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Cultural Experience Tourist Motives Dimensionality: A Cross-Cultural Study

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ABSTRACT.This empirical research of tourists' cultural experiences aims to advance theory by developing a measurement model of tourists' motives towards attending cultural experiences for samples of Western and Asian tourists visiting Melbourne, Australia. Drawing upon Iso-Ahola's (1989) seeking/avoiding dichotomy theory for tourist motivation dimensions, the hypothesized dimensions primarily included escape and seeking-related dimensions, and some hedonic dimensions because of their relevance to aesthetic products (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982), which are the context for this study. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were used to cross-validate the underlying dimensionality structure of cultural experience motives. A four-factor model was extracted from the EFA consistent with some theoretical formulations and was retained in the CFA. Specific cultural language group differences for the motive dimensions were also hypothesized between Western and Asian tourist samples, and within the Chinese- and Japanese-speaking Asian tourist samples, but not within the different cultural groups of English-speaking Western tourists. These cross-cultural hypotheses were tested for the motive dimension measurement model using invariance testing in CFA. The findings for the motive dimensions differing by cultural group were not as expected. Significant cultural differences between Western and Asian tourists were not found, but a new finding of this study was significant differences between English-speaking tourists in their motives for attending cultural experiences. Marketing implications of these findings are also presented.

KEYWORDS. Cultural experience tourist motives; dimensionality; cross-cultural differences; Western tourists; Asian tourists; Australia

INTRODUCTION

Many destinations are positioned and marketed as 'cultural and event capitals' yet little is known about tourists' motives for attending cultural experiences, especially the more temporal performances, festivals and events. From the cultural providers' perspective, tourist markets represent new audiences. Existent research on cultural tourists has largely focused on identifying cultural tourists per se by their attendance at particular cultural experiences and understanding their motivations in a situational context. Furthermore, cross-cultural research of tourists' attitudes and motivations is lacking despite the cross-cultural nature of international tourism (Reisinger, 2005). This paper addresses these gaps by focusing on the potential of major tourist markets from Western and Asian cultures as new audiences for various cultural experiences. Developing generic models and parsimonious scales for measuring tourists' motives and their underlying dimensionality, testing them for cultural group invariance and considering the marketing implications, are the new contributions of this study to the understanding of tourists' motivation for cultural experiences.

RESEARCH OBJECTIVES

The questions addressed in this study are what motivates tourists to attend cultural experiences while on holiday and whether the sample from six major English-speaking tourist markets for Melbourne, Australia, cross-validates in confirmatory factor analyses (CFA) the dimensionality of cultural experience motives derived from the exploratory factor analyses (EFA) employed in this study. For the resultant measurement model for cultural experience motives, a related research question also tested is whether there is a significant difference in the factor configural and metric invariance for the six different groups of tourists within the sample: international tourists from North America, New Zealand, and the United Kingdom and Ireland, and domestic interstate tourists (from New South Wales, Queensland and South Australia). The CFA measurement model for the dimensionality of cultural experience motives is then tested with data comprising samples from two major Asian tourist markets for Melbourne: Chinese-speaking and Japanese-speaking tourists. Significant difference between Western and Asian tourists is hypothesized in accordance with Schutte and Ciarlante's (1998) global hypothesis drawing on the work of Hofstede (1984), Trompenaars (1993) and others, that Asian consumer behaviour is distinctively different from Western consumer behaviour and therefore these cultural differences are pervasive enough to call for different marketing strategies. It is further hypothesized that the motive construct dimensionality will be significantly different for the two different language cultural groups of Asian tourists (Chinese-speaking and Japanese-speaking), but will not be significantly different for the different groups of English-speaking Western tourists. Cross-validating the motive dimension measurement model on an Asian sample of Chinese- or Japanese-speaking tourists is further justified as not only are these major tourist markets to Melbourne and many other destinations, but the literature deemed accurate and relevant to the topic of consumer behaviour in Asia was found to be far richer on Chinese and Japanese consumer behaviour than for other Asian consumers (Schutte and Ciarlante, 1998).

LITERATURE REVIEW

Tourist Motivation and Measuring the Motive Construct of the Cultural Experience Motivational Process

The changing perspectives in tourism motivation studies since early writers in the field (e.g., Crandell, 1980; Crompton, 1979; Lundberg, 1971) have been thoughtfully reviewed by several authors (e.g., Harrill and Potts, 2002) with widespread agreement that tourist motivation is an incredibly complex area of research in which no all-embracing theory of tourist motivation has been developed which has been adapted and legitimized by researchers in other contexts. For example, this author has previously identified at least four main conceptual approaches to tourist motivation that have been applied to its empirical measurement: needs-based, values-based, benefits-based, and expectancy theory-based approaches (Kay, 2003).

Motives are separate distinguishable internal dispositions that arouse, direct and integrate a person's behaviour (Murray, 1964). Needs, values or attitudes, are widely recognized as antecedents of motives. In the leisure literature relationships between these variables are summarised by depicting motivation as a process with needs, preferences, motives, desires and expectations influencing consumer behaviour or activity which results in other psychologically-related behavioural outcomes such as goals, satisfaction or psychological benefits that as feedback influence future internal dispositions towards consumer behaviour (e.g., Mannell, 1999).

It is further acknowledged that motives are a multi-dimensional construct and various tourism motivation structures for the underlying dimensions have been proposed since the early psychological research of tourism in the seventies and eighties (e.g., Crompton, 1979; Mayo and Jarvis, 1981). Specific theories of particular relevance to this study include push and pull factors and tourist motivation (e.g., Crompton, 1979), the hedonic consumer motivation theory (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982), the hedonic tourism motivation model (Goossens, 2000), the escaping/seeking framework (Iso-Ahola, 1989), and whether motives are physiological, psychological or sociological. While some authors propose that tourism is primarily a social psychological experience (Iso-Ahola, 1982; Mannell and Iso-Ahola, 1987), motivation for hedonic experiences are considered to

have some physiological dimensions and some psychological dimensions (Mowen and Minor, 1998). Others argue the relevance of the environment in which motives occur shapes, forms and influences the individual's specific response (Gnoth, 1999; Sharpley, 1994). Traditionally, push motives have been psycho-sociological motives used for explaining tourism desire, while pull motives are aroused by the destination and have been used to explain the choice of destination (e.g., Crompton, 1979). Of the nine motive dimensions identified by Crompton (1979), seven were considered socio-psychological or push motives and two were considered cultural pull motives (novelty and education). Goossens (2000) describes push and pull factors of tourist behaviour as, "two sides of the same motivational coin" (p.302) and further posits that the psychological concept, emotion, connects both sides with needs functioning as a pushing motivation and benefits as a pulling motivation.

Cross-cultural Research of Tourist Motives

That travel motives need to be seen in a cross-cultural perspective has been emphasized by other authors (Kim, 1998; Kim and Lee, 2000). Nevertheless, cross-cultural research of tourists' attitudes and motivations is recently still noted as lacking (Reisinger, 2005). Schutte and Ciarlante (1998) confirm that Western cultures form the basis for most of the existing body of consumer behaviour literature and theory. Cross-national validation studies of consumer behaviour theory are also called for by Lee and Green (1991) who note a tendency for consumer researchers to implicitly or explicitly assume that models of consumer behaviour developed on American consumers are universally applicable without testing the underlying model assumptions or the model linkages.

Very few previous studies have included cross-cultural perspectives of tourists' major driving motivation factors and most of this research is site specific such as Lee's study (2000) of visitors' event motivation to attend the World Cultural Expo held in South Korea. As a comparative study of differences between Caucasian and Asian visitors, this existing study produced some interesting findings in an under-researched area, even though these findings are site specific. Seven motivational factors were found and focusing on visitors from four countries/regions (Koreans, Japanese, Americans and Europeans), statistically significant differences in motivations were found between the Asian groups and the Caucasian groups. However no significant differences were found within the Asian or Caucasian groups. Somewhat contradictory to these findings, McKercher's (2004) further analysis of cultural tourism data collected in 2000 for five countries of England and Scotland, Ireland, Australia, Slovakia and Hong Kong found two motivational factors and some statistically significant differences between the country-based groups, but statistically significant differences for Caucasian and Asian motives for visits to cultural attractions were not found.

Several other studies have focused on specific cultural language groups and their travel motivations in general or motivations towards attending specific destinations or cultural experiences. Studies of Western tourist's motivations for travel and attending cultural and non-cultural attractions abound and a few have studied Japanese tourist motives (Andersen et al., 2000; Cha et al., 1995) or Chinese tourist motives (Zhang and Heung, 2001). Only one of these Asian tourist studies considers cultural experience -related motives (Axelsen and Arcodia, 2004).

No previous studies have included the three cultural language groups of interest to this study – English-speaking Western tourists, and Chinese- and Japanese-speaking tourists from Asia - in a generic setting and using a generic scale to test their motives towards attending a range of cultural experiences while on holiday. Hence the results of this study aim to be both representative of these tourist groups and more generalisable across these tourist markets. Understanding motivation as an important factor in understanding and predicting tourist behaviour, is widely recognized as noted above. Furthermore, the marketing implications of this understanding have also been recognized by many scholars in tourism and allied leisure areas (e.g., Mayo and Jarvis, 1981). Crompton and McKay (1997) identify three specific areas of implications whereby understanding visitor motivations helps: i) to design products, 2) to understand the consumer decision making process, and 3) to satisfy customers and increase repetition.

METHODOLOGY

Participants and Measure

Motives are the focus of this research which is part of a larger study examining tourists' motivational process for attending and experience a range of cultural-related experiences. The other constructs within the larger study, (which are not covered in this paper), are attitudes towards attending cultural experiences, and benefits sought and gained from this attendance.

A large dataset was needed to undertake the statistical analysis associated with testing the motives construct for the six major tourist markets identified as sampling populations for this study: four Western cultures represented by English-speaking tourists from North America, New Zealand, United Kingdom and Ireland, Australia (interstate), and two Asian cultures represented by Japanese tourists and Chinese-speaking tourists from any Asian countries. A popular tourist attraction was needed as the sampling site and the Queen Victoria Market (QVM) in the Melbourne CBD proved ideal as it operates five days a week, includes a heritage building, entertainment by musical performers and other special events, and last but not least, attracts considerable numbers of tourists as shown by the ranking of markets for international and domestic tourists. For example, research of tourists' top 15 activities nationally for Australia and by state for Victoria (Tourism Victoria, 2005), ranks going to markets within the top three activities for international tourists (51% nationally cf 57% Victoria), and the 11th most popular activity for six percent of all domestic tourists, nationally and for Victoria. Purposeful, convenience and quota sampling were used to identify eligible respondents from the eight tourist population unit quotas of interest to the study. Respondents eligible to complete the research instrument which was a personally administered in-situ structured questionnaire were firstly identified through selected demographic questions used as screening questions recorded by the data collector on an intercept sheet. A total of 961 usable surveys were obtained from on-site data collection between December 2005 and February 2006 using a structured questionnaire administered by bilingual data collectors fluent in English and Chinese (Mandarin) or Japanese. These bi-lingual data collectors were recruited through university employment services and then trained in accordance with international guidelines (International Chamber of Commerce/European Society for Opinion and Marketing Research, 1995).

Because of the cross-cultural language aspects of the larger study, the questionnaire instrument was developed in English, viewed by experts for opinion, pre-tested with cross-cultural postgraduate students then translated into Chinese (simplified) and Japanese, and back-translated for content equivalence.

Motive Dimensions Consensus and Motive Construct Measurement Scale

In the absence of a pre-validated, generic scale for measuring motives for attending cultural attractions and events, the most commonly found dimensions from selected empirical studies representative of the considerable body of tourist motivation research in various contexts were identified to develop an appropriate scale for use in this study. The most commonly found motive dimensions in a general context and in relation to cultural attractions are presented in Table 1, while those in a festivals and events context (non-cultural and cultural-related) are presented in Table 2.

"Insert Tables 1 and 2 here"

Some lack of consensus can be seen in the number of different dimensions identified for the various contexts including 19 different dimensions overall in a festival event context, 14 for cultural-related festivals and events, 18 different tourism motivation dimensions overall, and 11 for cultural-related attractions. The large list of alternative terms for the dimension names noted under each table, highlights further diversity and a general lack of consensus. Further categorization of the motive dimensions within each table, emphasizes a predominance of psycho-socio-physiologically-based dimensions, however, some attribute-based dimensions apply within each context.

Only one motive dimension is frequently found for cultural attraction motives: education/knowledge (3 studies). A further six dimensions are frequently found for cultural-related festivals and events: social kinship (6 studies), novelty (6 studies), escape (4 studies), social interaction (4 studies), and two attribute-based dimensions of festival

attributes (3 studies) and heritage/culture related festival or event attributes (3 studies).

Based on these findings, the resultant scale in the in-situ survey instrument included a section of 31 items relating to the motives for attending cultural experiences. It incorporated utilitarian-based items in recognition of Haley's (1968) seminal work as well as the more recently favoured psychologically-based items (Tian et al., 1996). Hedonic-related items were also included because of their relevance to aesthetic products (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982), which are the context for this study. Only two items are solely attribute-based: to buy goods and souvenirs (item 30) and to buy food and drinks to consume at the cultural experience (item 31). Of the other 29 psycho-socio-physiologically-based items, six are part attribute-based emphasizing famous cultural experiences (being a famous cultural place, featuring famous performers/entertainers, or famous shows) (items 22-24), or cultural experiences as being safe, good value for money and a high quality experience (27-29). The other 23 psycho-socio-physiologically-based items measure a range of commonly found motive dimensions of relevance to cultural experiences including hedonic-related entertainment, relaxation, physical and emotional involvement, and other related motive dimensions such as escape, novelty, social kinship, social interaction with others, social recognition, learning about local culture, history and the performing arts. To minimise response set bias, interviewers were instructed to randomise the order in which the items within the question scale set are asked.

Statistical Analysis Method

A two-stage process in the exploration and validation of the factorial structure of the questionnaire items was used in this study as recommended by Anderson and Gerbing (1988), including the recommended cross-validation procedure (Hair et al., 2006) of randomly dividing the participants into two samples (1:2 ratio) before analysis by using the random sample selection procedure in SPSS version 15.0. Although widely used in the social sciences, this two-stage process has only been recently applied in tourism research contexts (e.g., Hsu, 2001). The size of the English-speaking Western tourist sample (N=720) is highly suitable for developing and confirming the motive construct measurement model using this two-stage process. It provided a calibration sample (N = 362) for estimating and fine-tuning the factor model in the exploratory factor analysis and a validation sample (N = 358) for testing the stability of the final model.

In the first stage of analysis, exploratory factor analysis (EFA) to determine the underlying measurement model was undertaken using maximum likelihood extraction with oblique rotation on the 31 measurement items until a satisfactory model of the factorial structure of the questionnaire items was determined. As the primary objective is to identify the latent dimensions of the cultural experience motive construct represented in the original variables and because the scale being used is unvalidated and so there is little knowledge about the amount of unique error variances, maximum likelihood extraction based on shared variance was deemed an appropriate factor analysis method to use. Because correlation between the construct dimensions is expected, the use of the oblique rotation method, OBLIMIN in SPSS version 15.0, is justified (Hair et al., 2006). The model derived from the EFA will be subsequently evaluated using confirmatory factor analysis (CFA) from the second stage of analysis.

In the second stage of analysis, a series of CFA analyses were undertaken with the participants' responses. Initially, one-factor congeneric models for each of the constructs was undertaken to test for internal validity, and then the factorial validity of the hypothesised model that was derived from the EFA was tested for discriminant validity (Anderson and Gerbing, 1988). In these models, maximum-likelihood estimation procedures on the covariance structures were conducted in AMOS version 5.0 program and the variances of the latent variables were set to unity in order to identify the models. In evaluating the factorial validity of the full measurement structure, both pattern and structure coefficients were considered. Multiple criteria were employed to assess the goodness-of-fit of the models (Hair et al., 2006). Statistical fit of the models was determined by the chi-square likelihood ratio (χ^2). Absolute fit of the models was also determined by the goodness-of-fit index (GFI), the standardised root mean-square residual (SRMR), and the root mean-square error of approximation (RMSEA). Further descriptive fit of the models was determined by using the incremental fit measures of the adjusted goodness-of-fit index (AGFI), the Tucker-Lewis Index (TLI), and the comparative fit index (CFI). Parsimonious fit was determined by the normed chi-square ratio of χ^2 to degrees of freedom (df). The desired threshold for the GFI, AGFI, TLI and CFI is .90 as noted by Hair et al, (2006) for being the commonly cited guideline, although it is further noted that the .90 threshold has

no statistical basis for either the GFI or AGFI but is based on practical experience and research which have demonstrated its usefulness in distinguishing between acceptable and unacceptable models. For the RMSEA which expresses the lack of fit due to reliability and model specification or misspecification, it has been suggested that values <.05 constitute good fit, values in the .05 to .08 range acceptable fit, values in the .08 to .10 range marginal fit, and values > .10 poor fit (Browne and Cudeck, 1992). The SRMR is the average of differences between the sample correlations and the estimated population correlations. It has a range from 0 to 1 and values of .08 or less are desired (Hu and Bentler, 1999).

Whether there are differences in the measurement model for cultural experience motives of the different cultural groups of English-speaking Western tourists comprising the sample will be tested by dividing the sample into the four country- or region-of-residence subsamples (tourists from North America, New Zealand, United Kingdom and Ireland, and domestic interstate tourists) and then performing factor configural and metric invariance tests for the measurement model. The model fit for the Asian data sample will then be tested with further invariance invariance testing for Asian cultural group differences.

Preliminary Analysis of the Data

Prior to analysis, the calibration and validation data samples were checked for normality of data distribution, outliers and screened for missing values. For scores that are normally distributed, skewness and kurtosis values will equal zero, although values ranging from –1.50 to +1.50 may be considered to approximate a normal distribution (Muthen and Kaplan, 1985 cited in Byrne and Campbell, 1999). Most of the motive items approximated normality and while 12 of the 31 items had outliers in the calibration sample and 16 items had outliers in the validation sample, no observations were extreme on a sufficient number of variables to be considered unrepresentative of the population.

For missing values, as the question scales used in this study did not include the option to answer ‘don’t know/unsure’ or ‘not applicable’, these types of missing values did not apply. With large sets of scale items for the cultural experience motive construct of interest to this study, missing values occurred for the majority of the 31 variables and some missing values analysis was undertaken to identify remedies for missing data to be applied to reduce potential hidden biases of the results and also to reduce the practical impact of missing data on the sample size available for analysis. Items with some missing values numbered 25 in the calibration sample and 29 in the validation sample, and the highest percentage of missing values for any item was 3.1% which occurred for only one item in both the calibration and validation samples.

The model-based, expectation-maximisation (EM) imputation method for missing values was used because it takes better advantage of the structure in the data and is based on the EM algorithm which is related to the maximum likelihood method which is the most widely used estimation algorithm in structural equation modelling (Kline, 2005). The EM imputation method was implemented in SPSS version 15.0 to create new data files for the motive construct measurement scales with no missing values for use in the factor analyses. This treatment of missing data was considered acceptable as the extent of missing values prior to EM imputation was not more than 3.1% for any single item which is well below the proportion of more than 10% where treatment of missing responses poses problems (Malhotra et al., 1996).

The cultural experience motive data was then assessed for sampling adequacy using the Kaiser-Meyer-Olkin (KMO) test. The results for the calibration (N=362) and validation (N=358) samples provided values of 0.90 and 0.88 respectively, and in interpreting these values, as values above 0.50 indicate appropriateness of applying factor analysis and values of 0.80 or above are regarded as ‘meritorious’ (Hair et al., 2006), these data sets were perceived as being adequate for analysis. Similarly, the total sample of tourists (N=961) when divided into subsamples based on tourists’ region or country-of-residence for invariance testing of the model derived from the confirmatory factor analysis, KMO test results indicated adequacy of these data samples for factorability. The KMO results for each of these tourist samples were either close to 0.80 or above: 0.84 for New Zealand (N=140), 0.79 for North America (N=124), 0.83 UK and Ireland (N=141), 0.90 for English-speaking domestic interstate tourists (N=315), 0.79 for Chinese-speaking tourists from Asia (N=122), and 0.79 for Japanese-speaking tourists from Asia (N=119).

With reference to minimum sample size, a minimum of five observations per variable is required for factor analysis (Hair et al., 2006). For the cultural experience motive scale there are 31 variables and so at least 155 observations are required and this threshold was met for the calibration and validation samples. The sample sizes of the six country or region subsamples were also adequate for invariance testing of the model, providing the number of variables in the final model was reduced to 24 or less as expected.

Because the cultural experience motive scale was expected to be multi-dimensional, statistical reliability for internal consistency of the whole scale is considered inappropriate and likely to be artificially and inappropriately inflated by including several redundant scale items (Malhotra et al., 1996). Accordingly the Cronbach alpha coefficient for the whole scale exceeded 0.91 for the total sample (N=961). As a commonly used threshold value for acceptable reliability is 0.70 (Hair et al., 2006), these test results for the whole scale in this data set is high and possibly inflated, but the dataset appears to possess reliability. For each of the construct dimensions found in the EFA, internal consistency reliability will be computed using Cronbach alpha and reported within the EFA results.

DATA ANALYSIS

Sample Characteristics

The total sample of 961 individual tourists comprised more females than males (55% cf 45%) and ages ranged from 18 years to more than 75 years with the most common groups being 55-64 years (22%) and 45-54 years (22%). Although gender of tourists to Australia and Melbourne is not available, the gender balance of the domestic and international tourist subsamples is similar to that of the whole sample with female respondents a slightly higher percentage of each subsample (approximately, 58% and 53%) compare to male respondents (42% and 46%). Age groups reveal some differences between the total sample and the subsamples with the majority of domestic tourists older than the majority of international tourists. When the age of the sample is compared with the age of tourists to Australia and Victoria (Tourism Victoria, 2005), the majority of the total sample are older with 55% 45 years or over compared with 41% of international visitors and 45% of domestic tourists.

The language most spoken at home was used as an indicator of culture in this study and was based on a purposeful convenience and quota sampling method used in the data collection. Of the six population subsamples represented in the total sample, one-third (33%) were domestic interstate tourists from Australia, and each of the other international tourist subsamples ranged between 12% and 15% (15% from UK and Ireland, another 15% from NZ, 13% from North America, a further 15% were Chinese-speaking from Asia, and 12% were Japanese-speaking tourists from Asia). When described as Caucasian or Asian by language spoken at home, English-speaking Western tourists comprised 75% of the sample, and Chinese- or Japanese-speaking tourists from Asia comprised 25%.

Exploratory Factor Analysis of Cultural Experience Motives

The EFA was conducted on the 31 items of the cultural experience motive scale using the calibration sample (N = 362) and undertaken in SPSS version 15.0 with the maximum likelihood extraction method and an oblique rotation method (OBLIMIN). Initially six factors were extracted for cultural experience motives based on eigenvalues greater than 1.0, but five factors were specified based on the scree plot (see Figure 1a) that were further reduced to a final model of four factors based on both eigenvalues greater than 1.0 and the scree plot (see Figure 1b) with satisfactory factorial structure.

"Insert Figure 1 here"

Table 3 displays the pattern coefficients and the factor intercorrelations for the final solution based on 19 items. Satisfactory factorial structure was achieved by removing 12 items to respecify the factor model and a new factor solution was derived after the removal of each item because maximum likelihood extraction is based on shared

variance. Various criteria for identifying and evaluating variables for possible deletion were used in this study. One item (3.14) was removed for communality values below the 0.2 threshold indicating that the variable shares a low amount of variance with all the other variables. Four items (3.6, 3.9, 3.8, and 3.10) were removed to improve discriminant validity of the factorial structure based on inspection of the pattern and structure matrices. Two factors were specified based on the scree plot and the internal reliability of each dimension was then calculated using Cronbach alpha coefficients. While the coefficients for all two factors were above the commonly used threshold value of .70 for acceptable reliability (Hair et al., 2006), one further item (3.24) was eliminated so that all items retained have corrected item-to-total correlations greater than 0.5 as generally recommended (Hair et al., 2006). One item (3.23) was then removed for low communality value below 0.2 and a further five items (3.25, 3.18, 3.5, 3.22, and 3.1) were removed to improve discriminant validity of the factorial structure based on inspection of the pattern and structure matrices. Three factors were specified based on the scree plot after the removal of items 3.24, 3.23, and 3.25 and then four factors were specified (see Figure 2) after the removal of items 3.5, 3.22 and 3.1. The internal reliability of each dimension was then calculated using Cronbach alpha coefficients and the coefficients for all four factors were .83 or above which was above the commonly used threshold value of .70 for acceptable reliability (Hair et al., 2006). Because the factors are correlated, the sums of squared loadings cannot be added to obtain a total variance, but the four-factor solution accounts for 57% of the total variance allowing for the extraction sums of squared loadings. Several of the factor intercorrelations were .30 or greater, which justified using the maximum likelihood extraction method with an oblique rotation.

"Insert Table 3 here"

Inspection of the pattern coefficients and factor intercorrelations for the final solution displayed in Table 3, shows four interpretable cultural experience motive factors that are consistent with some theoretical formulations. Three of the factors are based on 12 of the 29 socio-physio-psychologically-related items that were identified from the literature as commonly found motives for attending cultural-related attractions and events. Two factors comprise largely psychologically-based items for going to cultural experiences while travelling: factor one comprises five items consistent with novelty-related motives, and factor four comprises four items consistent with learning-related motives. Another factor comprises three items consistent with psycho-socio-physiologically-based, relaxation-related motives. The other factor in the solution comprises seven items consistent with safe consumption: two attribute-related and five socio-physio-psychologically-related items. This factor solution of largely psychologically- or experiential-related dimensions reflects the trend in the literature emphasising a conceptual shift away from activities and amenities and toward experiential and psychological outcome (Tian et al., 1996), although the inclusion of two attribute-based motives in one factor within the EFA solution is noted.

Confirmatory Factor Analysis of Cultural Experience Motive Dimensionality

One-factor congeneric models using maximum likelihood CFAs were initially evaluated for the four hypothesised cultural experience motive latent constructs of novelty, relaxation, safe consumption, and learn local culture derived from the EFA. Multiple criteria for assessing goodness-of-fit of the models were applied and multiple strategies for identifying possible model respecification were used to improve the model fit if required, as previously discussed in the CFA statistical analysis methods used in this study.

The one-factor model for the construct of novelty initially reveals acceptable fit of the data to the model except statistically it is significant, χ^2 (5, N= 358) = 19.78, p = .001, and practically, other than a poor RMSEA = .09 (.05; .14), all of the fit indices are above the .90 threshold with TLI = .93, CFI = .97, GFI = .98, AGFI = .93 and SRMR = .04. Excellent fit of the data for the construct was achieved after removing item 3.29 to have a high quality experience as one of a pair of variables with a t-value greater than +2.0 in the standardised residuals covariance matrix indicating the model was not explaining the association between these variables and modification indices indicated correlating this items error term with three other items in the model. The resultant fit of the English-speaking tourist data to the model was excellent statistically,χ^2 (2, N= 358) = 3.37, p = .185, and practically with RMSEA = .04 (.00; .12), TLI = .99, CFI = .99, GFI = .99, AGFI = .98 and SRMR = .02. The three-item relaxation construct was evaluated as a two-factor model with the novelty latent construct. Although the two-factor model was statistically significant, χ^2 (13, N= 358) = 47.40, p= .000, this data was an acceptable fit to the model for the other fit

indices, TLI = .94, CFI = .96, GFI = .96, AGFI = .92, RMSEA = .09 (.06; .011), and SRMR = .06.

Excellent fit of the data for the construct of safe consumption iwa achieved after removing two items: 3.28 to get value for money as one of several pairs of variables with a t-value greater than +2.0 in the standardised residuals covariance matrix; and item 3.26 to demonstrate my ability to travel as one of several pairs of items with high correlations greater than 1.0 in the sample covariance matrix indicating some item redundancy or multicollinearity. The resultant fit is excellent both statistically χ^2 (5, N= 358) = 8.702, p = .122, and practically with TLI = .98, CFI = .99, GFI = .99, AGFI = .97, RMSEA = .05 (.00; .10), and SRMR = .02.

The four-item learn local culture construct was evaluated as a one-factor model congeneric model and the data fit to the model is excellent statistically, χ^2 (2, N= 358) = 1.493, p= .474, and practically, TLI = 1.00, CFI = 1.00, GFI = .99, AGFI = .99, RMSEA = .00 (.00; .10), and SRMR = .01.

Scree plots for all four constructs demonstrated that they were unidimensional and the resultant Cronbach alpha internal consistency reliabilities for the factors comprising four-, two-, five-, and four-items respectively were .74, .82, .76, and .87, all of which were above the commonly used threshold value of .70 for acceptable reliability (Hair et al., 2006).

A four-factor independent cluster measurement model comprising latent variables for liking art and history interaction; famous culture, traditional performing arts, positive word-of-mouth, was specified so that items load uniquely on their respective latent constructs as hypothesized from the CFAs (see Figure 2). The correlations between the four constructs in the full measurement model were freely estimated except for the referent parameter loading weight associated with each construct that was set to unity to identify the model.

"Insert Figure 2 here"

The initial data fit to the model was not acceptable as the model was statistically significant, χ^2 (98, N= 358) = 299.65, p= .000, and practically, several of the fit indices were less than the recommended .90 threshold measure, GFI = .91, AGFI = .87, TLI = .89, CFI = .92, although the RMSEA = .08 (.07; .09), and the SRMR = .07 were acceptable. The model was respecified with four items (3.15, 3.7, 3.27 and 3.19) eliminated one at a time based largely on t-values greater than +2.0 in the standardised residuals covariance matrix. Although the resultant data fit to the model was still statistically significant, χ^2 (48, N= 358) = 83.60, p = .001, the fit was excellent for the other fit indices, GFI = .96, AGFI = .94, TLI = .97, CFI = .98, RMSEA = .05 (.03; .06), and the SRMR = .04. The model was also more parsimonious with a normed chi-square ratio of 1.7.

The factor patterns and structure coefficients for the estimated parameters are presented in Table 4. All factor pattern coefficients on the respective four factors were statistically significant and range from a low of .52 to a high of .92. Inspection of the structure coefficients shows discriminant validity with a clear distinction between the items comprising the four cultural experience motive factors. Intercorrelations between the latent variables were positive and significant (see Figure 2). The factor, social consumption, has correlation of .52, .31 and .25 respectively with the factors, novelty, learn local culture and relaxation. The novelty factor has correlation of .32 and .57 respectively with the factors, learn local culture and relaxation. The correlation between these latter two factors is .35.

"Insert Table 4 here"

Scree plots for each of the four constructs demonstrated that they were unidimensional and the resultant Cronbach alpha internal consistency reliabilities for the four-item social consumption factor, the three-item factors of learn local culture and relaxation, and the two-item novelty factor were respectively .74, .87, .82, and .77, all of which were above the .70 threshold.

Four motive dimensions for attending cultural attractions and events while traveling were derived from the EFA (i.e., novelty; relaxation; safe consumption; learn local culture). Results of the CFAs validated a similar structure of four dimensions for the final hypothesized measurement model for cultural experience motives except for the safe

consumption latent construct that required model respecification involving the removal of the going somewhere safe item and therefore an associated name change to social consumption. The resultant four dimensions in the full measurement model were also consistent with some theoretical formulations. Two factors were consistent with going to cultural attractions and events while traveling for the largely psychologically-based motives consistent with novelty and learning which are commonly found motives or benefits in other research of cultural and tourism experiences (for a summary of commonly found dimensions see Kay, 2006a). A third factor was consistent with physio-psychologically-based motives of relaxation (physically and mentally), and relaxation has also been commonly found in cultural experience motivation research. The fourth factor combines social prestige and word-of-mouth psychologically-based motives with cultural experience attribute-based motives of buying goods and souvenirs and consuming refreshments at the cultural experience.

While social prestige is a commonly found motive for attending cultural experiences, this latter factor contrasts with the trend in the literature emphasising a conceptual shift away from activities and amenities and toward experiential and psychological outcomes (Tian et al., 1996), by validating the retention of the two attribute-based motives within the social consumption dimension. This research finding is similar to other recent research of art museum experiences (Geissler et al., 2006) and performing arts experiences (Swanson and Davis, 2006), which also acknowledge the importance of some ancillary services and their quality to the cultural experience. The provision of cafes or coffee shops was considered to enhance the sociable aspect of the art museum experience in recent focus group research of convenience sampled visitors to art museums in the United States (Geissler et al., 2006). Similarly, recent exploratory factor analysis research of performing arts audience members in the United States included attribute importance items for evaluating the quality of the experience at live performances and found an ancillary quality dimension that included food quality and gift shop item prices (Swanson and Davis, 2006). The other important item within this social consumption motive dimension, is going to cultural experiences to tell others about them, and this finding is supported by theoretical formulations that have been identified in previous research of tourist motives and benefits dimensionality at cultural or other types of experiences, whereby either a separate 'show and tell' dimension has been found (e.g., Lang and O'Leary, 1997) or a similar item is found within a related dimension (e.g., Weaver et al., 2002).

The combination of learning and hedonic-entertainment-consumption related dimensions found in this study is supported by substantive theoretical formulations in cultural and other tourism motivation and benefits related literature (e.g., Eastgate et al., 2006; Kay, 2006a). Furthermore, recent qualitative research of art museum visitors (Geissler et al., 2006) endorses the widely acknowledged perception that cultural experiences offer 'edutainment' – a unique blend of education and entertainment. In turn, the four cultural experience motive dimensions of novelty, social consumption, learn local culture, relaxation and their combinations, have extensive marketing implications, especially in terms of market segmentation, positioning, product development, branding, programming and packaging, and communication campaigns and strategies.

Invariance Testing of Cultural Experience Motive Dimensionality for English-speaking tourists

To test the hypothesis that there is not a significant difference between different cultural groups of English-speaking tourists for the cultural experience motive construct, invariance testing of the cultural experience motives model derived from the English-speaking tourist validation sample was undertaken. Results of the four-factor measurement model for cultural experience motives (Figure 2) assessed separately for each group of English-speaking tourists, establish structural similarity and excellent fit of the data to the model for each group (see lines 1 to 4, Table 5) on most fit indices. Although the hypothesised model was statistically significant for all groups, all other indices show practical fit was excellent except for the AGFI that was below the .90 threshold for all groups. For the multi-group baseline model, the key indexes were the χ^2 statistic, and the CFI and RMSEA values (Byrne, 2001). As seen in Table 5 (line 5), the χ^2 value of 388.97, with 192 degrees of freedom, provides the baseline value against which all subsequent tests for invariance are compared. The CFI and RMSEA values of .95 and .06 respectively, indicate that the hypothesised measurement model of cultural experience attitudes has excellent fit for the baseline model.

"Insert Table 5 here"

Having established excellent fit of the baseline model, testing for invariance of factorial metric measurement across the four groups was undertaken on the constrained model. Chi-square difference test were used to establish the difference in fit between the baseline model and the constrained model. As seen in Table 5 (lines 5 and 6), comparison of the χ^2 difference between these two models and their associated degrees of freedom yields a χ^2 difference value of 47.82 with 24 degrees of freedom, which is statistically significant at the .05 probability level. This indicates that the equality constraints do not hold across the four groups for factor loadings and further tests of factor loadings are needed to pinpoint the location of any noninvariance. In other words, the parameter loadings are not equivalent (noninvariant) across the four English-speaking tourist groups.

Validation and Invariance Testing of Cultural Experience Motive Dimensionality for the Asian Tourist Sample

To test the hypothesis that there is significant difference between Western and Asian tourists for the cultural experience motive construct, the hypothesised four-factor independent cluster measurement model for cultural experience motives derived from the English-speaking tourist validation sample was tested for the Asian tourist sample (N = 241). The model was specified so that items load uniquely on their respective latent constructs of social consumption, novelty, learn local culture, and relaxation. The correlations between the four constructs in the model were freely estimated except for the referent parameter loading weight associated with each construct that was set to unity to identify the model.

Significant difference between Western and Asian tourists was hypothesised and the fit of the Asian tourist data to the four-factor measurement motives model was initially poor. The model was statistically significant, χ^2 (59, N= 241) = 123.37, p= .000, and other than an acceptable SRMR = .08, the data is a poor fit to the model for all of the other fit indices, GFI = .89, AGFI = .82, TLI = .85, CFI = .89, and RMSEA = .11 (.09; 12). Acceptable fit of the data to the model was achieved following the removal of three items: item 3.2 from the relaxation construct, item 3.13 from the learn local culture construct, and item 3.31 from the social consumption construct. The resultant fit of the data to the model was still statistically significant, χ^2 (21, N= 241) = 34.96, p= .029, but excellent for all of the other fit indices, GFI = .97, AGFI = .94, TLI = .97, CFI = .98, RMSEA = .05 (.02; 08) and SRMR = .04. The novelty construct is retained despite item 3.17 to forget about demands of daily life having a negative error term (e7) and a regression weight loading of 1.03.

The factor patterns and structure coefficients for the estimated parameters are presented in Table 6. All factor pattern coefficients on the respective four factors were statistically significant and range from a low of .39 to a high of 1.03. Inspection of the structure coefficients shows discriminant validity with a clear distinction between the items comprising the four cultural experience motive factors. Intercorrelations between the latent variables were positive and significant (see Figure 3). The factor, social consumption, has correlation of .41, .37 and .32 respectively with the factors, novelty, learn local culture, and relaxation. The novelty factor has correlation of .14 and .37 respectively with the factors, learn local culture and relaxation. The correlation between these latter two factors is .45.

"Insert Table 6 here"

Scree plots for each of the four constructs demonstrated that they were unidimensional and the resultant Cronbach alpha internal consistency reliabilities for the three-item social consumption factor, and the two-item factors of learn local culture, novelty and relaxation were respectively .66, .57, .90, and .91, only two of which were above the .70 threshold.

To test the hypothesis that there is significant difference between Chinese-speaking and Japanese-speaking Asian tourists for the cultural experience motive construct, invariance testing of the cultural experience motives model for Asian tourists was undertaken. Results of the four-factor measurement model for cultural experience motives (Figure 3) assessed separately for each group of Asian tourists, establish structural similarity and an acceptable fit of

the data to the model on most fit indices for each group (see lines 1 and 2, Table 7). Although the hypothesised model was statistically significant for both groups, other indices show practical fit was acceptable. For the multi-group baseline model, the key indexes are the χ^2 statistic, and the CFI and RMSEA values (Byrne, 2001). As seen in Table 7 (line 3), the χ^2 value of 73.51, with 42 degrees of freedom, provides the baseline value against which all subsequent tests for invariance were compared. The CFI and RMSEA values of .96 and .06 respectively, indicate that the hypothesised measurement model of cultural experience motives has acceptable fit for the baseline model.

"Insert Table 7 here"

Having established acceptable fit of the baseline model, testing for invariance of factorial metric measurement across the two groups was undertaken on the constrained model. Chi-square difference test was used to establish the difference in fit between the baseline model and the constrained model. As seen in Table 7 (lines 3 and 4), comparison of the χ^2 difference between these two models and their associated degrees of freedom yields a χ^2 difference value of 1.17 with 5 degrees of freedom, which was not statistically significant at the .05 probability level. This indicates that the equality constraints held across the two groups for factor loadings and no further tests of factor loadings were needed to pinpoint the location of any non-invariance. In other words, the parameter loadings were equivalent (invariant) across the two Asian tourist groups.

Exploratory Factor Analysis of Motive Dimensionality of Western Tourist Motives

The lack of invariance found in the cultural experience motive construct dimensionality for the English-speaking Western tourists, required exploratory factor analysis to be undertaken for each of the four different cultural groups of Western tourists, particularly as the expectation was that the samples would interpret the items using identical frames of reference (Hurley et al., 1997). This further research for the English-speaking Western tourists and the motives construct explores the cultural differences within the different groups of Western tourists for construct dimensionality structure overall and differences in the importance of individual variables within the factors. It provides extremely interesting findings that have not been found before and are summarised in Table 8.

"Insert Table 8 here"

All four groups share a motivation for going to cultural experiences for the seeking-related dimensions which supports Iso-Ahola's general leisure motivation theory (1982; 1989). The specific dimensions sought by all four groups of Western tourists from cultural experiences were acquiring local culture knowledge. Another seeking-related motivation sought from cultural experiences was hedonic-related experiences, excepting those from the UK and Ireland. This emphasis on hedonic-related experiences from attending cultural experiences further supports Hirschman and Holbrook's hedonic and experiential consumption theory (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982) as being particularly applicable to aesthetic product. Only two groups of Western tourists exhibit escape-related dimensions in support of the other part of Iso-Ahola's general leisure motivation theory (1982; 1989). Australian domestic tourists and tourists from the UK and Ireland exhibit escape-related dimensions from attending cultural experiences. One other finding that was applicable to all four groups was the presence of a social recognition-related dimension. This finding was of particular interest because analysis of individual motive measurement items by mean scores for the total sample suggested that social recognition was a psycho-sociologically-based motive not positively associated as a motive for going to cultural attractions and events while travelling, as all three social-recognition related items scored as the three lowest motive items and were marginally below the 3.5 midway neutral point on the 6-point measurement scale. Enhancing social position, however, is an important item within the social consumption dimension of the measurement model for the underlying motives dimensions developed in the exploratory and confirmatory factor analyses for the Western tourists and then reconfirmed with the Asian tourist dataset, confirming its relevance as a cultural experience motive for both of these cultural language groups. So the presence of a social recognition-related dimension in the exploratory factor analysis of the motives construct for all four English-speaking Western tourist subsamples, further reaffirms its relevance as a motive for Western tourists to attend cultural experiences.

In addition to these broad findings in common to all or several of the four English-speaking Western tourist motives

for attending cultural experiences while on holiday, the exploratory factor analysis findings for the underlying dimensions of the motives construct also exhibit some cultural group differences. Seeking local cultural knowledge, hedonism and social recognition is common to the domestic tourists, New Zealanders and the North Americans. In addition, the North Americans are interested in novelty and famous culture, a combination that could be summarised as a driving motive for 'must do' cultural experiences. The New Zealanders' additional dimension is safe and good value consumption which suggests they are less adventurous than the North Americans and the domestic Australian tourists, and more thrifty tourists than the other Western cultural groups excepting the domestic Australian tourists. Both the New Zealanders and the North Americans are less escapist as tourists than the domestic Australian tourists and the tourists from the United Kingdom and Ireland. Tourists from the UK and Ireland are not as hedonistic, seek safety in common with the New Zealanders and escape and novelty in common with the domestic Australian tourists, but otherwise seek the commonly found motives of local cultural knowledge and social recognition (albeit combined with safety). Domestic Australian tourists are more hedonistic than the New Zealanders and the North Americans based on number of hedonistic-related items comprising the dimension. Otherwise they seek escape and novelty in common with the tourists from UK and Ireland, good value consumption in common with the New Zealanders, social recognition and local cultural knowledge in common with all other Western cultural groups.

FINDINGS AND DISCUSSION

This study identifies cross-cultural tourist markets as new audiences for cultural experiences. In modelling the significant motive construct for cultural experiences and identifying cross-cultural similarities and differences, new insight is provided.

The cultural experience motive construct was reduced to a small set of dimensions, some attribute-based and others psychologically-based. Although significant differences were hypothesised between Western and Asian cultures, and within the two Asian cultural groups, these were not supported revealing a global market segment of independently travelling tourists with similar motivational processes for cultural experiences. While differences within the four Western cultural groups were the null hypothesis, differing motives for attending cultural experiences were the new and unexpected result of this study.

It was hypothesised that there are significant differences between Western and Asian tourists for the dimensionality of the cultural experience motives construct. It was further hypothesised that the dimensionality would not be significantly different for different cultural groups of English-speaking tourists, but would be significantly different for different language cultural groups of Asian tourists. There was no evidence to support the significant differences between Western and Asian tourists for cultural experience motives dimensionality. The Asian sample validated the four-factor measurement model derived from the Western tourist sample.

The resultant four motive dimensions in the model for attending cultural attractions and events while on holiday are for social consumption, novelty, relaxation and to learn local culture motives. These dimensions are consistent with some theoretical formulations discussed earlier in this paper where their marketing implications were also raised. A summation of the four motive dimensions found in this study is that two factors are consistent with going to cultural attractions and events while traveling for the largely psychologically-based motives consistent with novelty and learning which are commonly found motives or benefits in other research of cultural and tourism experiences. A third factor is consistent with physio-psychologically-based motives of relaxation (physically and mentally), and relaxation has also been commonly found in cultural experience motivation research. The fourth factor combines social prestige and word-of-mouth psychologically-based motives with cultural experience attribute-based motives of buying goods and souvenirs and consuming refreshments at the cultural experience. This combination factor validates the importance of sometimes so-called ancillary services of consuming refreshments and shopping for goods and souvenirs at cultural experiences because of their contribution to the cultural experience itself and to other associated socio-psychological aspects such as the cultural experience as a social experience. The combination of learning and hedonic-entertainment-consumption related dimensions found in this study endorses the widely acknowledged perception that cultural experiences are perceived as offering 'edutainment' – a unique blend of education and entertainment.

Evidence from the invariance testing of different cultural groups within the Western tourists does not confirm the hypothesised finding that there would not be significant differences in the dimensionality of the cultural experience motive construct between these groups. Significant differences were found in the cultural experience motive dimensions for different cultural groups of English-speaking Western tourists. For the different cultural groups within the Asian tourists, invariance testing evidence does not confirm the hypothesised finding that there would be significant differences in the dimensionality of the cultural experience motive construct between these groups. Rather, significant differences were not found in the cultural experience motive dimensions for the Chinese-speaking and Japanese-speaking Asian tourists.

CONCLUSIONS AND IMPLICATIONS

This study disproves the previously identified divide between Western and Asian consumer behaviour (Schutte and Ciarlante, 1998) and posits a new divide between Western tourists' motives for attending cultural experiences The findings inform marketing strategies for attracting independently travelling tourists from major Western and Asian markets to cultural experiences, and importantly highlight the marketing implications of the new divide within Western tourists' motives for attending cultural experiences.

Overall, this study finds strong positive agreement by all six tourist populations studied towards attending cultural attractions and events. This is an encouraging outcome as it highlights the potential of tourist markets from diverse cultural backgrounds. Some findings of this study that are contrary to existing research or new contributions to the understanding of tourists' motivational process for attending cultural attractions and events, have multiple marketing implications. Firstly, the absence of cultural group differences between Western and Asian tourists in the cultural experience motive construct and the underlying dimensions, is contrary to the differences found in much consumer behaviour, tourism and hospitality literature. The similarity in underlying dimensions of cultural experience motives for Western and Asian tourists highlights a global market segment of independently travelling tourists with similar motivational processes for cultural experiences. In the early stages of the motivational process, marketing communication campaigns and activities, in particular, have an important role to play in converting positive attitudes and motives for attending cultural experiences into actual attendances. However, the presence of cultural group differences for different groups of English-speaking, Western tourists, in relation to the motives construct is a new and interesting finding of this study with further market segmentation implications. These findings encourage marketing cultural attractions and events to tourists, without focusing on cultural group differences, except when addressing different cultural groups of Western tourists.

The improved understanding of the motives construct and its underlying dimensions for tourist markets for cultural experiences while on holiday resulting from this study, has numerous marketing implications. That all tourist markets are motivated to attend and consume cultural experiences that are a complex bundle of product attributes and psycho-socio-physiologically-related benefits has been confirmed in this study. From the motives construct findings where the greatest cultural group differences were found within the different cultural groups of Western tourists, psycho-socio-physiologically-based dimensions commonly found in the literature are supported for tourist markets in general such as social recognition, novelty, learning local culture, and relaxation. This combination of learning and hedonic-entertainment consumption related dimensions supports substantial theoretical formulations identified in cultural and other tourism motivation literature reviews (e.g., Eastgate et al., 2006; Kay, 2006b) and recent qualitative research endorsing the perception that cultural experiences offer a unique blend of education and entertainment, referred to as 'edutainment' (Geissler et al., 2006). However the inclusion of some attribute-based motives within some dimensions is contrary to the trend acknowledged in the literature of a conceptual shift away from activities and amenities and toward experiential and psychological outcomes (Tian et al., 1996), but consistent with recent exploratory research of cultural experiences where the provision of ancillary services such as cafes and gift shops are considered to enhance the sociable aspects of the experience (Geissler et al., 2006; Swanson and Davis, 2006).

When marketing to Western cultural groups, discernable differences highlighted in the previous section should be addressed. Edutainment-related and social recognition dimensions are relevant to all Western cultural groups, but unique cultural group differences were also noted. Tourists from the UK and Ireland are not as hedonistic but are more escapist, New Zealand tourists are less adventurous and more thrifty, the North American combination of novelty and famous culture related dimensions is summarised as a driving motive for 'must do' cultural experiences, while the domestic tourists are the most hedonistic of the four cultural groups. These findings have extensive marketing implications for market segmentation, positioning, product development, branding, programming and packaging as well as for communication campaigns and strategies.

The six tourist populations of interest to this study have been identified as target markets for cultural experiences with Asian tourists and Western tourists comprising one global market segment, except for cultural group differences between the Western tourists in relation to their motives for attending cultural experiences.

Furthermore, the marketing implications of this study's findings highlight how different marketing strategies and activities are particularly relevant to different stages of the motivational process for cultural experiences. Communication campaigns and strategies are particularly relevant to the formation of attitudes, motives and expectations towards cultural experiences, while product development, delivery, packaging and programming are relevant to the consumption experience, especially the expected benefits sought from the experience, the motivational process related behavioural outcomes of perceived benefits gained following the consumption experience and satisfaction/dissatisfaction with the experience which in turn influences future attitudes and motives towards cultural experiences.

The parsimonious, generic scales for measuring cultural experience motive construct that were developed and tested in this study resulted in new knowledge about the cultural experience motivation for tourists and the associated marketing implications.

LIMITATIONS AND FUTURE RESEARCH

While the research of tourist motivation to date is substantial, especially for tourist motives and benefits, there is a lack of pre-validated measurement scales for each of the constructs, cross-cultural research of cultural group differences, and substantive theory of construct dimensionality to govern confirmatory factor analysis model development and re-specification. Nonetheless, despite this limitation, a comprehensive and considered measurement instrument was developed which proved to be culturally sensitive, while avoiding the cross-cultural research problems of cultural or measurement scale inequivalence.

Cultural group differences in the cultural experience motive dimensionality was measured in this study by language spoken at home. This is considered a broader measure of culture than nationality as language is one of the key underlying dimensions of culture (Cateora and Graham, 2002). That it does not cover all cultural dimensions recommended in cross-cultural studies for more grounded inferences of culture is acknowledged, such as Hofstede's (1984) cultural dimensions of power distance, collectivism/individualism, masculinity/femininity, and uncertainty avoidance. These dimensions have been used extensively in cross-cultural studies in international marketing. Schutte and Ciarlante (1998) warn however, of great variation between both Western and Asian cultures along two of Hofstede's cultural dimensions: uncertainty avoidance and masculinity/femininity, and of great variation between the individual Asian cultures themselves. Nevertheless, they acknowledge the similarities between Asian cultures along the dimensions, and their contrast with Western cultures lead them to conclude that 'Asian' cultural is indeed fundamentally different from 'Western' culture (Schutte and Ciarlante, 1998).

Depth in research from the cultural differences in the motivational process examined in this study is achieved by including two Asian groups (Chinese and Japanese) to allow comparisons to be made between Western and Asian cultural groups. Quantitative research was used in this study to empirically test cultural differences and to build upon the existing body of research relating to tourist's cultural experience motive dimensionality. Limitations of

quantitative research, especially in a cross-cultural context have been previously acknowledged and in view of the findings of this research and the rich mix of motivational dimensions identified earlier in this paper, future research using a qualitative approach may uncover any limitations of the quantitative approach used in this study and enable further indepth analysis of tourists' cultural experience motivation and cultural differences.

In this study, parsimonious, generic scales for measuring the motivational construct of motives in a cultural experience context have been developed for use in future studies. The influence of the selected socio-demographic variable of culture on the motives for cultural experiences was specifically tested in this study and found to have a major influence, especially culture of English-speaking Western tourists. Other socio-demographics or trip characteristics of potential relevance to the cultural experience motives could be tested in future research. For example, age group may have a significant influence and two other socio-demographics not directly measured in this study, but acknowledged as characteristics of this study's sample population and therefore of possible indirect influence are high income levels and high education levels inferred from the high proportion of the total sample staying in 3-star accommodation or higher.

Having found some unexpected differences between English-speaking Western tourists in this study, future research should also focus on testing for differences between important tourist markets of non-English-speaking Western tourists. For Australia, these markets should include tourists from the current major European market of Germany identified as a Tier 2 market and also the potential European markets identified as Tier 3 Markets in forecasts of international tourists to Australia and Victoria over the next ten years between 2006-2015 of France, Italy, the Netherlands and Switzerland (Tourism Victoria, 2006).

Acknowledging the high proportions of independent tourists sampled in this study which enables an important contribution to understanding the cultural experience motivational process for these tourists and associated cultural language group differences, future research could focus on tour groups from major tourist markets and a comparison of their motivation and its underlying dimensions. Independent tourists are an important and growing market, especially given the high proportions of repeat visitors found in this study. These tourists are also highly receptive and responsive to marketing communication activities and strategies, as their plans are less fixed than tourists travelling on tour groups. Independent tourists however, are only a segment of the large, emerging tourists markets of Asia such as China. Tour groups are another important market segment, and based on Pearce's (Pearce and Lee, 2005) travel career approach to tourist motivation, one that is particularly relevant to emerging tourist markets, in the early stages of international travel careers.

The new conclusions from this study identify cross-cultural tourist markets as new audiences for cultural experiences. This addresses the research problem of the potential of major tourist markets as new audiences for cultural experiences at cultural experiences. By researching their cultural experience motivation and its underlying dimensions, and any cultural language group similarities and differences, this research complements and contributes to the existing cultural tourism research that largely focuses on understanding tourist motivation and behaviour at cultural experiences per se and neglects cross-cultural perspectives despite their importance to international tourism. By applying the latest methods of confirmatory factor analysis in structural equation modeling to determine measurement models for the significant motivation construct of motives and their underlying dimensionality, it is possible to statistically test for cultural language group similarities and differences in relation to these using invariance testing, and this is a further contribution of this study to understanding cultural differences in the cultural experience motivation. From these latest methods and the resulting conclusions, new insight with marketing implications for destinations, attractions and events is provided in addition to parsimonious, generic scales for use in future studies.

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Table 1: Most commonly found motive dimensions in the selected empirical tourist motivation research by tourism context (cultural tourism versus other tourism contexts)

Most Commonly Found Motive Dimensions														
	Tourism-Related Motivation (Non-Cultural)									**Cultural Attraction-Related**				
AUTHOR(S)	(Crompton, 1979)	(Dunn Ross and Iso-Ahola, 1991)	(Fodness, 1994)	(Moutinho, 1987)	(Yuan and McDonald, 1990)	(Zhang and Heung, 2001)##	(Andersen et al., 2000)#	(Cha et al., 1995)#	**SUBTOTAL**	(Axelsen and Arcodia, 2004)	(McKercher, 2004)	(Poria et al., 2006)	**SUBTOTAL**	**TOTAL**
Psycho-Socio-Physiologically-based														
Bequeathing to Children									**0**			**X**	**1**	**1**
Connecting with Heritage									**0**			**X**	**1**	**1**
Curiosity/Discovery									**0**	**X**			**1**	**1**
Education/ Knowledge	**X**	**X**				**X**	**X**	**X**	**5**	**X**	**X**	**X**	**3**	**8**
Emotional Involvement									**0**			**X**	**1**	**1**
Entertainment (10)									**0**			**X**	**1**	**1**
Escape		**X**							**1**	**X**			**1**	**2**
Leisure (11)									**0**		**X**		**1**	**1**
Novelty (1)	**X**				**X**	**X**	**X**	**X**	**5**	**X**			**1**	**6**
Relaxation (7)	**X**		**X**	**X**	**X**	**X**	**X**	**X**	**7**				**0**	**8**
Reward Maximisation			**X**						**1**				**0**	**1**
Self-Development/ Self-Exploration (5)	**X**		**X**						**2**				**0**	**2**
Socia (Interaction)l: meeting new and different people (8)		**X**	**X**	**X**			**X**		**4**				**0**	**4**
Social (Kinship) (2)	**X**			**X**	**X**			**X**	**4**	**X**			**1**	**5**
Social (Recognition) (3)	**X**		**X**		**X**	**X**	**X**		**5**				**0**	**5**
Work Career Development							**X**		**1**				**0**	**1**
Enhancement of Human Relations						**X**			**1**				**0**	**1**
Attribute-based														
Heritage/ Culture Knowledge (9)				**X**			**X**		**2**	**X**			**1**	**3**
Physical Sports				**X**	**X**			**X**	**3**				**0**	**3**
Shopping for Souvenirs		**X**							**1**				**0**	**1**

#Studies of Japanese Tourists; ## Study of Mainland Chinese Tourists

1. Novelty: Alternative terms used included Exploration/Discovery/Something New/Excitement/Variety/Unique Identify/Adventure/
2. Social (Kinship): Alternative terms used included (socialisation/bonding/affiliation)
3. Social (Recognition): Alternative terms used included Prestige/Show & Tell/Bragging/Value Expression/
4. Nature Appreciation: Alternative terms used included Environment aspects of destination

5. Self-Development/Self-Exploration: Alternative terms used included Regression (Crompton, 1979)/ Ego-enhancement (Fodness, 1994)
6. Physical Sports: Alternative terms used included Health and Recreation/
7. Relaxation: Alternative terms used included Punishment Minimisation (Fodness, 1994)/
8. Social Interaction: Alternative terms used included Social Adjustment (Fodness, 1994)/
9. Heritage/ Culture Knowledge: Alternative terms used included Enjoyment of Art Exhibitions & Reviews (Axelsen and Arcodia, 2004)
10. Entertainment: Alternative terms used included Leisure Pursuit (Poria et al., 2006)
11. Leisure: items included entertainment and relaxation (McKercher, 2004)

Table 2: Most commonly found motive dimensions in the selected empirical tourist festival and event motivation research by tourism context (cultural tourism versus other tourism contexts)

	Most Commonly Found Motive Dimensions														
	Tourism-Related Festivals and Events (Non-Cultural)							**Cultural-Related Festivals and Events**							
AUTHOR(S)	(Uysal et al., 1993)	(Mohr et al., 1993)	(Backman et al., 1995)	(Scott, 1996)	(Schneider and Backman, 1996)	(Crompton and McKay, 1997)	**SUB TOTAL**	(Formica and Uysal, 1996)	(Formica and Uysal, 1998)	(Lee, 2000)	(Lee et al., 2004)	(Raybould et al., 1999)	(van Zyl and Botha, 2004)	**SUB TOTAL**	**TOTAL**
Psycho-Socio-Physiologically-based															
Curiosity				X			**1**							**0**	**1**
Education/ Knowledge							**0**					X		**1**	**1**
Entertainment							**0**	X	X					**2**	**2**
Escape	X	X		X	X	X	**5**			X	X	X	X	**4**	**9**
Excitement/ Thrills	X	X	X	X	X		**5**	X	X					**2**	**7**
Gregariousness (4)						X	**1**							**0**	**1**
Novelty (1)	X	X				X	**3**	X	X	X	X	X	X	**6**	**9**
Relaxation			X				**1**							**0**	**1**
Social (Interaction): meeting new and different people	X	X	X	X	X	X	**6**			X	X	X	X	**4**	**10**
Social (Kinship) (2)	X	X	X	X	X	X	**6**	X	X	X	X	X	X	**6**	**12**
Social (Recognition) (3)							**0**						X	**1**	**1**
Attribute-based															
Entertainment							**0**						X	**1**	**1**
Festival Attributes					X		**1**		X	X	X			**3**	**4**
Food and Beverages							**0**						X	**1**	**1**
Heritage/ Culture (6)						X	**1**		X	X	X			**3**	**4**
Information and Marketing							**0**						X	**1**	**1**
Nature Appreciation (5)				X			**1**							**0**	**1**
Transport							**0**						X	**1**	**1**

1. Novelty: Alternative terms used included Exploration/Discovery/Something New/Excitement/Variety/Unique Identify/Curiosity/Regression/Authenticity and Uniqueness
2. Social (Kinship): Alternative terms used included Socialisation/Bonding/Affiliation/Family Togetherness,
3. Social (Recognition): Alternative terms used included Prestige/Show & Tell/ Self-Esteem
4. Gregariousness : : Alternative terms used included Recover Equilibrium
5. Nature Appreciation: Alternative terms used included Environment aspects of destination
6. Heritage/Culture: Alternative terms used included Cultural Exploration

Figure 1 Scree plots of EFA motives construct for English-speaking tourist calibration sample

1a *1b*

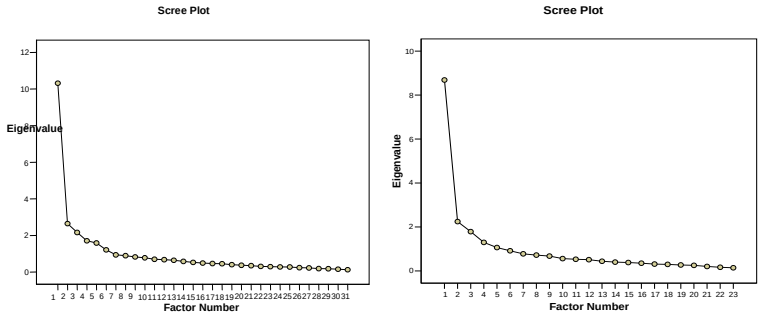

Table 3 EFA on calibration sample: Factor pattern coefficients for the four factors of cultural experience motives derived from oblique rotation

Questionnaire Item		**Factors**			
I go to cultural attractions and events while travelling …		**I**	**II**	**III**	**IV**
3.16	to have a change from my daily routine	**.70**	.07	.05	-.14
3.17	to forget about demands of daily life	**.59**	.18	.19	.07
3.19	to satisfy my curiosity	**.47**	.09	.12	-.27
3.7	to do something I want to do	**.46**	.31	-.08	-.23
3.29	to have a high quality experience	**.42**	.19	.18	-.17
3.3	to relax physically	-.08	**.94**	.01	.00
3.4	to relax mentally	.05	**.88**	.00	.03
3.2	to be entertained by others	.15	**.50**	.03	-.05
3.26	to demonstrate my ability to travel	-.04	-.12	**.75**	-.12
3.27	to go somewhere safe	.23	.08	**.69**	.13
3.30	to buy goods and souvenirs	-.04	.08	**.62**	.06
3.28	to get value for money	.35	-.05	**.60**	.12
3.31	to buy food and drinks to consume at the cultural experience	.03	.01	**.53**	-.13
3.21	to enhance my social position	-.18	.19	**.51**	-.06
3.20	to tell my friends and relatives about it	.11	.02	**.45**	-.22
3.11	to learn about local culture	.04	-.03	.03	**-.91**
3.12	to learn about local history	.05	-.02	.03	**-.88**
3.13	to learn about local performing arts	-.05	.09	.11	**-.69**
3.15	to enjoy something unique to the destination	.41	.09	-.13	**-.43**
Reliability Alpha		.85	.83	.83	.87
Factor intercorrelations					
Factor I: Novelty					
Factor II: Relaxation		.43			
Factor III: Safe consumption		.32	.40		
Factor IV: Learn local culture		-.41	-.39	-.28	
Percentage of explained variance		35.63	8.02	8.15	4.82
Eigenvalue after rotation		4.27	4.37	4.19	4.36

Note: Coefficients exceeding an arbitrary cut-off loading of .42 are shown in bold type. *N* = 362

Extraction Method: Maximum Likelihood; Rotation Method: Oblimin with Kaiser Normalization; Rotation converged in 20 iterations

Figure 2 Hypothesised model of cultural experience motives for CFA validation sample of English-speaking tourists

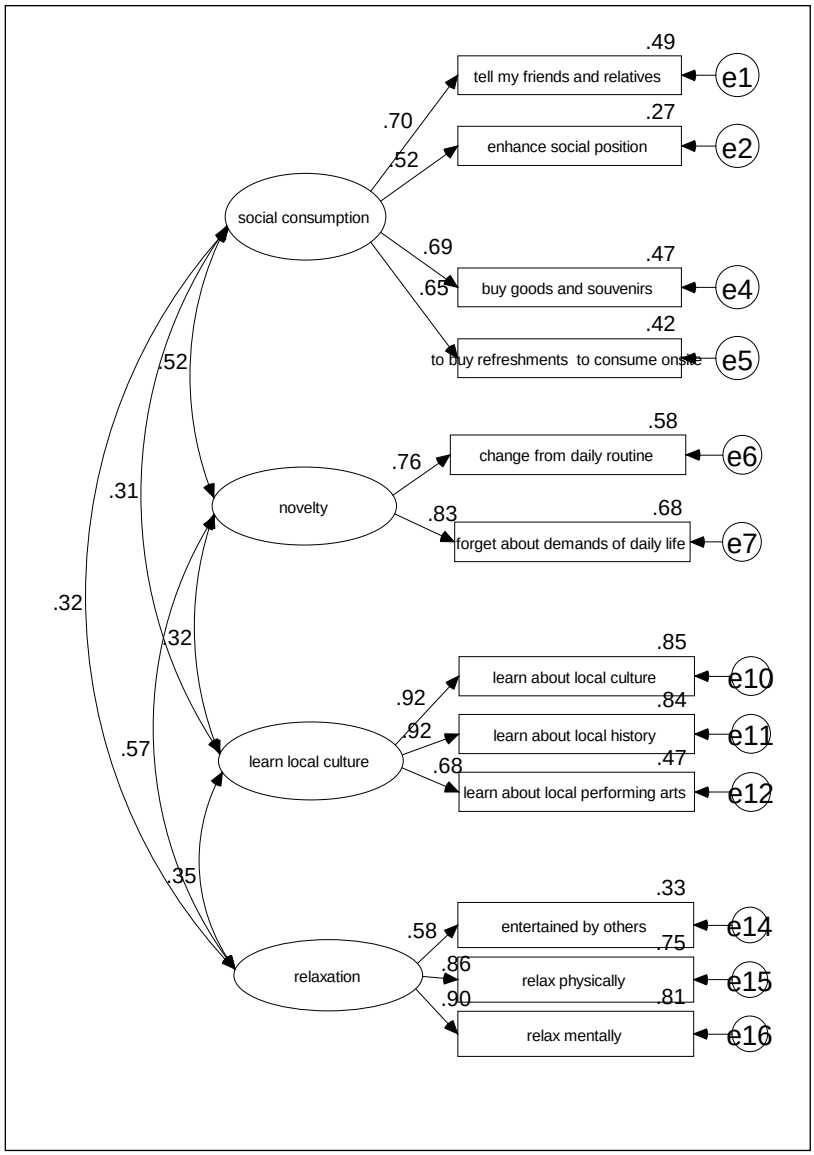

Table 4 CFA on validation sample: Factor pattern and structure coefficients for the four factors of cultural experience motives

Questionnaire Item **I go to cultural attractions and events while travelling …**		**Factors**							
		Social consumption		**Novelty**		**Learn local culture**		**Relaxation**	
		P	S	P	S	P	S	P	S
3.20	to tell my friends and relatives about it	.70	.70	0[a]	.36	0[a]	.22	0[a]	.23
3.21	to enhance my social position	.52	.52	0[a]	.27	0[a]	.16	0[a]	.17
3.30	to buy goods and souvenirs	.69	.69	0[a]	.36	0[a]	.21	0[a]	.22
3.31	to buy food and drinks to consume at the cultural experience	.65	.65	0[a]	.34	0[a]	.20	0[a]	.21
3.16	to have a change from my daily routine	0[a]	.40	.77	.77	0[a]	.25	0[a]	.44
3.17	to forget about demands of daily life	0[a]	.43	.83	.83	0[a]	.27	0[a]	.47
3.11	to learn about local culture	0[a]	.29	0[a]	.30	.92	.92	0[a]	.32
3.12	to learn about local history	0[a]	.28	0[a]	.29	.92	.92	0[a]	.32
3.13	to learn about local performing arts	0[a]	.21	0[a]	.22	.68	.68	0[a]	.24
3.2	to be entertained by others	0[a]	.19	0[a]	.33	0[a]	.20	.58	.58
3.3	to relax physically	0[a]	.28	0[a]	.49	0[a]	.30	.86	.86
3.4	to relax mentally	0[a]	.29	0[a]	.51	0[a]	.31	.90	.90

Note: P = pattern coefficient; S = structure coefficient; *N* = 358. Factor correlations were free to be estimated. All pattern coefficients are statistically different from zero.

a. Parameters fixed at reported levels to identify the model

Table 5 Invariance testing on validation sample: Model fit for multi-group model of cultural experience motives for four English-speaking tourist groups

Model	χ^2	*df*	*p*-value	GFI	AGFI	TLI	CFI	RMSEA	90% confidence interval of RMSEA	SRMR
Domestic (Australia)	136.18	48	.000	.93	.89	.95	.94	.08	.06, .09	.06
New Zealand	91.22	48	.000	.91	.85	.92	.94	.08	.06, .11	.07
North America	79.20	48	.003	.91	.85	.92	.95	.07	.04, .10	.07
UK and Ireland	82.22	48	.002	.92	.86	.93	.95	.07	.04, .10	.07
Baseline	388.97	192	.000	.92	.87	.93	.95	.04	.03, .04	.06
Metric invariance: equal factor loadings	436.79	216	.000	.91	.87	.93	.94	.04	.03, .04	.06

Note: Domestic (Australia) (N= 315); New Zealanders (*N* = 140); North Americans (*N* = 124); tourists from UK and Ireland (*N* = 141)

Table 6 Validation of CFA cultural experience motives model with Asian tourist sample: Factor pattern and structure coefficients for the four factors

Questionnaire Item **I like going …**		**Factors**							
		Social consumption		**Novelty**		**Learn local culture**		**Relaxation**	
		P	S	P	S	P	S	P	S
3.20	to tell my friends and relatives about it	.81	.81	0[a]	.33	0[a]	.30	0[a]	.26
3.21	to enhance my social position	.61	.61	0[a]	.25	0[a]	.23	0[a]	.20
3.30	to buy goods and souvenirs	.47	.47	0[a]	.19	0[a]	.17	0[a]	.15
3.16	to have a change from my daily routine	0[a]	.16	.39	.39	0[a]	.06	0[a]	.14
3.17	to forget about demands of daily life	0[a]	.42	1.03	1.03	0[a]	.15	0[a]	.38
3.11	to learn about local culture	0[a]	.33	0[a]	.13	.89	.89	0[a]	.40
3.12	to learn about local history	0[a]	.34	0[a]	.13	.91	.91	0[a]	.41
3.3	to relax physically	0[a]	.31	0[a]	.35	0[a]	.43	.96	.96
3.4	to relax mentally	0[a]	.28	0[a]	.32	0[a]	.39	.88	.88

Note: P = pattern coefficient; S = structure coefficient; *N* = 358. Factor correlations were free to be estimated. All pattern coefficients are statistically different from zero. a. Parameters fixed at reported levels to identify the model

Table 7 Invariance testing on Asian international tourist sample: Model fit for multi-group model of cultural experience motives for two Asian tourist groups

Model	χ^2	*df*	*p*-value	GFI	AGFI	TLI	CFI	RMSEA	90% confidence interval of RMSEA	SRMR
Chinese-speaking	34.77	21	.030	.94	.88	.93	.96	.07	.02, .12	.06
Japanese-speaking	38.74	21	.010	.94	.87	.93	.96	.09	.04, .13	.06
Baseline	73.51	42	.002	.94	.87	.93	.96	.06	.03, .08	.06
Metric invariance: equal factor loadings	74.68	47	.006	.94	.88	.94	.96	.05	.03, .07	.06

Note: Chinese-speaking Asian international tourists (N= 122); Japanese-speaking Asian international tourists (N= 119)

Figure 3 Hypothesised model of cultural experience motives from CFA validation sample of English-speaking tourists for international Asian tourists

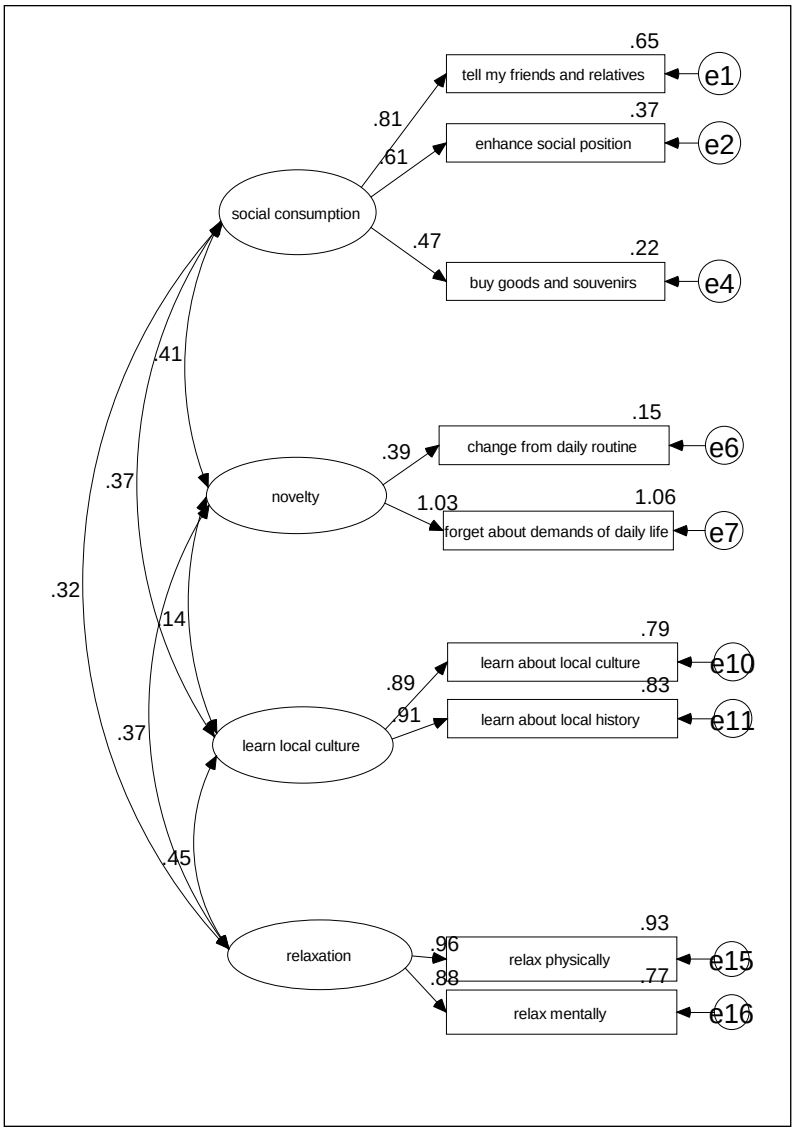

Table 8 Summary exploratory factor analysis motive dimensions for Western Tourist (English-speaking) subsamples found to be not invariant in the motive construct CFA

Motives			
Domestic Tourists	**New Zealand Tourists**	**North American Tourists**	**UK and Ireland Tourists**
Local Culture Knowledge (6)	Local Culture Knowledge (3)	Local Culture Knowledge and Novelty (8)	Local Culture Knowledge (2)
Escape and Novelty (6)	Safe and Good Value Consumption (4)	Hedonism (4)	Social Recognition, Consumption and Safety (6)
Social Recognition (2)	Hedonism (6)	Famous Culture (2)	Escape and Novelty (6)
Hedonism (7)	Social Recognition (4)	Social Recognition (4)	
Good Value Consumption (7)			