The trait involves diminishing tension and anxiety by physical activities; 2) Cultural motivators: understand and appreciate other countries' culture, art, customs, languages, and religions; a desire to pursue knowledge; 3) Interpersonal motivators: make new friends, visit relatives, and escape daily routines, household chores or neighbors. It is an anticipation of establishing new friendships and feeling free from pressure; and 4) Status and prestige motivators: involving inspection, interaction, meetings, and personal hobbies. It maintains interpersonal relationships and establishes self-esteem and reputation as well as fulfills the expectations of being respected and appreciated.

When researching holiday visitors of leisure farms in Taiwan, Lin (2000) divided travel motivation into 5 dimensions: developing interpersonal skills, relaxation and self-cultivation, active pursuit of knowledge, aloneness and seeking inspiration, as well as maintaining family relationships and friendships. According to motivation variants, there are 3 tourist bases which are obviously different from one another in methods of searching for information, sources of obtaining information, and evaluation standards; highly motivated visitors are valued more than mid and low motivated visitors in terms of quantity and sources of information collected, as well as standards of assessing destinations.

Taiwanese academia have found that travel motivation is related to individual characteristics. In some researches (Ou, & Hsiao, 1998), visitors who engage in ecotourism are mainly between 26 to 45 years old, highly educated, and mostly single. The most important travel motivation is to enjoy local natural scenery and take the opportunity for environmental education. Some scholars indicate that travel motivation and companions are closely related. Fu (1992) stated in The Study of Consuming Behavior of Local Travel in Taiwan: A Case Study of China Youth Corp., that the main travel motivations of Taiwanese visitors are: social necessities, relaxation and satisfying emotional needs, leisure relief of stress, knowledge enhancement, as well as physical and mental health. The motivation of individual visitors and tour groups are slightly different, which shows the influence of companions on travel motivation.

2. Satisfaction. Satisfaction index has been used to measure people's perspectives on products, jobs, living quality, and outdoor recreation. In many scientific literatures about satisfaction, it is found that visitors with different social and economic attributes, under the influence of different cultures, have diverse attitudes, preferences and motivations, and that their cognition of satisfaction and quality are affected in various ways (Hou, 1990). In addition, Drive and Brown (1975) stated that visitors' evaluation is derived from their physical and psychological satisfaction, after they have travel motivation and actually participate in the activities. Integrating many scholars' opinions, Beard and Ragheb (1980) created the leisure satisfaction scale, which is broadly applied to leisure behavior research with relatively high reliability and validity. According to the perspective of meeting requirements, Beard and Ragheb (1980) stated that leisure satisfaction should contain the following 6 dimensions:

(1) Psychological: self-motivated individuals participate in activities of their choice and fulfill the needs for achievement, self-expression, and self-accomplishment.

(2) Educational: quench the thirst for knowledge, explore new information, and acquire extensive experience.

(3) Social: individuals participate in volunteer services or groups to develop or maintain social relations of their option. It helps with the formation of interpersonal relationships and acquisition of social respect.

(4) Relaxation: individuals can rest, relax, and release stress through leisure activities.

(5) Physiological: individuals can recover their physical well-being, strengthen the cardiovascular function, and enhance vitality to be more healthy.

(6) Aesthetic: if the leisure environment is designed and arranged well, it will interest and amuse individuals.

There are numerous domestic researches on satisfaction. In the study on tourist satisfaction at the North-Coast Scenic Area, Huang, (1995) found that visitors' social and economic backgrounds (age, marital status, profession, education, and income) as well as travel attributes (sources of lodging information, decision-makers, lodging facilities, and service quality) will affect their degree of satisfaction.

It is found that most scholars survey tourist satisfaction in a single area and offer the results for relevant authorities to improve their management. The factors that affect travel satisfaction include: individual attributes, leisure conduct, software and hardware facilities at tourist spots, and itineraries.

3. The Relation between Motivation and Satisfaction. Mannell and Kleiber (1997) presented the leisure satisfaction feedback model and stated that personal demands or motivation will lead to particular behaviors. If individual behavior or the result of participating in an activity meets the requirements, it will provide positive feedback and increase motivation; otherwise, it will provide negative feedback and decrease motivation.

In Taiwan, Lo (2001) indicated in a study on consumers' motivation and experience on leisure farms, that tourist satisfaction has a positive relation to travel motivation. It is especially obvious between the motivation of personal growth and satisfaction. In the investigation of the relation between religious visitors and satisfaction, Yu (2000) found that different backgrounds cause different types of motivation, and that motivation is related to the anticipation preceding setting off. This research result agrees with the study of Yen (2001), who indicated that different tourist attributes will lead to diversities of motivation and cognition; motivation, cognition, and anticipation correlate with one another.

III. Research Methods.

1. Population. According to the Final Report on Resource Investigation and Feasibility Assessment in the Chiayi Coast National Scenic Area conducted by the Chiayi County Government in 2010, visitors who visit the scenic area mainly cluster in Budai fish market, Yantian, and Dongshih Harbor. The research sample consisted of 129 visitors in this study, all of whom were visitors in the Dongshih Harbor scenic area. The data collection took place during the holidays in April, 2011.

2. Instrument. The instrument measures 4 dimensions: eco-travel motivation, satisfaction at facilities, activity features, followed by demographics.

(1) Travel motivation at Dongshih fisherman's warf: Murray and Nakajima (1999) claimed that motivation is classified into 5 categories (pursuit of knowledge, need for friendship, peer influence, need for achievement and avoidance of irritations) with 17 items. Responses were given on the five-point Likert scale, ranking from 1 (strongly disagree) to 5 (strongly agree).

(2) Satisfaction at the facilities: the satisfaction at current facilities at Dongshih Fisherman's Warf is divided into 2 categories: one concerns educational facilities and the other — service facilities. The scale consisted of 20 items. In terms of facility satisfaction, responses were given on the 5-point Likert scale, ranking from 1 (strongly disagree) to 5 (strongly agree).

(3) Activity features: To enquire the information on means of transportation, frequency of visits, companions, staying time, on-site transportation, and guiding.

(4) Demographics: gender, age, marital status, education, occupation, average household income, and residence.

IV. Research Results and Conclusion

Travel motivation. The results indicated the motivation to visit Dongshih was to enjoy the scenery (M=4.35), relax (M=4.29), entertain (M=4.22), reduce stress (M=4.17), and avoid busy life (M=3.94). In other words, the major factor that prompts people to go to is reducing pressure. The visitors identify less with the motivation of personal growth, such as self-exploring and learning interpretation skills. Through factor analysis, pursuit of knowledge, need for achievement, need for friendship, avoidance of irritations, and peer influence can predict 71.04% of vari-

ance (Table 1) in the travel motivation at Dongshih fisherman's warf. The main items in pursuing knowledge include: savoring local specialties, satisfying curiosity, enjoying the scenery and grilling oysters, all of which can predict 33.45% of variance. Avoiding irritations is related to reducing stress and relaxation, which predicts 48.79% of variance. The factor of "need for achievement" which is related to learning interpretation skills and entertainment can predict 58.21% of variance. The factor of "need for friendship", including enhancing friendship and family relationship, predicts 65.93% of variance. Peer influence is related to social activities, which predicts 71.04 % of variance.

Satisfaction at the facilities. Among the educational facilities, the visitors are most satisfied with the sea-watching path (M=3.77), followed by the view-watching pavilion (M=3.68), pool facilities (M=3.62), and the sunset observatory (M=3.59). As a whole, the visitors are pleased with the educational facilities at the warf.

As for service facilities, the visitors are most satisfied with the specialty center (M=3.73), followed by the tourist fish market (M=3.55), and the trail system (M=3.51). Most visitors were satisfied with the service facilities at the warf.

V. Analysis of Motivation and Satisfaction of Eco-tourists from Different Backgrounds.

1. The influence of visitors' demographics on travel motivation. Through the analysis of one-way ANOVA and t-test, it is found that the motivation of female visitors is to obtain ecological knowledge, whereas the motivation of male visitors is to enjoy the scenery. Most visitors are students, aged between 21 and 30, single, have received college education, reside in the Southern Taiwan, and are more interested in the amusement aspect of travel. The respondents with household income ranging from NT$40,000 to NT$50,000 monthly have stronger incentive to travel (Table 2).

2. The influence of visitors' basic demographics on satisfaction. Through the analysis of one-way ANOVA and t-test, female visitors aged between 51 and 60 are more pleased with the facilities in Dongshih, and the satisfaction of married visitors is higher than of single ones. With regard to education, visitors with a higher academic background feel more satisfied with the educational facilities, whereas visitors with high school or occupational school education are more satisfied with the service facilities. Visitors with household income lower than NT$30,000 or without employment (retirees and housewives) are relatively satisfied with the overall facilities at the Dongshih scenic area. Visitors from the Northern Taiwan are more satisfied with the educational services (Table 3).

Regarding the facilities at the scenic area, female visitors obviously feel more satisfied than male visitors. It is probably because women usually pay more attention to the facilities while most men simply get a superficial understanding through quick and casual observation, and do not use tourist facilities as often as women do.

3. The influence of activity features on travel motivation. Through the analysis of one-way ANOVA and t-test, it is found that the majority of visitors are groups arriving by coach. Their motivation is to taste local specialties and have fun grilling oysters. The second majority is the visitors driving to Dongshih with their friends, who have already been to Dongshih many times. Their motivation is also to savor local specialties. Most visitors stay for about 2 hours to release stress and relax. After arriving at the scenic area, most people choose to go on foot; only a minority of visitors

bring their bicycles along. Professional guides are not provided at the scenic area. Therefore, most of the time visitors interact with their family or friends (Table 2).

Visitors from neighboring cities or towns still feel refreshed although they have visited Dongshih many times given the convenient transportation and clear road signs. Savoring local fresh oysters is their main motivation, followed by the incentive of relaxation. Hence, visitors come and go in an endless stream.

4. The influence of activity features on tourist satisfaction. Through the analysis of one-way ANOVA and t-test, it is discovered that visitors coming by coach are mostly visiting Dongshih for the first time. Both group visitors and individuals are satisfied with the facilities as a whole at Dongshih scenic area. People who stay for 2-4 hours have more time to use the ecological education facilities. The respondents riding their bicycles at the scenic area are pleased with all the facilities (Table 3).

Visitors need to make a reservation for professional guides at the Dongshih scenic area. Most people say they can explore the area by themselves without guides. However, it is recommended that Chiayi Coast National Scenic Area Administration or the Chiayi County Government should arrange ecological guides at some spots to enrich visitors' travel experience and enhance their knowledge on green.

VI. Discussion and Recommendation. Following the prevalence of environmental awareness and the transformation of the consumer market, a new wave of tourism has come into existence. Different from traditional mass tourism, the emerging trend integrates recreational activities with ecological preservation, environmental education, and cultural experience. The focus of ecotourism is to, with activities, emphasize on local resources, the economy, special features, and lifestyles on regional development. Furthermore, ecotourism is also an important governmental issue for tourism development, providing a new direction for tourism operators with regard to future development of tourism products. Hence, further suggestions and recommendation are provided after the results of the study were revealed.

1. The visitors of Dongshih fisherman's warf intended to get away from daily life fatigue and are seeking for relaxation. However, most visitors do not have much know-how about the natural beauty appreciation and artificial facility usage of Dongshih. Therefore, professional guides with rich ecological knowledge are needed.

2. Reinforce marketing: the authorities should combine various promotion methods, such as: advertisement, websites, holding activities, and cooperation with coach companies to encourage visitors from different areas, with different itineraries and demands, to participate in ecotourism.

3. Work with local community which can help to promote ecological activities.

4. Publish clear guide books or brochures that offer ecological travel information.

The Chiayi Coast National Scenic Area is at the developing stage in the travel industry. Hence, the extent of damage of tourist resources remains low. It is suggested that researchers apply tourist impact management theory, such as tourist capacity and changeable limits, to acquire thorough information about tourist behavior at the scenic area.

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Table 1. **The Factor Analysis of Travel Motivation**

Items of Motivation	Pursuit of Knowledge	Avoidance of irritations	Need for Achievement	Need for Friendship	Peer Influence
Savor Local Specialties	**0.767**	-0.301	0.039	0.001	-0.100
Satisfy Curiosity	**0.676**	-0.611	-0.085	-0.045	0.153
Enjoy the Scenery	**0.658**	0.229	-0.163	0.291	0.526
Enjoy Grilling Oysters	**0.636**	-0.608	0.064	-0.121	-0.025
Clear Road Signs	**0.593**	0.411	-0.096	-0.409	0.130
Convenient Transportation	**0.543**	0.424	-0.323	-0.215	-0.016
Relax	0.325	**0.708**	-0.201	-0.039	-0.121
Reduce Stress	0.318	**0.677**	-0.129	0.266	0.163
Avoid Busy Life	0.515	**0.631**	-0.054	-0.017	0.407
Learn Interpretation Skills	0.134	0.089	**0.847**	0.022	0.165
Entertain	0.076	0.397	**0.640**	0.047	-0.091
Acquire Ecological Knowledge	0.414	0.009	**0.536**	-0.370	-0.247
Learn about Ecological Flora and Fauna	0.527	0.002	**0.534**	0.136	-0.145
Enhance Friendship	0.002	-0.049	0.087	**0.746**	0.184
Enhance Family Relationship	-0.199	0.453	0.200	**0.685**	0.106
Self-exploration	0.487	-0.308	-0.037	**0.499**	0.078
Engage in Social Activities	0.498	0.094	-0.209	0.221	**0.659**
Eigen Value	5.686	2.609	1.601	1.313	0.869
Variance Explained	33.445	15.345	9.419	7.722	5.111
Cumulative Variance Explained	33.445	48.791	58.210	65.932	71.042

Table 2. The Variance Analysis of Tourist Attributes and Travel Motivation

	Gender	Age	Marriage	Education	Occupation	Average Household Income	Residence	Means of Transportation	Number of Visits	Companion	Staying Time	On-site Transportation	Docent
Entertain	0.18	0.04*	0.99	0.00*	0.01*	0.00*	0.13	0.58	0.05	0.00*	0.00*	0.79	0.88
Savor Specialties	0.11	0.48	0.27	0.10	0.00*	0.10	0.00*	0.00*	0.00*	0.00*	0.00*	0.04*	0.33
Enjoy the Scenery	0.03*	0.17	0.76	0.60	0.09	0.60	0.05	0.26	0.68	0.04*	0.00*	0.38	0.66
Enhance Friendship	0.09	0.00*	0.07	0.00*	0.00*	0.00*	0.00*	0.00*	0.00*	0.00*	0.00*	0.30	0.15
Family Relationship	0.18	0.00*	0.32	0.01*	0.00*	0.00*	0.00*	0.00*	0.00*	0.00*	0.00*	0.01*	0.07
Learn about Ecosystem	0.61	0.13	0.77	0.01*	0.00*	0.00*	0.01*	0.00*	0.11	0.00*	0.00*	0.19	0.71
Reduce Stress	0.83	0.01*	0.30	0.00*	0.00*	0.00*	0.01*	0.62	0.03*	0.00*	0.00*	0.37	0.74
Avoid busy life	0.54	0.00*	0.12	0.00*	0.00*	0.00*	0.00*	0.14	0.00*	0.00*	0.00*	0.23	0.71
Relax	0.43	0.41	0.10	0.04*	0.24	0.17	0.02*	0.00*	0.31	0.00*	0.00*	0.64	0.36
Social Activities	0.11	0.00*	0.81	0.01*	0.00*	0.04*	0.00*	0.00*	0.00*	0.00*	0.00*	0.00*	0.01*
Satisfy Curiosity	0.35	0.05	0.90	0.12	0.00*	0.05	0.00*	0.00*	0.00*	0.00*	0.00*	0.00*	0.04*
Acquire Knowledge	0.97	0.00*	0.02*	0.00*	0.00*	0.10	0.01*	0.00*	0.15	0.00*	0.00*	0.14	0.00*
Enjoy Grilling Oysters	0.22	0.24	0.57	0.45	0.00*	0.05	0.00*	0.00*	0.00*	0.00*	0.00*	0.09	0.00*
Self-exploration	0.15	0.02*	0.04*	0.05	0.00*	0.51	0.24	0.00*	0.00*	0.00*	0.00*	0.02*	0.55
Convenient Transportation	0.63	0.15	0.30	0.01*	0.00*	0.12	0.00*	0.02*	0.06	0.00*	0.00*	0.03*	0.83
Road Signs	0.55	0.00*	0.72	0.00*	0.00*	0.00*	0.00*	0.02*	0.01*	0.00*	0.00*	0.00*	0.00*
Obtain Interpretation Skills	0.01*	0.00*	0.00*	0.00*	0.00*	0.13	0.00*	0.01*	0.00*	0.00*	0.01*	0.47	0.01*

P<0.05

Table 3. The Variance Analysis of Tourist Attributes and Tourist Satisfaction

	Gender	Age	Marriage	Education	Occupation	Average Household Income	Residence	Means of Transportation	Number of Visits	Companion	Staying Time	On-site Transportation	Docent
Sunset Watching	0.54	0.00*	0.80	0.00*	0.00*	0.00*	0.00*	0.18	0.07	0.00*	0.00*	0.41	0.42
Pool	0.35	0.00*	0.10	0.11	0.00*	0.00*	0.44	0.01*	0.23	0.00*	0.00*	0.00*	0.75
Converted Statue	0.28	0.17	0.11	0.00*	0.00*	0.00*	0.00*	0.00*	0.37	0.00*	0.00*	0.20	0.07
Water Sandbank	0.59	0.00*	0.04*	0.00*	0.00*	0.00*	0.00*	0.01*	0.91	0.00*	0.00*	0.56	0.01*
Stair Trail	0.99	0.38	0.05	0.00*	0.00*	0.02*	0.05	0.02*	0.59	0.00*	0.00*	0.18	0.67
Public Plaza	0.18	0.00*	0.82	0.09	0.00*	0.00*	0.00*	0.00*	0.01*	0.00*	0.00*	0.45	0.01*
View-watching Pavilion	0.01*	0.00*	0.04*	0.04*	0.00*	0.00*	0.04*	0.00*	0.00*	0.00*	0.00*	0.24	0.35
Sea-watching Trail	0.05	0.00*	0.00*	0.02*	0.00*	0.00*	0.00*	0.00*	0.09	0.00*	0.00*	0.24	0.86
Specialty Center	0.46	0.00*	0.00*	0.04*	0.00*	0.00*	0.00*	0.16	0.20	0.00*	0.00*	0.62	0.72
Tourist Fish Market	0.53	0.00*	0.53	0.00*	0.00*	0.00*	0.00*	0.09	0.19	0.00*	0.00*	0.19	0.23
Ecological Trash Can	0.10	0.00*	0.96	0.00*	0.00*	0.00*	0.03*	0.01*	0.23	0.00*	0.00*	0.55	0.06
Toilets	0.40	0.00*	0.69	0.03*	0.00*	0.00*	0.05	0.01*	0.52	0.00*	0.00*	0.21	0.09
Number of Toilets	0.09	0.85	0.16	0.45	0.19	0.06	0.18	0.90	0.09	0.04*	0.00*	0.02*	0.44
Rest Chairs	0.89	0.12	0.58	0.77	0.05	0.05	0.24	0.88	0.59	0.00*	0.00*	0.00*	0.39
Hardware Facilities	0.17	0.32	0.53	0.02*	0.00*	0.02*	0.61	0.00*	0.09	0.00*	0.00*	0.51	0.00*
Plant Species	0.39	0.52	0.09	0.03*	0.00*	0.00*	0.00*	0.01*	0.14	0.00*	0.00*	0.36	0.00*
Trail System	0.27	0.67	0.00*	0.06	0.15	0.67	0.50	0.02*	0.20	0.00*	0.00*	0.54	0.88
Bicycle Trail	0.68	0.71	0.28	0.07	0.08	0.35	0.26	0.25	0.70	0.00*	0.00*	0.62	0.89
Parking Lot	0.23	0.94	0.14	0.55	0.09	0.38	0.44	0.75	0.45	0.13	0.00*	0.72	0.15
Tourist Center	0.15	0.00*	0.04*	0.50	0.00*	0.02*	0.02*	0.04*	0.23	0.00*	0.00*	0.71	0.86

P<0.05