

A Typology of Cultural Tourists and Their Trip Characteristics in Prince Edward Island

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BACKGROUND



- Many studies have suggested that a substantial percentage of tourists seek cultural experiences such as visiting cultural attractions and participating in diverse cultural activities.
 - WTO suggests that more than 40% of all international tourists are “cultural tourists” (Richards, 1996).
 - The Travel Industry Association of America has estimated that two-thirds of U.S. adult travellers included a visit to a cultural or heritage site or attraction (Silberberg, 1995).
- As a result, these figures have been argued that cultural tourists represent **a new type of mass tourist** who seeks meaningful travel experiences (McKercher and Du Cros, 2003).

BACKGROUND



- Culture is an important part of the tourism “product” and is one of the factors that can improve the competitiveness of a tourism destination.
- The terms “cultural tourism” and “cultural tourists” are widely used, but also misunderstood.
- Academics and practitioners or policy-makers have been quick to identify cultural tourism as a growing or significant market, without seriously considering what that market consist of.
 - What kinds of cultural experiences should be included within the scope of cultural tourism?
 - Does a visit to a museum turn an entire holiday vacation into a cultural tourism experience?
 - Are tourists who engage in cultural activities actually culturally motivated?

BACKGROUND



- Therefore, it has been difficult to demonstrate how important cultural tourism and cultural tourists are for a specific destination.
 - Who are the tourists that visit cultural attractions or engage in cultural activities, and why?
 - What specific travel behaviours make them distinct from other travellers?
 - How large is the demand for cultural tourism?
 - What elements of culture attract tourists?
 - How can cultural tourism be successfully developed and promoted?
- The answers to these types of questions may be quite different among destinations due to the different elements that create the culture of each destination.

THE STUDY PURPOSE



- The purposes of this study are:
 - To examine the meanings and significance of cultural tourism on Prince Edward Island,
 - To identify a typology of cultural tourists, and
 - To profile trip characteristics of cultural tourists in an island setting.

METHODOLOGY



Data Source & Sampling Method

- Prince Edward Island's Tourist Exit Survey
- Tourism Season (May to October in 2004)
- Sampling
 - Preliminary exit-point intercept interview
 - Randomly selected every 4th airport passenger or noncommercial vehicle: 19,100 successfully intercepted (5,736 residents & **13,364** non-resident intercepts)
 - **6,991** or **52%** of 13,364 non-residents agreed to participate in a follow-up survey
 - Follow-up telephone survey: A total of **3,591** samples were collected

Sample Characteristics



- Total samples collected: 3,591
- Overnight pleasure tourists: **3,139** used for this study
- Among respondents,
 - Nearly 61% were male
 - 58% were tourists who were working full time in employment and 29% were retired
- Comparatively, respondents varied widely in age, education, and annual household income
 - 27.3% were in the 50 to 59 years of age group
 - 23.7% had graduated from university (undergraduate)
 - 25.8% had annual household income of \$50,000 to \$75,000 and 24.0% had over \$100,000

Variables



- The Exit Survey provides a list of 28 activities that respondents could select; **10** of these were deemed to be cultural activities for this study:
 - 1) Experiencing Acadian culture
 - 2) Visiting Canada's birthplace attractions
 - 3) Attending a festival or event
 - 4) Visiting Founders' Hall
 - 5) Visiting a theme fun or amusement park
 - 6) Attending a cultural performance (live theatre)
 - 7) Going to a lobster supper (meal)
 - 8) Enjoying evening entertainment (bar, pub, etc.)
 - 9) Visiting Anne of Green Gables attractions
 - 10) Visiting historical/cultural attractions

Variables



- To profile characteristics of cultural tourists, trip-related variables used were as follows:
 - 1) Geographical markets
 - 2) Types of visitation
 - 3) Travel information sources used
 - 4) Travelling party size
 - 5) Trip duration
 - 6) Recall of communities visited
 - 7) Travel activities
 - 8) Expenditures

Data Analysis



□ Cluster Analysis

- **Step 1:** *K*-means clustering procedure to find disjoint clusters with the means of each cultural activity item serving as an input
- **Step 2:** Analysis of Variance (ANOVA)
- **Step 3:** Multivariate analysis of variance (MANOVA) & Discriminant analysis

□ Chi-Square Analysis & *T*-tests:

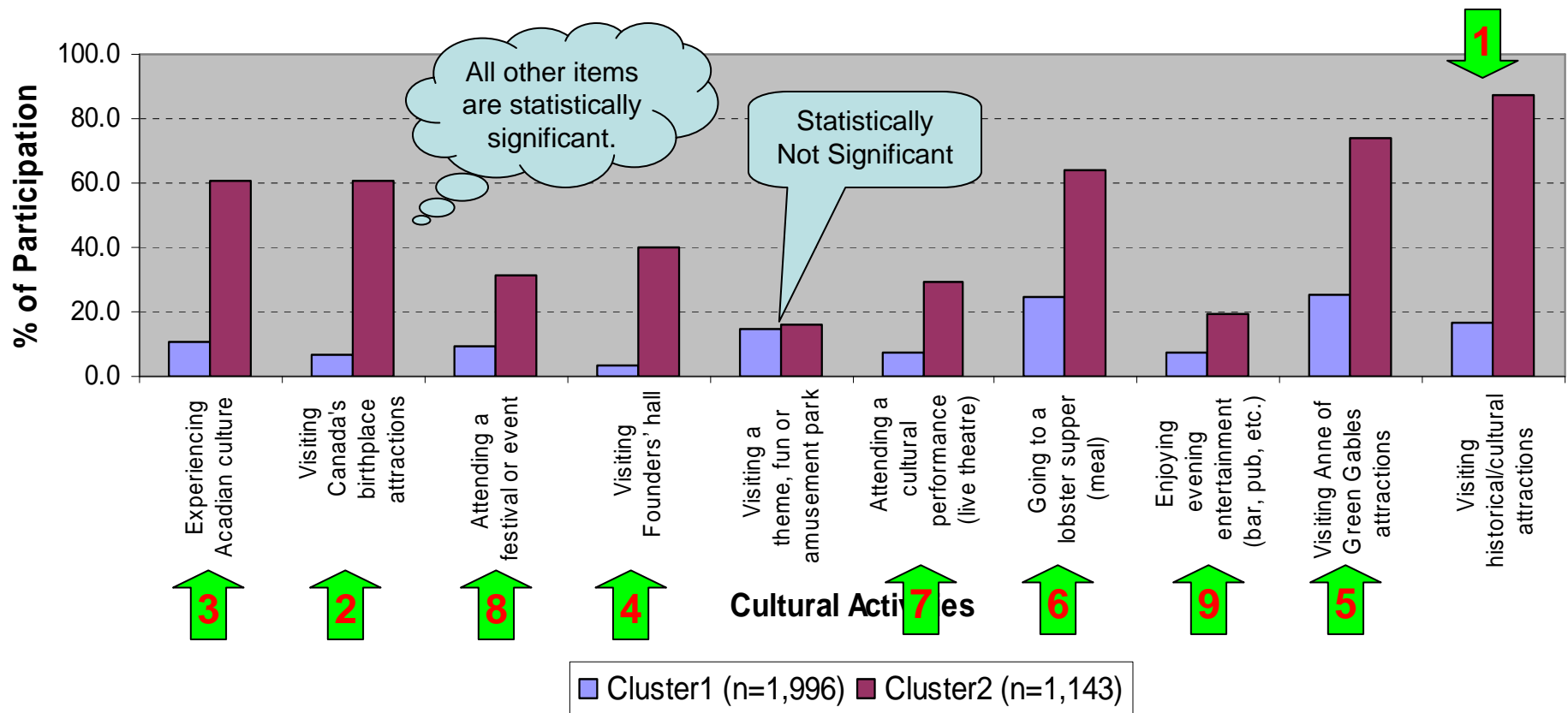
- To compare the differences between the clusters
- To identify trip characteristics of the clusters and
- To profile the clusters

RESULTS



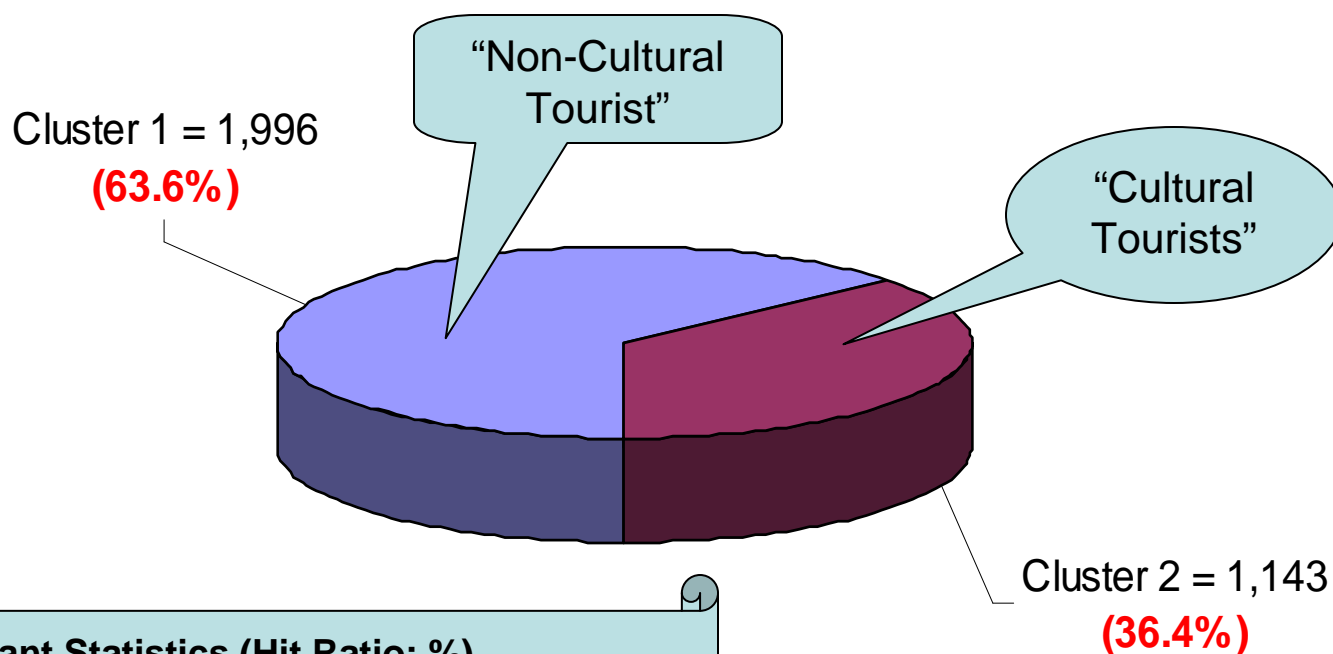
Cluster Analysis

Cluster Analysis based on the 10 Cultural Activity Items



Cluster Analysis (cont'd)

A Typology of Cultural Tourists



Discriminant Statistics (Hit Ratio: %)

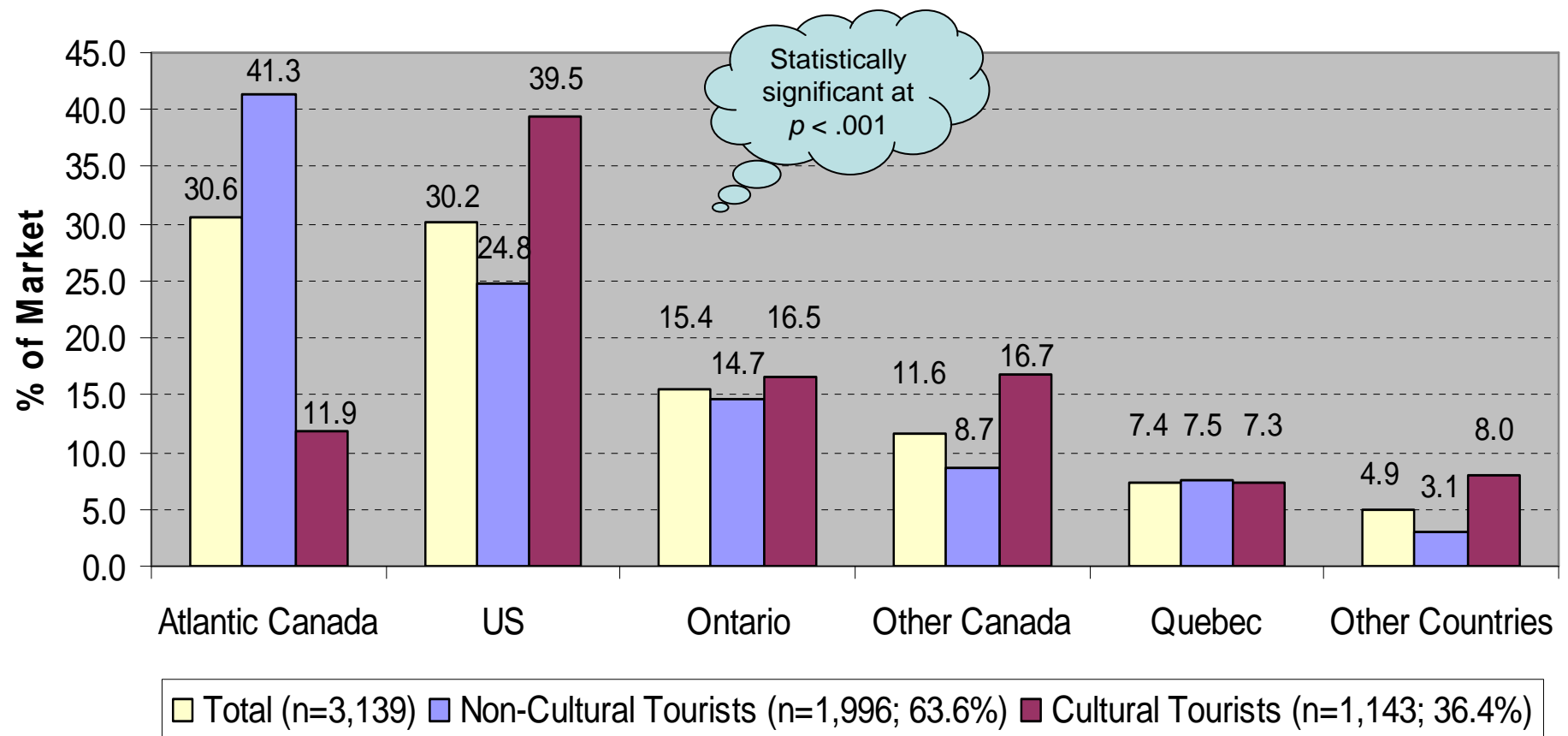
Cluster 1 = **94.5%**; Cluster 2 = **95.2%**; Total = **94.9%**

MANOVA Statistics

F-value = 935.15, **$p < .0001$**

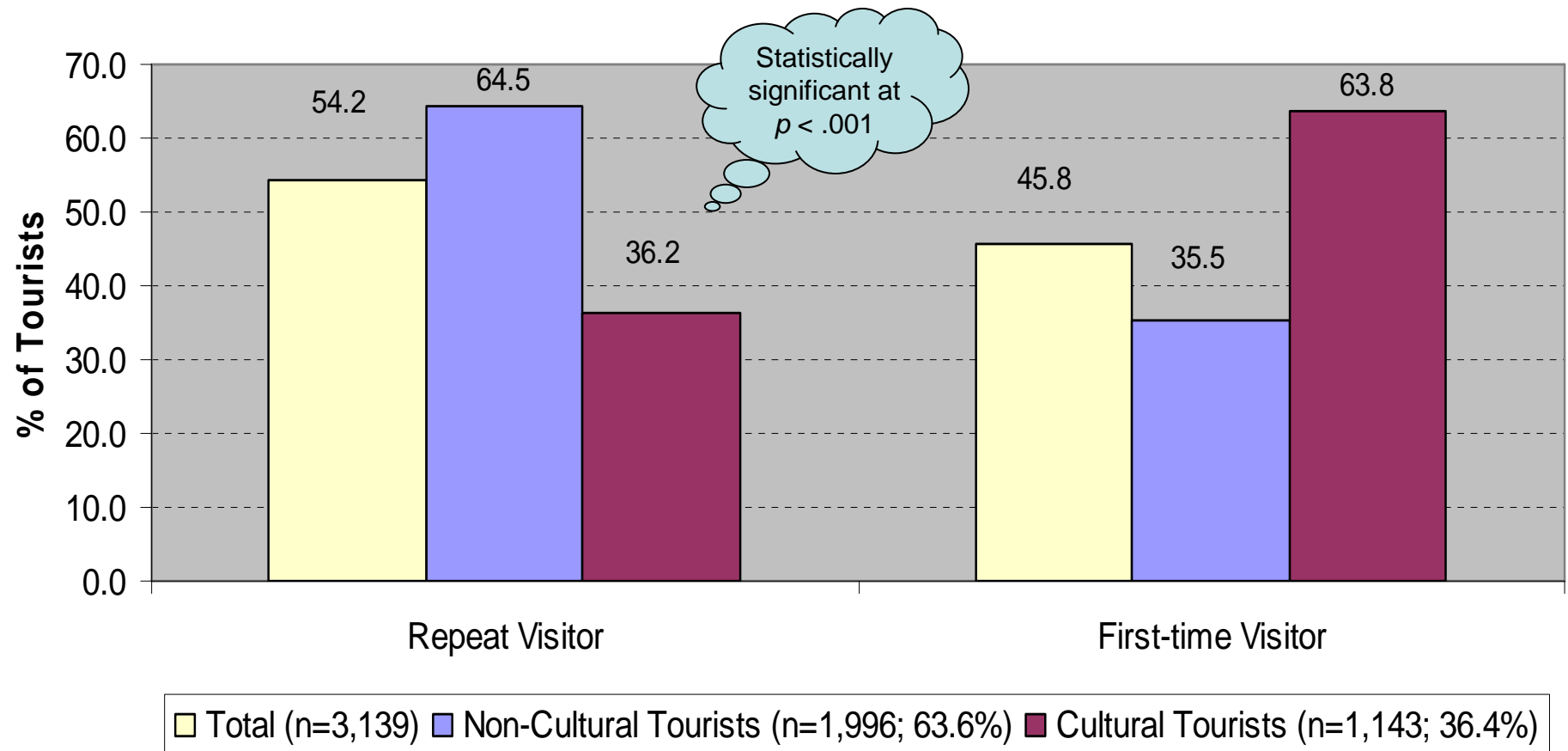
Trip Characteristics

Geographical Markets



Trip Characteristics

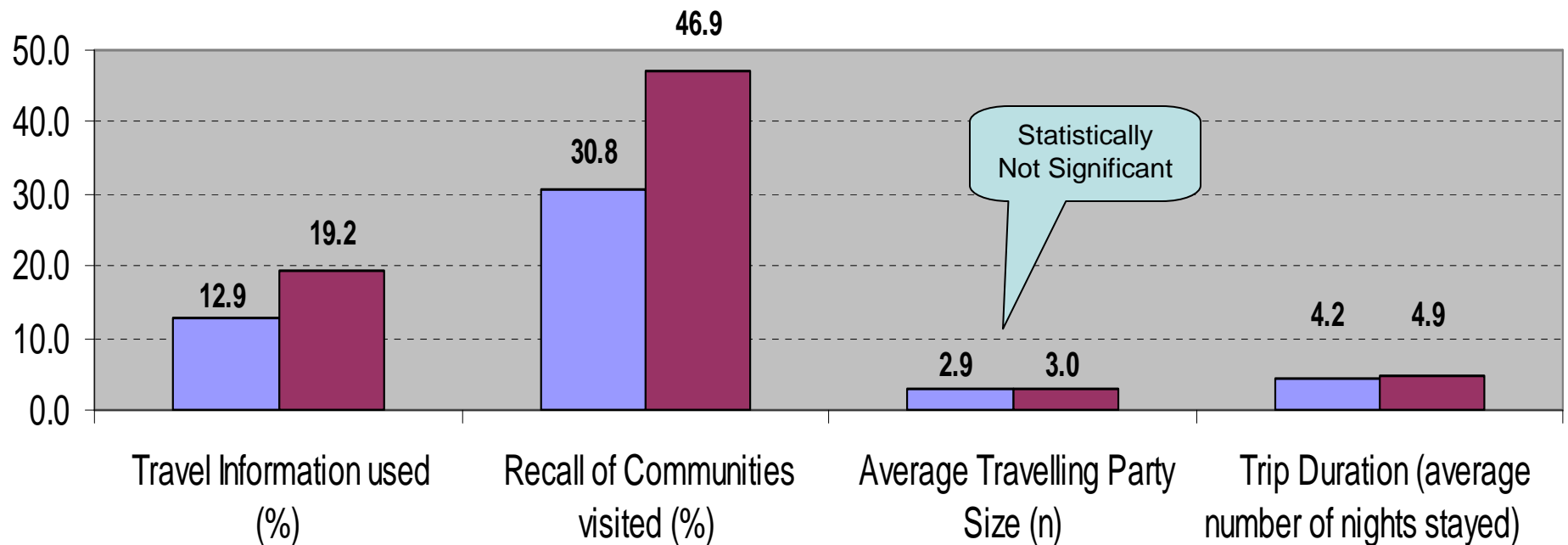
Types of Visitation



Trip Characteristics



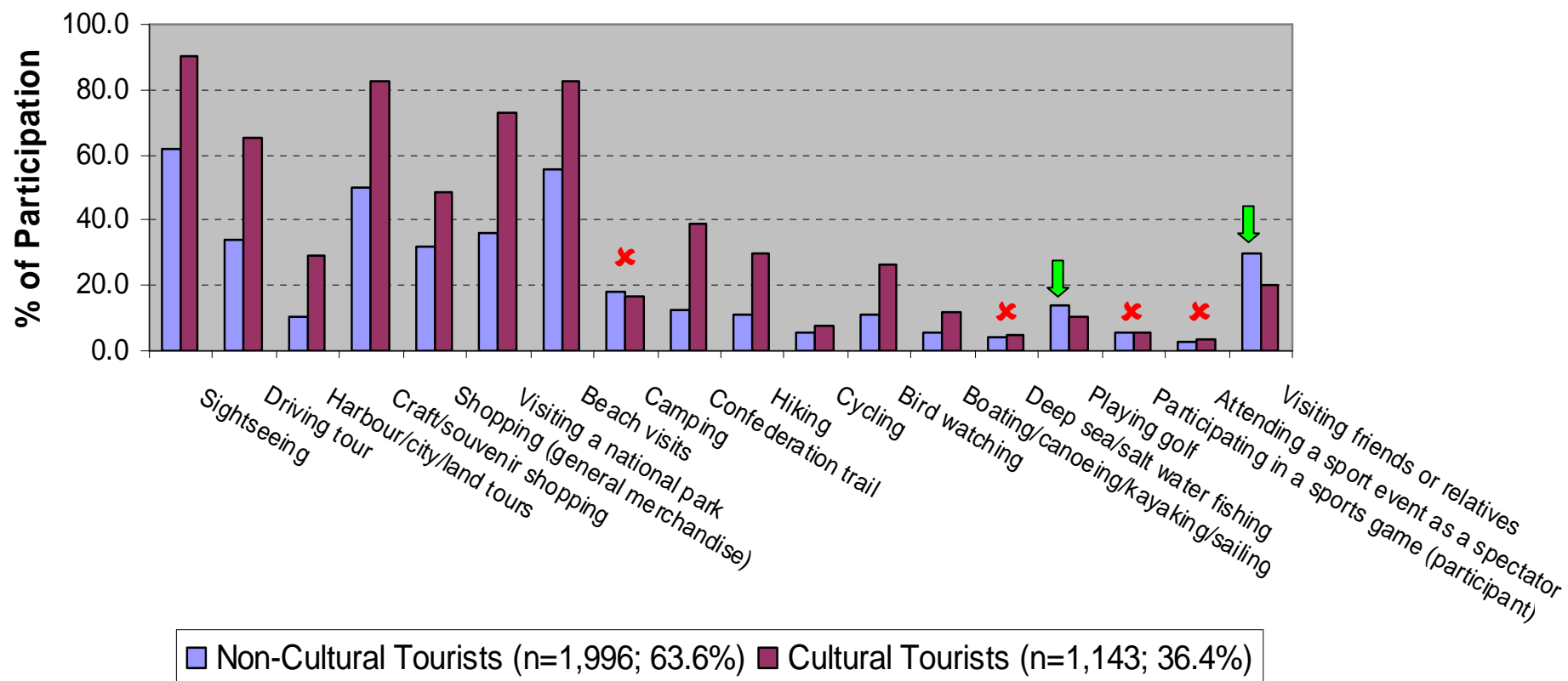
Trip-related Variables



■ Non-Cultural Tourists (n=1,996; 63.6%) ■ Cultural Tourists (n=1,143; 36.4%)

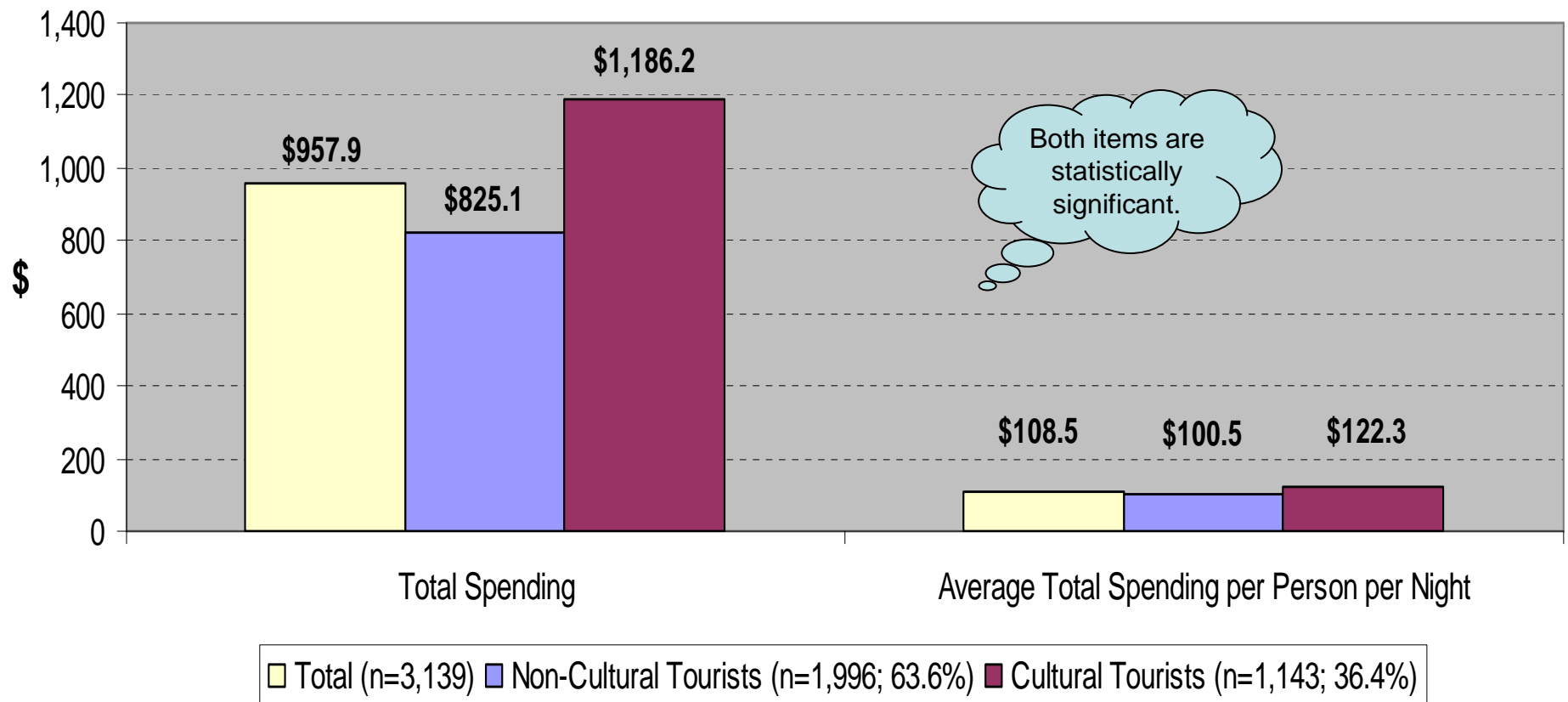
Trip Characteristics

Travel Activity Participation



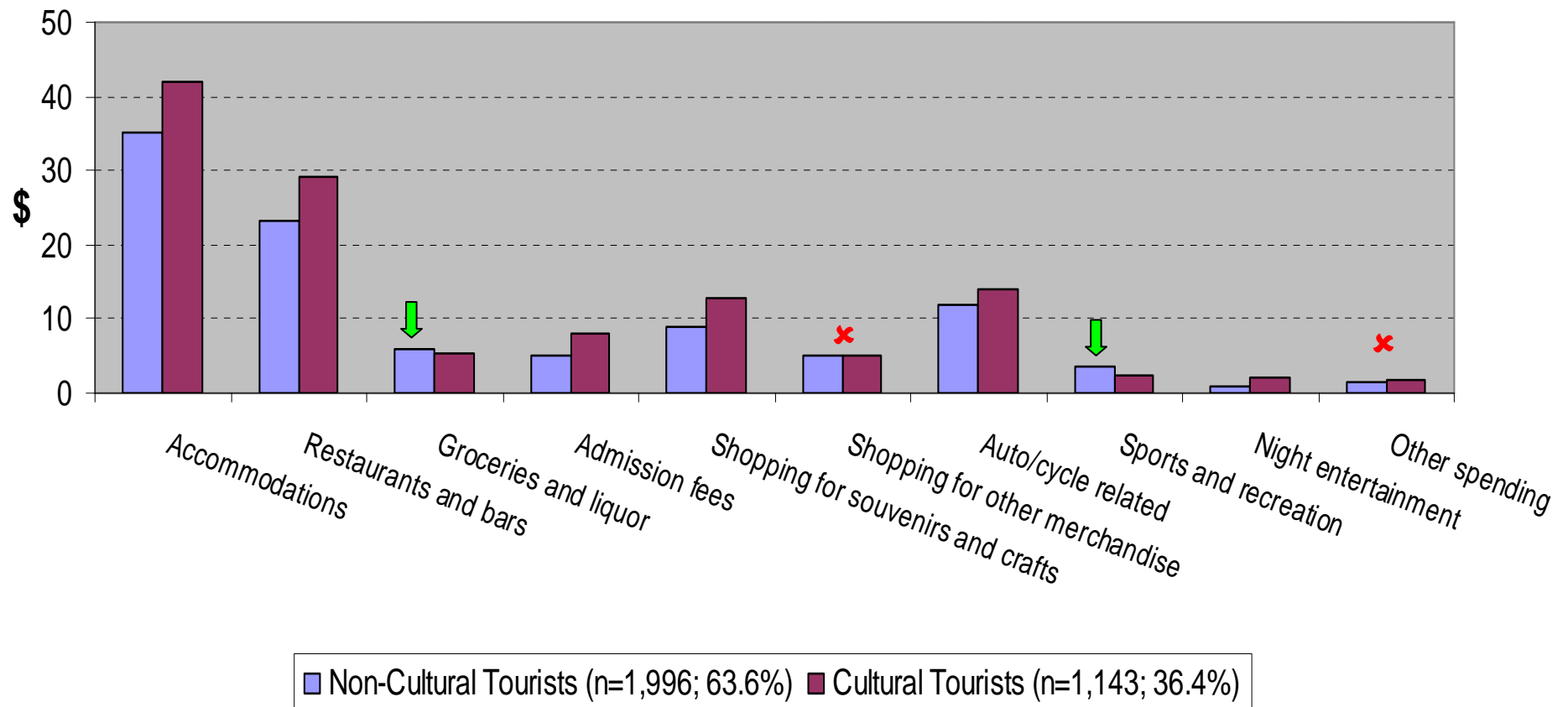
Trip Characteristics

Travel Expenditure (1): Total Spending



Trip Characteristics

Travel Expenditure (2): Average Spending per Person per Night



DISCUSSION

- This study identified the typology and volume of cultural tourists based on the level of cultural activity participation.
 - Cultural Tourists (36.4%)
 - Non-Cultural Tourists (63.6%)

- The survey results indicated that there are significant differences between the two clusters with respect to trip characteristics.

DISCUSSION



- The cultural tourists were more likely to
 - be from geographical distance markets,
 - be first-time visitors,
 - use travel information sources,
 - stay more nights at the destination,
 - recall communities they visited,
 - engage in all other travel activities (excluding playing golf and visiting friends or relatives), and
 - spend more money than the non-cultural tourists.

DISCUSSION



- ❑ To appeal and attract more distant markets and first-time visitors, tourism marketers/operators need to emphasize culturally different elements of PEI and provide a variety of travel information sources.
- ❑ Cultural tourists in this study also prefer to participate in other activities for fun, pleasure, recreation, and entertainment.
- ❑ Therefore, cultural tourism should be presented in a manner that is enjoyable and easy to consume. Successful products should cater to these needs.
- ❑ Otherwise, products that ignore this maxim will struggle to find a large consumer base.

CONCLUSIONS



- ❑ In conclusion, this study identified that cultural themes are an important factor for a significant portion of the tourists visiting a destination.
- ❑ Also, this study demonstrate that cultural tourists are valuable in terms of their economic contribution to the destination and cultural/social interaction with communities.
- ❑ Further research on tourism and culture should be undertaken to further investigate the importance of the cultural “product” in attracting tourists to Prince Edward Island.

More information on this and related projects can be obtained from the Tourism Research Centre's Web site:
<http://www.trc.upei.ca>

THANK YOU.

Comments or Questions?