

Research Paper

The Australian Tourists' Travel Motivation and Pre- and Post-Images of The Philippines as their Destination

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Abstract: This quantitative study aims to identify the travel motivation and the pre- and post-images of 205 Australian tourists of the Philippines as their destination. Data were gathered, using the multi-aspect researcher-made instrument (Cronbach Alpha Test = 0.97). Respondents were first made to fill in a '*robofoto*' for purposes of profiling their baseline characteristics. They were later asked to rate the listed indicators, using a 8-point Likert Scale. Using statistical tools such as Pearson's Correlation Coefficient, Chi-square test of independence, ANOVA, paired *t*-test, mean and standard deviation, data were treated to an indepth analysis. Factor analysis of the respondents' travel motivation yielded five significant dimensions, namely: 'Globetrotter Tourist', 'Gee Tourist', 'Gild Tourist', 'Go Tourist' and 'Geo-gala Tourist'. On the whole, 'Humdinger Image', 'Hangdog Image', 'Hypsi-flown Image', 'Handy Image', 'Hospice Image', 'Hazard Image', 'Hand and Glove Image', 'Have Image', 'Hodge-Podge Image', 'High-life Image', and 'Hyaloid Image' categorise the pre- and post-images of Australian tourists. Results indicate that length of stay and accommodation influence respondents' travel motivation. Interestingly, only 'Hazard Image' was found to have no significant relationship with travel motivation. In promoting the Philippines as a tourist destination, this study could be an important variable for tourism market segmentation.

Keywords: Australian tourists, travel motivation, pre- and post-images, Philippines

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Introduction

The Department of Tourism (DOT) in the Philippines reported remarkable growth in visitors' arrivals (18.5%) from July 2010 to July 2011 (DOT, 2011). The increase in tourist arrivals can be attributed to the influx of inter-regional travelers from Asia such as Japan, Korea, Hong Kong, Taiwan, Singapore, China and Malaysia. Visitors from North America, Western Europe, Australia and the Pacific Regions also showed positive growth (DOT, 2011). The Philippines is fourth of the six countries in Asia and the Pacific, along with Vietnam, Singapore, Cambodia, Thailand and Indonesia, which posted a double-digit growth (+16.7%) in international tourist arrivals in 2010, thus garnering USD2,783 million in international tourism receipts (UNWTO, 2010). Australia has been one of the top ten biggest visitors to the Philippines since 1993 (DOT, 2011). Australians are keen travelers and each year make more than four million trips to international destinations. Many Australians also live abroad. Every year, approximately 20,000 Australians approach the Department of Foreign Affairs and Trade (DFAT) in Canberra and other overseas missions for consular assistance (DFAT, 2011).

Understanding why Australian people travel and the factors that influence their visitation to specific destinations such as the Philippines are of significant interest. Researchers have long studied factors affecting travel-related decisions. They suggest that travel motivation is a theoretical concept that accounts for people's choice of engaging in particular behaviours at certain times (Jang & Zhao, 2005). Individual traveler motives start the decision making process (de Guzman et al., 2005) and vary from one person to another. Prior studies on the destination selection process have attempted to explore a bundle of travel determinants that are significant during the destination selection process. Numerous tourism researchers have conceptualised or defined travel motivation, as well as demonstrated destination images, which are both valuable concepts in the destination selection process and in destination positioning strategies.

People travel because they are motivated to fulfill a particular need (Kim & Jogaratnam, 2002). Jang & Cai (2002) posit that motivation means a state of need or a condition that drives an individual toward certain actions that are seen as likely to bring satisfaction. Many tourism scholars based their theoretical background on Maslow's five-stage hierarchy of needs theory (Pearce & Lee, 2005; Jang & Cai, 2002).

One travel motivation theory was developed based on Maslow's hierarchy of needs and was labeled Travel Career Ladder or TCL. TCL describes tourist motivation as consisting of five different levels namely: relaxation needs, safety/security needs, relationship needs, self-esteem and development needs, and self-actualisation needs

(Pearce & Lee, 2005). From this approach, people may be said to have a travel career, a pattern of travel motives that changes along within their life span and/or various travel experiences. Travelers differ with respect to their travel career level due to their motives for traveling. It is natural for a traveler to ascend the ladder over time but it is also recognised that the same traveler may vary in his/her TCL depending on the travel situation (Jang & Cai, 2002; Pearce & Lee, 2005).

Perusal of the literature proposed two factors as travel motives: anomie and ego-enhancement (Jang & Cai, 2002; Poria, Reichel & Brian, 2006). There is a need to highlight these motives in order to understand tourist behaviour. Anomie stands for the desire to transcend the feeling of isolation obtained in daily life where the traveler simply desires to get away from it all. Ego-enhancement means the need for recognition, which is obtained through the status conferred by travel.

During the past several decades, growing interest in travel motivation has been noted. The push and pull theory (Nicholson & Pearce, 2001; Kim & Jogaratnam, 2002; Rittichainuwat, Qu & Leong, 2002; Jang & Cai, 2002; Cohen, 2003; Poria *et al.*, 2006) affects reasons for traveling and influence destination decisions of tourists. Push factors refer to internal drivers which motivate people to travel. Pull factors mean the attractiveness of the destination that motivates people to travel. These concepts build travel motivation and the very image of the destinations. According to Jang & Cai (2002), although a complex of motives was identified in previous research, the push and pull typology is an appropriate approach to the study of travel motivation.

In world travel literature, understanding the characteristics of international tourist behaviour and attitudes with its effects on the total attractiveness of overseas destination has been addressed (Jang & Cai, 2002; Qu & Im, 2002; Cohen, 2003). Several articles were written to identify different motivational determinants of travelers of different nationalities (Qu & Im, 2002). Korean visitors are mainly attracted to overseas destinations that can provide adventurous atmosphere, scenery, environment, friendliness and architectural styles (Qu & Im, 2002). Jang & Cai (2002) conducted a qualitative research study of the British outbound market and found that 'knowledge seeking', 'escape' and 'family togetherness' are the topmost factors that motivate the British to travel overseas. An exploratory study of the growing number of Singapore vacationers visiting internationally was a reflection of affluence among the new generation who are no longer, like their forefathers who worked hard but refrained from leisurely pursuits (Qu & Im, 2002).

Of significant interest is also the concept of image (Giannone, 2002; Kim & Yoon, 2003; Naoi, 2003; Cohen, 2003; Son & Pearce, 2005), playing a vital role in tourists travel decisions and motivations. Destination image is usually defined as the sum of the mental constructs of ideas, impressions and beliefs which people have of a place or destination (Cohen, 2003; Kim & Yoon, 2003). Image implies the ideas or

concepts held individually or collectively about a tourism destination (Kim & Yoon, 2003; Cohen, 2003) and are influential and integral part of the travelers' decision process (Giannone, 2002; Naoi, 2003).

Destination image is considered a critical concept in examining tourists' perception and behaviour, thus it has been given much space and attention in tourism literature. As current destinations have become more competitive with other destination markets, a clearer and better understanding of destination image is essential to the enhancement of destination attractiveness and market competitiveness (Kim & Yoon, 2003).

Due to the importance of destination image in tourism research, there have been several studies conducted in the past two decades (Kim & Yoon, 2003; Cohen, 2003; Naoi, 2003; Rittichainuwat & Qu, 2003; Son & Pearce, 2005). Destination image has been conceptualised in various ways. Image has been said to have two distinct but interrelated components – affective (feelings) and cognitive (beliefs) (Naoi, 2003; Kim & Yoon, 2003; Cohen, 2003). Affective components dwell on the emotional response of individuals to a place or product (Kim & Yoon, 2003), and thus relate to tourist values and motives (Naoi, 2003). Cognitive components refer to knowledge of a place or product feature (Kim & Yoon, 2003), and therefore the physical features of the destination environment (Naoi, 2003). Other tourism scholars delineated three components of images: (1) affective – internal sources or stimuli, (2) cognitive – external sources or stimuli and (3) connotative image, which are distinguished on the basis of its sources of stimuli and motives (Kim & Yoon, 2003).

The concept of image has then received substantial attention of tourism scholars, industry practitioners and destination marketers (Son & Pearce, 2005). Nicholson & Pearce (2001) also noted that understanding tourists' perceived images should help researchers comprehend tourist motivation better.

Problem and Research Objectives

In tourism literature, a strong link between travel motivations and destination choices is well documented (Jang & Cai, 2002). Development of a destination as well as its marketing activities should be well planned as factors that uniquely motivate travelers to specific destinations. Today, tourism marketers need to consider where the destinations are located in terms of travel motivations. Effective marketing and promotional programs would be of much help in establishing a strong fit between destination attributes and motivations of target markets. The perceived image of a destination influences deeply the idea of a destination which organises the tourist's vision of the place (Giannone, 2002). Preconceived images have a significant role in tourists' decisions and motivations and much impact on travel itself (Cohen, 2003). It is widely believed that the more favourable the image of a destination, the greater the likelihood of choice of that destination.

Thus this study was conceptualised to look into the perceived images and travel motives of Australian tourists and how these images relate to their motivation in coming to the Philippines (Figure 1). An attempt was made to elaborate on the following elements: first, to determine the profile of the Australian tourists as to age, gender, marital status, occupation, primary purpose of visit, length of stay, frequency of visit to the Philippines, accommodation, and travel arrangement; second, to identify the group of factors that determine the Australian travel motivation to visit the Philippines; third, to ascertain the pre- and post-conceived images of Australian visitors about the Philippines as a destination; fourth, to establish significant relationships between Australian travel motivation and their demographic characteristics; and fifth, to determine if the Australians' pre- and post-conceived images of the Philippines as a travel destination affect their travel motivation. In sum, the results of this study will not only contribute to a better understanding of Australian travel motivation and their pre- and post-conceived images about the Philippines, but also have implications for the development and improvement of the Philippine destination image and marketing strategies in order that more competitive destination products are delivered to current and potential tourists.

Methods

Study Site and Subjects of the Study

On-site surveys were conducted at the Ninoy Aquino International Airport Terminal 1 using Boarding gate 2 of Qantas Airways flights, the flag carrier of Australia. From the computer-generated flight schedule of the said carrier, a random sample of 20% of the scheduled flights for two weeks was randomly selected, which resulted in a total of 20 flights. Taking each flight as one group of respondents, a stratified random

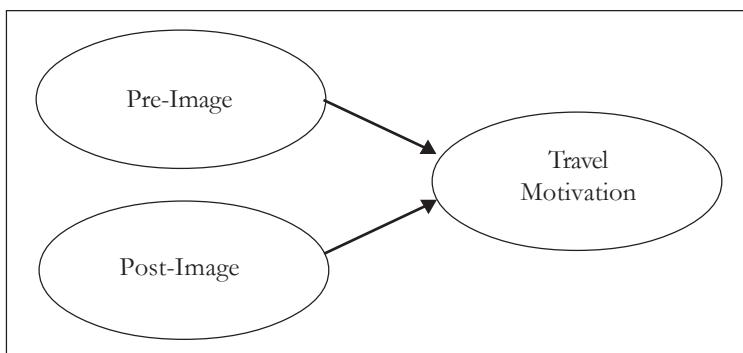


Figure 1. The research paradigm

selection of the participants was done. Since the researchers do not have access to the flight manifesto indicating the exact number of Australian passengers in a flight, around 10 to 15 Australian tourists were requested to answer the questionnaire per flight while waiting for boarding for a month. On the average, 3 to 4 flights from Manila to different airports in Australia leave in a day. To avoid response biases, only one in each Australian group of passengers/families was asked to answer the survey. A total of 250 Australian tourists took part in the survey. Of these, 205 (89%) questionnaires were considered usable.

Research Instrument and Data Collection Procedure

A three-part research-made instrument was used to gather data and information needed in the study. It was assessed by a research expert to enhance item clarity and content validity. Part I called the 'robotfoto' (a Dutch term meaning a cartographic sketch of the respondents) (Kelchtermans & Ballet, 2001 cited by Caña et al., 2005) sought the baseline characteristics of the respondents. Part 2 consisted of 61 items dwelling on Australian travel motivations toward the Philippines as a tourist destination, while Part 3, a 39-item instrument, described the pre- and post-images of Australians. Respondents rated the items, using a 8-point Likert scale. Results of the Cronbach Alpha Test of 0.97 showed that the developed instrument had a high reliability index indicating its usability and administrability to other settings.

Prior to data gathering, a letter of request, along with a sample questionnaire was sent to the Airport Manager of the Qantas Airways Ltd., the flag carrier of Australia, for approval and scheduling. With the permission of the Airport Manager and the approval of the Pass Control Office of the NAIA, Terminal 1, the three-part questionnaire was distributed to the natural-born Australian passengers present during the scheduled flights. Briefing was observed by the researchers during the questionnaire fielding. The secured permission from Qantas Airways and the purpose of the study were presented to the respondents before they were asked to answer the survey questions.

Data Analysis

All data were analysed using the Statistical Package for the Social Sciences (SPSS version 17). Descriptive statistics such as frequencies and percentages were computed on the demographic characteristics of the respondents. Factor analysis was conducted to determine underlying factors that describe Australian tourists' travel motivation and pre- and post-images of the Philippines. Finally, Pearson correlation, chi-square, ANOVA, paired t-test, mean and standard deviation were used to assess the significant relationships and differences among Australian tourist motivations and images.

Results

Socio-economic Profile of Respondents

From the 205 Australian respondents, 68.6% were males and 29%, females. As indicated, most respondents (42.9%) belong to the 41-60 age bracket and 38.6% 20-40 age group (see Table 1). The majority of the subjects were single (172), comprising 58.1% and were professionals (70 or 33.3%). Further, 89 (42.4%) of the respondents' primary purpose was visiting friends and relatives, 147 (70%) of whom have been staying in the Philippines for more than a week.

The largest group of Australian tourists, 78 (37.1%), were first time visitors in the Philippines. Most preferred to stay in a hotel (41.9%) and their friends or relatives' house (33.8%). Interestingly, 134 (63.8%) opted to travel alone.

Travel Motivations

Table 2 illustrates the top 5 and least 5 factors that determine Australian travel motivation to visit the Philippines. Among the top motivators, 'to have fun' ranked the highest, followed by 'to see different attractions and destinations' and 'to go to places not yet visited before'. 'To experience Filipino hospitality' and 'to visit friends and relatives residing in the Philippines' came as fourth and fifth tourist motivation indicators.

Least 5 factors indicate that 'to gamble or visit casino' ranked first as the least motivation factor. 'To visit Philippine universities', 'to avail low-cost airfare' and 'to participate in sports events' come after and lastly, 'to purchase Filipino made handicrafts' was the fifth least motivation indicator.

Factor Analysis of Travel Motivation Items

Table 3 presents the results of the factor analysis of the travel motivations of Australian tourists. Principal component factor analysis, using varimax rotation with Kaiser normalisation, was employed to assess the number of underlying factors in the data and identify the items associated with each factor. Sixty-one motivation indicators were analysed. All factor loadings above 0.4 were retained for subsequent analyses. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indicated that the 56 remaining indicators were adequate for factor analysis to proceed (KMO measure = 0.91). Five factors with eigenvalues greater than one were extracted. In addition to delineating factor structure, factor analysis served to consolidate and simplify data pertaining to travel motivations.

Scales were labeled according to the common theme of the attributes loading on each factor in the order of decreasing explained variance. These were labeled as follows: 'Globetrotter Tourist', 'Gee Tourist', 'Gild Tourist', 'Go Tourist' and 'Geo-

Table 1.
Demographic profile of respondents

Profile	Frequency	%	Profile	Frequency	%
Age					
12-19	22	10.5	Less than 3 nights	15	7.1
20-40	81	38.6	3-5 nights	27	12.9
41-60	90	42.9	6-7 nights	15	7.1
61-above	12	5.7	more than 1 week	147	70.0
Gender					
Frequency of visit to the Philippines					
Male	144	68.6	Once	78	37.1
Female	61	29.0	Twice	46	21.9
			Three times	18	8.6
			More than three times	61	29.0
Marital Status					
Single	122	58.1	Accommodation		
Married with children	60	28.6	Hotel	88	41.9
Married without children	19	9.0	Friends/ relatives' house	71	33.8
Widow/Widower	4	1.9	Both	15	7.1
			Others	19	9.0
Occupation					
Management/Administration	32	15.2	Travel Arrangement		
Professional	70	33.3	Traveling alone	134	63.8
Government	13	6.2	Traveling in group	55	26.2
Self-employed	29	13.8	Both	2	1.0
Student	34	16.2			
Blue collar worker	6	2.9			
Retired/ Not in work force	20	9.5			
Primary Purpose of Visit					
Pleasure vacation	51	24.3			
Visiting friends and relatives	89	42.4			
En route	4	1.9			
Business meeting/ Convention	39	18.6			
Health	3	1.4			
Religion	1	.5			
Work	3	1.4			
Special Events	4	1.9			
Others	11	5.2			

Table 2.

Top and least factors that determine the Australian travel motivation to visit the Philippines

Top Motivators	Mean	SD	Rank	Least Motivators	Mean	SD	Rank
To have fun	5.72	2.48	1	To gamble or visit casino	2.29	2.13	1
To see different attractions and destinations	5.57	2.43	2	To visit Philippine Universities	2.31	2.10	2
To go to places not yet visited before	5.48	2.53	3	To avail low-cost airfare	2.77	2.31	3
To experience Filipino hospitality	5.40	2.35	4	To participate in sports events	2.93	2.37	4
To visit friends and relatives residing in the Philippines	5.33	2.97	5	To purchase Filipino made handicrafts	3.06	2.37	5

Table 3.

Results of factor analysis of Australian tourists' travel motivation

Image Factor	Factor Loading	Eigenvalue	Variance (%)	Reliability Coefficient
Globetrotter Tourist		10.47	23.37	0.97
To see different attractions & destinations	0.82			
To go to places not yet visited before	0.79			
To experience new and different lifestyle	0.77			
To gain new friends/to meet new people	0.76			
To experience Filipino hospitality	0.76			
To enrich knowledge about the Philippines	0.75			
To discover interesting countryside	0.73			
To experience different cultures	0.72			
To explore the unknown	0.71			
To have unpredictable experience	0.70			
To learn its historic background	0.69			
To develop personal interest	0.68			
To have fun	0.67			
To see outstanding scenery	0.64			
To gain new perspectives in life	0.61			
To have some entertainment	0.61			
To try exotic Filipino cuisine	0.60			
To shop in flea markets	0.58			
To experience recreational activities	0.57			

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Table 3.
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To visit natural ecological sites	0.56		
To experience tropical weather	0.53		
To share skills and knowledge with others	0.52		
To feel a sense of belonging	0.50		
To find thrills or excitement	0.40		
Gee Tourist		2.80	10.61
To escape from city stress/ experience peace and calm	0.73		0.91
To do nothing at all	0.69		
To experience ultimate relaxation	0.58		
To be close with nature	0.57		
To escape from the demands at home	0.50		
To strengthen relationship with companion	0.49		
To experience world class service	0.49		
To immerse myself to unique or different aboriginal or indigenous people	0.47		
To escape pressures from work	0.43		
Gild Tourist		3.14	10.56
To work on personal and spiritual values	0.74		0.94
To understand oneself more	0.70		
To enjoy isolation	0.65		
To feel inner harmony/peace	0.64		
To rediscover oneself	0.61		
To better appreciate nature	0.53		
To see exotic and endangered animals	0.49		
To experience a simple lifestyle	0.45		
To avail of great package of activities	0.40		
'Go' Tourist		1.63	6.64
To celebrate special holidays with family and friends	0.62		0.86
To purchase Filipino made handicrafts	0.61		
To participate in sports events	0.55		
To visit Philippine universities	0.48		
To experience primitive outdoor outing	0.42		
To avail of low-cost air fare	0.40		
Geo-gala Tourist		1.20	5.44
To explore different adventure sites	0.68		0.79
To visit historical places	0.67		
To be part of traditional feasts celebrated	0.53		

* Kaiser-Meyer-Olkin measure of sampling adequacy = 0.913

gala Tourist'. *Factor 1*: 'Globetrotter Tourist', consists of 24 indicators categorised as tourists who are extensively traveled. They are motivated by the usual activities of a typical traveler. *Factor 2*: 'Gee Tourist', includes 9 indicators, which regarded tourists looking for an escape from daily routines. They are motivated for purposes of relaxation. *Factor 3*: 'Gild Tourist', are primarily motivated by their personal well-being and a better perspective of giving a fair external appearance of things around. It is composed of 9 indicators. *Factor 4*: 'Go Tourist', categorised as being motivated by their immediate and specific reason for travel includes 6 indicators, which signal on the go to a journey. Finally, *Factor 5*: 'Geo-gala Tourist', includes 3 indicators motivated by the attractions of a region. This type of tourist is characterised by their appreciation of the grandeur attributes of a destination. The alpha coefficient for each of the five factors ranged from 0.97 to 0.79, suggesting acceptable reliability.

Australian Pre- and Post-Images of the Philippines

The top five Australian pre- and post-images of the Philippines as a destination are indicated in Table 4. Top pre-images indicate that Filipinos are 'friendly people', 'hospitable people', and that 'traffic and pollution', 'good shopping' and 'good value cuisines and hotels' can be found in the Philippines. Notably, 4 out of 5 of these pre-images remain as part of their top 5 post images of the country with the inclusion of being perceived as a textile capital.

Table 5 shows the least five Australian pre- and post-images of the Philippines as a destination. These attributes were 'drugs haven', 'sex tourism industry', 'affordable and quality medical treatment', 'healing paradise' and 'sports enthusiasm'. Noticeably, two indicators were replaced after their stay in the country. Indicators such as affordable and quality medical treatment and sports enthusiasm were perceived better after coming to the country. Although the Australian tourists perceive the country as a source of high quality export products, they perceived terrorism as the third least image after coming to the country.

Factor Analysis of Australian Pre-Images

Thirty-nine indicators for both pre- and post-images were factor analysed, using the principal component with varimax rotation to delineate the underlying factors of Australians image perception of the Philippines as reflected in Tables 6 and 7. Kaiser-Meyer Olkin measure of 0.82 (pre-images) and 0.88 (post-images) indicate that the sample is adequate for factor analysis to proceed. The same inclusion criteria for the indicators were used as in the motivation patterns. No indicators were discarded from the lists.

The scale labeled in decreasing order explained variance produced by the following pre-images: 'Humdinger Image', 'Hangdog Image', 'Hypsi-flown Image', 'Handy

Table 4.

Top 5 Australian pre- and post-images of the Philippines as a destination

Pre-image Indicators	Mean	SD	Rank	Post-image indicators	Mean	SD	Rank
Friendly people	6.68	1.58	1	Hospitable people	6.78	1.55	1
Hospitable people	6.62	1.38	2	Traffic and pollution	7.76	1.94	2
Traffic and Pollution	6.35	2.08	3	Friendly people	6.60	1.76	3
Good shopping	6.27	1.66	4	Texting capital	6.29	1.98	4
Good value cuisines and hotels	6.26	1.63	5	Good value cuisines and hotels	6.23	1.83	5

Table 5.

Least 5 Australian pre- and post-images of the Philippines as a destination

Indicators	Mean	SD	Rank	Indicators	Mean	SD	Rank
Drugs haven	3.78	2.27	1	Drugs haven	3.87	2.22	1
Sex tourism industry	4.39	2.36	2	Healing paradise	4.56	2.11	2
Affordable and quality medical treatment	4.62	2.23	3	Terrorism	4.57	2.20	3
Healing paradise	4.77	2.10	4	Sex tourism industry	4.80	2.40	4
Sports enthusiasm	4.93	2.11	5	High quality export products	4.80	2.15	5

Image', 'Hospice Image', 'Hazard Image', 'Hand and Glove Image' and 'Have Image'.

Factor 1: 'Humdinger Image' involves ten indicators categorised as an image conferring the natural beauty of the Philippines, which makes a deep impression on tourists. *Factor 2:* 'Hangdog Image' reflects degrading appearance, concludes seven variables associated with the socio-economic problems of the Philippines. *Factor 3:* 'Hypso-flown Image' entails six indicators referring to territorial competencies; distinct characteristics in which a destination can offer and be proud of. *Factor 4:* 'Handy Image' describes the attributes of the Philippines as a tourist destination highlighting convenience and manageability consisting of six indicators. *Factor 5:* 'Hospice Image' revealed 3 indicators providing tourists a picture of leisure and entertainment destination. *Factor 6:* 'Hazard Image' gives a negative and alarming impression among tourists such as 3 indicators pertaining to the risks and uncertainties of the destination. *Factor 7:* 'Hand and Glove Image', includes two indicators referring to the nature of the Filipinos. It portrays intimate relationship among Filipinos. Finally, *Factor 8:* 'Have Image', involving two variables, signifies the gnostics and skills which the Filipino people possess.

Table 6.

Results of factor analysis of Australian pre-images of the Philippines as a destination

Image Factor	Factor loading	Eigenvalue	Variance (%)	Reliability coefficient
Humdinger Image		4.07	13.81	0.92
Scenic natural beauty	0.85			
Wealth of wonders	0.74			
Rich culture	0.73			
Beautiful beaches	0.63			
Adventurous activities	0.63			
Historical site	0.60			
Adventure site	0.59			
Good value cuisines and hotels	0.54			
Healing paradise	0.52			
Island paradise	0.46			
Hangdog Image		3.61	12.13	0.88
High crime rate	0.80			
Traffic and pollution	0.73			
Brand imitation	0.72			
Third world country	0.72			
Social and environmental problems	0.71			
Graft and corruption	0.70			
Superstitious beliefs	0.64			
Hypsi-flown Image		2.67	11.80	0.90
Melting pot of various cultures	0.78			
World class talents	0.75			
High quality export products	0.73			
Cultural attraction	0.69			
Good nightlife	0.54			
Friendly people	0.46			
Handy Image		2.53	10.67	0.87
Easy access tourist destination	0.75			
Safe travel destination	0.73			
Tropical paradise	0.68			
Perfect sunset	0.66			
Affordable and quality medical treatment	0.54			
Sports enthusiasm	0.49			

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Table 6.
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Hospice Image	1.36	8.27	0.79
Hospitable people	0.74		
Good shopping	0.73		
Relaxed and joyful living	0.54		
Hazard Image	1.40	5.88	0.76
Drugs haven	0.75		
Terrorism	0.66		
Sex tourism industry	0.64		
Hand and Glove Image	1.06	5.79	0.70
Texting Capital	0.82		
Romantic Filipinos	0.62		
'Have' Image	1.11	5.23	0.74
Fluency in English	0.77		
High literacy level	0.72		

* Kaiser-Meyer-Olkin measure of sampling adequacy = 0.821

Factor Analysis of Australian Post-Images

Table 7 shows seven post-image factor dimensions identified from the 36-item indicators, labeled in the order of decreasing variance. *Factor 1*: 'Hodge-Podge Image', consisting of 15 indicators, is a mixture of ingredients ('Humdinger', 'Hospice', 'Hypisiflown') pertaining to the total characteristics of a grandiose destination. Since four other post-image factors resulted and constituted the same variables as that of the pre-image factors, these were retained as *Factor 2*: 'Hangdog Image'; *Factor 3*: 'Handy Image'; *Factor 4*: 'Hand and Glove Image'; *Factor 5*: 'Have Image' (Table 3). *Factor 6*: 'High-life Image' pertains to the ways of living of the Filipino society which consists of three indicators. *Factor 7*: 'Hyaloid Image' is composed of three indicators namely: 'social and environmental problems', 'safe travel destination' and 'good value cuisine and hotels' transparent to tourists. This type of image signifies realities of what they have seen and experienced in the Philippines.

Australian Travel Motivation and Demographic Profile

Significant relationships between Australian travel motivation factors to demographic profile of respondents appear in Table 8. No significant relationships between the motivational factors and the respondents' age, gender, marital status and occupation

Table 7.

Results of factor analysis of Australian post-images of the Philippines as a destination

Image Factor	Factor loading	Eigenvalue	Variance (%)	Reliability coefficient
Hodge-Podge Image		6.77	23.05	0.95
Adventure site	0.84			
Cultural attraction	0.78			
Scenic natural beauty	0.76			
Adventurous activities	0.73			
Historical site	0.73			
Wealth of wonders	0.72			
World class talents	0.72			
Melting pot of various cultures	0.69			
High quality export products	0.68			
Beautiful beaches	0.67			
Island paradise	0.60			
Healing paradise	0.59			
Rich culture	0.54			
Relaxed and joyful living	0.46			
Good shopping	0.45			
Hangdog Image		3.69	12.86	0.89
Graft and corruption	0.75			
Brand imitation	0.75			
Terrorism	0.73			
Drugs haven	0.72			
Sex tourism industry	0.67			
High crime rate	0.63			
Third world country	0.59			
Superstitious beliefs	0.58			
Handy Image		1.28	8.05	0.85
Tropical paradise	0.73			
Perfect sunset	0.62			
Easy access tourist destination	0.60			
Hand and Glove Image		1.34	7.02	0.78
Texting capital	0.83			
Romantic Filipinos	0.80			

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Table 7.
Continued from previous page

'Have' Image	1.13	6.72	0.69
Fluency in English	0.87		
Hospitable people	0.61		
High-life Image	1.13	6.52	0.68
Friendly people	0.73		
Good nightlife	0.59		
Traffic and pollution	0.51		
Hyaloid Image	1.37	5.95	0.69
Social and environmental problems	0.74		
Safe travel destination	0.71		
Good value cuisines and hotels	0.57		

* Kaiser-Meyer-Olkin measure of sampling adequacy = 0.887

Table 8.
Significant relationships between Australian travel motivation and their demographic profile

Demographic Profile	Travel motivation				
	Globetrotter Tourist	Gee Tourist	Gild Tourist	Go Tourist	Geo-gala Tourist
r-value					
Age	-0.09	0.04	-0.03	0.02	-0.04
Length of stay	0.33**	0.20**	0.18*	0.18*	0.17*
Frequency of visit	-0.00	0.09	0.07	0.15*	0.04
chi-square value					
Gender	117.42	71.47	75.37	45.16	21.84
Marital status	321.61	175.77	193.76	107.47	47.31
Occupation	724.57	416.36	317.13	249.43	107.07
Accommodation	334.98	211.89	246.48*	139.50	86.51*
Travel arrangement	313.99*	131.84	178.90*	84.55	46.10

* Significant at 0.05 level

** Significant at 0.01 level

were noted. All motivational factors were significantly related to length of stay. The longer the length of stay, the more tourists are motivated to travel. Only 'Go Tourists' significantly relates to frequency of visit. The more a tourist visits a place, the more they are being motivated by their immediate and specific reason to travel. 'Gild Tourists' and 'Geo-gala Tourists' are significantly influenced by choice of accommodation. Being motivated by their personal well-being and by the attractions of a region, tourist tends to stay in their friends or relatives' house. The respondents' travel arrangement is significantly associated with 'Globetrotter Tourists' and 'Gild Tourists'. Traveling in groups is mostly preferred by tourists who are extensively traveled and tourists who are motivated by their personal well-being.

Analysis of Australian Pre- and Post-Images

The mean scores of pre- and post-Australian images of the Philippines are listed in Table 9. The paired mean t-test was conducted to examine the significant mean differences (gaps) of Australian images upon arrival and departure. As indicated, the image factors 'safe travel destination', 'easy access tourist destination' and 'sex tourism industry' were found to have statistically significant difference at 0.05 level. Australian pre-images ('safe travel destination', 'easy access tourist destination' and 'sex tourism industry') indicated a high perception mean score after they had visited the Philippines.

Australian Travel Motivation and Images

Table 10a indicates the significant relationship between Australian motivations and their pre-images of the Philippines as a destination. On the whole, significant relationships at 0.05 and 0.01 level exist in the respondents' pre-image and their travel motivation. Interestingly, among the Australian pre-images, it was only in 'Hazard Image' where no significant relationship was noted.

Significant relationship between Australian post-images and travel motivation is presented in Table 10b. As illustrated, 'Hodge-Podge Image', 'Hangdog Image', 'Handy

Table 9.

Significant difference in the Australian images of the Philippines between upon arrival and departure

Image Factor	Pre-image		Post-image		T-value
	Mean	SD	Mean	SD	
Safe travel destination	5.28	1.74	5.81	1.84	2.98*
Easy access tourist destination	5.24	1.99	5.72	1.93	2.67*
Sex tourism industry	4.39	2.44	4.81	2.36	2.27*

* Significant at 0.05 level

Table 10a.

Significant relationships between Australian travel motivation and their pre-images of the Philippines as a destination

Australian Pre-image	Travel motivation				
	Globetrotter Tourist	Gee Tourist	Gild Tourist	'Go' Tourist	Geo-gala Tourist
Humdinger Image	0.52**	0.51**	0.59**	0.51**	0.44**
Hangdog Image	0.25**	0.21*	0.19*	0.20*	0.20*
Hypsi-flown Image	0.52**	0.52**	0.51**	0.48**	0.42**
Handy Image	0.41**	0.56**	0.48**	0.52**	0.38**
Hospice Image	0.46**	0.48**	0.43**	0.41**	0.23**
Hazard Image	-0.03	-0.02	0.08	0.12	-0.03
Hand and glove Image	0.33**	0.36**	0.30**	0.40**	0.23**
'Have' Image	0.23*	0.23*	0.62**	0.26**	0.24**

* Significant at 0.05 level

** Significant at 0.01 level

Table 10b.

Significant relationships between Australian travel motivation and their post-images of the Philippines as a destination

Australian Post-image	Travel motivation				
	Globetrotter Tourist	Gee Tourist	Gild Tourist	'Go' Tourist	Geo-gala Tourist
Hodge-Podge Image	0.54**	0.50**	0.53**	0.43**	0.41**
Hangdog Image	0.22*	0.23**	0.27**	0.23**	0.18*
Handy Image	0.39**	0.44**	0.41**	0.37**	0.30**
Hand and Glove Image	0.14	0.18*	0.15	0.26**	0.09
'Have' Image	0.27**	0.20*	0.18*	0.18*	0.18*
High-life Image	0.30**	0.26**	0.18*	0.22*	0.18*
Hyaloid Image	0.27**	0.22*	0.24**	0.18*	0.24**

* Significant at 0.05 level

** Significant at 0.01 level

'Image' and 'Hyaloid Image' were found to have a significant relationship with all the motivation factors both at 0.05 and 0.01 level.

Interestingly, no significant relationship was noted in three of the five motivation factors in 'Hand and Glove Image' namely 'Globetrotter Tourist', 'Gild Tourist' and 'Geo-gala Tourist'.

Discussion

Results of this quantitative study yielded marked significant relationships and differences in Australian travel motivation and the pre- and post-images of the Philippines as their destination.

Significantly, the leading and least Australian travel motivation to visit the Philippines supports Kim & Jogaratnam (2002) earlier findings. 'To have fun', 'to see different attractions and destinations', 'to go to places not yet visited before' 'to experience Filipino hospitality' and to visit friends and relatives' are all leading in travel motivation. Intercultural interaction and travel motivations were observed to have critical association. 'To have fun' was found to be the vital motive of Australian tourists in coming to the Philippines. Pearce & Lee (2005) also identified that the main reason for visiting Asian countries were to know their cultures and engage in different experiences. While the least important Australian travel motivations are 'to gamble or visit the casino', 'to visit Philippine universities', 'to avail of low-cost airfare', 'to participate in sports events' and 'to purchase Filipino-made handicrafts'. Essentially, results indicate that Australians are not adequately satisfied in these areas and might not be interested in these segments. The Philippines, as a destination is not a place for gambling unlike Macao and Las Vegas. It is also noted that most respondents were professionals (33.3%), which signifies no interest in visiting Philippine universities (Table 1). Further, this study identified five main motives, which categorised Australians as 'Globetrotter Tourists', 'Gee Tourists', 'Gild Tourists', 'Go Tourists' and 'Geo-gala Tourists'. In regard to these five key motivations, a number of studies have endorsed and reinforced these results (Poria et al., 2006; Pearce & Lee, 2005; Jang & Cai, 2002). According to the Travel Career Ladder theory, the most important factors in identifying travel reasons are novelty, escape/relax, relationship and self-development. These motivational dimensions show notable similarity with the results of the study: 'Globetrotter Tourist' (novelty seeking motive), 'Gee Tourist' (escape/relax seeking motive), 'Gild Tourist' (self-development seeking motive), 'Go' and 'Geo-gala Tourist' (relationship seeking motive).

Interestingly, all motivational factors were identified to have a significant relationship with respect to the respondent's length of stay. This implies that the longer an individual stays in the Philippines, the more they are motivated to travel here. It is evident that the Australian tourists were able to appreciate their stay here in the country.

Australians' pre- and post-images were also found to be associated with the Filipinos such as their products and services and the local environment. Similarities between top and least images upon departure and arrival of Australian tourists were identified in the study. 'Friendly people', 'hospitable people', 'traffic and pollution' and 'good value cuisine and hotels' were among the top Australian pre- and post-images of the Philippines. Least-liked images included 'drugs haven', 'sex tourism'

industry' and 'healing paradise'. Perceptions of an idea, product or service play an important role in an individual choice (preference or non-choice) of that particular idea, product, or service. Notably, findings of Australian images upon arrival and departure support the approach that tourist perception should not be neglected in tourism research as a factor relevant to understanding tourist behaviour. This also sustains the ideas that preferences for tourist destinations are enhanced by favourable perceptions which travelers have about those destinations (Giannone, 2002; Rittichainuwat, Qu & Leong, 2002). This also confirms Fishbein's theory that, "favorable impressions or perceptions of a tourist area increases the probability of choice of (preferences for) that area as a destination."

'Safe travel destination', 'easy access tourist destination' and 'sex tourism industry' were image factors found to have significant differences upon arrival and departure. Seemingly, these Australian images of the Philippines were good examples of the two dimensions of tourist destination images conceptualised by Gunn. C (1972). Organic image, deals with tourists' impression of a destination without physically visiting the place, and induced image, which is forged through actual visitation. The Philippines, as perceived and visited by Australians, is said to be a safe and easy to access travel destination. However, an increase in the awareness of sex tourism was also concluded.

Among the eight Australian pre-image indicators, only 'Hazard Image' was found to have no significant relationship with travel motivation. During the destination selection process, potential travelers compare perceived benefits and situational constraints associated with destinations and select the destinations that best serve their needs (Rittichainuwat, Qu & Leong, 2002). 'Hodge-podge Image', 'Hangdog Image', 'Handy Image' and 'Hyaloid Image' were found to influence Australian travel motivation to a certain extent. Apparently, destination image does not only affect the pre-purchase destination selection process. It is also anticipated to be important during the post-purchase destination selection process (Rittichainuwat et al., 2002). 'Hodge-podge Image', 'Handy Image' and 'Hyaloid Image' were constructive while 'Hangdog Image' was unfavourable to a destination.

Conclusion

This study attempted to identify Australian tourists' travel motivation and the image of the Philippines as a destination. Interestingly, findings of the study showed insights regarding the respondents' traveling motives and their positive and negative images of the Philippines. On the whole, Australians perceived the Philippines as a favorable tourist destination. The Philippines' scenic natural beauty, Filipino culture and hospitality have a great impact on attracting tourists. By way of contrast, traffic and pollution were perceived as disappointing experiences.

In view of tourism literature scantiness on the Philippines as a tourist destination, this study could be an important variable for tourism market segmentation. Since destination image is a central concept in tourism studies, these findings have implications for the field of tourism as a whole. Tourism and education marketers might be able to use this valuable information to target tourists more successfully. A destination can enhance the probability of target selection by identifying and marketing its ability to meet the needs which their chosen travel segments consider important. Diagnosis of destination strengths and weaknesses on relevant tourism attributes will make a contribution in making specific changes, additions and/or modification in the tourism destination. Results of the study could help bring about positive images of the Philippines against unfavorable impressions. However, given the dynamism of travel motives and destination images, continuing research efforts and investigation is vital for attaining quality and improvement.

Though this study was confined only to the identification of Australian tourists' images and travel motivations in the Philippines as a destination from a positivist viewpoint, future investigations may dwell on capturing the same delineated factors, using qualitative techniques.

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