

A STUDY ON EQUESTRIAN TOURISTS MOTIVATION AND INVOLVEMENT

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OUTLINE

Introduction

1.Theoretical Background

2.Methodology

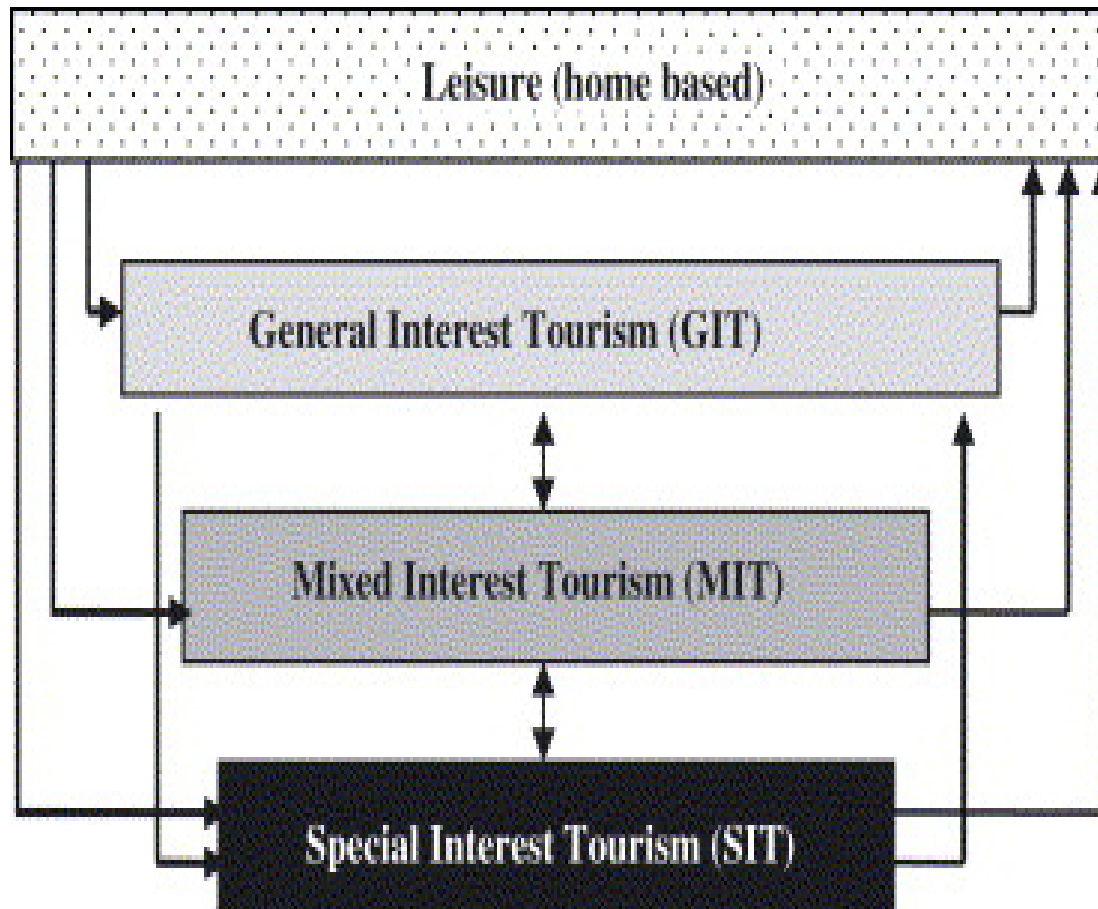
3.Results and Analysis

4.Implications and Further Research



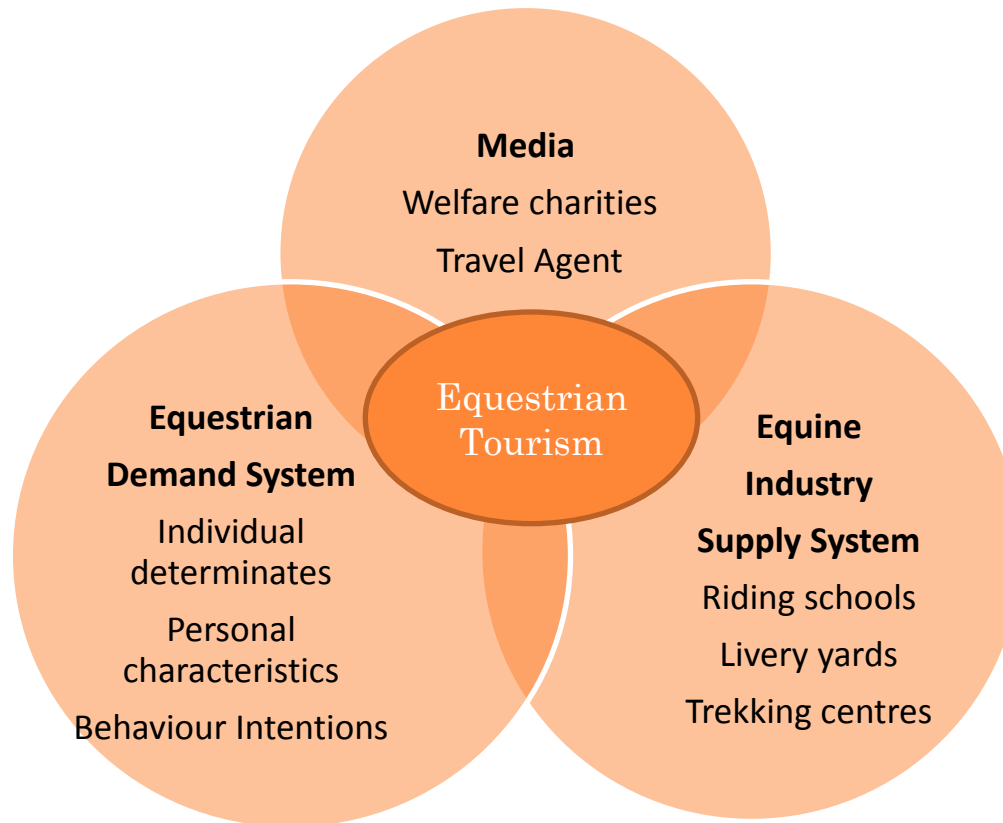
INTRODUCTION

Leisure–Tourism Interest Cycle



INTRODUCTION

Equestrian Tourism Systems



INTRODUCTION

- Equestrian tourists' motivation is under researched
- In the SIT context, the dominant motivation research only applies push and pull motivation factors theory; seldom does research take cognizance of with other theories.
- The social motive (e.g. important person's attitude towards SIT) and non volitional factors (e.g. money, visa), which have crucial influence on travel choice, had been ignored in most of SIT motivation research.



1. THE THEORY OF PLANNED BEHAVIOUR (TPB)



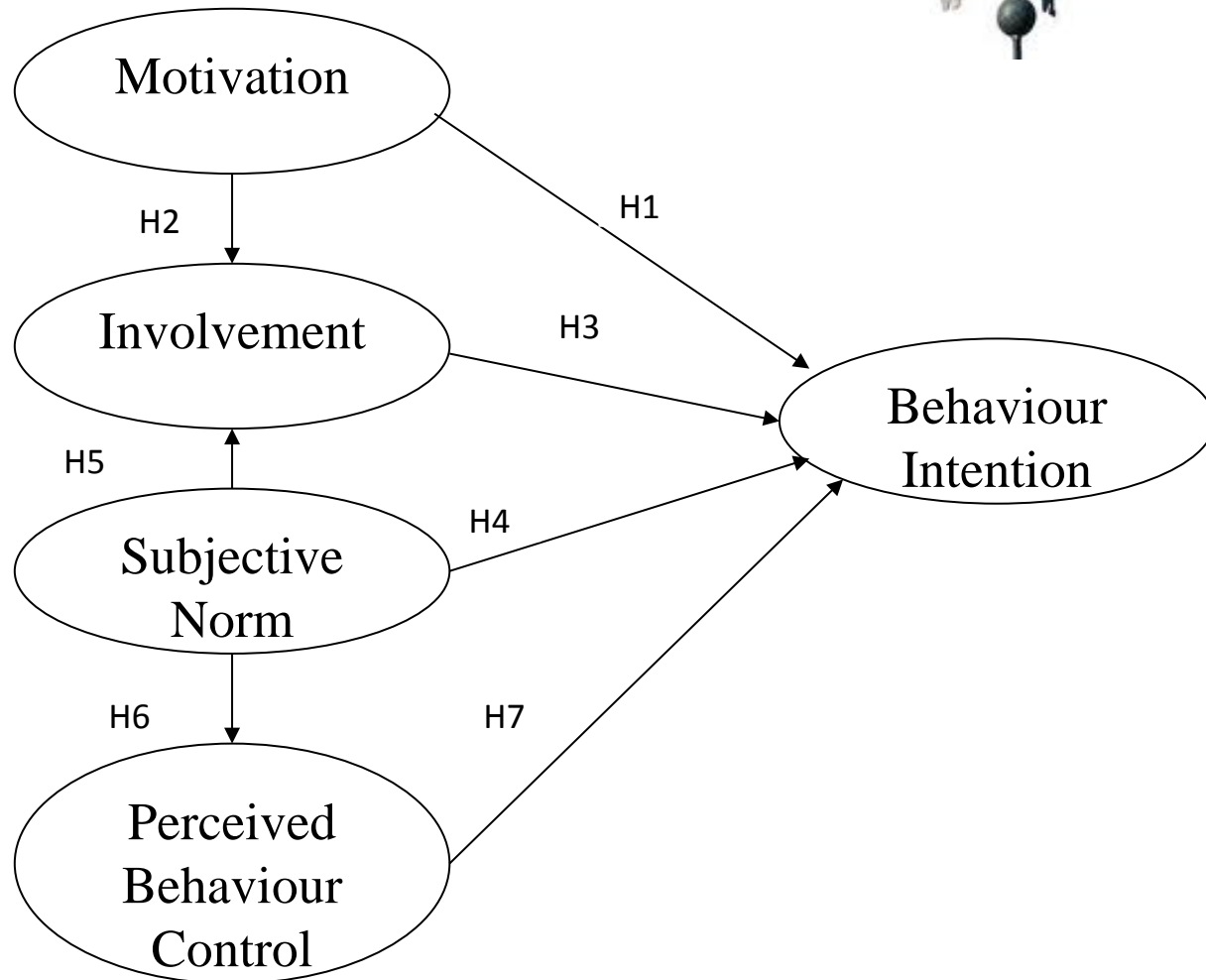
The TPB (Ajzen, 1991) postulates that three constructs will drive behaviour: attitudes, subjective norms, and perceived behaviour control. The TPB has been utilized to explain human behaviour in various settings.

e.g. hunting (Hrubes, Ajzen, & Daigle, 2001), boating, biking, climbing, jogging, and beach activities (Ajzen & Driver, 1992), casino gambling (Oh & Hsu, 2001) and playing the lottery (Walker, Courneya, & Deng, 2006). visit world cultural heritage sites (Shen et al., 2009; resident or host community attitudes towards tourism (Nunkoo and Ramkissoon, 2010); wine tourism (Sparks, 2007)

In the context of tourism, TPB should be modified by integrating new constructs and by altering the paths to be more appropriate (Han and Lee, 2011).



1. CONCEPTUAL FRAMEWORK



2 METHODOLOGY

Sampling

- Sample size: 200 riders. Different age group to avoid sampling error.
- Method: convenient sampling

Questionnaire Design

- Five scales of likert-scale, based on previous literature
- Ten questions plus demographic information

Data collection

- Pre-tested (Personal interview) and pilot study
- Main survey (Online survey)



3. DATA RESULT-DEMOGRAPHIC



		Total		Do not have horse		Own Horse	
		Frequency	%	Frequency	%	Frequency	%
Total		186	100.0%	63	33.9%	123	66.1%
Gender	Male	12	6.5%	3	4.8%	9	7.3%
	Female	174	93.5%	60	95.2%	114	92.7%
Age	less than 18	23	12.4%	16	25.4%	7	5.7%
	18-20	64	34.4%	17	27.0%	47	38.2%
	21-25	21	11.3%	7	11.1%	14	11.4%
	26-30	9	4.8%	6	9.5%	3	2.4%
	31-40	29	15.6%	8	12.7%	21	17.1%
	41-50	18	9.7%	4	6.3%	14	11.4%
	51-60	21	11.3%	4	6.3%	17	13.8%
	Over 60	1	0.5%	1	1.6%	0	0.0%

3. DATA RESULT-DO NOT HAVE HORSE

I intend to participate in a horse riding holiday in the next three years

When I am riding, I do not have to be concerned with the way I look



To do something with my family/friends; Scenic beauty

To enjoy riding that provides a thrill



3. DATA RESULT-OWN HORSE/S

riding is very important to me; I find a lot of my life is organized around horse riding

Even if close friends recommended another leisure activity, I would not change my preference for riding



When I participate in horse riding, others see me the way I want them to see me; I have enough information, time, money on riding

I identify with people and image associated with riding

3. DATA RESULT-AGE



Less than 20

To develop a potential career in horse riding

To do something that impresses others

My parents

Have time



20-30

To develop a potential career in horse riding

To enjoy riding that provides a thrill

Professional instructors

I have adequate facilities (professional clothes, shoes)



30-40

To be away from the everyday routine of home

To get away from crowded areas

To have fun, be entertained

When I am riding, I do not have to be concerned with the way I look



Over 40

To be away from the everyday routine of home

Scenic beauty



3. DATA RESULT-MOTIVATION



- **Relaxation** and **learning** are two main motivations for equestrian tourists to engage in riding related activities.
- “Do not own a horse” group was more likely to be motivated by doing something with their family/friends, feel thrill when riding and attractive by beauty scenic than horse owner group.
- The younger groups (less than 30 years old) were more motivated by learning, relaxation, social and more concern about developing their career in horse riding.
- The mature groups (over 30 years old) were more motivated by escape and pulled by scenic beauty.
- Have not accepted high education group are more motivated by social and relaxation while high educated group are more pulled by good facilities and friendly atmosphere.



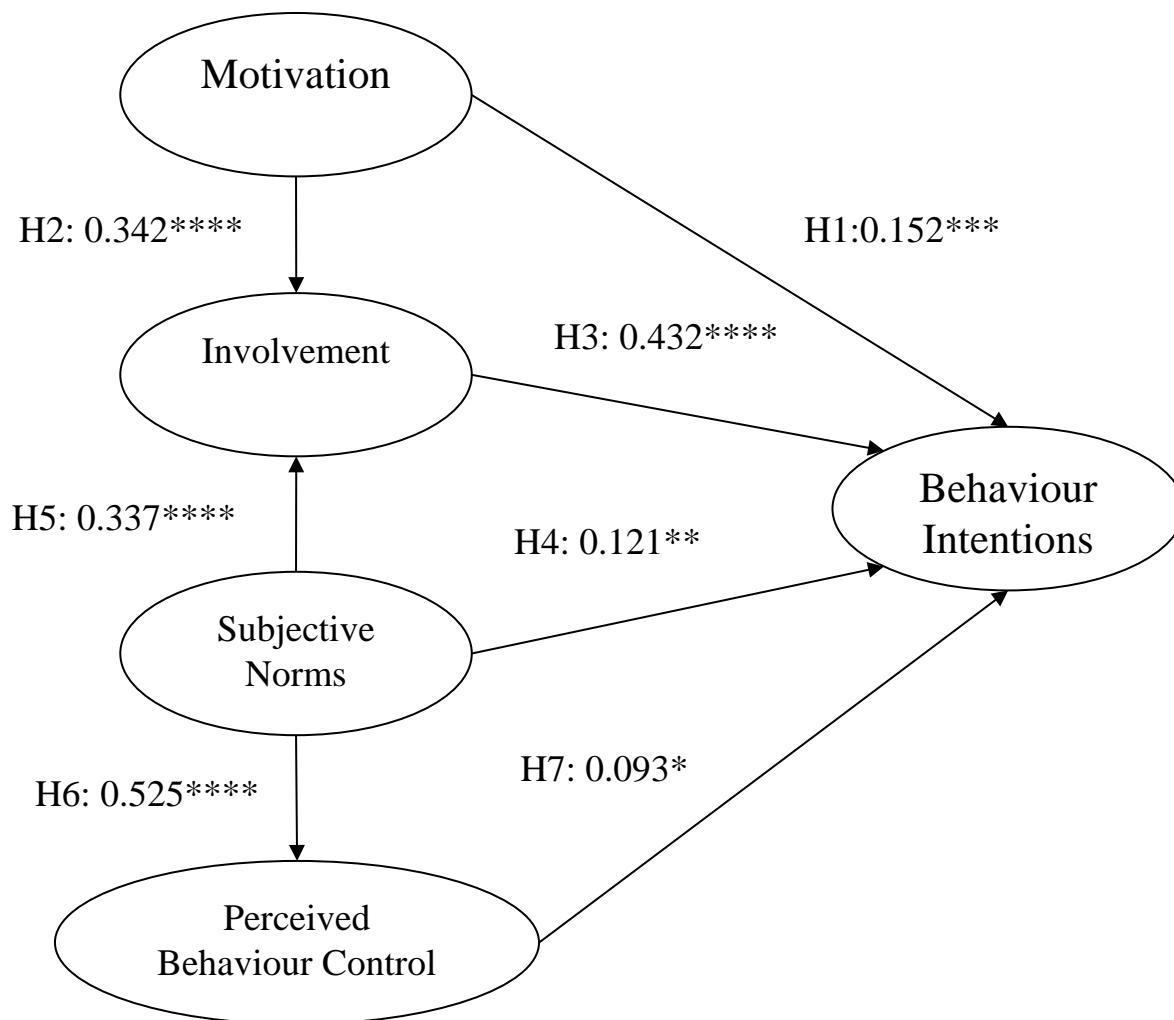
3. DATA RESULT-INVOLVEMENT



- **Horse owner** group have more involvement (attraction, centrality and identity) in riding related activities than the group who do not have a horse.
- The lives of **younger equestrian tourists** (less than 20 years old) were more organized around horses than older equestrian tourists (over than 40 years old).
- Riding is important for have not accepted higher education groups while high educated group was more resistant to change riding activities.



3. DATA RESULT- HYPOTHESIS TESTING



Note: *, **, ***, and **** denote significance at 10, 5, 1 and 0.1% levels, respectively.



4. IMPLICATIONS-ACADEMIC

Integrate motivation and TPB theory to research SIT tourists' behaviour intentions.

There is no unified model looking into SIT tourists' motivation and retention.

- This research intends to develop such an unified model; one that is applicable to multiple contexts.





4. IMPLICATIONS-PRACTICAL

1. Equestrian tourism business should strive to fulfil riders' different desires.
 - Varied learning and discovery opportunities should be provided to the interested tourists.
 - Design special riding route around beautiful scenic for those mature equestrian tourists to respond to need for “escape” .
 - To address equestrians' need for “Bonding”, manager may offer discounts to those who bring a new family member or friend the riding destination.
2. Using different marketing methods for different involvement equestrian tourists.
 - Specially designed brochures to potential tourists that consider riding central to their life.
 - General brochures can be left at tourist information centres for the more casual riders who may be motivated to ride for enjoyment purposes with other tourists while on holiday.
3. To understand and attempt to influence the WOM reputation likely to be spread.
 - By actively seeking feedback from tourists on a regular basis



4. FUTURE RESEARCH



- Investigate the **cross-cultural** validation of the extended TPB. A comparison among respondents from different countries would be helpful for research about international equestrian tourism.
- Research could be conducted on what **destination attributes** tourists chose, their preferred choice, and what images they have of equestrian tourism destinations.





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