Mediating Influence of Satisfaction on the Relationship between Tourists’ Motives and Revisits to Cultural and Heritage Sites

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The purpose of this study is to assess the success of cultural and heritage destinations by looking into tourists’ intention to revisit. In this study, it is identified that satisfaction is the mediator variable between motivation and destination loyalty. Visitors to cultural and heritage sites are motivated by different factors based on educational motives, entertainment motives and social motives. This study emphasized on the quantitative research method through a cross sectional survey of a sample size of 200 respondents. The results identified that educational and social motives influence tourists’ intention to revisit cultural and heritage destinations. In addition, personal satisfaction and satisfaction with site attributes have mediating influence between motives and intention to revisit. The results revealed that cultural and heritage sites are not seen as an entertainment destination for the targeted sample.

Key words: culture, heritage, motives, satisfaction

Introduction

Culture and heritage have always been highlighted in promotional efforts by tourism board in promoting Malaysia. As such, Visit Malaysia Year 2007 promotes a range of events throughout the year to create awareness for the diverse culture and heritage of Malaysia. Increasingly over the years, much emphasis have been given to promote cultural and heritage destinations. The success of these destinations or sites is guided by tourists’ motivation and its relationship with tourist satisfaction and loyalty (Yoon and Uysal, 2005). Laws (1998) suggested that having knowledge on visitor satisfaction can lead to better management of heritage sites. In addition, loyalty leads to revisits and word-of-mouth promotion (Oppermann, 2000) which can be useful for marketing a cultural or heritage site.

Literature suggested that motivation of people to travel to cultural and heritage site can be contributed by push and pull factors (Dann, 1977; Crompton, 1979; Crompton, 1979; Uysal and Jurowski, 1994). Other motivational factors include personal attributes of visitors when they visit and situational characteristics within visitors (Packer and Ballantyne, 2002). Lowenthal (1985) suggested that visitors from different generations may have different reasons for traveling to a heritage site. Various traveling experiences then contribute to tourists’ satisfaction that eventually contributes to destination loyalty (Yoon and Uysal, 2005).

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Motivation to visit heritage sites has been covered in many literature but the motives
to revisit have yet to be explored. Therefore, in this study it seeks to assess the success of a
cultural and heritage destination by looking into tourists’ intention to revisit. The context of
the study focuses on tourists’ satisfaction and the entity will cover cultural and heritage
destinations. The initial part of the study aims to explain the individual constructs of
motivation, satisfaction and tourists revisit. Next, it aims to clarify the relationship between
tourists’ satisfaction and motives to revisit a cultural or heritage site. The implications of this
study can be useful for local players as well as government bodies to realize the potential of
the heritage sites from the visitor’s point of view. Government bodies can have better
planning on the preservation of cultural and heritage aspects of the site and to formulate
suitable marketing strategies.

Background Study

Visitation to heritage sites is currently the growing trend of today’s travel pattern (Kerstetter,
Confer and Graefe, 2001). Therefore it becomes vital to have an understanding of tourists’
motives to travel to these sites. Throughout several decades, literature shows growing
interests in motivation from various disciplines (MacCannell, 1977; Gnoth, 1997; Ajzen and
Fishbein, 1997; and Todd, 1999). Many of the studies of motivation within tourism research
focus on notions of leisure, recreation and pleasure (Poria et al., 2004). Those notions put
emphasis on tourists traveling with motives of relaxation and enjoyment. For visit to heritage
sites, it reflects an activity by tourists to a site where historic artifacts are presented (Garrod

Visitors to heritage sites are motivated by different factors (Ashworth, 2001). Iso-
Ahola (1982) suggested that motivation of tourists to travel is based on escape seeking while
many researchers agreed that there are two main categories of motives based on the push and
pull motivations (Dann, 1981; Uysal and Hagan, 1993; Cha et al., 1995; and Oh et al., 1995).
A review on other studies suggests two other categories looking at individual motives and
attributes of the site (Timothy, 1997 and Ashworth, 2001). According to Kerstetter, Confer
and Graefe (2001), they discussed various motives of learning, experiencing authentic
elements, historic characters, and interest in heritage, culture and ethnicity. Verbeke and
Rekon (1996) also listed that learning is the main motive of visit to heritage sites. Based on a
review on Moscardo (1996), she suggested that motives to cultural and heritage sites are
based on educational motives, entertainment motives and social motives. These are the main
constructs that will be discussed in this study.

Cultural and heritage sites provide educational information to tourists. In Malacca,
visits to A’Famosa provide historical feel to tourists. Tourists will get to learn the history
when Malacca was ruled by Portuguese. The chance to gain knowledge can be a motive to
visit heritage sites. In Timothy (1997) and Ashworth (2001), visits to heritage sites are
contributed by tourists’ willingness to learn. Mini Malaysia in Malacca showcases the
different cultural houses of Malaysia. These exhibits create educational settings for tourists.
Settings like this with real objects and places offer direct learning experience (Falk et al.,
1995; Hooper-Greenhill, 1995). With these learning experiences in mind, it becomes a
motive for tourists to visit heritage sites. These sites also act as an educational hub for
students to learn the history and culture of the local destination, as highlighted by Zeppel and
Hall (1992) that learning is as a motivation in heritage tourism.

Prentice et al., (1998) grouped tourists to heritage sites as a recreational activity. This
is because some heritage sites have no association with tourist’s heritage. Tourists are there
to discover new experiences and may not necessary be part of that heritage. Verbeke and
Rekon (1996) also identified motivations to cultural and heritage sites as a way of getting
away from the daily routine. In another literature, tourists’ desire to see new and interesting things is an entertainment motive (Falk, Moussouri and Coulson, 1998). In Malacca, there are Portuguese cultural performances at specific schedule and this creates an entertainment setting for tourists.

Most of the time, tourists travel with friends and family for the reason of social interaction and to build relationships (Packer and Ballantyne, 2002). Traveling with companions makes the traveling experience more meaningful as there is someone to share that experience. This is important to create tourists satisfaction and to obtain revisits. Tourist’s satisfaction is increasingly important in destination marketing as it impacts tourists’ choice of destination and their intention to return (Kozak and Rimmington, 2000).

Satisfaction is the tourist’s emotional state after experiencing a trip (Baker and Crompton, 2000). In Yoon and Uysal (2005), satisfaction is the mediator variable between motivation and destination loyalty. Satisfaction is affected by travel motivation (Fielding, Pearce and Hughes, 1992) and customer loyalty is influenced by customers’ satisfaction (Oliver, 1999). Various theories and models have been used to explain satisfaction in tourism research. Some suggested that tourists satisfaction comes when tourists’ expectations of the destination match their perceived evaluation of the destinations’ products and services (Chon, 1989); while Oliver and Swan (1989) suggested that consumer satisfaction is explained as the relationship between the cost that consumer spends and the rewards that the consumers expect which in turn defines the value. Whatever the theories are, as stated by Crompton (1979), people are pushed into making travel decisions by internal forces of personal or psychological goals and pulled by the external forces of the destination attributes. These are the indicators of satisfaction that will be looked at in this study.

It is of great importance to understand tourists’ satisfaction as the level of satisfaction or dissatisfaction can influence the components of satisfaction in a destination (Pizam, Neumann and Reichel, 1978) and satisfaction in a product or service can influence customer loyalty (Bitner, 1990; Dick and Basu, 1994; and Oliver, 1999). In these few studies, it shows that satisfaction has an impact on tourists’ revisit. Bigne, et al. (2001) further added that tourists’ intention to revisit or to recommend to others is based on the satisfaction of destination attributes and the intentions to revisit are determined by overall tourists’ satisfaction (Um et al., 2006).

Conceptual Framework and Research Hypotheses

The proposed conceptual framework is modified and combined from several models by Moscardo (1996); Packer and Ballantyne (2002); and Yoon and Uysal (2005), as presented in Figure 1. The model explains the relationship between motivation, satisfaction and intention to revisit. In the model, the independent constructs are the three categories of motives, namely educational, entertainment and social (Moscardo, 1996). As discussed in literature review, these three motives influence personal satisfaction and satisfaction with site attributes (Crompton, 1979). From the motivation that influences satisfaction, it eventually affects destination loyalty or intention to revisit (Yoon and Uysal, 2005). The study was aimed to identify the success of a cultural and heritage destination by assessing the tourists’ intention to revisit.
Based on the above, the following hypotheses were formulated:

H1: Educational motive, entertainment motive and social motive influence the intention to revisit the site.
H2: Educational motive, entertainment motive and social motive influence the intention to revisit the site through personal satisfaction.
H3: Educational motive, entertainment motive and social motive influence the intention to revisit the site through satisfaction with site attributes.
H4: Personal satisfaction and satisfaction with site attributes are the mediators between motives and intention to revisit.

**Methodology**

This study emphasized on the use of quantitative research. A cross-sectional survey was conducted as it is a one-off study on a group of tourists who have visited Malacca. Malacca is a historical town in Malaysia and most of the history in Malaysia started out here and therefore it becomes a suitable entity of this study. As the study was aimed to understand the motives to revisit, a survey method was better than experimentation or observation as large scale of information can be obtained in reference to tourists’ motives and satisfaction. Collection of secondary data was not sufficient to answer the research question of “What are the motives and indicators of satisfaction that influence tourists’ intention to revisit cultural and heritage destinations?”

This study was based on non-probability sampling using a convenience method of sampling. A questionnaire was designed and distributed to a sample size of 200. This sample size is usually used in customer base studies (Dillon, Madden, and Firtle, 1997) and is sufficient to provide a basis to support the hypotheses. The questionnaire was designed in a structured manner to examine the different motives, satisfaction and intentions of tourists’ revisit. The structure of the questionnaire was mainly based on Likert scale. The questionnaire was distributed to tourists on a self-administered basis.

A multiple linear regression (MLR) method was used to test the hypotheses of this study. The MLR was used to examine the influence of motives and satisfaction on intention to revisit. The significance of the findings was determined by allowing an error of only 5 percent.
Results

Sample Characteristics

From the targeted sample size, 44.5% of the samples were female and 55.5% were male. Majority of the respondents were between the ages of 18 to 30 years old (57%) while 5.5% of the respondents were from the age group above 51. From the total respondents, 61.5% of them were single while the remaining 38.5% were married with and without children. Of those respondents, 24.5% were students, 32.5% were executives, and 18% were from management positions while 2.2% were retirees. The educational backgrounds of the respondents were 14.5% with high school education while 49% had completed undergraduate studies. There were also high levels of postgraduates with 36.5%. From the samples, 25.5% had actually made a visit to Malacca within the last 3 months, 15% within last 6 months, 8% within last 3 months, 10% within last 12 months and 41.5% had their last visit more than 12 months ago.

Findings

Based on the reliability analysis carried out, all the constructs in this study were found to be internally consistent. The results of Cronbach’s Alpha showed an average value of 0.8 which indicates a high level of reliability for academic based research (Nunnally, 1978).

Before the results of the multiple linear regression (MLR) analysis are discussed, the assumptions of MLR are first investigated. Based on the investigations, the expected patterns for non-violations of the assumptions were found for all the hypotheses. The histogram showed an approximately normal shape of the standardized residual, the normal p-p plot of regression standardized residual were almost a straight line around the diagonal axis and the scatterplot showed no definitive patterns in the scatter of the data points. The results of this investigation seemed to support the use of MLR as an appropriate statistical analysis for this part of the study.

Table 1 and 2 provide the results of the MLR analysis for educational motive, entertainment motive and social motive as the predictors of intention to revisit. Based on the results in Table 1, the overall MLR model with the three predictors has worked well in explaining the variation in intention to revisit (F = 35.386; df = 3, 196; p = 0.0001). From Table 2, educational motive was found to exert a significant positive influence on intention to revisit (t = 4.181, p = 0.0001, b = +0.268). Social motive was also found to exert a significant positive influence on intention to revisit (t = 5.235, p = 0.0001, b = +0.435). However, entertainment motive showed insignificant influence on intention to revisit (t = 0.856, p = 0.393, b = +0.063).

Table 1: MLR Results for Educational Motive, Entertainment Motive and Social Motives as Predictors for Intention to Revisit

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>p</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Regression</td>
<td>2457.984</td>
<td>3</td>
<td>819.328</td>
<td>35.386</td>
<td>.000(a)</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>4538.171</td>
<td>196</td>
<td>23.154</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>6996.155</td>
<td>199</td>
<td>23.154</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a Predictors: (Constant), Educational Motive, Entertainment Motive, Social Motive
b Dependent Variable: Intention to Revisit
### Table 2: Estimated Unstandardized and Standardized Regression Coefficients

<table>
<thead>
<tr>
<th>Terms in the Equation</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3.867</td>
<td>1.941</td>
<td>1.992</td>
<td>.048</td>
</tr>
<tr>
<td>Educational Motive</td>
<td>.268</td>
<td>.064</td>
<td>.282</td>
<td>4.181 .000</td>
</tr>
<tr>
<td>Entertainment Motive</td>
<td>.063</td>
<td>.074</td>
<td>.061</td>
<td>.856 .393</td>
</tr>
<tr>
<td>Social Motive</td>
<td>.435</td>
<td>.083</td>
<td>.368</td>
<td>5.235 .000</td>
</tr>
</tbody>
</table>

*a Dependent Variable: Intention to Revisit

The estimated regression equation (Equation 1)

\[
\text{Intention to revisit} = 3.867 + 0.268 \text{ educational motive} + 0.063 \text{ entertainment motive} + 0.435 \text{ social motive}
\]

The proportion of explained variance as measured by R Square for the above regression equation is 0.351. In other words, 35.1 percent of the variation in intention to revisit is explained by educational, entertainment and social motive. The beta values given in table 2 indicated that social motive (beta = 0.368) as a more important predictor of intention to revisit than educational motive (beta = 0.282) and entertainment motive (beta = 0.061).

### Table 3: MLR Results for Educational Motive, Entertainment Motive and Social Motives as Predictors for Intention to Revisit through Personal Satisfaction

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>p</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Regression</td>
<td>3236.165</td>
<td>4</td>
<td>809.041</td>
<td>41.958</td>
<td>.000(a)</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>3759.990</td>
<td>195</td>
<td>19.282</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>6996.155</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a Predictors: (Constant), Personal Satisfaction, Educational Motive, Entertainment Motive, Social Motive

*b Dependent Variable: Intention to Revisit

### Table 4: Estimated Unstandardized and Standardized Regression Coefficients

<table>
<thead>
<tr>
<th>Terms in the Equation</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-1.442</td>
<td>1.958</td>
<td>-.736</td>
<td>.463</td>
</tr>
<tr>
<td>Educational Motive</td>
<td>.111</td>
<td>.063</td>
<td>.117</td>
<td>1.752 .081</td>
</tr>
<tr>
<td>Entertainment Motive</td>
<td>.084</td>
<td>.068</td>
<td>.081</td>
<td>1.241 .216</td>
</tr>
<tr>
<td>Social Motive</td>
<td>.264</td>
<td>.081</td>
<td>.224</td>
<td>3.280 .001</td>
</tr>
<tr>
<td>Personal Satisfaction</td>
<td>.491</td>
<td>.077</td>
<td>.418</td>
<td>6.353 .000</td>
</tr>
</tbody>
</table>

*a Dependent Variable: Intention to Revisit

Table 3 and 4 provide the results of the MLR analysis for educational motive, entertainment motive and social motive as the predictors of intention to revisit through personal satisfaction. Based on the results in Table 3, the overall MLR model with the three predictors has worked well in explaining the variation in intention to revisit through personal satisfaction (F = 41.958; df = 4, 195; p = 0.0001).

From Table 4, educational motive was found to have insignificant influence on intention to revisit (t = 1.752, p = 0.081, b = +0.111). Entertainment motive was also found to have insignificant influence on intention to revisit (t = 1.241, p = 0.216, b = +0.084).
However, social motive showed a significant influence on intention to revisit ($t = 3.280$, $p = 0.0001$, $b = +0.264$). Personal satisfaction also exerts a significant positive influence on intention to revisit ($t = 6.353$, $p = 0.0001$, $b = +0.491$).

The estimated regression equation (Equation 2)

\[
\text{Intention to revisit} = -1.442 + 0.111 \text{ educational motive} + 0.084 \text{ entertainment motive} + 0.264 \text{ social motive} + 0.491 \text{ personal satisfaction}
\]

46.3 percent of the variation in intention to revisit is explained by educational, entertainment, social motive and personal satisfaction. The beta values given in table 4 indicated that personal satisfaction ($\beta = 0.418$) as a more important predictor of intention to revisit than educational motive ($\beta = 0.117$), entertainment motive ($\beta = 0.081$) and social motive ($\beta = 0.224$).

Table 5: MLR Results for Educational Motive, Entertainment Motive and Social Motives as Predictors for Intention to Revisit through Satisfaction of Site Attributes

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>p</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Regression</td>
<td>4</td>
<td>1014.873</td>
<td>67.389</td>
<td>.000(a)</td>
<td>0.580</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>195</td>
<td>15.060</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6996.155</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a Predictors: (Constant), Satisfaction with Site Attributes, Educational Motive, Entertainment Motive, Social Motive

*b Dependent Variable: Intention to Revisit

Table 6: Estimated Unstandardized and Standardized Regression Coefficients

<table>
<thead>
<tr>
<th>Terms in the Equation</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-6.529</td>
<td>1.862</td>
<td></td>
<td>-3.507</td>
</tr>
<tr>
<td>Educational Motive</td>
<td>.224</td>
<td>.052</td>
<td>.236</td>
<td>4.327</td>
</tr>
<tr>
<td>Entertainment Motive</td>
<td>.004</td>
<td>.060</td>
<td>.004</td>
<td>.067</td>
</tr>
<tr>
<td>Social Motive</td>
<td>.281</td>
<td>.069</td>
<td>.238</td>
<td>4.083</td>
</tr>
<tr>
<td>Satisfaction with Site Attributes</td>
<td>.660</td>
<td>.064</td>
<td>.517</td>
<td>10.312</td>
</tr>
</tbody>
</table>

*a Dependent Variable: Intention to Revisit

Table 5 and 6 provide the results of the MLR analysis for educational motive, entertainment motive and social motive as the predictors of intention to revisit through satisfaction with site attributes. Based on the results in Table 5, the overall MLR model with the three predictors has worked well in explaining the variation in intention to revisit through satisfaction with site attributes ($F = 67.389$; $df = 4, 195$; $p = 0.0001$).

From Table 6, educational motive was found to exert a significant positive influence on intention to revisit ($t = 4.327$, $p = 0.0001$, $b = +0.224$). Social motive was also found to exert a significant positive influence on intention to revisit ($t = 4.083$, $p = 0.0001$, $b = +0.281$). However, entertainment motive showed insignificant influence on intention to revisit ($t = 0.067$, $p = 0.946$, $b = +0.004$). Satisfaction with site attributes also exerts a significant positive influence on intention to revisit ($t = 10.312$, $p = 0.0001$, $b = +0.660$).
The estimated regression equation (Equation 3)
Intention to revisit = -6.529 + 0.224 educational motive + 0.004 entertainment motive + 0.821 social motive + 0.660 satisfaction with site attributes

58 percent of the variation in intention to revisit is explained by educational, entertainment, social motive and satisfaction with site attributes. The beta values given in table 6 indicated that satisfaction with site attributes (beta = 0.517) as a more important predictor of intention to revisit than educational motive (beta = 0.236), entertainment motive (beta = 0.004) and social motive (beta = 0.238).

Table 7: MLR Results for Personal Satisfaction and Satisfaction with Site Attributes as Predictors for Intention to Revisit

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>p</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>3844.616</td>
<td>2</td>
<td>1922.308</td>
<td>120.162</td>
<td>.000(a)</td>
<td>0.550</td>
</tr>
<tr>
<td>Residual</td>
<td>3151.539</td>
<td>197</td>
<td>15.998</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6996.155</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* a Predictors: (Constant), Personal Satisfaction, Satisfaction with Site Attributes
* b Dependent Variable: Intention to Revisit

Table 8: Estimated Unstandardized and Standardized Regression Coefficients

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-4.284</td>
<td>1.788</td>
<td>-2.396</td>
<td>.018</td>
</tr>
<tr>
<td>Personal Satisfaction</td>
<td>.452</td>
<td>.065</td>
<td>.384</td>
<td>7.003</td>
</tr>
<tr>
<td>Satisfaction with Site Attributes</td>
<td>.603</td>
<td>.070</td>
<td>.472</td>
<td>8.604</td>
</tr>
</tbody>
</table>

* a Dependent Variable: Intention to Revisit

Table 7 and 8 provide the results of the MLR analysis for personal satisfaction and satisfaction with site attributes as the predictors of intention to revisit. Based on the results in Table 7, the overall MLR model with the two predictors has worked well in explaining the variation in intention to revisit (F = 120.162; df = 2, 197; p = 0.0001). From Table 8, personal satisfaction was found to exert a significant positive influence on intention to revisit (t = 7.003, p = 0.0001, b = +0.452). Satisfaction with site attributes was also found to have exert a significant positive influence on intention to revisit (t = 8.604, p = 0.0001, b = +0.603). The significance of these two constructs shows that personal satisfaction and satisfaction with site attributes do mediate the relationship between tourists’ motives and intention to revisit cultural and heritage sites.

The estimated regression equation (Equation 4)
Intention to revisit = -4.284 + 0.452 personal satisfaction + 0.603 satisfaction with site attributes

55 percent of the variation in intention to revisit is explained by personal satisfaction and satisfaction with site attributes. The beta values given in table 8 indicated that satisfaction with site attributes (beta = 0.472) as a more important predictor of intention to revisit than personal satisfaction (beta = 0.384).
Discussion

This study identified educational and social motives as the main motives for visit to cultural and heritage sites. This result seems to be similar to previous literature (Moscardo, 1996). However, cultural and heritage sites in this study were not seen as a place for entertainment as opposed to other literature (Ballantyne, 1998) that suggested enjoyment motives to visits. This may be the case as different heritage sites may offer different needs.

The study results indicate that educational motive contributed significantly to personal satisfaction of the tourist to visit a cultural and heritage site as tourists can gain the learning experience. Nonetheless, educational motive did not contribute any personal satisfaction for subsequent visits to the same heritage site. This may be due to the repeat in knowledge gained during the revisits. Therefore, tourists are very unlikely to return to the same heritage site to gain knowledge that they already obtained.

On the other hand, the results indicate that educational motive contributes to satisfaction with site attributes that leads to intention to revisit. This can be due to the availability of activities and facilities provided at the cultural and heritage sites that made the learning experience interesting for the tourists. In addition, the preservation of the originality of the heritage site strongly contributes to the enhancement of the tourists’ educational motive as the results reveal tourists would want to see the real history presented in its original form.

From the results, social motive was significant in contributing to personal satisfaction and satisfaction with site attributes. The mean score of the results indicate that tourists visit heritage sites because they want to spend time with family and friends as well as sharing the information with others when they leave. These social motives create intention for tourists’ revisit. The results also indicate that tourists enjoy traveling to heritage sites to meet new people.

As highlighted by Yoon and Uysal (2005), satisfaction is the mediating variable between tourists’ motivation and destination loyalty. Based on the testing of hypothesis 4, personal satisfaction and satisfaction with site attributes are the mediating variables between motives and intention to revisit. The results also indicate satisfaction with site attributes as a stronger predictor of intention to revisit and this is similar to results found in Bigne et al (2001) where it was suggested that tourists’ intention to revisit is based on the satisfaction of destination attributes.

The implications of this study provide ideas for management of heritage sites on the activities to plan. As the results reveal that tourists do not view heritage sites as an entertaining destination, the management can develop a string of cultural activities at these sites to enhance the attractiveness of the sites. Furthermore, the activities can also enhance the educational motive of the tourists. Based on the statements under educational motive, “I can see real things being historically presented” was highly rated by the tourists. This suggests that tourists would gain personal satisfaction if the knowledge of the cultural and heritage sites can be obtained in a more attractive way.

Through the results, it provides insight relating to motives that contribute to tourists’ satisfaction. Management of heritage sites should understand the motive that contributes the most influence on tourists’ satisfaction and design their advertising and promotion strategies towards the targeted market that will most likely visit the site. In this case, management of heritage sites can target on creating advertising messages that will emphasize on positioning the cultural and heritage sites as a place for gathering or spending quality family time. This will also enhance the educational motive as the learning experience is shared with close friends and relatives.
Conclusion

Based on the testing of hypotheses, it can be concluded that educational and social motives have an influence on tourists’ intention to revisit through personal satisfaction and satisfaction with site attributes. This result reveals the relationship between motives, satisfaction and intention to revisit, and supports the conceptual framework where tourists’ motive contributes to satisfaction and therefore leads to tourists’ intention to revisit the cultural and heritage site. It can be concluded that there exists a link between satisfaction and intention to revisit and the type of satisfaction is contributed by the different motives of tourists.

The limitation of this study is the targeted sample where only Malaysian tourists to Malacca were surveyed. If the survey was extended to obtain opinions of the foreign tourists, a different result on the motives may have been obtained. Another limitation is the geographical boundaries, as the survey was purely based on the opinions of tourists relating to Malacca as a heritage site. Therefore, the results obtained are generalized to the context of Malaysia only. The ethnicity of the respondents were not taken into consideration in which it may affect the motives of revisit as some heritage sites may be related to their cultural or heritage background and this may change the overall study results.

As ethnicity was not considered in this research, a future research focusing on the relationship of ethnicity and the level of satisfaction of the site can be examined. In addition, this study can be expanded to include the views of foreign tourists as they may find it more entertaining to understand a different culture that is totally new to them. This may show a different result in the level of significance in terms of entertainment motive that contributes to tourists’ satisfaction and then lead to tourists’ intention to revisit.

A future study to identify the reasons why tourists’ educational motive does not contribute to personal satisfaction for subsequent visits can be conducted. A future research of such can create insights for management to understand what they can improve to enhance the educational component of the cultural and heritage sites. Lastly, another possible research can examine which components of personal satisfaction and satisfaction with site attributes that create the strongest influence on tourists’ intention to revisit.

References


