A Visitor Experience Scale: Historic Sites and Museums

by

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Author's Declaration

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

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

Abstract

Since Pine and Gilmore (1999) proclaimed the arrival of the experience economy era, research on tourists' experiences has become an area of growing interest among scholars and practitioners. Gaining knowledge of the experiential features of tourist activities at historic sites and museums is of paramount importance for tourism operators to understand and satisfy tourists' widely ranging needs. With this concern in mind, the purpose of this study was to develop a multiple-item scale to measure tourists' experiences of visiting historic sites and museums. To reach this goal, a questionnaire survey was designed to gather data about tourists' experiences in this context. Conducted at Fuzimiao (Confucius Temple) in Nanjing city, Jiangsu province, China, in the Summer of 2012 (starting in July and ending in August), the visitor survey had an overall response rate of 88%. A total of 500 questionnaires were used for data analysis.

Following the scale construction procedure suggested by DeVellis (2003), first, the literature examining experience constructs was comprehensively reviewed. An initial pool of scale items was generated. Followed by a review from six judges to ensure content validity, a total of thirty items were developed as a basis for measuring tourists' experiences. Subsequently, the scale's reliability was assessed with using Cronbach's alpha value. Alpha was 0.80. The statistical results of the ranked scale item mean show that the top rated experiences of tourists visiting Fuzimiao are "change from work", "get away", "relaxing", "entertainment", "watch music and dancing performance", and "chat with locals".

To refine the scale, 11 items that show significantly low corrected item-total correlation scores were eliminated. Deleting these items resulted in an increase in the alpha value from 0.80 to 0.88. The rest items which survived the reliability analyses

were subject to exploratory factor analysis (EFA). An interim six-factor model emerged, with the remaining 19 items accounting for 80.29% of the total variance. The six factors were entertainment, culture identity-seeking, education, exploration, relationship development, and escapism.

Given the underlying latent variable structure detected from EFA, confirmatory factor analysis (CFA) was performed to check the proposed measurement structure. Results of the CFA indicate that the measurement model fits the data adequately after the exploration factor was removed from the hypothetical model because measurement structure of this factor was unidentified. The evaluation of the model's composite reliability, convergent validity and discriminant validity provides good evidence of the reliability and validity of the five factors. The final experiential model, with 17 embedded items in five dimensions (entertainment, culture identity-seeking, education, relationship development, and escapism), was established.

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I am grateful to my father, Yulin Li, and my mother, Lingjun Tang, for their great love and support to my academic endeavors. I will never forget the encouragement and love they gave to me throughout my scholarly pursuit.

Dedication

This thesis is dedicated to my father,

Yulin Li (1941-2007),

who lives in my heart forever.

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Chapter 1

Introduction

Reviewing the stages of economic evolution makes clear that early consumers wanted mainly commodities and service to meet their survival needs. Later, they moved to demanding knowledge and problem solving ability for their daily lives. Nowadays, they are looking for an interesting lifestyle, always trying new things and visiting new places, have a passion for entertainment and enjoyment. In other words, they long for experiences, not just products and services (Darmer & Sundbo, 2008).

The phenomena of experience with different settings are ubiquitous in our economic and social life. While Pine and Gilmore (1999) claim the arrival of the experience economy era, the studies of experience in a variety of contexts and settings arouse people's interests. Tourism sector is no exception (Quan & Wang, 2004).With the increasing competition and globalisation in today's marketplace, in order to be successful, it is imperative for tourism companies and destination organisations to know how to differentiate their product offerings from rivals so as to sustain their competitive advantages. On the other hand, from the academic and theoretical perspective, tourism researchers also need to understand the role of experience for constructing relevant theoretical frameworks. Thus, understanding experiential phenomena in tourism-related activities is critical to both tourism practitioners and

researchers.

The concept of Customer Experience originated from Pine and Gilmore's book on the *Experience Economy* (1999). The authors treat "experience" as a new economic offering, after the commodities, goods and services that have long been provided to satisfy consumers' needs. Experience has now emerged as a determining factor in consumers' brand preferences and purchase decisions (Gentile, Spiller & Noci, 2007). As extrapolated by Hovedstadens (2005), the experience economy might become a mega-trend for global economy and may spread across various industries. Referring to the occurrence of an experience, Pine and Gilmore (1998) point out that it takes place "when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event" (p.98). It is a core strategic concern as a new value attribute.

Although the notion of experience economy is rather new, experience itself is not a new phenomenon. Its related activities have already been studied in the context of tourism, leisure, hospitality, culture, IT service, education, entertainment, etc (Darmer & Sundbo, 2008). Quan and Wang (2004) claim that tourism is recognized as one of the leading industries of experience economy. This acknowledgement reveals that the economic offerings of tourism and travel industry are inherently experiential (Tsaur, Chiu & Wang, 2006).

Despite the popularity of the conceptual works on the experience economy and the like, there is a notable lack of empirical examinations on tourists' experiences particularly as to develop a measurement scale to identify the latent dimensions of this construct. The current study attempts to fill this gap by empirically examining the tourists' experiences, specifically, at historic sites and museums.

1.1 Purpose, Objectives and Tasks to Perform

The purpose of this study is to develop a multiple-item scale to measure tourists' experiences of visiting historic sites and museums. The instrument will assist in capturing the essence of the experiential concept and in improving the effective management of the experience. To reach this goal, a questionnaire survey will be designed and implemented. Operationally, this research addresses three objectives: a) to identify the latent factors/dimensions in measuring tourists' experiences at historic sites and museums; b) to apply the scale to a historic site and museum; c) to unfold the marketing implications of this measurement scale for the industry practitioners at historic sites and museums.

Specifically, six tasks were identified to be undertaken for this study.

1) Identify the potential scale items for the experiences of tourists visiting historic sites and museums

2) Test the scale with a development sample

3) Refine the scale to a smaller number of more focused items

4) Conduct exploratory factor analysis to identify the latent factors

5) Perform confirmatory factor analysis to verify the specified factors and establish a measurement model

6) Find out the implications of this scale for the operators at historic sites and museums with regard to the identification of market segments and the development of marketing strategies

1.2 Significance of the Study

This study could have both methodological and practical implications. Methodologically, first, according to Oh, Fiore and Jeoung (2007), "measurement scales of a concept can serve as an important tool to empirically test the viability of the concept and its relationships with other meaningful variables, thereby contributing to knowledge generation and theoretical progress of the concept (p.129). The study has shown that the tourists' experiences at historic sites and museums are not abstract constructs, but rather are specific dimensions that can be empirically measured. Therefore, this study adds to limited empirical studies of the experiences of tourists visiting historic sites and museums.

Second, to the best of my knowledge, this study is the first empirical one to develop a multiple-item scale to measure tourists' experiences of visiting historic sites and

museums. Although this study focuses on the industry segment of historic sites and museums, the research process and findings could much likely be applied or replicated to other tourism sectors and industry segments.

On the practical side, this study is capable of making several contributions to the marketing related practices at historic sites and museums. First of all, the findings of this study will be useful for the managers/curators working at historic sites and museums to identify their key market segments. Once the managers know about their key market segments, they can provide tourists with the appropriate experiences in accordance with their need and wants.

Moreover, from the perspective of promotion, the results of this study could help the managers/curators to promote 'experiential' benefits through effective advertising, or 'experience providers', as suggested by Schmitt (1999b) in his concept of experiential marketing, including "communications, visual and verbal identity and signage, product presence, co-branding, spatial environments, electronic media, and people" (p.63).

Last but not least, according to Oh, Fiore, & Jeoung (2007), a measurement scale could be used for performance evaluations by tourism practitioners. Specifically, the managers/curators at historic sites and museums could use this scale for

benchmarking their business performance after the same scale is repeatedly tested at various destinations so as to improve their experiential offerings.

1.3 Definitions

The following definitions are helpful for understanding the key concepts and constructs mentioned in this study:

Experience Economy: The term *Experience Economy* was first described in an article published in *Harvard Business Review*, 1988 by B. Joseph Pine and James H. Gilmore, titled "Welcome to the Experience Economy". In it they described the experience economy as the next economy following the agrarian economy, the industrial economy, and the most recent service economy (Pine & Gilmore, 1998).

Experience: Experience can be defined as "practical contact with and observation of facts or events" (Oxford Dictionaries, 2010) or as "events that engage individuals in a personal way" (Bigne & Andreu, 2004, p.692). The 'experience' in the context of tourism has often been depicted as "the subjective mental state felt by participants." (Otto & Ritchie, 1996, p.166). In this paper, the author presents a definition of experience as follows:

> Experience is a personal, emotional, and memorable reflection of thoughts in response to a staged situation where the product, the service, and the

supplements to them (e.g., theme, aesthetics, lifestyle, social identity,

intellectual and spiritual offerings) are integrated by a firm or an organization

to provide its customers with economic value.

Historic site: "An official location where pieces of political, military or social history

have been preserved. Historic sites are usually protected by law, and many have

recognized with *national historic site* status. A historic site is any building, landscape,

site or structure that is of local, regional, or national significance; accessible to the

public; providing a service to the community; maintaining a high level of integrity".

("Historic Site," 2011)

Museum: "An institution that houses and cares for a collection of artifacts and other

objects of scientific, artistic, or historical importance and makes them available for

public viewing through exhibits that may be permanent or temporary"("Museum,"

2011).

Scale: In the Oxford English Dictionary (2010), scale in psychology is defined as "a

graded series in terms of which the measurements of such phenomena as sensations,

attitudes, or mental attributes are expressed; sometimes preceded by the name of the

person to whom a particular scale is attributed, or some other qualifying word". In

math, scale is described as "a number of terms included between two points in a

progression or series". Emphasizing the measurement function of scales, DeVellis

(2003) further denotes that "scales are collections of items combined into a composite

score, and intended to reveal levels of theoretical variables not readily observable by

direct means".

Leisure: "Time free from obligations, such as work, personal maintenance,

housekeeping, parenting, and other nondiscretionary commitments" (Smith, 1990,

p.179).

Marketing: Marketing is the activity, set of institutions, and processes for creating,

communicating, delivering, and exchanging offerings that have value for customers,

clients, partners, and society at large (American Marketing Association, 2007).

Tourist Destination: From a competitive perspective, tourist destinations are

"geographic concentrations of inter-connecting companies, specialised suppliers,

service suppliers, firms in related industries and associated institutions in particular

fields that compete but also cooperate"(Snepenger et al. 2007, p.319).

1.4 Organization of the Dissertation

This dissertation is organized under six chapters. The first chapter presents an

introduction to the research topic. The purpose, objectives and major tasks to perform

are placed at the beginning of the chapter followed by the significance of this study. Key definitions are also included to help readers to understand the relevant concepts. Chapter 2 reviews the academic literature that links to this study. Due to the limited amount of research publications in the field of experiential study, the papers reviewed are drawn primarily from the leisure, marketing and tourism literature with respect to the constructs and streams of the experience study, factors influence tourists' experiences, experience measurement and experiential marketing, and specifically, tourists' experience in visiting historic sites and museums. Chapter 3 describes the methodology used for this research. The concept and merits of scale development are reviewed and the steps taken in developing the scale are discussed. A description of research site and the research instrument and techniques used for data collection are also included in this chapter. Chapter 4 reports the research findings. Based on the statistical results of the reliability test and exploratory and confirmatory factor analysis, the modified measurement model was established. Chapter 5 first examines the key findings of the current study. Subsequently, both methodological and practical implications of the research are discussed. Limitations of this study are acknowledged with future research recommendations are presented at the end of this chapter. The research summary and concluding remarks close Chapter 6. Additionally, the survey instrument and documents used for research implementation are enclosed in the appendices.

Chapter 2

Literature Review

2.1 Nature of Experience in Leisure Study

The conceptualization of "leisure experiences" (Clawson, 1963; Mercer, 1971) was

developed from the perspectives of phenomenology (Harper, 1981; Tinsley & Tinsley,

1986) and psychology (Neulinger, 1974; Iso-Ahola, 1980). Researchers tend to agree

that experience is psychologically a state of mind (Driver & Tocher, 1970; Mannell,

1980; Mercer, 1971; Lee & Shafer, 2002). This conceptualization has been one of the

critical issues in manifesting the connotation of leisure (Brown & Haas, 1980;

Mannell, 1980; Shaw, 1985).

A special issue of the *Journal of Leisure Research* (1998, Volume 30, Issue 4)

centered on leisure as multiphase experience. Leisure experience in this issue was

conceptualized as travel information use during vacation time (Vogt & Stewart, 1998),

acquiring recreational stories (Patterson, Watson, Williams & Roggenbuck, 1998), the

person-nature transaction (focus of attention, mood states, and perceptions of risk and

competence) (McIntyre & Roggenbuck, 1998), optimal experience (Walker, Hull &

Roggenbuck, 1998), and satisfaction (Hultsman, 1998).

An alternative conceptualization of experiences was illustrated in a four-level

hierarchy of demand for outdoor recreation (Bruns et al., 1994; Driver et al.,1991; Haas, Driver & Brown,1980; Manfredo, Driver & Brown,1983; Manning, 1986).The 'experiences' was placed at Level Three and seemed to result from participation in leisure activities (Level One) in a specific recreational 'setting' (Level Two). Although this conceptualization is useful for recognizing the role of experience in accommodating recreation demand, it is not necessary to construct it in the form of a hierarchy, or in other words, 'experience' could be placed at the same level as 'activities" and 'setting' because 'experience' occurs simultaneously with 'activities' and 'setting'.

With regard to the type of leisure experiences, peak (Maslow, 1968), flow (Csikszentmihalyi, 1975), and absorbing experiences (Tellegen & Atkinson, 1974) are typical examples, which Mannell (1996) named optimal experiences. Maslow (1968, p.73) depicts that peak experiences as "moments of highest happiness and fulfillment" often obtained by engaging in natural and authentic experience, aesthetic appreciation, creation and innovation, sport activities, etc. Csikszentmihalyi (1975) observes the flow experience acquired from people playing chess and climbing rock. This type of experience is often described as an "intellectual and action challenge", "a feeling of competence and control in a difficult situation", "wholly concentrating and all-absorbing". In other words, the core themes of peak-flow experiences include but are not limited to the following aspects: such experiences require full attention and

deep perception; participants do not think of other things while immersed in the activity; forget time and space and have high levels of enjoyment; and the experiences overcome boredom and anxiety. Csikszentimihalyi's flow notion could be highly useful for leisure researchers wishing to examine the similar experience encountered by people in other forms of leisure activities, most likely in competitive sports and artistic activities.

In light of the nature of leisure experiences, they are more emergent than predictable (Lee & Shafer, 2002; Patterson et al., 1998). This perception might come from the view of experience as more about a "process" than a "consequence" (Kivel, Johnson & Scraton, 2009). Leisure experiences are also dynamic and remain in personal stories and memory (Lee & Shafer, 2002; Stewart, 1998).

2.1.1 Constructs

While leisure experience has continuously drawn attention from leisure scholars, consensus has not been reached in respect to what composes "experience" (Kivel, Johnson & Scraton, 2009). Put in another way, "experience" is still an elusive term (Meyersohn, 1981). Despite this elusiveness, scholars have tended to believe that leisure is a construct that arises from experience (Kelly & Freysinger, 2000; Kivel et al., 2009; Mehmetoglu & Engen, 2011).

Clawson (1963) proposed a model to look into the stages of "recreation experience" and identified five stages: anticipation, travel to the site, on-site activity, return travel, and recollection. This model sheds light on the process of recreation experience and how could it be measured. Walker, Hull and Roggenbuck (1998) recognize the importance of the aforementioned experience stages but are more concerned with interaction among them. They conducted an empirical study to examine the relationship between the quantity of optimal experience obtained during the on-site stage of outdoor activity and the quantity of benefit acquired off-site during the recollect phase. Schmidt and Little's (2007) study identified three leisure experience components commonly shared by people who engage in leisure activities: triggers, responses, and outcomes. With regard to having a desirable leisure experience, Hood (1983) identified the following six criteria: 1) social interaction among people; 2) doing something beneficial; 3) feeling comfortable at the setting; 4) facing a challenge of new experiences; 5) given an opportunity to learn; 6) taking part in actively.

Emotion is regarded as a critical component of leisure experience (Ajzen & Driver, 1992; Tinsley & Tinsley, 1986). Lee and Shafter's (2002) study attempted to clarify the dynamic nature of emotion experienced in a recreational setting based on Affect Control Theory and how interaction power could influence the lived experience.

2.1.2 Streams of Leisure Experience Study

The major share of leisure experience studies has explored leisure experience at individual, non-ideological levels. These studies examined individual differences of leisure experience by categorizing their social identities such as age and gender, rather than social relationships and institutional oppression (such as racism and sexism) (Kivel, Johnson & Scraton, 2009). Smith (1987) argues that social relationships and institutional structures need to be used as a foundation when conceptualizing the experience. Echoing Smith, Kiver, Johnson and Scraton studied the role of race played in individual leisure experience. By adopting the methodological strategies of collective memory work and critical race ethnography, they suggest that it is critical for leisure researchers to have knowledge about the institutional construct of racism and sexism in leisure experience pursuits.

From the social and psychological perspectives of leisure experience, North American scholars have tended to use positivist methodology to center on the mainstream populations rather than include marginalized people (Bella, 1989). Only recently have North American scholars paid attention to the contextualized experiences of leisure (Henderson, Hodges & Kivel, 2002). In fact, feminist leisure scholars from both North America and the United Kingdom have examined the differences in leisure experience among marginalized people (e.g., lesbian and gay, visible minority) (Kivel et al., 2009).

Mannell and Iso-Ahola (1987) introduced three psychological approaches to studying

leisure experiences: definitional, post-hoc satisfaction and immediate conscious

experience approaches. The definitional approach centers on the perceived

determining factors that will influence the perception of leisure. The post-hoc

satisfaction approach mainly looks into the impacts of motivations, consequences, and

satisfactions on the associated experience. The immediate conscious experience

approach primarily deals with the on-site and real-time issues of experience.

In respect to research on the quality of leisure experience, the traditional approach to

this subject tends to rely on more linear methods to analyze the causal relationship

between people's expectations of the experience and its outcomes. However,

Patterson et al. (1998) point out the need for seeking the contextual meaning of

experience in recreational settings such as by studying the personal stories of

experience to understand their impact on life enrichment. Given the novelty of this

approach, it offers a more meaningful insight into the ways in which experience as an

emergent phenomenon in recreational settings should be viewed and understood. This

approach also supports the argument made by Stewart (1998) that leisure experiences

are vitalizing and remain in personal stories and memory. Using phenomenological

analysis, Schmidt and Little (2007)'s study also provide some support for this

argument. They explored the spiritual elements of leisure experience and found that

the spiritual experience arising from the rich context of individual stories could

impact personal growth and development. In a similar vein, Cilesiz (2009) reports

another phenomenological study of adolescents' educational use experiences of computers at Internet cafes in Turkey and discusses the potential benefits of this leisure and learning experience in adolescent development.

2.1.3 Experience Measurement

Although some scholars argue that experience mainly sits in people's mind (Driver & Tocher, 1970; Mercer, 1971), others contend that it can also be exhibited and measured in individual behaviours (Schreyer, Lime & Williams, 1984). Harper (1981) argues that the construct of experience is hard to illustrate, and further states that the experience measured by leisure scholars is more likely the psychological aspects of individual behaviours arising in related experience such as satisfaction and motivation, rather than the experiences themselves.

Walker et al. (1998) constructed a scale to measure the quantity of optimal experiences during the on-site phase of outdoor recreation based on the features of psychological states described by Maslow (1968), Csikszentmihalyi (1990), and Quarrick (1989), i.e., a) distinctiveness from routine life, b) whole concentration on the subject, c) lost sense of time, and d) forgetting self. Okazaki (2008) developed a scale to measure experiential value in online mobile game adoption. The factors of experiential value contained in this scale are intrinsic enjoyment, escapism, efficiency, economic value, visual appeal, perceived novelty, and perceived lack of risk.

2.2 Nature of Experience in Marketing Study

Schmitt (1999) argues that experiences are private and personal events that take place in response to stimulation and require personal involvement at certain levels. From a pure market perspective, Lewis and Chambers (2000) define consumer or market experience as "the total outcome to the customer from the combination of environment, goods and services purchased" (p.46). Although experience comes out of product and service purchase, Chen and Liu (2007) assert that experience is distinctive from a product and service due to its natural link to customers' inherent needs, such as emotion, satisfaction, motivation and self-fulfillment. Emphasizing on the relationship between market and consumer, Edgell, Hetherington and Warde (1997) declare that consumer experience occurs due to the interaction among market, business and consumers. Furthermore, they state that people often mix up a "consumption" experience with a "consumer" experience. The latter usually involves a product or service exchange in a market setting, while the former does not.

Holbrook and Hirschman (1982) claim that consumption is referred to as a "primarily subjective state of consciousness with a variety of symbolic meanings, hedonic responses, and aesthetic criteria" (p.132). Otto and Ritchie (1995) reinforce this view, stating that "the consumption experience focuses on each individual's affective responses including (but not limited to) "fantasies, feeling and fun" (p.38). From the perspective of suppliers' relationship with their customers, Pine and Gilmore (1998,

1999) profess that the best relationship is often affective. According to Lofman (1991), in the view of consumer purchase intension, there are two types of consumptions: instrumental and hedonic. Instrumental orientated consumption bases on logic information processing and rational decision making. Opposite to instrument-orientated consumption, hedonic-orientated consumption has often been experiential and irrational in purchase decision making due to its focus on playfulness. Zarantonello and Schmitt's (2010) study on consumers' preferences on experiential appeals indicates five types of consumers: hedonistic, action-oriented, holistic, inner-directed, and utilitarian consumers. This categorization provides more detailed views of experience consumption.

In marketing studies, the concept of experience has been examined in different contexts such as consumption experiences (Holbrook & Hirschman, 1982), product experience (Hoch, 2002), aesthetic experience (Joy & Sherry, 2003), service experience (Hui & Bateson, 1991), shopping experience (Kerin, Ambuji & Howard, 1992), and customer experience (Ryder, 2007).

Bred from Pine and Gilmore's (1998) pioneered notion of 'experience economy', an experience occurs "when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event" (p.98). Built on the conceptualization of 'experience economy', Schmitt (1999)

focuses his study on experiential marketing, and argues that experiential marketing is distinctive from the traditional way of marketing in four characteristics: "a focus on customer experience, a focus on consumption as a holistic experience, customers are rational and emotional animals, and methods and tools are eclectic" (p.55-57). He further introduced five Strategic Experiential Modules (SEMs): Sense, Feel, Think, Act, and Relate. By comparing these modules to Hirschman and Holbrook's (1986) Thought-Emotion-Activity-Value (TEAV) model, it is obvious that they are similar to one another except for 'Relate' in SEMs vs. 'Value' in TEAV. Lofman's (1991) exploratory study on the elements of experiential consumption indicates six elements: Setting, Sensation, Thought, Feeling, Activity, and Evaluation. Chen and Liu (2007) also identified five elements of virtual experiential marketing in their study of online consumer's attitude and behaviours in reaction of virtual experiential marketing: Sense, Interaction, Pleasure, Flow and Community Relationship. Again, little variation is obvious among these four proposed models of experiential marketing elements. However, further studies of the experiential marketing elements in a variety of industry sectors are recommended so as to make generalisation possible.

Schmitt (1999) states that experiences can be obtained through so-called experience providers (ExPros) such as communications, visual and verbal identity, product presence, electronic media, etc. Since its emergence, experiential marketing has been regarded and used by firms as the one of the most powerful instruments to

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differentiate their products and services from those of others (Chen & Liu, 2007). It

will reach its dominant status in marketing science in the future (Williams, 2006).

Rinallo, Borghini, and Golfetto (2010) conducted a study on experiential marketing of

international trade shows in the textile apparel industry in Europe. The findings of

their study provide support to the above statement, and indicate that adopting the

experiential marketing instrument in trade show management could lead to successful

market performance.

Regarding the measurement of experiential value, Mathwick, Malhotra, and Rigdon

(2001) crafted an experiential value scale (EVS) to examine experiential benefits

based on the perceptions of enjoyment, aesthetics, customer's "return on investment"

(ROI) and service excellence, and empirically tested in the environment of internet

and catalogue shopping. Rather empirically, Sitz (2008) used a qualitative method

called discourse analysis (DA) to look into the experiential value of shopping

activities. The findings manifest that discourse analysis is a useful tool for marketing

practitioners as it helps them understand and interpret the ongoing constructions of

experiential value embedded in shopping activities.

2.3 Nature of Experience in Tourism Study

While exploring the nature of the tourist experience, Boorstin (1961) depicts it as a

"trivial, superficial, frivolous pursuit of vicarious, contrived experiences (p.77), and it

is often viewed as a 'pseudo-event'. In contrast, MacCannell (1973) argues that the

tourist experience is rather authentic by nature because tourists inherently look for

authentic experiences and "see that life [of the places visited] as it is really lived"

(p.594). He further states that the 'pseudo-event' is due to the problem of mass

tourism and it does not give a truly analytical reflection of tourist experience. While

critically examining the contention of the above researchers' work, Cohen (1979)

points out that neither conception is "universally valid, though each has contributed

valuable insights into the motives, behaviour and experiences of some tourists.

Different kinds of people may desire different modes of touristic experiences; hence

'the tourist' does not exist as a type" (p. 180). Furthermore, using a phenomenology

method, he developed five modes of tourist experience: Recreational, Diversionary,

Experiential, Experimental, and Existential modes that span from seeking a "mere"

pleasure to questing for the meaning of people's 'spiritual centre'. This 'spiritual

center', as defined by Cohen (1979), "symbolizes ultimate meaning for individual[s]"

(p. 181). According to Cohen, tourism experience derives from the relationship

between a person and his or her 'spiritual center'. In other words, the experience

comes from people's perception of the world. Exemplifying the terminology of

Cohen's (1979) 'spiritual center', Little and Schmidt (2006) took a phenomenological

approach to explore the meaning and nature of experience and found that leisure

travel experience may offer spiritual meaning and have an impact on tourists. They

identified three core perspectives of the spiritual travel experience: an enhanced

awareness of self and others, a sense of connection, and intense sensation.

Uriely (2005) suggests two epistemological approaches for examining tourist experiences. First, from a modernist perspective, tourism experience is beyond the daily life, and thus, an unusual experience. From a postmodernist point of view, the second, suggests that tourist experience, rather than being apart from everyday life, is instead, embedded in and connect with everyday life. Echoing Uriely's first approach, Cohen (1979) stresses that "tourism is essentially a temporary reversal of everyday activities — it is a no-work, no-care, no-thrift situation" (p.181). In a similar vein, Smith (1979) claims that the main purpose of tourist travelling is to experience change. Although tourist experiences have some "mixed" or "gross" components such as eating and sleeping, Quan and Wang (2004) point out that tourist experiences are "pure", "net" or "peak" experience, mainly in response to the attractions. Relph (1976) also notices the "peak" experience that places bring to visitors. He depicts "peak experiences" as "feelings of joy, ecstasy, of awe or despair, of unity with our surroundings, of perfection" (p.l23). Mannell and Iso-Ahola (1987) take a more holistic view of tourist experience, and state that tourism experience encapsulates religious pursuits, life enrichment, the means to 'get-away' from everyday life, and the chance for fostering interpersonal relationships. Little and Schmidt (2006) reinforce this view, and argue that tourist experience should be perceived as an economic entity, a self-exploration, a cultural phenomenon, and a commodity.

2.3.1 Constructs

Walls et al. (2010) identified four components of consumer experience in tourism industry: Ordinary, Extraordinary, Cognitive and Emotive. From the leisure perspective, Ryan (1997) states that tourism experience involved individual entertainment, learning or both. Emphasizing the service component of tourist experience, Mendes, Valle, Guerreiro and Silva (2010) describe tourist activities as often composed of a series of related service elements.

Pine and Gilmore (1999) introduced a model of four realms of experience based on the different levels and forms of customer involvement in market offerings, namely Entertainment, Education, Esthetics, and Escapism. After thoroughly reviewing Pine and Gilmore's model, Oh, Fiore and Jeoung (2007) point out the escapist experience has not been investigated in detail for effective destination management, and suggested the clarification of its components. First, escapism for people simply means a get-away from their daily routine without any other particular reasons. Second, escapism is triggered by the destination people want to visit. Third and most importantly, the tourist engagement in destination activities makes their means of escapist experience (Oh, Fiore & Jeoung , 2007).

Quan and Wang (2004) developed a conceptual model of the total tourist experience. According to them, the tourist experience contains two dimensions: the peak touristic

experiences and the supporting consumer experiences. Quan and Wang also examined

the relationship between these two dimensions as well as their relations to the daily

experience.

2.3.2 Streams of Tourist Experience Study

Walls et al. (2010) performed an extensive review of the literature that focuses on

consumer experience research in hospitality and tourism and identified three major

streams of its nature: 1) establishing a taxonomy of experiences; 2) finding the causes

of an experience; and 3) examining the nature of experience with other associated

constructs. Although their generalization of the research on experience is inspiring,

the study seems to have two defects. One is that they did not specify the time period

of the articles they selected and examined. The other is that the articles they selected

are not an appropriate representation of experiential research in hospitality, and

particularly in tourism. That is to say, these studies were not wholly focused on

hospitality and/or tourism, but instead, included studies in retail, advertising, and

psychology. For example, the experience-related scales they mentioned — pleasure

arousal dominance scale (PAD) developed by Mehrabian and Russell (1974) and the

sensation seeking scale by Zuckerman (1994) are both psychology based.

Although the concepts of experience economy and experiential marketing (Pine and

Gilmore, 1999; Schmitt, 1999) have been accepted by tourism scholars, there is little

empirical evidence on the measurement of tourism experiences (Gretzel, Fesenmaier,

Formica & O'Leary, 2006). Oh, Fiore and Jeoung (2007) proposed a measurement

scale testing Pine and Gilmore's (1999) model describing four realms of experience.

The findings of the study indicate that Pine and Gilmore's model is a practical

measurement instrument for destination marketers to use in evaluating the tourist

experience in the bed-and-breakfast industry. Also focusing on the tourists'

accommodation stay experiences, albeit from a different angle and being tailored to

boutique type hotels, McIntosh and Siggs's (2005) research detects five core

experiential factors, namely, unique character, personalized, homely, quality, and

value added.

2.3.3 Factors Influence Tourist Experience

Walls et al. (2010) note a number of influencing factors of consumer experience:

perceived physical experience elements, perceived human interaction element,

individual characteristics, and situational factors. Whilst stressing the importance of a

theme shifting a service into an experience, Gilmore and Pine (2002) reveal that

theme is a critical factor which could result in a consistent experience for customers.

Another crucial but often neglected factor, geographical consciousness, also

influences the experience of tourists. Generally, geographical consciousness is

defined as a sensory experience of objects, places and environment visitors inherently

have, and can be either positive or negative orientated (Billinge, 1977; Buttimer, 1976;

Seamon,1979; Tuan, 1977). To exemplify how geographical consciousness affects

tourist experience, Li (2000) conducted a phenomenological study of leisure tourism

experience and found that geographical consciousness functions as a spatial and

temporal link between tourists and destinations, and this link often leads to a process

of knowledge acquiring and personal development during the tourists' visit to a

destination.

Pullman and Gross (2004) examined the causal relationship between design elements

(food and beverage, layout and seating) and participants' emotion during a VIP circus

event. They further demonstrate how the service elements can contribute to

experience enhancement and customer loyalty. Otto and Ritchie (1996) also stress the

importance of service factors in evaluating tourism experience, and argue that they are

specific constructs rather than profound abstracts, and can be used for a better

understanding of satisfaction.

2.3.4 Experiential Marketing in Tourism

Williams (2006) examined the concept of experiential marketing in tourism and

hospitality industries and developed a framework for marketing practitioners that

helps them understand how to execute experiential marketing strategies. Exemplified

by an experiential marketing campaign case study on Brand Canada, Hudson and

Ritchie (2009) introduced a four-step conceptual model for building the destination

brand experience. Although this model provides a framework of the destination

branding process, it seemed not specifically linked to the destination experience. In

their empirical study, Tsaur, Chiu and Wang (2006) investigated the effects of

experiential marketing on the behaviours of people visiting Taipei Zoo. Their findings

indicate that the effects of experiential marketing on visitors' emotion and the effects

of emotion on visitors' behaviour are both positive.

Regarding the methodology used, Knutson, Beck, Kim and Cha (2009) notice that

several experiential studies adopted qualitative methodologies such as in-depth

interviews and focus groups, which indicate the exploratory nature of experiential

study; however, they called for more empirical research to cast new light on this

subject. Walls et al. also suggest that experiential research needs to be conducted from

a managerial point of view, for instance, on whether gaps exist between how tourism

managers and tourists view what are considered to be valuable tourist experience.

Although still lacking congruence with the true meaning of tourist experience

(Mannell & Iso-Ahola, 1987), tourism scholars and practitioners tend to agree that by

understanding experiential approaches to tourism, marketing managers might be able

to develop and implement better marketing strategies (Walls et al., 2010).

2.4 Tourist Experience in Visiting Historic Sites and Museums

Historical sites and museums as popular tourism destinations in both North America

and Europe have increasingly drawn attentions from visitors over the past decades (Jakle, 1985; Kammen, 1991; Lowenthal, 1985; Mooney-Melville, 1991). Although more and more visitors show their interest in visiting historical sites and museums, Alderson and Low (1996) note that visitors are not always well educated about them. Falk and Dierking (1992) and Prentice (1993) argue that museum-goers have poor recall of what they have seen during their visits.

Visitors' experiences have been treated as core products by historical sites and museums (Goodall,1993). Different style museums can offer distinctive experiences, such as resonance, inspiration, wonder, liberation, hope, and reflection, to attract their visitors (Harrison, 1994; Hooper-Greenhill, 1994a; Vergo, 1989). These museums are often categorized alternatively as mausoleums, celebrations, cultural emporia, or "houses of life" (Fitzgerald, 1994; Talley, 1992).

Historical theme parks are sometimes described as "nostalgia parks", as places promoting a longing for the past, and a longing to return to past values and lifestyles. To this end, nostalgia is not simply prompting memories but also arousing people's desire to re-generate those memories into present experience. Thus, the experience of visiting historical theme parks could be one in which the past implies messages for the future (Prentice, Witt & Hamer, 1998).

Prentice, Witt and Hamer's (1998) case study of the Rhondda Heritage Park in UK

suggests that visitors are less influenced by their socio-demographic characteristics

than by experiential factors. Age, social status, and education level did not play a

prominent role in understanding experiences (Prentice, 1989). This finding lends

support to Milman's (1991) contention that there is lack of association between

motivations for visiting theme parks and socio-demographic characteristics of visitors.

If it is deemed that the core product of a heritage attraction is the experiences it offers,

then the use of socio-demographics as a segmentation basis may not be appropriate.

Therefore, there is a call to develop new bases of segmentation which are applicable

to the experiential core product of heritage attractions (Prentice, Witt & Hamer,

1998).

Chapter 3

Methodology

This chapter contains a description of the methodology used to conduct the study. The purpose of this study was to develop a multiple-item scale to measure tourists' experiences of visiting historic sites and museums. Specifically, six tasks were identified to be undertaken for this study: (a) to identify the potential scale items for the experiences of tourists visiting historic sites and museums; (b) to test the scale with a development sample; (c) to refine the scale to a smaller number of more focused items; (d) to conduct exploratory factor analysis to identify the latent factors; (e) to perform confirmatory factor analysis to verify the specified factors and establish a measurement model; (f) to find out the implications of this scale for the managers/curators at historic sites and museums with regard to the identification of market segments and the development of marketing strategies

3.1 The Concept of Scale Development

In the Oxford English Dictionary (2010), scale in psychology is defined as "a graded series in terms of which the measurements of such phenomena as sensations, attitudes, or mental attributes are expressed; sometimes preceded by the name of the person to whom a particular scale is attributed, or some other qualifying word". In math, scale is described as "a number of terms included between two points in a progression or

series". Emphasizing the measurement function of scales, DeVellis (2003) further denotes that "scales are collections of items combined into a composite score, and intended to reveal levels of theoretical variables not readily observable by direct means". Similarly, Miller & Salkind (2002) note that scales can refer to all kinds of measures and are often used interchangeably with indexes. As an essential approach in scientific investigation, measurement is used to quantify a phenomenon of interest and make sense of observations (DeVellis, 2003). With respect to the types of scale, Stevens (1946) develops a theory of scale types and claims that there are only four types of scales used in all scientific measurement: 'nominal', 'ordinal', 'interval', and 'ratio'.

Scale development is suitable to situations in which researchers attempt to measure phenomena that are intangible or cannot be directly assessed. Therefore, researchers need to rely on a validated scale to examine the underling constructs of the phenomenon so as to understand and interpret the phenomenon. These constructs or variables often need to incorporate the thoughts of respondents involved in the study (DeVellis, 2003).

In regard to the sequence of scale development, researchers need to keep several important tactics in mind. First and often overlooked, before starting to develop a new scale, it is wise to scan the relevant literature to determine whether an appropriate

scale already exists (Miller & Salkind, 2002; Veal, 2006). Moreover, a thorough review of existing theory related to the examined construct is recommend before attempting to develop a new theoretical framework (DeVellis, 2003). Last and most importantly, good scale development should be based on the construct's theoretical meaning, the domain of the construct, and its dimensionality, which normally can be drawn from a thorough literature review and specialist opinion (Bearden, Netemeyer & Mobley, 1993).

3.2. Merits of Scale Development

As scale development is considered one of the subsidiary techniques of questionnaire-based survey method (Veal, 2006), it carries a number of features usually shared by the survey method. First, it is deemed a legitimately empirical investigation and uses a relatively straightforward approach. Although the method cannot reach absolute 'objectivity' in a strict scientific sense, it does offer a large degree of transparency, parsimony and clarity in terms of data collection, analysis and interpretation (Veal, 2006). Second, along with using questionnaires, the finding resulting from measurement can be more generalizeable than those derived from qualified methods. For instance, in their study of the service experience in tourism, Otto and Ritchie (1996) developed and verified a scale across three different tourism sectors: hotels, airlines, and tours/attractions. Because of the empirical nature of this study, the dimensionality of the service experience in tourism found through the study

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can be generalized to the aforementioned three industry sectors. Third, like other empirical methods, this measurement technique is more appropriate to answer 'who/what/how many/how much' questions, often accompanied by the factor analysis in its data analysis. Bigné and Andreu (2004) did an empirical study on visitor consumption emotions in tourist segmentation. The research question was developed to identify the emotional criteria that can be used to distinguish between tourist segments — a typical 'what' question, followed by an exploratory factor analysis.

Fourth, by using comparable studies in repeated surveys, scale development can measure designated variables over time to see if change occurs (Veal, 2006). Fifth, when used for leisure and tourism study, scale development as an empirical research approach may be warmly welcomed by governmental, non-profit and commercial organisations as they often prefer and rely on quantified information to assist them in making decisions (Veal, 2006). This trend has been explicitly shown in a number of tourism experiential studies (see Bigné & Andreu, 2004; Oh, Fiore & Jeoung, 2007; Otto & Ritchie, 1996; Tsaur, Chiu & Wang, 2006; Wu & Liang, 2009). Last, unlike other subjective research methods, the scale development method, if used properly, can produce less bias because of the associated statistical analysis.

Scale development may be suitable to measure generic tourist activities and behaviours, tourism experience in particular. Along with using questionnaires, the

measurement can provide a general picture of tourism experience patterns (Veal, 2006). Tourism experiences as phenomena are invisible and untouchable, which make them difficult to measure. While this difficulty exists, we can measure their underlying constructs by developing scales so as to eventually measure experiences. From this point of view, the following studies showcased good examples of measuring distinctive tourism experiences by orchestrating scale development. To tackle the application of Pine and Gilmore's (1999) four realms of experience in the bed-and-breakfast industry, Oh, Fiore, and Jeoung (2007) constructed a seven-point strongly disagree-strongly agree scale, with sixteen experience economy items. The findings of their study indicated that Pine and Gilmore's (1999) inaugural framework of four realms of experience not only conceptually fits but also has practical value for exploring tourist experiences. Their study also implies that scale development is a useful measurement tool to explore the meaning of relatively new concepts like experience economy and experiential marketing as well as their relationships with other variables. To uncover the construct of service experience in tourism, Otto and Ritchie (1996) developed a six-point Likert scale consisting of fifty-six items. The scale measured six dimensions of a service experience construct domain: hedonic, interactive, novelty, comfort, safety and stimulation. The results of this measurement indicated that instead of an ambiguous concept, service experience factors in fact can be empirically tested to fulfill the goal of better understanding satisfaction. In order to understand the relationship between a service encounter and hotel restaurant customer

behaviour, Wu and Liang (2009) used a seven-point Likert scale to measure the dimensions of restaurant environment factors, interaction with service employees, and interaction with other consumers for the construct of a service encounter; the dimensions of fair price, time efficiency, excellent service, aesthetics and escapism for the construct of experiential value; and the construct of consumer satisfaction, respectively. From a managerial perspective, this measurement offers restaurant owners some useful insights into customers' perception toward experiential value. In an attempt to investigate the effects of experiences of experiential marketing on the consequent visitors' behaviours, Tsaur, Chiu and Wang (2006) proposed a scale using five-point Liker scale to measure Schmitt's (1999) experience of Sense, Feel, Think, Act and Relate marketing. The study revealed that each experience of experiential marketing, the visitors' emotion, satisfaction and behavioural intention are causally related.

3.3 Steps Taken in Developing the Scale

In scale development, as recommended by Dawis (1987), "a hybrid approach, tailored to the situation, might be better than any of the standard approaches" (p.488). Thus, the steps taken in this scale development will follow the scale construction procedures suggested by DeVellis (2003) for the most part. Annotations made on scale development procedure by other scholars (Dawis, 1987; Gerbing & Anderson, 1988; Laurent & Kapferer, 1985; Zaichkowsky, 1985) also contribute to this study.

The steps taken for this scale development were:

Step One: Identifying the dimensions of measured constructs

Step Two: Generating an item pool

Step Three: Have the initial item pool reviewed by experts

Step Four: Determine the format for measurement

Step Five: Administration of questionnaire to development sample

Step Six: Evaluating the items

Step Seven: Optimization of scale length

Step Eight: Exploratory factor analysis

Step Nine: Scale verification by confirmatory factor analysis

3.3.1 Step One: Identifying the Measured Constructs

During the first step, identifying the measured constructs and providing with a clear definition of the construct are of paramount importance (Churchill, 1979; Dawis, 1987; DeVellis, 2003; Zaichkowsky, 1985). Clearly, the constructs to be measured in this study are the experiences of tourists visiting historic sites and museums. Experience can be defined as "practical contact with and observation of facts or events" (Oxford Dictionaries) or as "events that engage individuals in a personal way" (Bigné & Andreu, 2004, p.692). The 'experience' in the context of tourism has often been depicted as "the subjective mental state felt by participants." (Otto & Ritchie,

1996, p.166). In this paper, the author presents a definition of experience as follows:

Experience is a personal, emotional, and memorable reflection of thoughts in

response to a staged situation where the product, the service, and the supplements

to them (e.g., theme, aesthetics, lifestyle, social identity, intellectual and spiritual

offerings) are integrated by a firm or an organization to provide its customers

with economic value.

With respect to the issue of 'specificity', DeVellis (2003) stresses that a scale needs to

have "a clear frame of reference that determined what level of specificity was

appropriate, given the intended function of the scale" (p.62). In response to DeVellis'

concern, this scale development aims to measure the experiences of tourists visiting

historic sites and museums particularly, though the scale may contribute to the

measurement of the overall tourist experiences and the application to other tourism

sectors as well.

3.3.2 Step Two: Generating an Item Pool

To generate an item pool, a comprehensive literature review covering the experience

constructs in leisure, marketing and tourism with the particular focus on historic sites

and museums was undertaken with the intention of identifying some themes, key

words and phrases that could be used to craft items. With respect to the number of

items in the initial development, according to DeVellis (2003), ideally, at this stage, a

pool of items normally is "three or four times as large as the final scale" (p.66). Thus,

this study begins with a pool of sixty items as the expected final scale items are twenty.

3.3.3 Step Three: Have the Initial Item Pool Reviewed by Experts

Once the initial item pool was established, it was reviewed by six judges, including three faulty members and three doctoral students from the Department of Recreation and Leisure Studies at the University of Waterloo. The purpose of doing this review is to enhance the content validity of the scale. These judges were considered experts in the field of tourism, recreation and leisure studies in general with a better understanding of the experience constructs. First, by given the working definition of the variable, each individual was asked to rank how relevant he or she thinks each item is to what is intended to be measured, as suggested by DeVellis (2003). Moreover, reviewers were also asked to check the clarity and conciseness of the items. Additionally, during the reviewing process, the experts help the researcher to increase the content validity of the scale by identifying the different ways of exploring the measured constructs. Although the experts' advices are often constructive, the final decision to adopt or decline the suggestions of the experts was made by the researcher. Finally, a pool of items were generated and ready to be incorporated into the questionnaire after thirty items were retained and the other thirty items were removed from the initial item pool with a variety of reasons (see Table 3-1 and Table 3-2).

Table 3- 1   The 30 Items Retained from Initial Pool

Item No.	Statement
1.	I had a fun experience.
2.	I enjoyed a change of pace from work.
3.	The experience allowed me get-away from the pressures of everyday life.
4.	I experienced something new to me.
5.	I had a sense of discovery.
6.	It was a relaxing experience.
7.	I learned about history.
8.	I was entertained.
9.	The experience allowed me to learn ancient Chinese culture and heritage.
10.	I learned more about geography.
11.	The experience here let me connect with my heritage.
12.	I learned how to produce traditional crafts.
13.	I enjoyed watching folk music and dancing performances.
14.	I talked with local residents to know their customs and living habits.
15.	The experience here let me strengthen my connection with my relatives.
16.	I built friendships.
17.	I had met new people.
18.	The experience helped me better understand Confucianism.
19.	The experience here let me connect with sacred personages and/or objects.
20.	The experience allowed me to celebrate my own history.

Table 3- 1(Cont'd)

Item No.	Statement
21.	I experienced a sense of the harmony of man with nature.
22.	I bought souvenirs that I believe my family or friends will enjoy.
23.	I bought gifts that I believe my family or friends will enjoy.
24.	I tasted some new foods.
25.	I was given an intellectual challenge.
26.	I got totally immersed in the moment.
27.	I felt I lost track of time and space.
28.	The experience has made me fully use my skills.
29.	I got totally involved.
30.	I felt I can control in a difficult situation.

Table 3- 2   The 30 Items Removed from Initial Pool

Item No.	Statement	Reason to Remove
31.	I had a non-work-orientated experience.	Awkward wording
32.	I had the pleasure of viewing.	Abstract, not clear
33.	I did not have an experience that only provides me with formal education.	Ambiguous
34.	I had an amusing and vivid education experience.	Ambiguous

Table 3- 2(Cont'd)

Item No.	Statement	Reason to Remove
35.	I had an experience that increases my geographical knowledge.	Overlap with item 10
36.	I had an experience that connects to my ethnic past.	Overlap with item 11
37.	I experienced to foster interpersonal relationships.	Abstract, not clear
38.	I don't want to just get-together with my acquaintances; Instead, I would like to socialize with strangers.	Creating double-barrelled response problems
39.	I had religious pursuits.	Abstract, not clear
40.	I had showed my worship to sacred personage and/ or objects.	Overlap with item 19
41.	I had an experience that allows me to recall the past time of my life.	Not specific
42.	I had an experience that enriches my personal life.	Abstract
43.	I had an experience that allows me to evaluate myself.	Abstract
44.	The experience allowed me to learn my own history.	Overlap with item 20
45.	I had a spiritual experience.	Abstract
46.	I had an experience of increasing the variety of my outdoor activities.	Not specific
47.	I had an experience of improving the quality of my outdoor activities.	Not specific
48.	I had an emotional experience.	Abstract
49.	I had a flow experience.	Using jargon

Table 3- 2(Cont'd)

Item No.	Statement	Reason to Remove
50.	I had an experience that enhances self-awareness.	Using jargon
51.	I experienced personal growth.	Abstract
52.	I had a feeling of fantasies and fun.	Overlap with item 1
53.	I had a hedonic experience.	Using Jargon
54.	I had enhanced my kinship relationship.	Overlap with item 15
55.	I had an experience of intense sensation.	Abstract
56.	I had a numen-seeking experience.	Using Jargon
57.	I had an experience of social interaction.	Abstract
58.	I had a nostalgic experience.	Not clear
59.	I had a personal heritage experience.	Overlap with item 20
60.	I experienced aesthetic appreciation.	Using Jargon Not clear

3.3.4 Step Four: Determine the Format for Measurement

Likert scale was used for this study. As a classic method for developing

subject-centered scales (Dawis, 1987) and measuring opinions and attitudes (DeVellis,

2003), Likert scales have been used in tourism research more often than not (Smith,

2010). It normally "presents as a declarative sentence, followed by response options

that indicate varying degrees of agreement with or endorsement of the statement (DeVellis, 2003, p.78). A 6-point Likert scale with six possible responses: "strongly agree" (6), "moderately agree"(5), "mildly agree"(4), "mildly disagree"(3), "moderately disagree"(2), "strongly disagree" (1) was attached to each item. Using 6-point rather than 4-point Likert scale could produce more data variability which results in the increase of statistical power (Dawis, 1987). To avoid making data confused and causing any trouble for coding, as suggested by Smith (2010), and to "ensure that the underlying dimension will be linear or can be made linear" (Dawis, 1987, p.482), this study did not place a middle point/neutral response category in the scale.

3.3.5 Step Five: Administration of Questionnaire to Development Sample

A questionnaire was designed to survey the visitors at Fuzimiao — the research site. Two sets of questions were crafted for this survey. In the first section of the questionnaire, respondents were asked to provide the opinion on their experiences of visiting Fuzimiao based on the generated items. The second section of the questionnaire collected information about the visitors' gender, age, education level, and family's gross taxable income range for the past year. The first three questions are often included in surveys on museum visitors (Housen, 1987). The family's gross taxable income range for the past year was asked based on the suggestion made by Falk and Dierking (1992) that museum visitors' economic status will influence their

visiting behavior. To know where the visitors came from, a question was asked if they came from Nanjing, outside of Nanjing but within the Jiangsu province, or outside of the province. Moreover, respondents were also asked to report whether they came by themselves or with companies and their party type (e.g. family, friends/relatives, organized group) if they came with companies. Finally, the information about approximately how many hours they spent at Fuzimiao was also collected.

To provide proper instructions for surveyors to conduct survey, a "Training Package" was developed, which included the "Instructions for Conducting the Survey", "Answers to Questions Could be Asked by Visitors", "Cover Letter", and "Script for Surveyors Conducting Survey". As the respondents to fill out the survey are Chinese, the questionnaire and "Training Package" were translated into Chinese. This questionnaire took approximately five minutes to complete. The researcher assumed that the respondents provided information honestly and correctly during the survey.

The questionnaire was administered to a development sample after the pool of items was attached to it. Regarding the size of development sample, Nunnally (1978) suggests that three hundreds respondents would be an adequate number to minimize subject variance. One of the rules-of-thumb for the sample size requires four or five respondents per item (Stevens, 1986; Tinsley & Tinsley, 1987). This study increased its sample size to five hundreds, which exceeds the normal expectation of sample size

and is regarded as 'very good' for the purpose of factor analysis (Comrey, 1973). As this study used a convenient sample, the criterions normally required for determining the size of probability sample such as the level of precision and statistical confidence are not applicable to this sample.

Another critical issue is whether the development sample is representative of the research population (Dawis, 1987). As noted by DeVellis (2003), "a more troublesome type of sample non-representativeness involves a sample that is qualitatively rather than quantitatively different from the target population" (p.89). Initially, this study tended to have the development sample drawn from the undergraduate students at the University of Waterloo, however, considering these students may not have a good understanding of the historic sites and museums sector because of their age and experience constraints, which could result in ascribing atypical meaning to items in a development sample, the researcher decided to use the tourists visiting Fuzimiao, the famous historic site in city of Nanjing, China as the development sample of this study. This choice is also in consistent with O'Dell's (2007) claim that the research in tourists' experience should center on "being there" and get as close to tourists as possible.

3.3.6 Step Six: Evaluating the Items

This step refers to the specific requirements for evaluating the scale's reliability that is

usually considered one of the most important parts of scale development process (DeVellis, 2003). Although DeVellis recommends several techniques regarding the examination of the performance of the individual items such as reverse scoring, item variances, item means along with factor analysis, this study attempted to focus on performing two tasks to determine the quality of the scale: 1) examining corrected item-scale correlations; 2) calculating coefficient alpha.

Examining the item-scale correlation would allow us to have a clear picture of the inter-correlations among each item. The higher are the correlations among items, the higher are the individual item reliabilities, and the more reliable of the scale they comprised (DeVellis, 2003). There are two types of item-scale correlation: corrected item-scale correlation and uncorrected item-scale correlation. According to DeVellis, due to the possibility of inflated correlation co-efficiency caused by including the item itself in the measurement, the corrected item-scale correlation is more desirable than the uncorrected item-scale correlation in practice. Therefore, to achieve a better measurement result, this study examined corrected item-scale correlation by using the reliability program in SPSS.

Calculating and looking into the value of coefficient alpha is often used to judge a scale's reliability because "alpha is an indication of the proportion of variance in the scale scores that is attributable to the true score" (DeVellis, 2003, p.95). The value of

coefficient alpha can be obtained through the scaling procedures under Internal

Consistency Estimates of Reliability in SPSS version 17.0. In terms of acceptance or

unacceptance of coefficient alpha, DeVellis proposed a range as follows: "below .60,

unacceptable; between .60 and .65, undesirable; between .65 and .70, minimally

acceptable; between .70 and .80, respectable; between .80 and .90, very good; much

above .90, consider shortening the scale (p.96). Although this range is his subjective

grouping, it seems to be in accordance with other scholars' appraisals, *e.g.* Nunnally

(1978) notes that a value of .70 might be the least acceptable for alpha. Thus, this

study assessed the value of coefficient alpha against this range.

3.3.7 Step Seven: Optimization of Scale Length

Regarding the length of a proposed scale, general speaking, a shorter scale could ease

respondents' work load while a longer scale might be more reliable. In practice, the

scale developer often needs to make a decision on the trade-off between brevity and

reliability (DeVellis, 2003). In order to achieve optimal result, DeVellis suggests three

ways to tinker with scale length. First, items that seem to be least useful to maintain

the overall internal consistency should be the first to be dropped. The SPSS

Reliability procedure can help perform this task by showing how the overall alpha

changes with omitting each item. Second, increase or decrease the number of items

could affect the precision of alpha as these changes made with scale length could lead

to the alteration in confidence interval around alpha. Finally, when optimizing scale

length, a margin of safety needs to be incorporated into alpha as sometimes alpha may decrease when the scale is administered to a sample different from the one used for its development.

3.3.8. Step Eight: Exploratory Factor Analysis (EFA)

As a valuable analytic tool, factor analysis helps us to identify the numbers of latent variables/factors that underlie a set of items. In other words, factor analysis could assist the researcher to know whether one broad or several specific variables can be generated to typify the items set (DeVellis, 2003). Also, it can provide clear understanding of the meanings of the latent variables that explain the variation among a set of item (DeVellis, 2003).

Exploratory Factor Analysis (EFA) was used for this study as the aim of this approach is to determine the underlying structure of the studied constructs. There are two stages in EFA: factors extraction and factors rotation. Two widely accepted guidelines for factors extraction are the eigenvalue rule (Kaiser, 1960) and the scree test (Cattell, 1966). Kaiser suggests that factors with eigenvalue less than 1.0 should be eliminated. Also based on eigenvalue, the scree test uses the relative values as the gauge for judgement rather than the absolute values (Cattell, 1966).

With regard to factors rotation, rotated factors are considered more interpretable than

unrotated factors (Green & Salkind, 2011). Two methods are often used: orthogonal and oblique. As to when should use orthogonal and oblique rotation, it depends on the researcher's view of the concepts. If theory strongly suggests that the concepts are correlated, it probably makes sense of using oblique rotation. Contrarily, if theory indicates that the concepts are independent of each other, an orthogonal approach may be appropriate (DeVellis, 2003). Based on the literature review, the researcher assumes the latent variables are independent of each other. Hence, the orthogonal rotation was adopted in this study.

3.3.9 Step Nine: Scale Verification by Confirmatory Factor Analysis (CFA)

After the EFA was completed and a set of factors was obtained, another measurement tool, called confirmatory factor analysis (CFA), was used to verify the specified factors with the sample data. By having a hypothetical model for testing, CFA could help researchers to establish a model usually referred to as the measurement model, which is used to determine whether the specified variables are statistically consistent with the sample data (Byrne, 2010).

To conduct a CFA analysis, first, a hypothesis measurement model was proposed based on the specified factors/latent variables (LVs) identified by EFA. Each LV is measured by the same items used in EFA, usually referred to as MVs or indicators (Nunkoo & Ramkissoon, 2011). The equation-like representation of the model

structure can be expressed as follows:

$$MV = LV + err$$

The "err" in the equation is the error associated with the corresponding LV. It indicates the variance in the MV not explained by its latent LV. Then, the hypothetical model was tested by running Analysis of Moment Structures (AMOS) program using the maximum likelihood method. During the process of assessing the overall fit of the model, the model was continually modified by the researcher until reaching the most desirable goodness-of-fit indices. Last, the composite reliability, convergent validity and discriminant validity of the model were evaluated and a finalized model was achieved.

3.4 Research Site

The tourist survey of the current study was conducted at Fuzimiao (Confucius Temple) in Nanjing city, Jiangsu province, China. Located at the Yangtze River Delta, Nanjing is the capital city of Jiangsu province. With more than six thousand years of history, Nanjing has become a well-known historic and cultural city since it was established, and is referred to as "The Ancient Capital of Six Dynasties". The history has left Nanjing with numerous Chinese historic and heritage sites (Nanjing Government Online, 2012). Nanjing's economy is mainly built on high-tech electronic information, auto industry, petrochemical industry and iron and steel industry. The population of the city was 7.4 million in 2012. In 2009, the city's GDP per capita was 55,290

Chinese yuan, and the average annual household disposable income was 25,504

Chinese yuan (Nanjing Government Online, 2012).

The research site, Fuzimiao, is located in the core district of Qinhuai scenic area in

Nanjing. The temple was built for honoring Confucius, the celebrated thinker and

educator in ancient China. The entire historic site, called "The Axis of Confucian

Culture", is composed of Confucius Temple, the Palace of Academy, Big Screen Wall,

Dacheng Hall, Linxing Gate, Weishan and Jingyitin Pavilion. These clusters represent

the typical architectural styles in Ming Dynasty and Qing Dynasty. Temples, fairs,

streets and scenic spots are also parts of this historic site (Nanjing Qinhuai Tourism

Bureau, 2011).

The exhibition hall collects some cultural relics such as the most famous bronze statue

of Confucius in China, 38 mural paintings inlaid with colorful pebbles reflecting the

sacred writings of Confucius, a picture of "Confucius consulting rituals" in the form

of a stone-carving of the Six Dynasties. Additionally, "Display of Yuhua Pebbles",

"Display of Ancient Ritual Culture" and "Performance of Elegant Ancient Music" are

held here all the year round (Nanjing Qinhuai Tourism Bureau, 2011). The exhibition

hall has been receiving over 600,000 tourists every year since its establishment.

Moreover, local master folk artists in the Grand Folk-Art Garden in Fuzimiao also

have on-the-spot demonstration of producing folk handicrafts for tourists, such as

colorful lanterns, paper-cutting, micro-sculpture and rope-knotting, etc. Tourists can also enjoy and listen to local opera-singing and authentic Baiju (story-telling in local dialect) of Nanjing, feel the appeal of the heptachord of Jinling school and experience local customs and living habits along the Qinhuai River (Nanjing Qinhuai Tourism Bureau, 2011).

There are two reasons for choosing this research site. First, based on the above description of Fuzimiao, it is a good example to show the experiences of tourists visiting historic sites and museums. Second, as the study was conducted in China, it could add a Chinese perspective to the current studies of tourists visiting historic sites and museums. In other words, how do Chinese tourists visiting Fuzimiao view their experience?

3.5 Sampling and Data Collection

The questionnaire survey was conducted at Fuzimiao, the famous historic site in Nanjing, China. The conceptual population of this study was tourists visiting historic sites and museums. The study population, the tourists visiting Fuzimiao, consisted of individual adults, couples, families with children and groups of adults. The sample used for this study was a convenience sample as using a random sample at this site was not feasible because there are several historic spots along "The Axis of Confucian Culture" and some of them are without gates, which make it difficult for the surveyors

to strictly control the sample. Six surveyors were recruited from a local university. They are the undergraduate students mainly majored in science, business and arts. As the survey time was during their school summer holidays, they were able to spend more time on conducting survey. The surveyors were trained to distribute and collect the questionnaires during the survey. Training material included the "Instructions for Conducting the Survey", "Answers to Questions Could be Asked by Tourists", and "Cover Letter of the Survey". A "Script for Surveyors Conducting Surveys" was also prepared to help surveyors to conduct the survey effectively so as to enhance response validity.

The survey was carried out in a two month period starting in July and ending in August as this period is considered the high season of tourism business at Fuzimiao (L.Yan, personal communication, June 25, 2012). No statistics data was found regarding the ratio of male tourists versus female tourists and age groups of tourist visiting Fuzimiao. There is not much difference between the numbers of tourists visiting Fuzimiao on week days and those visiting on weekends, nor is there much difference in the time of day for the visits (L.Yan, personal communication, June 25, 2012). Hence, the survey was conducted on both week days and weekends during daytime. Only adult Chinese tourists visiting Fuzimiao were invited to complete the survey. This study excluded foreign tourists visiting Fuzimiao. In practice, anyone who is visibly ethnic Chinese is included in order to generalize the findings from the

Chinese perspective.

The expected number of questionnaires to be collected is 540. Thus, the quota assigned to each surveyor is 90. The surveyors were asked to stay in six fixed spots in Fuzimiao to increase the representativeness of the sample due to the unique physical layouts of the site.

When conducting the survey, the surveyors were asked to stay near their respective survey spots, using an on-site intercept procedure to invite visitors leaving the site to fill out the questionnaire. As this study focuses on visitors' positive experiences rather than negative experiences, before handing out the questionnaires, the surveyors asked the screening question, "Have you enjoyed touring Fuzimiao" to ensure that only "real" tourists visiting Fuzimiao were included in the sample. The surveyors were also asked to check whether the survey participants were older than 18. If the selected visitor was eligible for and willing to do the survey, he/she was then asked to read the cover letter of his/her questionnaire to gather more detailed information about the research. For couples or group visitors, the surveyors were instructed to distribute to them one questionnaire and allow the group members select one person to respond. As selected visitors began to fill out the questionnaire, the surveyors had the next potential respondent repeat the same procedure. During the survey, the respondents were offered a place to sit at the research site and a clipboard with a pen to complete

the questionnaire. All respondents received a free key ring with the Fuzimiao logo on it when they filled out the questionnaire.

Surveyors were asked to collect the questionnaires immediately upon completion. In total, 570 questionnaires were distributed and 545 were obtained on-site during the survey period. To reduce the study's non-sampling error, the 45 questionnaires were dropped due to their significant item non-response. A total of 500 out of 570 questionnaires were finally considered valid for analysis, representing an overall response rate of 88%. As this sample is fairly large for factor analysis, the researcher split it up into two sub-samples by using SPSS random case selection technique. The first sub-sample with 300 cases was used for EFA and the second sub-sample with 200 cases was used for CFA.

Chapter 4

Results

The four sections of this chapter report on the results from the descriptive analysis, scale reliability analysis, exploratory factor analysis and scale verification by confirmatory factor analysis. The first section describes the statistical results of the respondents' gender, age group, educational level, family's gross taxable income range, and tourists' visit traits. The second section presents the results of examining corrected item-scale correlations and calculating the coefficient alpha. Based on these results, optimizing scale length was performed and the interim pool of scale was obtained. The third section explains the findings from the exploratory factor analysis (EFA) with the intention to identify the latent variables (LV). In the last section of the chapter, a hypothesized measurement model was proposed based on the specified LVs followed by a confirmatory factor analysis (CFA). A finalized model was established after the model was refined and the evaluation of its composite reliability, convergent validity and discriminant validity was completed.

4.1 Descriptive Analysis

As Table 4-1 indicates, 54.5% of the visitors responding to this survey were male and 45.5% were female. Regarding their age group, visitors were predominantly between the ages of 30 and 49, with about 26.4% in the 30 to 39 age group and another 26.0% in the 40 to 49 group. Only about 9.2% of the respondents were 60 or older. The majority of visitors came from outside of the city, with 49.2% within the province and 21.7% outside of the province respectively. About 29.1% were reported as local visitors. With respect to visitors' education level, the majority of the respondents (74.4%) reported that they were educated to college or university level while 25.6% reported that they only had a high school education. As to visitors' family gross taxable income, three categories were noticed, with 21.3% of the respondents reporting less than ¥19,999; 21.5% reporting more than ¥100,000 and 19.7% reporting between ¥40,000 and ¥59,999. A great majority (85.7%) of the respondents came to visit Fuzimiao in groups, while 80.9% came with their families, relatives and friends. Only 13.0% visited by themselves. As for the respondents' length of stay, the average time they spent at visiting Fuzimiao was three hours and the majority (73.4%) stayed from two to three hours.

Table 4- 1 Demographic and Visit Traits of the Respondents

Categories	%*
Gender	
Male	54.5
Female	45.5
Age group	
18-29	20.2
30-39	26.4
40-49	26.0
50-59	18.2
60 and above	9.2
Residence	
Nanjing	29.1
Within Jiangsu Province (Outside of Nanjing)	49.2
Outside of Jiangsu Province	21.7
Education Level	
High School (and below)	25.6
College or University	74.4
Family's Gross Taxable Income	
$\leqq$ ¥19,999	21.3
¥20,000-39,999	17.8
¥40,000-59,999	19.7
¥60,000-79,999	10.7
¥80,000-99,999	9.0
$\leqq$ ¥100,000	21.5

Table 4-1 (Cont'd)

Categories	%*
Visit Companionship	
Independently	13.0
With family	59.7
With friends	21.2
Tour group	4.8
Others	1.2
Length of Stay (hours) (Mode=3, Mean=3.34, s=1.145)	
One and less	15.0
Two	48.4
Three	25.0
Four	4.2
More than Four	7.4

*percentage of frequency, *N*=500

4.2 Scale Reliability Test

To evaluate the reliability of the proposed scale for the experiences of tourists visiting

historic sites and museums, the researcher primarily performed two tasks: 1)

examining corrected item-scale correlations; 2) calculating coefficient alpha.

Examining the item-scale correlation will determine the inter-correlations among each

item, and it is a widely accepted method when constructing a scale (Choi & Sirakaya,

2005; Chu & Murrmann, 2006; Larsen, Brun, & Ogaard, 2009; Wang et al., 2007).

The higher the correlations are among items, the higher the individual item

reliabilities become, and the more reliable of the scale is (Devellis, 2003). Calculating

and examining the value of coefficient alpha are often used to judge a scale's

reliability because "alpha is an indication of the proportion of variance in the scale

scores that is attributed to the true score" (DeVellis, 2003, p.95).

Table 4-2 summarizes the mean scores and standard deviation of the proposed scale

items. As one can see from this list, the respondents of tourists visiting Fuzimiao had

a variety of experience reported. Overall, the mean was 4.75 and standard deviation

was 0.91. Among them, "change from work" was rated the top (mean=5.54) of the

thirty items, followed by "get away" (mean=5.51), "relaxing" (mean=5.49),

"entertained" (mean=5.49), "watch music and dancing performance" (mean=5.47),

and "chat with locals" (mean=5.45). The ranking also shows the flow experience

related items "control in a difficult situation" (mean=1.75), "fully use my skills"

(mean=1.79), "intellectual Challenge" (mean=1.81), "totally involved" (mean=1.81)

were the least popular with the respondents. Notably the item "connection with

relatives" had the highest standard deviation score 1.44, which implies that the

distribution of this item's experiential rating was more spread out around the mean

than that of any other item.

Table 4- 2 Ranked Item Mean Scores

Rank[a]	Scale Items	Mean (*sd*)[b]
1	Change from work	5.54 (0.76)
2	Get away	5.51 (0.80)
3	Relaxing	5.49 (0.85)
4	Entertained	5.49 (0.87)
5	Watch music/dancing performance	5.47 (0.86)
6	Chat with locals	5.45 (0.81)
7	Learn culture/heritage	5.37 (0.87)
8	Bought souvenirs	5.31 (0.62)
9	Tasted new foods	5.31 (0.61)
10	Bought gifts	5.30 (0.62)
11	Learn history	5.28 (0.97)
12	Something new	5.24 (0.99)
13	Meet new people	5.24 (0.83)
14	Connect own heritage	5.23 (0.88)
15	Celebrated my own history	5.23 (0.88)
16	Discovery	5.22 (0.95)
17	Build friendship	5.19 (0.95)
18	Totally immersed	5.14 (0.91)
19	Fun	5.11 (0.88)
20	Learn geography	5.11 (1.03)
21	Lost track of time and space	5.08 (0.88)
22	Understand Confucianism	5.05 (0.89)
23	Sense of harmony	5.04 (0.87)
24	Connect with sacred personages	4.91 (0.97)
25	Produce crafts	4.58 (1.33)
26	Connection with relatives	4.54 (1.44)

Table 4-2 (Cont'd)

Rank[a]	Scale Items	Mean (*sd*)[b]
27	Intellectual Challenge	1.81 (0.84)
28	Totally involved	1.81 (0.89)
29	Fully use my skills	1.79 (0.88)
30	Control in a difficult situation	1.75 (0.83)
Total		**4.75 (0.91)**

[a] rank of item scores, based on a 6-point scale where 6=strongly agree, 5=moderately agree, 4=mildly agree, 3=mildly disagree, 2=moderately disagree, 1=strongly disagree

[b] mean and standard deviation of item scores, *N*=500

The Reliability Analysis program in SPSS version 17.0 was run to examine the corrected item-scale correlations and calculate coefficient alpha. The results showed that Cronbach's alpha for the whole thirty items was 0.80, which is considered a very good score according to the alpha range proposed by DeVellis (2003) and well above the widely accepted cut-off value of 0.70 (Bagozzi & Yi, 1988; Diamantopoulos & Siguaw, 2000; Nunnally, 1978). Table 4-3 depicts the ranked corrected item-total correlation and the Cronbach's alpha scores if these items are deleted. To refine the scale, the researcher took into account the results of both — if the score of a corrected item-total correlation was significantly low and the elimination of this item improved the corresponding alpha value, then the item was deleted from the list. The result indicated that about two-thirds of items had a fairly good item-total correlation.

Table 4- 3 Item Total Statistics

Items	Ranked Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Learn geography	.595	.785
Connect own heritage	.585	.787
Celebrate my own history	.583	.787
Connect with sacred personages	.579	.786
Learn culture/heritage	.517	.790
Produce crafts	.503	.788
Understand Confucianism	.487	.791
Learn history	.472	.791
Watch music & dancing	.465	.792
Relaxing	.465	.792
Entertained	.464	.792
Chat with locals	.462	.793
Something new	.441	.793
Build friendship	.430	.793
Discovery	.414	.794
Meet new people	.406	.795
Change from work	.379	.796
Getaway	.378	.796
Fun	.333	.799
Connection with relatives	.132	.812
Bought souvenirs	.101	.805
Bought gifts	.090	.805
Tasted new foods	.076	.806
Totally immersed	-.058	.813
Control in a difficult situation	.056	.808

Table 4-3 (Cont'd)

Items	Ranked Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Totally involved	.049	.809
Intellectual challenge	-.034	.811
Fully use my skills	-.031	.812
Sense of the harmony	.020	.810
Lost track of time and space	.001	.810

Among them, the items "learn geography", "connect own heritage", "celebrate my own history", "connect with sacred personages", "learn culture/heritage", and "produce crafts" performed relatively well with the scores above 0.50. The elimination of these items results in a decrease in the alpha. Hence, these items were retained. The rest of items showed a weak corrected item-total correlation, with scores below 0.30. According to Churchill (1979), these items tend to be deleted. Moreover, deleting these items would have resulted in an increase in the alpha value. Thus, a total of 11 items were eliminated from the proposed item list for the purpose of enhancing the overall scale reliability. After the scale was modified, the Cronbach's alpha score was increased to 0.88, which is considered very good (DeVellis, 2003). Table 4-4 shows the items that survived this corrected item-total correlation and coefficient alpha analyses.

Table 4- 4 The Interim Pool of 19 Items	
Item No.	Statement
31.	I had a fun experience.
32.	I enjoyed a change of pace from work.
33.	The experience allowed me get-away from the pressures of everyday life.
34.	I experienced something new to me.
35.	I had a sense of discovery.
36.	It was a relaxing experience.
37.	I learned about history.
38.	I was entertained.
39.	The experience allowed me to learn ancient Chinese culture and heritage.
40.	I learned more about geography.
41.	The experience here let me connect with my heritage.
42.	I learned how to produce traditional crafts.
43.	I enjoyed watching folk music and dancing performances.
44.	I talked with local residents to know their customs and living habits.
45.	I built friendships.
46.	I had met new people.
47.	The experience helped me better understand Confucianism.
48.	The experience here let me connect with sacred personages and/or objects.
49.	The experience allowed me to celebrate my own history.

4.3 Exploratory Factor Analysis (EFA)

To identify the dimensionality of the scale, the 19 items that survived the reliability

analyses were subject to exploratory factor analysis. The factor analysis under

Dimension Reduction program in SPSS version 17.0 was performed with sub-sample

1 (N=300) to examine the latent factors. First, Kaiser-Meyer-Olkin (KMO) measure

of sampling adequacy was undertaken to examine the suitability of the sample for

structure detection. The KMO value of 0.82 indicates that a factor analysis will be

appropriate for this sample as Kaiser (1974) notes that KMO values between 0.80 and

0.90 are considered meritable. Furthermore, Barlett's Test of Sphericity was run to

verify if the variables are related and suitable for structure detection. The reported chi

square statistics of 7939.64 (df=171), p < .001 also indicates the suitability of the

sample for factor analysis.

One of the major tasks of factor analysis is factor extraction. The extraction method

used for this study is principal component analysis (PCA). It is the most common

method of variable reduction and factor extraction (Kinnear & Gray, 2010). PCA was

chosen based on the assumptions that items are linear combinations of factors and the

latent factors are distinct from each other and uncorrelated (Thompson, 2004). Table

4-5 shows the total variance explained and components extracted based on the

eigenvalue. Six factors were extracted as their eigenvalues are all greater than 1.

Together, they account for slightly over 80% of variability in the original items.

Figure 4.1 presents the scree plot associated with the factor analysis. The 'scree' plot

provides a visual inspection of the eigenvalues. This plot supports the choice of the

six factors extracted.

Table 4- 5 Total Variance Explained

	Initial Eigenvalues		
Component	Total	% of Variance	Cumulative %
1	**6.07**	31.94	**31.95**
2	**3.59**	18.90	**50.85**
3	**1.99**	0.50	**61.35**
4	**1.46**	7.70	**69.05**
5	**1.13**	5.94	**74.99**
6	**1.01**	5.31	**80.30**
7	0.61	3.23	83.53
8	0.60	3.17	86.70
9	0.58	3.03	89.72
10	0.44	2.30	92.01
11	0.37	1.93	93.94
12	0.30	1.57	95.50
13	0.28	1.45	96.96
14	0.15	0.79	97.74
15	0.13	0.70	98.44
16	0.11	0.60	99.03
17	0.08	0.44	99.47
18	0.07	0.36	99.84
19	0.03	0.16	100.00

Extraction Method: Principal Component Analysis

Figure 4- 1 Scree Plot

Scree Plot
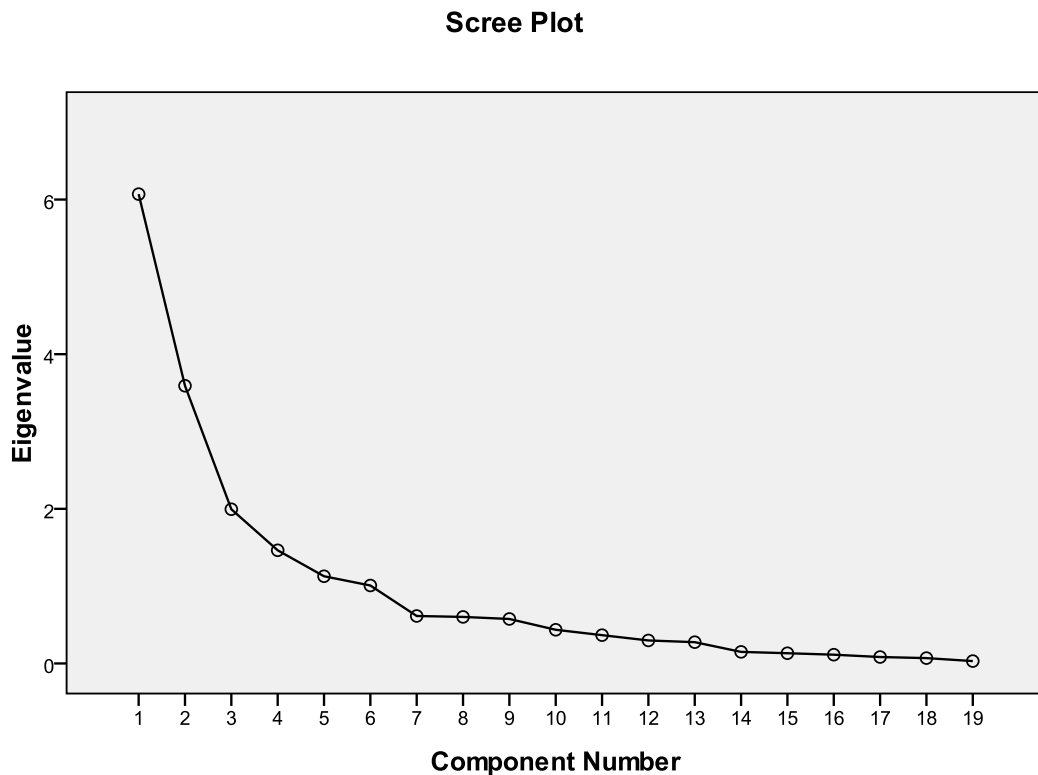
Factors rotation was performed by using one of popular orthogonal methods, varimax

rotation. It was chosen based on the assumption of the independent relationships

among latent variables, which means, geometrically, the axes remain orthogonal

during rotation as opposed to oblique (DeVellis, 2003; Kinnear & Gray, 2010). For

instance, "education" and "escapism" were considered two independent variables.

Also, varimax rotation tends to produce simpler and clearer structure than other

orthogonal methods such as quartimax (Thompson, 2004). Communality values were

well-defined by this factor solution, with all variables exceeding 0.5 (see Table 4-6).

This result means the reliability of the scores on a given measured variable is higher

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than 0.5. In other words, more than 50% of variance of a given measured variable was useful in describing the factors as a set (Thompson, 2004). Loadings of variables on factors are reported in Table 4-7. Variables were ordered and grouped by size of loading to facilitate interpretation. Loadings under 0.4 were left blank. The first factor appears to measure "entertainment". The second factor is associated with "culture identity-seeking". The third factor is linked to "education". The fourth factor is related to "exploration". The fifth factor corresponds to "relationship development". The last factor measures "escapism".

Table 4- 6 Communalities

Items	Extraction
Fun	.50
Change from work	.81
Getaway	.77
Relaxing	.91
Learn history	.71
Learn culture/heritage	.80
Learn geography	.74
Connect own heritage	.81
Produce crafts	.52
Watch music dancing perform	.93
Chat with locals	.87
Build friendship	.83
Meet new people	.83
Understand Confucianism	.78

Connect with sacred personages	.83	
Celebrate my own history	.80	
Entertained	.95	
Something new	.96	
Discovery	.96	

Extraction Method: Principal Component Analysis.

Table 4- 7 Factors Loading

| Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
entertained	.97					
watch music/dancing	.96					
relaxing	.94					
chat with locals	.92					
fun	.65					
connect with sacred personages		.87				
understand Confucianism		.85				
celebrate my own history		.84				
connect own heritage		.83				
learn culture/heritage			.86			
learn history			.80			
learn geography			.77			
produce crafts			.51			
discovery				.94		
something new				.93		
meet new people					.87	
build friendship					.85	
change from work						.87
getaway						.81

4.4 Scale Verification by Confirmatory Factor Analysis (CFA)

According to Churchill (1979), once the items are purified, the measure is considered as having "face" or "content validity". To further check the face validity of this study's findings, the researcher compared it with Oh, Fiore and Jeoung's (2007) study that developed a scale for measuring Pine and Gilmore's (1998) four realms of experience in the bed-and-breakfast industry. Three common factors were identified in these two studies (education, entertainment, and escapism), which may suggest that they are core constructs in tourism related experiences. The other factors extracted from this study, like "culture identity-seeking" and "exploration", reflect the assumed role and importance of historic site and museum sector.

Given the underlying latent variable structure identified from EFA, confirmatory factor analysis (CFA) was performed with sub-sample 2 (*N*=200) to examine the relationship between the latent variables (LVs) and the observed variables (MVs). The analysis aimed to explore the extent to which the MVs were generated by the LVs and the strength of the regression paths between MVs and LVs (Byrne, 2010). To proceed the CFA, a hypothetical measure model was first proposed. The model to be tested postulates a priori that tourist experience at historic sites and museums is a six-factor structure model composed of Escapism, Entertainment, Education, Culture Identity-Seeking, Relationship Development, and Exploration; it was generated by using AMOS Graphic as presented schematically in Figure 4-2.

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Figure 4- 2 The Hypothetical Measurement Model
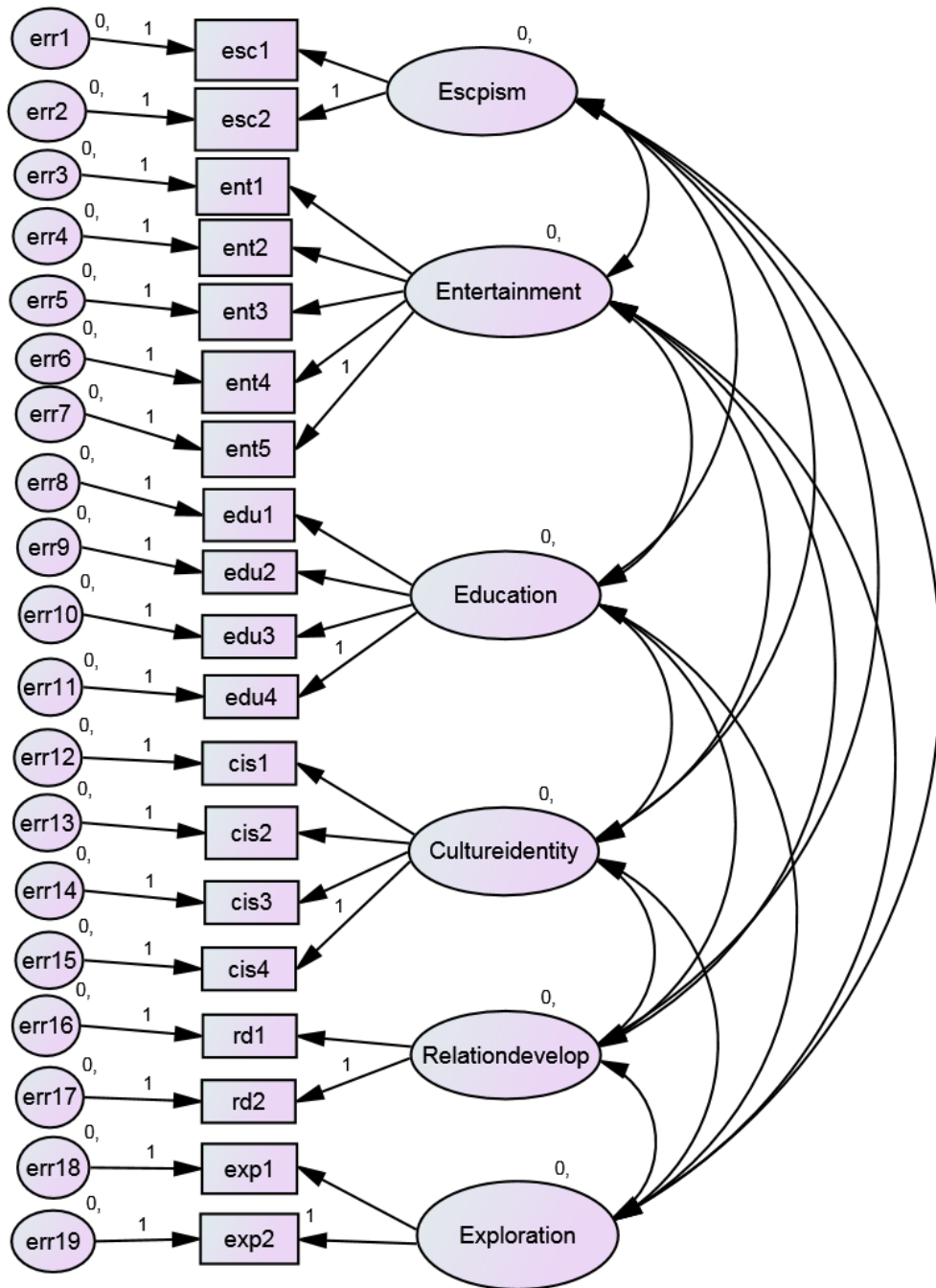
The six LVs are indicated by the 6 ellipses labeled Escapism, Entertainment,

Education, Cultureidentity, Relationdevelop, and Exploration. Nineteen MVs are

indicated by the 19 rectangles that include 19 items adopted from the EFA. Escapism is measured by two MVs (indicators): esc1 and esc2. Entertainment is measured by five MVs: ent1, ent2, ent3, ent4, and ent5. Education is measured by four MVs: edu1, edu2, edu3, edu4. Culture Identity-Seeking is measured by four MVs: cis1, cis2, cis3, and cis4. Relationship Development is measured by two MVs: rd1 and rd2. Exploration is measured by two MVs: exp1 and exp2. The hypothetical model postulates a priori as follows:

1. The tourist experience can be explained by six LVs: Escapism, Entertainment, Education, Culture Identity Seeking, Relationship Development and Exploration.

2. Each item-pair measure should be free to load on the corresponding LV (non-zero loading), and a zero loading on all other LVs.

3. Errors associated with each measure are uncorrelated.

Then, the hypothetical measurement model was tested to assess its overall goodness-of-fit to the sample data (N=200) by running AMOS Graphics. The program estimation test output indicates that this hypothetical model is unidentified due to the weakness of the MV sets and suggests the need for model modification. Then, each LV was assessed separately to check its goodness-of-fit to the sample data in order to find the reasons for the model failure. Among six LVs, only Exploration was found to have a problem; the rest all achieved acceptable results. The estimation result of Exploration (LV) shows this measurement is unidentified and suggests that it

should be removed from the hypothetical model. After this modification, the hypothetical model was rerun in AMOS to further check its overall goodness-of-fit to the sample data.

The overall model fit was assessed statistically by the chi-square test and a number of other goodness-of-fit statistics, such as chi-square to the degrees of freedom ratio (i.e., x^2/df), comparative fit index (CFI), parsimony normed fit index (PNFI), parsimony comparative fit index (PCFI), and root mean square error of approximation (RMSEA). The results of the CFA indicated that the measurement model fit the data adequately. The ratio of the x^2 to the degrees of freedom ($x^2/df = 2.3$) and other commonly used goodness-of-fit indices (CFI = .92, PNFI = .63, PCFI = .66, and RMSEA = .08) were in line with the established criteria ($1 < x^2/df < 3$, CFI >.90, PNFI >.50, PCFI >.50, and RMSEA $\leqslant$.08; Bentler, 1992; Byrne, 1998, 2010; Carmnines & McIver, 1981; MacCallum, Browne, & Sugawara, 1996; Mulaik et al., 1989).

The next step was to evaluate the composite reliability and convergent validity and discriminant validity respectively. As shown in Table 4-8, the composite reliability estimates, ranging from 0.66 to 0.83 (greater than cut-off value 0.6, Bagozzi & Yi, 1988; Fornell & Larcker, 1981; Hair et al., 1998; Nunnally & Bernstein, 1994) indicated an acceptable internal consistency of multiple indicators for each LV in the model. To have convergent validity, all factor loadings should be greater than 0.5 and

the values of average variance extracted (AVE) should be greater than 0.5, too. As

Table 4-8 indicates, the factor loadings ranging from 0.55 to 0.99 are all greater than

0.5 and the AVE results of five LVs are also satisfactory ($\geqslant$0.5). Therefore, the

convergent validity of the LVs has been obtained. To confirm discriminant validity,

Table 4- 8 Results of CFA of LVs (N =200)

LVs/Items	Factor Loadings	Composite Reliability	Variance Extracted
Entertainment		.83	.50
entertained	.99		
watch music/dancing	.94		
relaxing	.89		
chat with locals	.79		
fun	.68		
Culture Identity Seeking		.80	.51
connect with sacred personages	.74		
understand Confucianism	.55		
celebrate my own history	.81		
connect own heritage	.85		
Education		.80	.50
learn culture/heritage	.82		
learn history	.73		
learn geography	.75		
produce crafts	.61		

Table 4-8 (Cont'd)

| LVs/Items	Factor Loadings	Composite Reliability	Variance Extracted
Relationship Development		.66	.50
meet new people	.60		
build friendship	.92		
Escapism		.66	.50
change from work	.90		
getaway	.65		

according to Fornell and Larcker (1981), the AVE from each LV must be greater than the squared correlation coefficients of the two corresponding inter-constructs. In the current study, as indicated in Table 4-9, all the LVs meet this requirement. In summary, the modified measurement model proved to have good reliability and validity of the latent variables. The modified measurement model and the final 17 items list were presented in Figure 4-4 and Table 4-10, respectively.

Table 4- 9 Correlations (Squared Correlation) and AVE

Measures	Escap	Edu	CultureIdent	Entertain	Relation
Escap	1.00				
Edu	.31 (.09)	1.00			
CultureIdent	.16 (.03)	.64 (.41)	1.00		
Entertain	.32 (.10)	.16 (.03)	.21 (.04)	1.00	
Relation	.05(2.5)	.32 (.10)	.31(.10)	.12 (.01)	1.00
AVE	.50	.50	.51	.50	.50

Escap: Escapism; Edu: Education; CultureIdent: Culture Identity Seeking; Entertain: Entertainment; Relation: Relationship Development   Note: Correlation coefficients' estimates are generated from AMOS Graphics

Figure 4- 3 The Modified Measurement Model
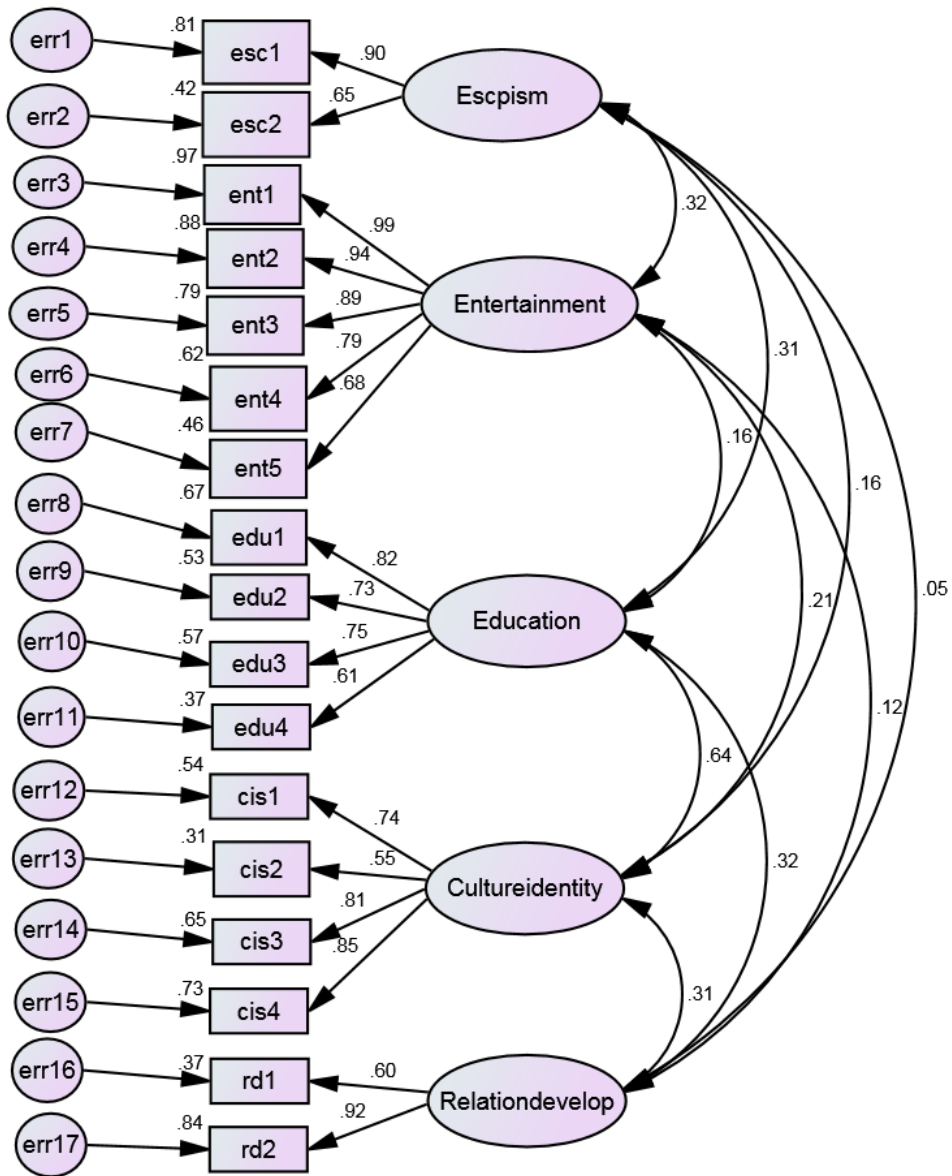
Table 4-10   The Final Pool of 17 Items

Item No.	Statement
1.	I had a fun experience.
2.	I enjoyed a change of pace from work.
3.	The experience allowed me get-away from the pressures of everyday life.
4.	It was a relaxing experience.
5.	I learned about history.
6.	I was entertained.
7.	The experience allowed me to learn ancient Chinese culture and heritage.
8.	I learned more about geography.
9.	The experience here let me connect with my heritage.
10.	I learned how to produce traditional crafts.
11.	I enjoyed watching folk music and dancing performances.
12.	I talked with local residents to know their customs and living habits.
13.	I built friendships.
14.	I had met new people.
15.	The experience helped me better understand Confucianism.
16.	The experience here let me connect with sacred personages and/or objects.
17.	The experience allowed me to celebrate my own history.

Chapter 5

Discussion and Implications

5.1 Results Discussion

This chapter first discusses the findings of the current study related to the literature pertaining to experience in leisure, marketing and tourism studies and tourists' experiences in visiting historic sites and museums. Then, the methodological and practical implications of the current study are shared. Finally, the limitations of the study and the recommendations for future research are addressed. These discussions are helpful to understand the experience in general leisure, marketing and tourism contexts, particularly the experiences of tourists visiting historic sites and museums.

The empirical data collected from the visitor survey have provided a general description of the visitors' age, gender, residence, and visit patterns. The findings indicate that visitors who participated in the survey were typically middle-aged and there were slightly more males than females. The majority were visitors living outside the city and came with family members or friends. Most of visitors were college or university graduates, and their annual family's gross taxable income suggested that they were from middle and lower-middle class. A great majority of the visitors spent less than four hours at Fuzimiao.

The gender distribution of the study sample (consisting of 54.5% male and 45.5%

female respondents) is in line with the gender profile of the Chinese population.

According to the nation's latest "National Census" (National Bureau of Statistics of

China, 2011), the Chinese population (N=1,347,350,000) is 51.3% male and 48.7%

female.

With regard to the age distribution, this study reveals that the respondents ranging in

age from 30 to 49 constitute the majority of visitors. Echoed by Lin's (2006) research

in Taiwanese's perception of the experiences in visiting museums, the study indicates

that the age group from 35 to 44 had the highest participation rate.

In respect of visitors' socio-economic status, the literature suggests that wealthy and

well-educated people tend to visit museums more than others (Hooper-Greenhill,

1994b; Lin, 2004; Merriman, 1991; Nichols, 2003). The results of the current study

indicate that most of respondents are well educated, but, not well-off.

The statistical results of the ranked scale item mean show that "change from work",

"get away", "relaxing", "entertainment", "watch music and dancing performance",

and "chat with locals" are top rated experiences of tourists visiting Fuzimiao. This

finding seems to be consistent with the literature review in Chapter 2 that indicates

'get-way' from everyday life (Mannell & Iso-Ahola, 1987), entertainment (Ryan,

1997), fantasies, feeling and fun (Holbrook & Hirschman, 1982) are primary experiences people like to pursue in a general leisure or tourism setting. In other words, this study may indicate that historic sites and museums are no exception. The subsequent exploratory factor analysis further warrants this finding with the factors of entertainment and escapism extracted out.

Entertainment, according to Ryan (1997), is one of primary experiences tourists seek. In Pine and Gilmore's (1999) model of four realms of experience, entertainment is also one of the four dimensions they used to describe the experiences when tourists passively observe activities and/or performances of others, a dimension which is often reflected in measurement items such as "fun" (e.g. Crick-Furman & Prentice, 2000). Furthermore, entertainment is considered as a core experience and common motivating factor for tourists visiting a heritage site or museum (Cameron & Gatewood, 2003; Moscardo, 1996; Poria, Butler & Airey, 2004; Prentice, 1993b). Thus, it is not surprising that entertainment appears to be an important factor for measuring the experiences of tourists visiting historic sites and museum. Sheng and Chen's (2012) study of experience expectations of museum visitors also lends some support to this factor analysis by showing that the tourists visiting museums are mainly looking for the experiences of easiness and fun. They further stress that in today's museums, recreational experiences embedded with easiness and fun need to be incorporated into the traditional museum visiting experience, which often means

viewing and appreciating historical collections and exhibitions in order to meet visitors' ever-increasing demand for recreation and leisure. As Michael Wolf claims in his book, *The Entertainment Economy*, entertainment elements have to be inlaid in products in order for companies to survive in the future (Wolf, 1999).

The finding also reveals that escapism is one of critical factors that can be used to measure the experiences of tourists visiting historic sites and museum. From a general perspective, tourism experience is about people escaping from their daily routine to explore the extraordinary activities (Oh, Fiore & Jeoung, 2007). As defined by Chaplin (1999), escape is "the main theme, from pressure of work, everyday routine, from commodification, to a space which is a bolt-hole, a retreat or a genuine break from paramount reality". Escapism has been found to be a critical motivation in the context of leisure (Mannell & Iso-Ahola, 1987) and service experiences (Pine & Gilmore, 1999). Evidently, tourists look for a way to escape to a world that is different from their daily routines and problems. They tend to meet distinct people, become familiar with different cultures and customs, and enjoy the natural scenery, all of which lead them the way to creating a sense of liberation (Xu & Chan, 2010). According to Pine and Gilmore (1998), Escapist experiences reveal the active participation and immersion of customers, as in some adventure tourism activities like mountain climbing.

Museum professionals and the general public have long recognized education as the

primary function of museums (Lin, 2006). They help people enhance their

imagination, gain knowledge and experience, and engage in story-telling

(Hooper-Greenhill, 1994b; Liu, 2008). The result of factor analysis reinforces the role

of education in this regard. While building on the combination of education and

entertainment experience, Hertzman, Anderson, and Rowley (2008) revealed that

visitors can have a new experience, namely, "edutainment", which allows them to

participate passively and actively. Edutainment has been defined as "the joining

together of educational and cultural activities with the commerce and technology of

the entertainment world" (Hannigan, 1998, P.98). Since this concept arose, it has not

only challenged the traditionally way of viewing an educational experience,

particularly at historic sites and museums, but also presented new ways to consume

the products and services (Twitchell, 1992; Wallace, 1989). Van Aalst & Boogaarts

(2002) note that the themes created at historic sites need to combine educational and

entertainment elements to provide edutainment offerings. Likewise, Kotler (2004)

points out that today's museum-goers show their enthusiasm about recreational and

participatory experiences in ways that are not restricted to appreciating collections

and exhibitions, a fact which has forced museums to try different methods of

reconciling entertainment and education experience. This change is echoed by

Theobald (2000), who states that, "the museum's dilemma in a nutshell is not money

or education, but money and education—how to achieve the proper balance whereby

the educational goals maintain their ascendancy and the profits grow (pp.5-6)."

Although edutainment orientated experience is becoming popular, Zolberg (1994) worries that the standards and quality of museum visiting experience can be affected by mass entertainment: "some fear that the museum may become, instead of a serious institution, a place of popular entertainment with no standards of quality to govern the selection of artworks" (p.63).

Another important factor identified by the current study is culture identity-seeking. This factor covers the experiences such as "connect with sacred personages", "understand Confucianism", "celebrate my own history", and "connect with own heritage". Modern museum is one of the top attractions for visitors interested in culture seeking (van Aalst & Boogaarts, 2002) and is often referred as a 'temple of culture' (Cai, 2008). The result of this study specifically indicates that tourists visiting historic sites and museums are interested in learning about their cultural identity and participating in the activities associated with culture identity-seeking. Palmer's (2005) examination of people experiencing English identity through tourism endorses this view by arguing that tourists visiting historic sites often seek a sense of collective belonging or desire to explore their cultural roots, in this instance the roots of Englishness. Similarly, Lin's (2006) study lends support to the contention that a museum is often considered an important place for connecting the past and present

and for learning about ancient people's culture and achievement. While Jakle (1985) and Mooney-Melvin (1991) claim that seeking cultural identity has been particularly evident for Americans, current research findings may suggest that Chinese people also share this preference for the experiential factor. So one can say that East and West meet on this ground.

Mannell and Iso-Ahola (1987) take a more holistic view of tourist experience in stating that it involves the opportunity to foster interpersonal relationships. Indeed, this study suggests that relationship development is one critical dimension in the measurement scale because it is composed of items such as "meet new people" and "build friendship". Notably, "connection with relatives", although in the initial item set, was dropped because of its weak item-total correlation value. However, the literature review suggests that this item might be associated with the relationship development factor. Thus, further investigation of this item by using different samples is needed.

Self-exploration was found to be one of the ways in which visitors find meaning through tourism experiences (Little & Schmidt, 2006). With respect to the visitor experience at historic sites and museums, Lin's (2006) study on Taiwanese non-visitors perception of museums indicates that museums need to promote themselves as places for exploration. Exploration as one experiential dimension of

tourist experience at historic sites and museums arose from the exploratory factor analysis; however, it did not survive the confirmatory factor analysis. Due to the potential sample bias and constraints, future studies may want to verify the existence of this factor with different samples.

During the literature review of the nature of experience in leisure study, the concept of flow pioneered by Csikszentmihalyi (1975) triggered the researcher's desire to examine this construct in the tourism activities at historic sites and museums and to determine whether it is should be incorporated into the proposed measurement scale. According to Csikszentmihalyi (1975, 1988), flow experience is often described as "an equilibrium of challenges and skills", "a feeling of competence and control over outcomes in a difficult situation", " wholly concentrating and all-absorbing", " loss of a sense of time and space", and "act with total involvement".

Csikszentmihalyi (1975) observed that flow occurs in certain kinds of activities such as rock climbing, chess playing, and basketball playing. According to him, flow experience can also be found in creative activities, like art and science, or in meditation practices (*e.g.* Zen and Yoga) and religious rituals.

Based on Csikszentmihalyi (1975)'s characterization of flow, the researcher accordingly developed the items for measuring flow experience in the proposed scale:

"I was given an intellectual challenge", "I got totally immersed in the moment", "I felt I lost track of time and space", "The experience has made me fully use my skills", "I got totally involved", and "I felt I can control in a difficult situation". These items were then tested in the sample data collected at Fuzimiao. However, during the SPSS reliability test, all the items failed due to weak item-total correlation scores lower than .30, so they were removed from the scale.

From the aforementioned characteristics of flow, total involvement is no doubt a typical feature. Xu and Chan's (2010) examination of service experiences in the context of package tours reported that involvement is one of four dimensions of which the experiential scale consists. However, this dimension is not in line with the features described in terms of the flow experiences that are under critical scrutiny. Correspondingly, in the development of a scale to measure memorable tourism experiences, Kim, Ritchie, and McCormick (2012) also showed the involvement factor on their scale dimension list. Again, no evidence was provided to suggest this factor's relationship to flow experience. Although the existence of flow experience in tourism activities was not warranted by these studies, it may be too early to assert that flow is not identical to the experience of tourists visiting historic sites and museums due to potential sample bias and constraints. For example, the experience at different types of historic sites and museums may vary. Another interpretation is also possible. Since flow will only occur if the person's capability or skills is well matched with the

challenges of the situations (Csikszentmihalyi & Csikszentmihalyi, 1988), such a condition might not have been made possible at historic site and museum like Fuzimiao. Consequently, tourists report low occurrence frequency of flow during their visits. More studies that focus on testing the occurrence of flow experience at historic sites and museums are highly recommended.

5.2 Methodological Implications

In recent years, destination marketing organizations have been working hard to understand and capture the essence of the experiential qualities of their tourism offerings in order to help themselves identify target markets and develop marketing strategies. However, while much research has focused on the motivation of experience (e.g. Cameron & Gatewood, 2003; Moscardo, 1996; Poria, Butler & Airey, 2004; Prentice, 1993b), or experience expectations (Sheng & Chen, 2012), there has been much less scholarly attention paid to the experience itself or to the occurrence of experience in the field of tourism, particularly at historic sites and museums. To address this gap, the current study follows a systematic process of scale development in unraveling the underlying structure of the experiences of tourists visiting historic sites and museums. The study has critical implications for theorizing experience in this context.

A key methodological contribution of this study is the development of a scale to

measure tourists' experiences of visiting historic sites and museums. The scale developed is a five-dimensional 17-item measure. From a pragmatic perspective, this scale is relatively short and easy to administer. Additionally, the scale has been shown to have reliability, content validity, construct validity, convergent validity and discriminant validity. The dimensions of this scale are theoretically consistent with the relevant conceptualizations of experience in the context of leisure, marketing and tourism aforementioned in Chapter 2.

Another major contribution of this study is that it could add a significant benchmark to the growing body of literature on experiential tourism. Little prior research has been conducted on tourist experience at historic sites and museums, particularly the scale development for this type of experience; therefore, to the best of my knowledge, this study represents the first empirical measurement of tourist experience at such places. It uncovers the underlying dimensions of experience and provides a clear picture of what experiences should be taken into account and measured for understanding the tourists' behavior in such a context.

The results of this inaugural study have two implications. First, the inaugural study explores the dimensions of tourists' experience at historic sites and museums. In particular, it provides a platform for future research to further examine or apply the measurement scale in various contexts. For instance, research can be conducted to

further explore the sub-dimensions of each experiential dimension identified in this study or to modify the scale items according to different research scenarios. Second, this study has built a foundation for the comprehensive research into the experience construct in the context of tourism with a particular focus on historic sites and museums. For example, the measurement model can be used to empirically test the viability of the experiential tourism concept and its relationships with other meaningful constructs, generate more conceptually experiential models, and eventually lead to knowledge enhancement and theoretical development of the concept.

5.3 Practical Implications

Facing the increasing competition in domestic and international markets, destination marketers realize how important it is for them to understand the experiential features and value of the tourism offerings (Gretzel et al. 2006). Perdue (2002) also points out that destination marketers must begin to appreciate the characteristics of tourists' experiences in order to develop the corresponding marketing strategies. This is in line with Pine and Gilmore's (1999) contention that understanding the experiential features of a company's business offering will lead to successful marketing approaches and revenue maximization. Despite appreciating the urgent need to provide experiences, destination marketers often do not know what experiences should be provided in order to meet the customers' expectations (Stamboulis &

Skayannis, 2003). Thus, understanding market demand is a must. It will help

destination managers to provide tailor-make experiential offerings to targeted

customers. Overall, an experiential scale will contribute to this end by helping

destination marketers to recognize their customers' experiential needs.

The research findings of this study suggest some practical implications for the

managers/curators at historic sites and museums. First, they can use this measurement

scale in their site operations to understand customer evaluations of their experiential

offerings both holistically and specifically. For example, the managers/curators can

provide visitors with evaluation sheets and ask them to grade the experiences

identified in the scale. Based on visitors' evaluations, the business operators can

maintain the experiences that are scored high and improve the experiences that are

scored low. As such, they will be able to know how their business performed in each

of the dimensions. This scale was worded to be generalizable to various historic

settings with minimal changes to reflect site-specific offerings and situations. After

the same scales are used repeatedly to measure the visitors' experience at various

historic sites and museums, the results can be used for benchmarking purposes. Using

Fuzimiao as an example, the management may want to know how well is their

business performance against the best practice in the industry, say, another historic

site; they can use these experiential dimensions as the specific indicators (often used

in benchmarking process) to compare with their competitor and find out why it is

successful. In so doing, they will know how to make improvements on their performance. Such a practical application will help the managers/curators at historic sites and museums to improve their experiential product offerings and satisfy visitors' desire to have a better experience.

Second, the managers/curators at historic sites and museums can develop appropriate marketing strategies (e.g. market segmenting, positioning, differentiating) based on their measurement of tourists' experiences. For example, this scale can be used by the operators of historic sites and museums for target marketing. After identifying the socio-demographic characteristics and travel motives of the visitors, by administrating this experiential scale, the operators can possibly modify their marketing channels, products and services to deliver appropriate experiences to their target customers. This scale will also allow the operators to gather additional useful marketing information by asking their competitors questions based on the experiential dimensions identified throughout this study. The competitive information then can be transferred to sales and marketing efforts.

Third, the historic sites and museum marketers, travel agencies and tour operators could work collaboratively to promote the experiences identified in this study in order to have all stakeholders benefit from this joint marketing approach. For example, the museum marketers can pass the photography and promotional videos containing the

identified experiential elements on to tour operators and travel agencies, and then, tour operators and travel agencies can incorporated these promotional material into their own advertising campaigns and marketing instruments.

Fourth, the managers/curators at historic sites and museums could inject the findings of this research into the image-building of their sites. Traditionally, image building is considered an important component in the pursuit of successful marketing strategies. It has significant influences on tourists' travel choices, satisfaction, and behavioral intentions. While recent literature has revealed a shift in focus from image building to branding, it is natural for the managers/curators to consider adding the experiential elements into the process of branding as well. They can first create an experience concept that links to one of the identified experiential dimensions; Using Fuzimiao for example, the manager can establish an experience concept of Confucius culture identity-seeking and further build a brand name around this concept. By promoting this experience concept via a verity of social medium such as social networks, online videos and blogs, television shows, travelling exhibitions, the operator can sustain the brand of Fuzimiao. In this way, experiential branding can help the historic sites and museums to differentiate their product offerings and develop the ultimate destination brand, eventually achieving tourists' overall satisfaction.

Fifth, as the study results indicate that tourists visiting historic sites and museums are

interested in having both educational and entertained experience, the

managers/curators may combine these two types of experience into an "edutainment"

experience (Hannigan, 1998). For instance, museums can display their collections

easily and entertainingly by using interactive and attractive multimedia, organize

educational workshops with entertainment shows, present entertained demonstrations

to visitors by staff, and provide visitors with a relaxing environment. Historic sites

and museums can further stimulate and arouse visitors' interest in having fun on-site,

for example, to provide them with a chance to dress up and perform in period

costumes. These experiences could create pleasant moments for visitors. As most

non-museum-goers view museums as purely education orientated places with no

association to recreation and leisure (Chung, 2005), this newly-created edutainment

experience will make them change their minds and consider a future visit. In sum,

more on-site activities need to be developed to trigger visitors' interest in edutainment

experience.

Sixth, the managers/curators at historic sites or museums can most effectively plan

their tourism programs by focusing their efforts on the five experiential dimensions

identified in this study. Escapism has been determined to be a valuable visitor

experience at historic sites and museums. A number of ways to enhance this

experience are possible, such as providing cozy and quiet places for visitors to engage

in reflection, creating a setting that allows visitors indulge themselves in the natural

scenery, and displaying some collections to let visitors immerse themselves in a different culture and custom. Culture identity-seeking is also identified in this study as a critical factor for visitor experience. Consequently, historic sites and museum operators should keep this factor in mind and develop tourism programs accordingly to stimulate visitors' interest. The potential programs may include displaying sacred items with a connection to Confucianism, Taoism, and Buddhism, exhibiting the culture and customs of one or more ethnic groups, and presenting historic shows for one particular Chinese dynasty. Some actual examples are found to illustrate this suggestion. To promote the recognization and understanding of Chinese philosophy in Canada, the exhibition of Treasures of China featuring the Dazu Rock Carvings held at THEMUSEUM in Kitchener, Canada showcases ancient Chinese sculptures depicting a fusion of Buddhist, Taoist and Confucian beliefs, dating back as far as the 10th Century AD ("Featured Exhibits," 2012). To enhance public appreciation of the diversity of Chinese culture, the Hong Kong Heritage Museum had collaborated with the Ethnic Costume Museum of the Beijing Institute of Clothing Technology to organize an exhibition on the costumes of Chinese ethnic minorities with mainly clothing and silver ornaments displayed ("Silver Art," 2012).

A visitor's experience at historic sites and museums is not necessarily solely associated to just one of the five dimensions. It could link to two or more simultaneously. Most likely it is this holistic experience that makes visitors consider

their experience to be meaningful or extraordinary. Pine and Gilmore (1999) describe this as the "sweet spot" that offers the richest experiences to customers. Thus, to satisfy the experiential needs of tourists, it is very important for historic sites and museums to develop tourism products and programs which encapsulate these five elements of experience. For example, the contests of Chinese ancient music performance and folk handicrafts making can be held for the tourists visiting Fuzimaio, particularly for the tourists visiting with family members and friends. These types of contest will embrace all five experiential dimensions identified in this study.

All in all then, to meet and satisfy visitors' experiential needs, historic site and museum operators must create such experiences as identified and suggested in this study. Meanwhile, they can use this measurement scale of experience as an instrument for examining and bench-marking the organization's performance against their competitors in the market and for determining how well they meet customers' expectations. In so doing, historic site and museum operators can better reach their targeted markets, understand their visitors' behavior, enhance their marketing efforts, and consequently, maximize economic benefits and visitor satisfaction.

5.4 Limitations and Future Research

The current study has a number of limitations which could affect the strength and generalizability of the findings. First, the specificity of findings to one culture and society (Chinese nationals) could be an issue as visitors of different cultures and languages may perceive and evaluate their experiences at historic sites and museums in different ways. Future research should consider validating this scale by using participants from cultures and nationalities other than Chinese.

Second, due to convenience sample, the capability of generalizing the study results is limited. Furthermore, this study uses only one historic site and museum in China as its research site; therefore, the application scope of the findings may also be limited. It would be interesting to see whether the result of the study having data gathered from different populations and/or research sites would be the same or close to the same as the one of this study. Moreover, this research focuses mainly on on-site tourists' experience. Since tourists' experiences at the post- and on-site stages may differ substantially, future research may want to examine post-site experience.

Third, the experiences of the first time tourists visiting Fuzimiao might be different from those of repeat tourists. However, this study does not address this issue. Future study may entail the questions asking number of past visits in the questionnaire. The fourth limitation comes from the inherent features of scale development.

Quantitative methods employed in marketing research, such as surveys, have been criticized for lacking contextual sensitivity to the phenomena studied (Bonoma ,1985; Yin, 1994). Scale development in general is no exception. Additionally, as scale development is viewed as a subsidiary technique of questionnaire-based survey research, during a questionnaire-based survey, the respondents' attitudes and behavior could influence the accuracy and validity of their responses (Veal, 2006). In other words, it is hard to completely avoid the social-psychological influence on visitors' perception and evaluation of the experiences encountered at Fuzimiao by relying on the administrative questionnaires used in the study.

Fifth, this study may involve a respondent bias that could occur during the survey administration. This bias may be due to the visitors' fluctuating response to the questionnaire at different times of the day and different days of week or due to communication problems with the surveyors. Furthermore, the scale items were first crafted and written in English, and then translated to Chinese prior to being included in the survey questionnaire. Translation bias could also occur in this process. Therefore, further analysis should be performed to carefully examine the results of the current research.

Sixth, the factor analysis of this study was conducted on one fairly large sample (EFA on sub-sample 1 and CFA on sub-sample 2). It would be desirable for the scale

to be generalizable to the conceptual population if it is cross-validated with more than one sample (Hair et al., 2006). Additionally, this study only examines the positive experiences of tourists visiting Fuzimiao. Future study may want to administrate the questionnaire to the sample of tourists who have negative visiting experiences.

By developing a reliable and valid measurement scale, this research has only skimmed the surface of the experiential dimensions of tourist experience at historic sites and museums. Further efforts could also be directed towards examining the correlations between the tourists' experiences and their characteristics or developing a more comprehensive model that can explain the relationships between the experiential factors identified in this study and other variables related to motivations, satisfaction, and behavioral intentions of tourists.

Continuous research on similar site settings is strongly recommended to further validate and develop the experiential scale for tourists visiting historic sites and museums. Various samples from different types of historic site and museum could be used to enhance the reliability and validity of the instrument and strengthen the scale.

Chapter 6

Conclusions

With the fast growth of experience economy, the studies of experience in a variety of contexts and settings have aroused people's interests, particularly in the tourism sector. Gaining knowledge of experiential features of tourists visiting historic sites and museums is essential for the operators of these organizations to know how to differentiate their product offerings from those of rivals and develop the appropriate marketing strategies to sustain their competitive advantages. It is also crucial for tourism researchers in this field to build the conceptual framework of experiential studies of visitor experience at historic sites and museums. The research findings of this study present several methodological and practical implications and suggestions for future experiential tourism research.

6.1 Research Summary

The primary purpose of this study was to develop a multiple-item scale to measure tourists' experiences of visiting historic sites and museums. The study follows the scale construction procedure suggested by DeVellis (2003) to develop the scale. First, a comprehensive review in leisure, marketing, and tourism literature was conducted to identify some themes and key words related to the experience construct. As a result,

an initial pool of scale items was generated. Then, these items were reviewed by six judges to ensure their clarity and meaningfulness. The total of thirty items were developed as a basis for measuring tourists' experiences. Subsequently, the visitor survey was conducted at Fuzimiao (Confucius Temple) in Nanjing city, Jiangsu province, China, in the Summer of 2012 (starting in July and ending in August). The overall response rate of this survey was 88%. A total of 500 questionnaires were used for data analysis.

Next, the reliability test was run to examine the scale's internal consistency. Cronbach's alpha value of 0.80 was obtained, which indicates a good reliability of the scale. To purify the scale, corrected item-total correlations were computed for the 30 items. 11 items that have significantly low corrected item-total correlation scores were removed. Deleting these items resulted in an increase in the alpha value from 0.80 to 0.88. Based on the rule of thumb of a reliability level of 0.70, this 19-item scale was highly reliable. The statistical results of the ranked scale item mean also indicate that "change from work", "get away", "relaxing", "entertainment", "watch music and dancing performance", and "chat with locals" were the top rated experiences of tourists visiting Fuzimiao. To uncover the latent variables of the scale, exploratory factor analysis (EFA) was conducted. The results showed an interim 19-item scale with six factors: entertainment, culture identity-seeking, education, exploration, relationship development, and escapism. All the items account for 80.29% of the total

variance. The factor loadings are greater than 0.50 and the communalities are also greater than 0.50.

Confirmatory factor analysis (CFA) was performed to verify the factor structure identified from the EFA. During the process of CFA, the measurement structures of all six factors were identified except that of exploration factor was unidentified. Therefore, the exploration factor was removed from the hypothetical model. Consequently, results of the CFA indicated that the measurement model fit the data adequately. Followed by evaluation of the composite reliability, convergent validity and discriminant validity of the model, the final experiential model with 17 items in five dimensions was obtained.

The research findings have provided a general description of the visitors' age, gender, residence, and visit patterns. The visitors who took part in the survey were typically middle-aged and that males slightly outnumbered females. The majority visitors live outside the city and came with family members or friends. Consisting of college or university graduates, most of the visitors had an annual family gross taxable income that placed them in middle and lower-middle class. A great majority of the visitors were at Fuzimiao for less than four hours.

This study had identified five dimensions of tourists' experiences at historic sites and

museums, namely, Education, Entertainment, Culture Identity-Seeking, Relationship Development, and Escapism. During the process of scale purifying, some items were deleted because of their weak item-total correlation value such as the items describing flow experience and "connection with relatives". Exploration factor was also removed from the measurement model because of its unidentifiable structure. However, due to the possible sample bias and constraints of this research, future studies need to verify these items and the exploration factor with different samples.

A number of limitations associated with this study were addressed such as potential sample bias, respondent bias and limited generalizability. Meanwhile, recommendations were also provided for guiding future research in tourists' experiences at historic sites and museums. It is argued that the experiential research in this context is still in its infancy, future research endeavors should be directed towards examining the correlations between the tourists' experiences and their characteristics or developing a more comprehensive model that can explain the relationships between the experiential factors identified in this study and other variables related to emotion, motivations, satisfaction, and behavioral intentions of tourists.

6.2 Concluding Remarks

The current study was undertaken in the context of the rise of the experience economy worldwide. Following a strict scale construction procedure, it developed a

multiple-item scale to measure the experiences of tourists visiting historic sites and museums. A measurement model with embedded five dimensions composed of 17 items was established to reveal the latent experiential factors.

Limited research, if any, has looked into the experiential elements involved in tourists visiting historic sites and museums, even though a plethora of research on experience in general has been conducted in the contexts of leisure, marketing and tourism. The most methodological contribution of this study is that it has laid the foundations for examining the latent dimensions of tourist experience at historic sites and museums. Though based on a limited sample, it does give a welcome confirmation of how experience at historic sites and museums is recognized and evaluated by visitors. It also provides a template for further measurement scale refinement and a platform for developing a comprehensive experiential model that can explain the relationships between tourism experiential factors and other meaningful constructs.

With respect to the practical contributions, the measurement scale developed by this study can help the historic site and museum managers to identify their potential targeted market segments based on the experiential features of tourist experience. It could also be used to benchmark their performance against their rivals. Moreover, the operators at historic sites and museums can develop appropriate marketing strategies

(e.g. market segmenting, positioning, differentiating) based on their measurement of tourists' experiences by using this scale. In terms of promotion, advertising campaigns need to focus on the five experiential dimensions identified in this study in order to maximize economic return. At last, this measurement scale is also valuable for historic sites and museums' image building and branding.

Overall, this study provides a starting point for the empirical research of tourist experience at historic sites and museums. The findings of this study could also apply to other historic sites and museums that share characteristics with Fuzimiao. Future research on similar site settings is highly recommended as it will further validate and develop the experiential scale for tourists visiting historic sites and museums. A variety of samples from different types of historic site and museum can be used to enhance both the reliability and validity of the instrument.

Appendices

Appendix I: Cover Letter and Questionnaire of the Survey

SURVEY OF YOUR VISITING EXPERIENCE AT FUZIMIAO

Department of Recreation and Leisure Studies
University of Waterloo

Dear Visitor,

You are cordially invited to participate in a visitor survey I am conducting for my doctoral dissertation at the University of Waterloo. The supervisor for my study is Professor Stephen L.J. Smith.

This study aims to develop a multiple-item scale to measure the interest in experiences of tourists visiting historic sites and museums. This project will allow me to understand the related constructs deeply and meanwhile develop the needed skills for research design, data collection and analysis as well as thesis writing.

I would much appreciate if you would fill out the enclosed questionnaire which would normally take you about five minutes to complete. The questionnaire is divided into two parts. The first part asks about the experience you had while you visit Fuzimiao; The second part collects the information of your residence, gender, age, education level, annual household income, etc. You may omit any question you would not like to answer, and withdraw from the study at any time. Participation in the survey is voluntary and anonymous. Additionally, all information we collected will be treated confidential. The data collected through this study will be kept for six years in a secured location and destroyed after. There are no existing or anticipated risks associated to participating in this study.

If you would like to participate in this study, please complete the questionnaire and give back to one of our surveyors. In appreciation for your time and help, you will receive a key ring with the Fuzimiao logo on it from the surveyor. For any questions about this study, please feel free to ask the surveyors, or contact the researcher or the study supervisor, at (025) 13951732516; or 001-519-888-4567 ext. 84045.

This study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. Should you have any comments or

concerns resulting from your participation in this study, please contact this office at 001-519-888-4567 ext. 36005 or ssykes@uwaterloo.ca. Thank you in advance for your interest in this study.

Yours sincerely,

Hoffer Lee

Ph.D Candidate, Researcher
Department of Recreation and Leisure Studies
University of Waterloo,
Waterloo, ON N2L 3G5
CANADA
Email: hm5lee@uwaterloo.ca

Directions: Please respond to each question by (✓) the box that corresponds with the answer you select or by writing your answer in the space provided.

Section I: Visitor Experience at Fuzimiao

Please indicate how strongly you agree or disagree with the following descriptions of the experience you had when you visit Fuzaimiao.

Statements	Strongly Disagree	Moderately Disagree	Mildly Disagree	Mildly Agree	Moderately Agree	Strongly Agree
1. I had a fun experience.	☐	☐	☐	☐	☐	☐
2. I enjoyed a change of pace from work.	☐	☐	☐	☐	☐	☐
3. The experience allowed me get-away from the pressures of everyday life.	☐	☐	☐	☐	☐	☐
4. I experienced something new to me.	☐	☐	☐	☐	☐	☐
5. I had a sense of discovery.	☐	☐	☐	☐	☐	☐
6. It was a relaxing experience.	☐	☐	☐	☐	☐	☐
7. I learned about history.	☐	☐	☐	☐	☐	☐
8. I was entertained.	☐	☐	☐	☐	☐	☐
9. The experience allowed me to learn ancient Chinese culture and heritage.	☐	☐	☐	☐	☐	☐
10. I learned more about geography.	☐	☐	☐	☐	☐	☐

11. The experience here let me connect with

my heritage. ☐ ☐ ☐ ☐ ☐ ☐

12. I learned how to produce traditional crafts. ☐ ☐ ☐ ☐ ☐ ☐

13. I enjoyed watching folk music and dancing performances. ☐ ☐ ☐ ☐ ☐ ☐

14. I talked with local residents to know their customs and living habits. ☐ ☐ ☐ ☐ ☐ ☐

15. The experience here let me strengthen my connection with my relatives. ☐ ☐ ☐ ☐ ☐ ☐

16. I built friendships. ☐ ☐ ☐ ☐ ☐ ☐

17. I had met new people. ☐ ☐ ☐ ☐ ☐ ☐

18. The experience helped me better understand Confucianism. ☐ ☐ ☐ ☐ ☐ ☐

19. The experience here let me connect with sacred personages and/or objects. ☐ ☐ ☐ ☐ ☐ ☐

20. The experience allowed me to celebrate my own history. ☐ ☐ ☐ ☐ ☐ ☐

21. I experienced a sense of the harmony of man with nature. ☐ ☐ ☐ ☐ ☐ ☐

22. I bought souvenirs that I believe my family or friends will enjoy. ☐ ☐ ☐ ☐ ☐ ☐

23. I bought gifts that I believe my family or friends will enjoy. ☐ ☐ ☐ ☐ ☐ ☐

24. I tasted some new foods. ☐ ☐ ☐ ☐ ☐ ☐

25. I was given an intellectual challenge. ☐ ☐ ☐ ☐ ☐ ☐

26. I got totally immersed in the moment. ☐ ☐ ☐ ☐ ☐ ☐

27. I felt I lost track of time and space. ☐ ☐ ☐ ☐ ☐ ☐

28. The experience has made me fully use
my skills. □ □ □ □ □ □

29. I got totally involved. □ □ □ □ □ □

30. I felt I can control in a difficult situation. □ □ □ □ □ □

Section II: General Questions

I would like to know more about the people who have answered my questionnaire. All information provided will remain strictly confidential. Your name will not be associated with your responses.

1. Where is your home located?

    □Nanjing □Within Jiangsu Province(outside of Nanjing)

    □Outside of Jiangsu Province

2. Your gender: □Male □Female

3. What is your age range?

    □18-29 □30-39 □40-49 □50-59 □60 years or older

4. Did you visit Fuzimiao by yourself? □Yes □No
    If no, please check the following category to describe your party

    □Family □Friends/relatives

    □Organized group(school, tour group, work, *etc.*)

    □Others (please explain)_____

5. Approximately how many hours had you spent while you visited Fuzimiao?

    □<1 hour □1 hour □2 hours □3 hours □4 hours

    □>4 hours

6. What's your educational level?

    □High school graduate or less

☐College or university graduate

7. What is your family's gross taxable income range for the past year:

☐ ≦ ¥19,999   ☐ ¥20,000-39,999 ☐ ¥40,000-59,999 ☐ ¥60,000-79,999

☐ ¥80,000-99,999   ☐ ≧ ¥100,000

THANKS FOR YOUR HELP!

Appendix II: Research Poster

Department of Recreation and Leisure Studies

University of Waterloo, Canada

Participants Needed for Research in

Visitor Experience at Fuzimiao

We are looking for volunteers (18 years and older)

to participate in this study

Interested and eligible individuals will be asked to provide the following information about

◆   Their visiting experience at Fuzimiao

◆   Their socio-demographic characteristics

Time Commitment: 5 minutes

Benefits: in appreciation for your time, you will receive a small gift from the

surveyor

For more information regarding this survey,

please contact the surveyors, or the researcher,

Hoffer Lee

Email: hm5lee@uwaterloo.ca

Tel: (025)13951732516 or 001-226-339-1818

Note: This study has been reviewed by, and received ethics clearance through the Office of Research Ethics,

University of Waterloo.

Appendix III: Instructions for Surveyors Conducting the Survey

1) What are your roles as surveyors?

As a surveyor, you need to represent the researcher and interact with the participants (visitors at Fuzimiao) during the survey. To encourage more people to participate and maintain the quality of questionnaire answered will be your primary task.

2) How to be a qualified surveyor?

As a qualified surveyor, first, you need to be knowledgeable about this study. Dressed professionally and behaved friendly will make you easily to approach the potential participants. Second, you must go through the answers to questions could asked by the visitors before starting the survey, and respond to visitors' questions promptly and professionally. Last but not the least, you need to make sure that the participants do not have to report their personal information during the survey, such as name, mailing address and contact phone number, etc. Also, they are allowed to omit any question they are not willing to answer, and they can withdraw from the survey at any time.

3) How to select respondents?

The study population is composed of individual adults, couples, groups of adults with friends/relatives, and families with children. Only 18 years or older visitors, who are exiting from the research site, will be included in the survey. Visitors who don't understand Chinese will be excluded in the survey.

4) Where and when to conduct the survey?

To improve the representativeness of the sample, the surveyors will be asked to stay at six fixed spots in Fuzimiao to conduct the survey. These six spots are along "The Axis of Confucian Culture" where the visitors may exit from these locations. As there is neither much difference between the numbers of tourists visiting Fuzimiao on week days and weekends nor times during the day, you will be asked to conduct the survey from 9am to 5pm either on weekdays or weekends.

5) How to conduct the survey?

You will be asked to stay the assigned spots to distribute the survey questionnaires. Before handing in the questionnaires, the screening question, "Have you enjoyed touring Fuzimiao" needs to asked to ensure that only "real" tourists visiting Fuzimiao are included in the sample. You are also asked to check whether the survey participants are older than 18. If the selected visitor is eligible for and willing to do the survey, he/she is then asked to read the cover letter of his/her questionnaire to gather more detailed information about the research. For couples or group visitors, you only need to distribute to them one questionnaire and allow the group members select one person to respond. As selected visitors began to fill out the questionnaire, you could have the next potential respondent to repeat the same procedure. During the survey, you need to offer the participant a place to sit and provide him/her a clipboard with a pen to complete the questionnaire. Give each participant a free key ring as the gift when he/she completes the questionnaire.

Appendix IV: Script for Surveyors Conducting the Survey

The following is a guideline for how to approach the visitors at the research site. You should practise more till you feel comfortable with your task.

Once a potential participant has been identified, you should walk up to him/her with smile and introduce yourself as following:

> **" Good morning/afternoon, my name is _____. I am here today to help conduct a survey of visitor experience at Fuzimiao. Have you visited Fuzimaio?**

If he/she was a qualified visitor, you need to provide background information about this survey.

> **" This survey is conducted by a doctoral student at the Department of Recreation and Leisure Studies, University of Waterloo, Canada. It will only take you about five minutes to complete the survey. There are no personal questions, and the questionnaire is anonymously. The majority of questions ask about your visiting experience at Fuzimaio. Are you interested in participating in the survey?"**

While showing the questionnaire to the visitors, you ask them " **Excuse me, are you older than 18?"** to ensure that they are eligible for this survey.

If the visitors would like to participate in the survey, then you need to say:

" That's good! Please read the cover letter carefully before you start to fill out the questionnaire, as it contains important information about this study. You are allowed to withdraw from the survey at any time you want. Please feel free to ask if you have any questions during the survey. In appreciate for your time, you will be give a key ring with Fuzimiao logo on it when you complete the questionnaire and hand back to me."

Closing Remarks

"Thank you very much for your help. I hope you enjoyed your time in visiting Fuzimiao."

Appendix V: Answers to Questions Could be Asked by Visitors

Q: Who is conducting this survey?

A: Hoffer Lee, a doctoral student in the Department of Recreation and Leisure Studies,

University of Waterloo, Canada, is doing this research for the completion of his PhD.

His supervisor is Professor Stephen L.J. Smith.

Q: What is the purpose of this survey?

A: The main purpose of this survey is to help develop a multiple-item scale to

measure tourists' interest in the experiences of visiting historic sites and museums.

Q: What kind of questions you ask on the survey?

A: The major information collected from this survey is about your visiting

experiences at Fuzimiao. Other general questions about your residence, age, gender,

education level, time spent on visiting, etc. will also be asked.

Q: How many questions on the survey?

A: There are 37 questions on the survey.

Q: How long will this survey take to complete?

A: About 5 minutes.

Q: Does this survey ask any personal information?

A: The survey only asks some general questions about your age, gender, education level, time spent on visiting, etc. You don't have to provide us with your personal information, such as your name, mailing address, contact phone number or email address.

Q: What kinds of experience should I report in this survey?

A: All you need to do is to indicate how strongly you agree or disagree with the descriptions of the experience in the survey.

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