

A Study on Tourist motivations, Constraints, and Future Tour Intentions Among Retired Teachers and Civil Servants in ...

林建言、吳淑女

E-mail: 9509839@mail.dyu.edu.tw

ABSTRACT

The purpose of this research is mainly to discuss the influence of tourist motivations and constraints for the retired teachers' and civil servants' tour in abroad and future tour intentions. Further, it provides some suggestions for tourism service industry in developing products. Research population of this study was the 1,183 members of retired teachers' and civil servants' association in Nantou County. Sampling design was conducted by convenience processing. Total 312 usable samples via a structured questionnaire survey by post. By descriptive statistical analysis finds, major teachers and civil servants are healthy and higher tour intentions than general senior in initial stage of retire. It is a niche market that is worth developing continuously. In addition, there were some "non-tourists" at about 30% in this study group, worth probing into further, in order to develop the potential market and expand its market scale. The main tourist motivations were "experiencing new things/visiting new places", "rest/relaxation", "spiritual enrichment", and "spend time with immediate family"; The main constraints were "the security of places", "the fun of journey", "fear of hassles", and "fear of leaving home unattended". By implementing factor analyses, four motivation factors were extracted and name as "relaxation & enjoyment", "culture study", "festival & health", and "interaction on human"; and three constraints were extracted and name as "directly constraints", "indirectly constraints", and "physical constraints". And then, it discussed about the relationship between personal attribute, motivation, constraint, and future intention by One-Way ANOVA, t-test, Scheffe post hoc multiple comparisons, χ^2 -square and Pearson's related analysis. The result showed that wears out with the age, pay attention to promoting the tourist activity of the health; and the motivation was positive relationship to tour intention, but the constraint was negative; and this study group had high tour motivations and low constraints as describe. The study segments three groups according to the differences of tourists' motivations, and named them as "family travelers", "intellectual travelers", and "novel travelers". There were significant different styles between the three groups, each with its own reasons for travel. For practitioners' marketing concerns, it is vital to anticipate and to satisfy different types of tourists' needs. Finally, Discuss synthetically on the result of study of the real example, get the suggestions for tourism service operator to design and promote programs of the travel.

Keywords : tourist motivations, tourist constraints, tour intentions, market segmentation

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