TOURIST MOTIVATIONS AND PERCEPTIONS IN RELATION TO A BATTLEFIELD SITE

CHIEN-MIN CHEN

National Kinmen (Quemoy) University, Taiwan
E-mail: james@nqu.edu.tw

Abstract- The aim of this study is to explore tourist motivations and perceptions at the battlefield site on Kinmen Island of Taiwan. Based upon an empirical investigation, the study draws upon the effective responses of 437 tourists including Taiwanese, Chinese, and foreign tourists with different cultural background in Kinmen. The study also attempts to disclose the relationship between tourists' pre-visit motivations and their perceptions. The research findings disclosed that different cultural background have significant influences on the tourist motivations for battlefield tourism. The study results theoretically contribute to a better understanding of the motivational attributes in a battlefield site, and how they represent a basis for increasing tourist perceptions.

Keywords- battlefield tourism, dark tourism, motivation, tourist perception

I. INTRODUCTION

Understanding the motivations for a visit is an important theme in tourism research. Recently, it is even more important for researchers to concentrate on the heritage studies, including warfare tourism or battlefield tourism. Most recently, Butler and Suntikul [1] reiterated that war-related heritage has become a highly valued tourism commodity. In the earlier stage, several authors have studied the characteristics of the heritage tourist and have realised that it is not possible to generalise about the motivations or attitudes of these tourists. The difficulty to do so arises from the multi-functionality of heritage facilities and from the multi-motivation of heritage consumers. In addition various motives stem from visitors' attitudes towards history. Poria, Reichel and Biran [2] attempted to explore the significance of tourists' perceptions of a heritage site, as it relates to an important factor for understanding their behavior and the management of historic settings. Their findings indicate that individuals' perceptions comprise a key factor in understanding both motivation to visit and expectations of the interpretation provided.

Based on the above it is important to explore the motives of tourists arriving at the battlefield sites. However, relatively little work appears to have been done on national and cultural differences in relation to motivators. In this sense, this study examines the motives of visitors with different cultural background to this secular battlefield site, and in so doing, sought insights that might inform research into other secular battlefields.

II. LITERATURE REVIEW

A. Battlefield tourism

Battlefield Tourism is a significant focus area within the field of study of Thanatourism/Dark Tourism and focuses specifically on famous war sites, battlefields and cemeteries. The development of new heritage categories implies that these attractions have specific needs in terms of management issues, as they often operate in very sensitive social and cultural environments. Given the increasing visitor numbers and increased awareness of heritage, the battlefields are important for product development as they are the motivator to add on other tourism products. The battlefields also contribute to effective multi-cultural, inclusive heritage management. Smith [3] argues that the memorabilia of warfare and allied products probably makes up the largest single category of tourist attractions in the world.

There are some terms related to battlefield tourism such as Thanatourism and Dark Tourism. Seaton [4] refers to Thanatourism as travel to a location wholly or partially motivated by the desire for actual or symbolic encounters with death. Dark tourism concept was first defined by John Lennon and Malcolm Foley as "the visitation to any site associated with death, disaster and tragedy in the twentieth century for remembrance, education or entertainment", particularly referring to the attraction of sites of mass killings, genocide, and assassination, for tourists. Under this definition, visiting sites of genocide, natural disasters once happened and graveyards are considered as dark tourism. In addition, Stone [5] suggest that dark tourism products may lie along a rather "fluid and dynamic spectrum of intensity", whereby particular sites may be conceivably "darker" than others, dependant upon various defining characteristics, perceptions and product traits.

Dark tourism has drawn academic attention in the past decade. However, there are still a lot of questions remain undiscovered. In particular, dark tourism production is multi-faceted, multi-tiered and exists in a variety of social, cultural, geographical, and political contexts. For instance, Australians who visit Gallipoli

are engaged, to some extent, in a journey of discovering who they are, where they come from. Being at Gallipoli on April 25 is almost a rite of passage for young Australian doing their "OE" (overseas experience). Some wear the medals their grandparents and great-great-grandparents won during war. In different ways, each generation of Australians redefined the day to suit the mood of the times. First cause of this result can be considered as visitors' extreme adherence to their culture, history and heritage. Generally, they come to see the place where their great nation building stories happened. Their motives are concerned with nationhood. These people have feelings about the dead at Gallipoli and they know, understand, and commemorate their deeds, especially their role in helping define their two nations. Thus, the demand for such products like battlefield tourism will no doubt be equally as diverse and fragmented, pointing to the need for further targeted empirical and theoretical analysis. In addition, dark tourists' motives will certainly vary according to intensities of meanings for various individuals within different social networks. The model based on Seaton [6], shows that there is a continuum of levels in controversial history, whereby the two extremes are least and most controversial. This reemphasizes the importance of studying battlefield tourism from cultural and historical perspectives.

B. Tourism in the Battlefield of Kinmen

Kinmen, also known as Quemoy in some western countries, is a small island group of about 150 km2, approximately 300 km off Taiwan and is also located off the southeastern coast of Fujian Province of the People's Republic of China. Geographically, Kinmen lies opposite Xiamen City in China's Fujian Province. During the Cold War Era, the Nationalist (Kuomintang) Army retreated from mainland China to Taiwan in a civil war and was stationed in Kinmen (of Taiwan). Since 1949, battles or conflicts have occasionally occurred between the People's Liberation Army and the Nationalist Army. Meanwhile, the order of martial laws was implemented on the Island, and not until 1993 was the ban on tourists from Taiwan to Kinmen lifted. Since then, Kinmen has developed tourism as an economical development approach, with over 450, 000 tourists visiting the island for sightseeing the battlefields.

Residents of the outlying islands may be the only ones eligible to take advantage of cross-Strait transportation during the early stages of implementation of the "Mini Three Links" started in 2001. Upon fully implementation, travelers from Taiwan will most likely have to pass through the outlying islands, with the intermediate ports there treated as third-country transshipment centers. Passenger transportation regulated in the project definitely marked a milestone for tourism between Kinmen and Xiamen, particularly for the region from battlefield sites to tourist locations and from crossborder strife to shopping trips. Over 40 years of military administration has hampered the pace of Kinmen's urbanization; however, this has enabled its historical heritage and war culture to be well preserved. As a result, historical relics and warfare reserves are the main resources of tourism on the Island. Aiming to conserve a combined war history, heritage of cultures and natural resources, Kinmen National Park was established on the island in 1995. As one of the seven national parks in Taiwan, Kinmen National Park has rich warfare history and cultural assets that forge distinctive characteristics and promise a competitive insight. Comprising one-third of the Island, Kinmen National Park is 3720 hectares in dimension, and is divided into four areas — scenic area, historic area, recreational area and limited area for reconstruction, according to the regulation of the National Park Act of Taiwan. Overall, Kinmen National Park is unique in that it is the first national park in Taiwan with focus on preservation of historical sites, war monuments and natural resources, and therefore the Taiwanese government has taken steps to preserve the Park's cultural sites, war reserves and primitive and pristine zones so that visitors can observe its vibrant landscape.

III. RESEARCH HYPOTHESES & METHODOLOGY

A. Conceptual Mode

According to the research purpose and literature review, this study uses the following conceptual framework based on the aforementioned literature to determine the important tourist motives and perceptions, and to examine their relationship. Understanding what kind of motives and perceptions tourists gain in battlefield tourism will help operators to more accurately assess and address customers' desires and preferences. Hence, this paper has drawn up the conceptual framework below (see figure 1).

First of all, the model of this study adapted five important motivational determinants—Personal motives (PEM), Spiritual motives (SPM), Experience motives (EXM), Physical motives (PHM), and Emotional motives (EMM) as major determinants of the destination. Secondly, the relationships between tourist motivation and tourist perception are examined for a better understanding of both theoretical and management implications. Consequently, a conceptual model is thus developed to guide the research (see Figure 1). Furthermore, the operationalization of attributes is regulated in Table 1. Then, the authors try some practical data analysis techniques such as factorial analysis, descriptive statistics analysis, analysis of means, t-tests, and

One-way Analysis of Variance (ANOVA) etc. for the assessment of attributes within tourist motivations and perceptions and overall satisfaction. Being explanatory and descriptive in nature, this study is mainly based on quantitative methodology to investigate the relationship between different constructs postulated in Figure 1.

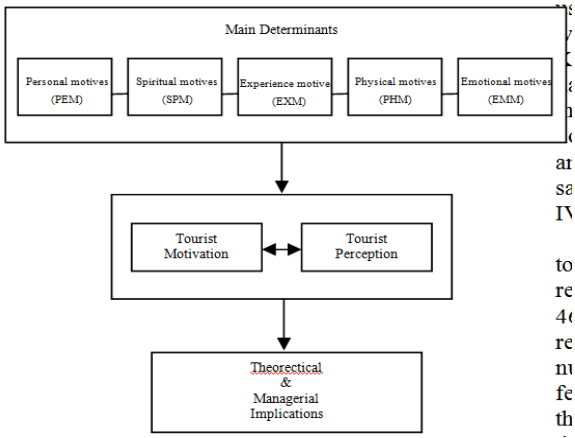


Figure 1, the conceptual model

B. Research hypotheses

Visitors who experienced personal concern at the site were assumed to be knowledgeable about the incident prior to visiting the site. Although tourism activity is a significant and growing area of research, much remains to be understood about thanatourism and in particular battlefield tourism Prior to proposing our research hypotheses, we briefly summarize our discussions of the literature. To begin with, as gender is one aspect of demographics considered to have close relationship with motivation, it should have difference in personal motivators. Secondly, nationality and culture have differences in motivators, and the actual behaviour will be influenced by the nationality and culture of the tourist.

Therefore, the hypotheses of this research are as follows:

Hypothesis 1: Personal motives have significant differences in cultural background.

Hypothesis 2: Spiritual motives have significant differences in cultural background.

Hypothesis 3: Experience motives have significant differences in cultural background.

Hypothesis 4: Physical motives have significant differences in cultural background.

Hypothesis 5: Emotional motives have significant differences in cultural background.

In addition, to carry out the research, some measures in this regard are as follows:

C. Measures, data collection and analysis

Based on the aforementioned literature review and theoretical concept, we constructed a questionnaire that will determine the motivations and perceptions levels of the Taiwanese, Chinese, and foreign tourists. A structured questionnaire with five-point Likert scales for measuring the degree was developed. A sample of 600 visitors were targeted and surveyed by means of this structured questionnaire. Data collection used airport departure survey procedures. The sample was taken at random in the departure lounge at Kinmen Airport and at Kinmen Harbor, where tourists have just completed their visit and their perceptions of the attractions, facilities, and customer services are not likely to be obliterated out of mind. Due to time and human resource limitations, a convenience sampling method was chosen.

IV. RESULTS AND DISCUSSION

The usable questionnaires were evenly distributed to 203 Taiwanese respondents, 175 Chinese respondents, and 59 foreign respondents, representing 46.5%, 40.0%, and 13.5% of the surveyed tourists respectively. With reference to Taiwanese tourists, the number of male visitors (61.1%) was higher than female tourists (38.9%). Most of the visitors were in the age group of 21-40 years, representing 62.3% of the respondents. Respondents younger than 20 and older than 51 years of age were few, accounting for 14.6% and 10.8% of the respondents, respectively. The results of age analyses revealed that tourists arriving in Kinmen were mainly adults and middle-aged visitors. Referring to their marital status, 58.6% were married and 41.4% were single. In addition, the survey revealed that the education level of visitors to Kinmen was relatively high, with 83.8% having earned college, graduate or doctoral degrees. Only 16.2% of respondents were either secondary school educated or below.

Differences between the segments of visitors by different localities were then verified using one-way Analysis of Variance with Scheffe's post hoc tests (see Table 1). As a result, differences regarding personal motive, spiritual motive, experience motive, physical motive, and emotional motive were discussed in the following sequence.

Table 1 Comparative analysis of Taiwanese, Chinese, and foreign tourists' motivations by locality

Attributes		SS	df	MS	F-value	P-value	Scheffe
Personal motives (PEM)	Between Group	792.75	3	264.25	24.55	.000*	(2)>(1)、(3)
	Within Group	4695.38	432	10.76			
Spiritual motives (SPM)		223.06	3	74.35	12.30	.000*	(1)、(2)>(3)
		2617.21	433	6.04			

Experience motives (EXM)		443.08	3	147.69	13.43	.000*	(1)、(2)>(3)
		4758.59	433	10.99			
Physical motives (PHM)		480.31	3	160.10	23.34	.000*	(1)>(2)、(3)
		2969.15	433	6.85			
Emotional motives (EMM)		1946.48	3	648.82	71.61	.000*	(1)、(2)>(3)
		3922.98	433	9.06			

Note: Criteria of "mean" value—"Strongly disagree"=1, "Disagree"=2, "Neutral"=3, "agree"=4, "Strongly agree"=5.

* represents $p < .05$

In analysis of the personal motive, a one-way ANOVA indicates there is a main effect for nationality ($F = 24.55$, $df = 3$, $p = 0.000$), due to Taiwanese tourists scoring higher than Chinese tourists or other nationalities. The personal motives of Taiwanese tourists for a visit to Kinmen are higher than for any other national group. Hypothesis 1 is supported.

Regarding the spiritual motive, a one-way ANOVA indicates there is also a main effect for locality ($F = 12.30$, $df = 3$, $p = 0.000$), with Chinese tourists and Taiwanese tourists scoring higher than other nationalities. While spiritual motives are important for foreigners, they are significantly more important for both Chinese and Taiwanese visitors. Hypothesis 2 is supported.

In analysis of the experience motive, a one-way ANOVA indicates there is a main effect for nationality ($F = 13.43$, $df = 3$, $p = 0.000$), due to Chinese tourists and Taiwanese tourists scoring higher than other nationalities. Apparently, experience motives appear more important to Chinese and Taiwanese tourists in comparison with their foreign counterpart. Hypothesis 3 is supported.

Regarding the physical motive, a one-way ANOVA also indicates main effect for nationality ($F = 23.34$, $df = 3$, $p = 0.000$). In this respect, it is interesting to note that while physical motives are important for Taiwanese tourists and foreigners, they are significantly more important for Chinese tourists, with Chinese tourists scoring higher than Taiwanese tourists and other nationalities. For Chinese travellers, seeking physical experience is a key motive for visiting Kinmen. For other group of visitors, namely, Taiwanese and foreign visitors, they show moderate physical motives. Hypothesis 4 is partly supported.

In analysis of the emotional motive, a one-way ANOVA indicates there is a main effect for nationality ($F = 71.61$, $df = 3$, $p = 0.000$) with Chinese and Taiwanese tourists scoring higher than other nationalities. In other words, both Chinese and Taiwanese travellers have higher emotional motives for a visit to Kinmen than foreign visitors. Thus Hypothesis 5 is supported.

To further examine the correlation between tourist motivation and their perceptions with respect to their visiting the destination, the Pearson correlation analysis was employed to provide invariance to rescaling the whole data vectors by a common multiplication factors and additive component offsets. Table 2 shows the values with reference to the five constructs, namely five important motivational determinants—Personal motives (PEM), Spiritual motives (SPM), Experience motives (EXM), Physical motives (PHM), and Emotional motives (EMM) as major determinants of the destination, all of which are responsible for seizing distinctive characteristics of motivations for battlefield tourism. The Pearson correlation coefficients were from a low of 0.571 to a high of 0.781 (being close to 1.0). The results demonstrate a strong and positive correlation between the five dimensions, indicating that they are significantly associated with each other in relation to the tourist motivations regarding battlefield tourism.

Table 2 Pearson correlation analysis results for dimensions

Construct		Perceptions				
		Personal motives (PEM)	Spiritual motives (SPM)	Experience motives (EXM)	Physical motives (PHM)	Emotional motives (PHM)
Motivations	Personal motives (PEM)	1	0.689**	0.571**	0.579**	0.642**
	Spiritual motives (SPM)	0.688**	1	0.724**	0.7292**	0.755**
	Experience motives (EXM)	0.571**	0.728**	1	0.737**	0.722**
	Physical motives (PHM)	0.582**	0.728**	0.734**	1	0.778**
	Emotional motives (PHM)	0.642**	0.755**	0.722**	0.781**	1

** represents $P < 0.01$

CONCLUSIONS

This paper has identified the motives unique to one case of battlefield pilgrimage, motives that are tied to important values, meanings and identity projects for the travellers concerned. As battlefield tourism—the visiting of sites which have a relevance to historic battles no longer active, attracts more and more visitors in recent years, there is a need to research and understand the motives of travelers who visit the battlefield sites. Kinmen was once battlefield and still now attracts tens of thousands of travelers from Taiwan and Mainland China as well. This study has

examined the motives of these travelers to the battlefield site and seeks to gain meaningful insights that can add to the literature of motivation and battlefield tourism. The results illuminate the findings that Taiwanese tourists are more likely to be motivated on the aspect of personal factors, whereas are less interested in the physical factors than Chinese and foreign tourists. In contrast, spiritual, experience, and emotional motivators are more important for both Taiwanese and Chinese.

The study's results support the underlying assumption that tourists' motivation lies at the heart of the understanding of behavior at historic settings, rather than only their presence at the site. Thus, attention should not be given only to the physical attributes of the battlefield site. It is also important to carefully consider the interaction among the factors such as its history, authenticity, or the characteristics of the individual. In the case of the Kinmen battlefield, other than that of the foreign tourists, both Chinese and Taiwanese tourists who have the same cultural and historical background are more likely to be motivated to return to the battlefields to feel that being at the sites allowed them to comprehend the history and scale of the war. These sites can also be considered as sites of contested remembrance which disrupt the nature of individual, collective and national memory. The distinct variations in spiritual, experience, and emotional motives of Chinese, Taiwanese and foreign tourists for a visit to the Kinmen battlefield confirms that each brings to the site differing preconceptions of what the site means to them. The results of this study indicate that a pilgrimage to Kinmen is perhaps more closely tied to national and cultural identity for Chinese and Taiwanese than for foreigners. For these two segments then, the journey to the battlefield site is often a spiritual quest. By contrast, Taiwanese tourists are less interested in the physical factors than the Chinese tourists. The study findings partly coincide with that of Hyde and Harman [7] and that of Ozera, Ersoyb and Tuzunkan [8] in that even culturally similar societies, such as Taiwanese and Mainland Chinese, display different interpretations of what Kinmen--the battlefield site means to them.

Additionally, this study specifically examined the relationship between tourist motivation and post-visit perceptions of the destination, using Kinmen battlefield site as an example. By conducting the Pearson correlation analysis, the results reemphasize a strong and positive relationship between the five important motivational determinants of the destination—Personal motives (PEM), Spiritual motives (SPM), Experience motives (EXM), Physical motives (PHM), and Emotional motives (EMM), signifying that they can be exemplified to identify the motivational factors of the tourists to the battlefield sites. The 5 dimensions of conceptualized characteristics were also identified in the elements of tourist motives on a battlefield site. Therefore, it can be concluded that measuring factors such as tourist motivations and perceptions from different angles is an important task to further establish a holistic awareness for tourism management. This concept reconfirms the extant literature that motivations and perceptions are interrelated.

From managerial perspectives, some researcher argued that it is vital for a destination to have an abundance of natural and industrial resources to gain a competitive advantage over regional or international competitors [9, 10, 11, 12]. However, developing destination branding image is an important issue to be considered by tourism marketers and authorities in their marketing efforts to introduce Kinmen to the international community. Although different cultural background and nationality exist in different tourism settings, the results suggest that the need to address dissonant heritage and dark tourism, whether it be at specific battlefields or during annual or centennial commemorations, extends far beyond particular geopolitical or spatial boundaries and can, when properly developed, create opportunities that increase awareness, tolerance and understanding [13, 14]. Thus, it is suggested that plentiful interpretation of visitor motives in battlefield tourism contexts remains particularly valid for comprehending visitor perceptions, and in turn, for effectively designing and managing battlefield tourism sites.

[This research is financially supported by the Ministry of Science and Technology in Taiwan under contract number MOST-104-2410-H-507-007-]

REFERENCES

[1] R. Butler, and W. Suntikul, (Eds.), Tourism and war: A complex relationship, London: Routledge, 2012.

[2] Y. Poria, A. Reichel, and A. Biran, "Heritage site management: Motivations and expectations." Annals of Tourism Research, Vol.33, No.1, pp.162-178. 2006.

[3] V. L. Smith, "War and its Tourist Attractions" In: Pizam, A. & Mansfeld, Y. (eds.) Tourism, Crime and International Security Issues, New York: Wiley and Sons, 1996.

[4] A. V. Seaton, "Guided by the Dark – from Thanatopis to Thanatourism", International Journal of Heritage Studies, Vol.2, No.4, p:234-244, 1996.

[5] P. Stone, "A dark tourism spectrum: towards a typology of death and macabre related tourist sites, attractions and exhibitions", Tourism, Vol.54, No.2, pp.145-160, 2006.

[6] A.V. Seaton, "Sources of Slavery – Destinations of slavery: The silences of disclosures of slavery heritage in the UK and US", In: M.S. Dann, and A. V. Seaton, (eds.) Slavery, Contested Heritage and Thanatourism, New York: The Harworth Hospitality Press, 2001.

[7] K. Hyde, and S. Harman, "Motives for a secular pilgrimage to the Gallipoli battlefields", Tourism Management, Vol.32, pp.1343-1351, 2011.

[8] S. U. Ozera, G. K. Ersoyb, and D., Tuzunkan, "Dark tourism in Gallipoli: Forecast analysis to determine potential of Australian visitors", Procedia-Social and Behavioral Sciences, Vol. 41, pp.386-393, 2012.

[9] G. Crouch, and J. Ritchie, "Tourism, competitiveness, and societal prosperity". Journal of Business Research. Vol.44, No.1, pp.137-152, 1999.

[10] F. M. Go, and R. Groves, "Integrated quality management for tourism destination: A European perspective on achieving competitiveness", Tourism Management, Vol.21, No.1, pp,79-88, 2000.

[11] S. Hassan, "Determinants of market competitiveness in an environmentally sustainable tourism industry", Journal of Travel Research, Vol.38, No.3, pp.239-245, 2000.

[12] J. Ritchie, and G. Crouch, The competitive destination: A sustainable tourism perspective, New York: CABI Pub, 2003.

[13] P. Stone, ''Making absent death present: consuming dark tourism in contemporary society'', in R. Sharpley, and P. Stone, The Darker Side of Travel: The Theory and Practice of Dark Tourism, Channel View Publications, Bristol, pp. 23-38, 2009.

[14] R. H. Lemelin, K. P. Whyte, K. Johansen, F. H. Desbiolles, C. Wilson, and S. Hemming, "Conflicts, battlefields, indigenous peoples and tourism: addressing dissonant heritage in warfare tourism in Australia and North America in the twenty-first century", International Journal of Culture, Tourism, and Hospitality Research, Vol.7, No.3, pp. 257-271, 2013.

★★★