

Reconstructing the Authenticity Model: The Internal Structure of Perceived Authenticity for Heritage Tourism

Introduction

隨著現代社會之演變，遊客更為情感取向(Goulding, 2000)、更關注尋找自我認同(Cho, 2012; Cova, 1999; Kim & Kim, 2006)，existential authenticity 概念在真實性研究扮演更重要之角色，然而目前為止，鮮少量化研究深入探討 existential authenticity 概念，更尚未將 existential authenticity 概念進一步分別從獨立的 intra-personal 與 inter-personal authenticity 去探討。若進一步分別探索，則 object-based authenticity、intra-personal authenticity、inter-personal authenticity 之內部關係為何？motivation、loyalty 等變數與 3 類真實性間的結構關係會如何推衍？

循此，本研究首先希望透過文獻回顧探討真實性之各種概念，確立衡量的內涵與項目，並提出真實性之結構方程模型，再透過實證研究以驗證結構方程模型。最後，針對研究結果提供適當管理規劃以及未來研究建議。

Literature review

Heritage tourism and authenticity

隨著觀光商品化問題日漸嚴重，真實性逐漸被公認是一個普世價值(universal value) (McIntosh & Prentice, 1999; Naoi, 2004)，而遺產觀光提供了真實性體驗的一個適合場域，蘇格蘭、澳洲、加拿大、中國等地未來將真實性體驗列為發展遺產觀光的關鍵要素(Future Foundation & VisitScotland, 2005; Yeoman et al., 2007)，遊客在遺產觀光旅遊，可以拜訪如歷史景點、城堡、建築遺跡、博物館等設施，去體驗傳統風俗、手工藝品、當地歷史與文化節慶活動(Bonn et al., 2007)。

Object-based Authenticity

object-based authenticity 包含客觀真實性與建構真實性兩種層次，但Brida et al.(2013)提到，對於遺產遊客而言，他們無法判斷產品是否是依照當地傳統方法手工製作，以及是否是使用當地材料。亦即，一般遊客並無法以客觀、絕對的標準去驗證旅遊事物之真偽； Cho(2012)認為現代遊客喜歡透過他們在遺產觀光的直接體驗來測量真實性。因此本研究持同樣的看法，認為object-based authenticity

主要是建立於建構真實性之上，而非客觀真實性。綜合以上文獻探討，對遊客而言，object-based authenticity即是建立在建構真實性觀點，本研究將object-based authenticity定義為「遊客主觀認為在當地建築設施、手工藝品、食物、民俗活動等實體物品中的體驗，是真誠的、名符其實的」。

Intra-personal authenticity

Goulding(2000)的研究探討前往歷史景點的遊客 motivation，研究結果發現觀光客希望藉由當下的環境暫時逃離現實的生活。Kolar and Zabkar(2010)認為文化觀光遊客會追尋真實性的原因是，現代社會中的觀光客平時受到種種生活上的壓力以及現實生活中充滿了謊言，而希望藉由觀光體驗來逃離現實生活，在一個陌生的時空、文化，感受到真實的自我、愉悅。本研究與前述研究看法一致，認為intra-personal authenticity 定包含身體感覺與追尋自我 2 個部分，定義為「遊客在拜訪遺產景點的時、空與人文互動中，感覺到自己比平常更為真實、自由，更能放鬆展現情緒」。

Inter-personal authenticity

遊客可以透過分享賞景時的喜悅，而得到真實性感受，人們在旅遊、海邊、冒險等活動，透過與家人朋友相聚的過程，都可能獲得真實性感受(Chhabra et al., 2003; Wang, 1999)。Kim and Jamal (2007)探討參與文藝復興節慶活動(Renaissance festival)重遊旅客之體驗，結果顯示在受訪者心中，existential authenticity 是最核心的體驗，遊客除了身體獲得的感覺、展現自我，而且著重發展 inter-personal 的真實。不過，近年研究多數從質性研究進行探討，除了 Lin(2017) 之外，較少以量化研究實際測量 inter-personal authenticity。本研究將參酌過去研究概念，並以 Lin(2017)之測量為基，將 inter-personal authenticity 定義為「遊客在拜訪遺產景點的時、空與人文互動中，感覺自己與親友、當地人的相處互動比平常更為放鬆、自在」，後續研究將以此做為探討遊客真實性知覺之基礎。

Motivation

Šimková and Holzner (2014) 認為驅動旅客前往旅遊的主要因素是逃避日常生活及工作場所，再加上社會互動的需求，例如接觸其他的人，及經歷獨特的、不尋常的事物。Leong, Yeh, Hsiao, & Huan (2015) 在探討澳門懷舊旅遊 motivation 時，將 motivation 分為歷史和遺產吸引力、文化和佳餚體驗、休息和娛樂設施、以及家人和朋友團聚的機會。Cho (2012) 表示遊客前往文化旅遊觀光景點的目的不只一個，他們在從事商務旅行和休閒旅遊期間，想體驗這個地區過去和現在的文化，因此將參觀韓國傳統民俗村的遊客 motivation 分為文化體驗、新奇、教育價值、家庭團聚和逃離等。Kolar and Zabkar (2010) 從管理的角度來探討真實性在文化旅遊的相關性和概念化研究中，提出觀光的 motivation 包括放鬆精神、與

朋友相處、增進知識、發現新的地方和事物、宗教動機、參觀文化景點/事件、參觀歷史景點/事件和對歷史感興趣。據此，本研究將參與遺產觀光景點之 motivation 定義為「引起遊客想要前往遺產觀光景點旅遊之原因」。

Loyalty

Backman and Crompton (1991) 於觀光遊憩研究中，以遊客對目的地「重遊意願」與「推薦意願」作為 loyalty 之定義。Chen, Yeh, and Huan (2014) 探討顧客是否願意為產品付出更多的錢，實際購買更大量的產品，並使得該產品在眾多選擇中成為第一選擇。Chanrithy (2007)提到「再次購買產品或服務」、「推薦產品或服務的其他人」等可構成評量 loyalty 的指標。Chi and Qu (2008)、Han, Hsu, and Sheu(2010)提到 loyalty 概念包含顧客回購產品之意願、是否願意推薦產品給別人。依上述學者對 loyalty 之定義，本研究將 loyalty 定義為「遊客到訪遺產觀光景點後，會願意再度前往以及願意推薦他人前往」。

Research model and hypotheses

根據研究目的以及文獻回顧，本研究嘗試探討以真實性知覺為基礎之結構，彙整所探討之變數、結構關係及提出研究假設。

研究方法

測量工具

本研究以問卷進行調查，分成幾個部分，包括真實性知覺之測量、旅遊 motivation、loyalty，以及人口統計資料。除了人口統計變項之外，測量題項均採用Likert 7等尺度量表，受訪者填答問項時依同意程度區分為1到7分(非常不同意到非常同意)。

抽樣調查

在正式調查前於2016年12月進行預試，地點在平溪站、菁桐站、十分站，採用便利抽樣方式在3個地點各調查30位受訪者，總共90位，以對各題項、辭意及錯別字等進行調整。正式問卷於2017年2月至4月進行，包含假日與非假日，抽樣樣本採Bhattachabyya and Johnson(1977)建議之公式計算，假設母體抽樣誤差3%，在95%的信賴區間條件下，推估出本研究樣本參考大小為1068人，考量遊客填寫問卷產生廢卷之比率為10%，正式調查問卷數為1175人。調查地點於3個火車站入口詢問即將搭車離開之遊客。最後實際獲得有效問卷為1088份。後續資料處理根據

研究目的與假設進行檢測,並採用SPSS 24 (Statistical Package for the Social Sciences 24), Analysis of Moment Structures 20(AMOS 20)統計軟體進行分析.

Results

Profile of survey respondents

受訪遊客中女性(55.2%)較男性(44.8%)多,婚姻狀態未婚者較多(52.8%),已婚者為 47.2%. 教育程度以大學專科佔最多數(65.2%),其次為高中職以下(22.7%),研究所(13.2%). 年齡以 20~29 歲佔最多數(34.2%),其次為 30~39 歲(24.9%), 40~49 歲(16.4%), 50~59 歲(12.2%), 19 歲以下(7.2%), 60 歲以上(5.1%). 平均月收入以 20,001~40,000 元者佔最多數(33.9%),其次為 40,000~60,000(23.6%), 無收入(17.1%), 20,000 元以下(9.7%), 60000-80000(7.3%), 80000 以上(8.5%).

真實性模型之檢定分析

CFA, reliability, and validity

本研究先以原始測量模型進行驗證性因素分析(confirmatory factor analysis, CFA), 分析結果模型配適度都合於標準(Hair et al., 2010)。此外, 另外將 AVE 之平方根與構念之間相關係數進行比較以估算 Discriminant validity, 結果顯示所有構念的 AVE 數值均大於該構念與其他構念之相關係數。

Structural model and hypothesis testing

為了檢驗模型之研究假設, 本研究完成驗證性因素分析之後, 進行整體 SEM 模型分析, 結構模型之配適度達到 Hair et al. (2010)之標準。路徑係數所有 p 值均小於 0.01 的顯著水準。因此本研究傾向於接受所有假設, 真實性模型於此獲得支持, 真實性內部結構獲得確認。

Discussion and implications

本研究延伸自過去幾個研究(Bryce et al., 2015; Kolar & Zabkar, 2010)探討 motivation、真實性知覺與 loyalty 之間的關係; 並依據 Lin(2017)的研究發現, 首先嘗試將真實性知覺解構為 object-based authenticity、intra-personal authenticity、inter-personal authenticity 等 3 個構念來進行探討。本研究建構之模型在實證研究結果中獲得驗證, 也確認了各構念在模型中扮演的角色。

遺產觀光提供了遊客旅遊的機會, 也是真實性體驗的一個適合場域(Cho, 2012; Kolar & Zabkar, 2010; Laing et al., 2014; Lin, 2017; Ramkissoon & Uysal 2011), 但更值得注意的是, 要維持其真實性、獨特性, 避免陷入觀光商品化 (commodities) 的困境(Cohen, 1988), 這樣才能確保當地建築、設施、傳統文化歷史得以持續保存, 也才能確保-遊客願意再回來拜訪, 以協助觀光管理單位在保育與發展之間

尋求一個適當平衡，達成永續發展的長期目標(Tsaur, Lin, & Lin, 2006)。

Limitation and Future Research

The study has several main limitations, 這也許可以指出未來研究可以努力的方向。本研究以礦業 heritage tourism 為研究區域,研究結果不一定能夠類推到其他類型觀光區域。後續研究可根據不同類型之遺產景點來進行探討,不同類型遺產的測量方式、工具可能有所不同。未來也可以擴大研究對象,例如以餐廳、旅館等為研究主題進行探討。此外,遊客的真實性知覺可能會因為不同的文化有所差異(McKercher & Du Cros, 2003),本研究並未進行討論,未來研究也可以考量應用同樣的研究架構對不同居住區域或不同國籍遊客進行比較,可以提供景點管理單位對不同文化的遊客進一步的管理意涵。滿意度被觀光領域討論很多,在本研究中並未列入模型討論,若將遊客視為消費者來看,真實性與滿意度看起來有一定的相似性(Kolar & Zabkar, 2010),因此未來可以從實證的角度將其與真實性做適當比較。過去研究對於真實性之探討相當多元,未來研究可以對於定義的部分再包含更多領域與概念,以進行探討。本研究並未實際去評估”旅遊客體”tour-object 的客觀真實性,因為後現代主義觀點認為,遊客比較傾向情感與經驗取向的享樂主義者(hedonist)(Jensen & Lindberg, 2001)。未來研究可以嘗試去比對專家及管理者角度看到的客觀真實性,與消費者取向的建構真實性,兩者所形成的模型架構是否有所不同。

References

- Backman, S. J. & Crompton, J. L. (1991). The usefulness of selected variables for predicting activity loyalty. *Leisure Science, 13*, 205–220.
- Backman, S. J. & Veldkamp C. (1995). Examination of relationship between service quality and user loyalty. *Journal of Park and Recreation Administration, 13*(2), 29-41.
- Ballesteros, E. R. & Ramírez, M. H. (2007). Identity and community: Reflections on the development of mining heritage tourism in Southern Spain. *Tourism Management, 28*, 677-687.
- Betta, P. D. (2014). Authenticity as a mental state: A primer. *Annals of Tourism Research, 47*, 86-88.
- Berger, P. L. (1973). Sincerity and authenticity in Modern Society. *Public Interest, 31*, 81–90.
- Bhattachabyya, G. K., & Johnson, R. A. (1977). *Statistical concepts and methods*. New York, NY: Wiley.

- Brida, J. G., Disegna M., & Osti, L. (2013). The effect of authenticity on visitors' expenditure at cultural events. *Current Issues in Tourism*, 16(3), 266–285, doi:10.1080/13683500.2012.674105
- Brown, D. (1996). Genuine fakes. In Tom Selwyn (Ed.), *In The Tourist Image: Myths and Myth Making in Tourism* (pp. 33-47). Chichester: Wiley.
- Brown, L. (2012). Tourism: A catalyst for existential authenticity. *Annals of Tourism Research*, 40, 176-190.
- Bruner, E. M. (1995). The ethnographer/tourist in Indonesia. In M.-F. Lanfant, J. B. Allcock, & E. M. Bruner (Eds.), *In International Tourism: Identity and Change* (pp. 224–241). London: Sage.
- Bryce, D, Curran, R., O’Gorman, K., & Taheri, B. (2015). Visitors’ engagement and authenticity: Japanese heritage consumption. *Tourism Management*, 46, 571-581. <http://dx.doi.org/10.1016/j.tourman.2014.08.012>.
- Castéran, H. & Roederer, C. (2013). Does authenticity really affect behaviour? The case of the Strasbourg Christmas Market. *Tourism Management*, 36, 153-163.
- Castro, C. B., Armario, E. M. & Ruiz, D. M. (2007). The influence of market heterogeneity on the relationship between a destination’s image and tourists’ future behavior. *Tourism Management*, 28(1), 175-187.
- Chang, C. H. (2009). *Modern psychology*. Taipei: Tunghua.
- Chen, C. J. & Hsieh, S. Y. (2011). The study of travel motivation, experience satisfaction and revisiting willingness on Pingxi Railway. *Hwa Kang Geographical Journal*, 28, 5-18.
- Chen, H. B., Yeh, S. S., & Huan, T. C. (2014). Nostalgic emotion, experiential value, brand image, and consumption intentions of customers of nostalgic-themed restaurants. *Journal of Business Research*, 67(3), 354-360.
- Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: an integrated approach. *Tourism Management*, 29(4), 624–636
- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3), 702-719.
- Cho, M. H. (2012). A study of authenticity in traditional Korean folk villages. *International Journal of Hospitality & Tourism Administration*, 13(2), 145-171.
- Cochran, W.G. (1977). *Sampling techniques*. Wiley series in probability and mathematical statistics (3rd ed.). Newyork: John Wiley & Sons.
- Cohen, E. (1988). Traditions in the qualitative sociology of tourism. *Annals of Tourism Research*, 15(1), 29-46.

- Cole, S. T., & Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79-90.
- Costa, J. A. & Bamossy, G. J. (2001). Le Parc Disney: Creating an “authentic” American experience. *Advances in Consumer Research*, 28(1), 398-402.
- Culler, J. (1981). Semiotics of Tourism. *American Journal of Semiotics*, 1, 127–140
- DeLyser, D. (1999). Authenticity on the ground: Engaging the past in a California ghost town. *Annals of the Association of American Geographers*, 89, 602–632.
- Future Foundation & Visit Scotland (2005). Our ambitions for Scottish tourism: A Journey to 2025. *Edinburgh: Visit Scotland*. Retrieved from <http://www.scotexchange.net/spg>.
- Gallarza, M. G., & Gil Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of University students’ travel behaviour. *Tourism Management*, 27(3), 437–452.
- Giddens, A. (1990). *The Consequences of Modernity*. Cambridge: Polity Press.
- Goulding, C. (2000). The commodification of the past, postmodern pastiche, and the search for authentic experiences at contemporary heritage attractions. *European Journal of Marketing*, 34(7), 835-853.
- Green, R. G., Beatty, W. W., & Arkin, R. M. (1984). *Human motivation: physiological, behavioral, and social approaches*. Boston: Allyn and Bacon.
- Halewood, C., & Hannam, K. (2001). Viking heritage tourism: Authenticity and commodification. *Annals of Tourism Research*, 28(3), 565–580.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: A global perspective* (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Han, H., Hsu, L. T., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325-334.
- Holt, D. B. (2004). *How brands become icons: The principles of cultural branding*. Boston: Harvard Business School Press.
- Hsiao, C. W. (2002). *Historical Investigation of Pingxi’s Local Economy*. (Master thesis, Graduate Institute of History, National Central University, Taiwan). Retrieved from <http://ndltd.ncl.edu.tw/>
- Jensen, Ø. & Lindberg, F. (2001). The consumption of tourist attraction: a modern, post-modern and existential encounter perspective. In S. C. Beckmann & R. C. Elliott (Eds.), *Interpretive consumer research*. Copenhagen: Copenhagen Business School Press.

- Kim, H., & Jamal, T. (2007). Touristic quest for existential authenticity. *Annals of Tourism Research*, 34(1), 181-201.
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652-664.
- Laing, J., Wheeler, F., Reeves, K., & Frost, W. (2014). Assessing the experiential value of heritage assets: A case study of a Chinese heritage precinct, Bendigo, Australia. *Tourism Management*, 40, 180-192.
- Lasch, C. (1979). *The Culture of Narcissism*. London: ABACUS.
- Leong, A. M. W., Yeh, S. S., Hsiao, Y. C., & Huan, T. C. T. (2015). Nostalgia as travel motivation and its impact on tourists' loyalty. *Journal of Business Research*, 68(1), 81-86.
- Lett, J. W. (1983). Ludic and liminoid aspects of Charter Yacht tourism in the Caribbean. *Annals of Tourism Research*, 10, 35-56.
- Lin, Y. C. (2017). The willingness of heritage tourists to pay for perceived authenticity in Pingxi, Taiwan. *Current Issues in Tourism*, 20(10), 1044-1069, DOI: 10.1080/13683500.2015.1123677.
- Lin, Y. C., Tran, M. P., & Yang, T. F. (2013). Exploring the effect of authenticity on loyalty in culture heritage tourism. *The Journal of Regional and Social Development Research*, 4, 317-335.
- Lin, Y. S., Lin, P. L. & Huang, S. L. (2007). Correlation Study on Tourist Behavior, Service Quality, Satisfaction, and Loyalty-Case Study of Janfusun Fancy World. *Journal of Sport, Leisure and Hospitality Research*, 2(2) · 67-83 ·
- Liu, Z. Y., & Su, W. S. (2009). Assessing the relationship of ecotourism tourist environmental attitude, travel motivation, recreation experiences, and place attachment: A case study of Tataka Recreation Areas. *Journal of Sport and Recreation Management*, 6(2), 53-72.
- MacCannell, D. (1973). Staged authenticity: arrangements of social space in tourist settings. *The American Journal of Sociology*, 79(3), 589-603.
- McKercher, B. (2002). Towards a classification of cultural tourists. *International Journal of Tourism Research*, 4(1), 29-38.
- McKercher, B., & Du Cros, H. (2003). Testing a cultural tourism typology. *International Journal of Tourism Research*, 5(1), 45-58.
- Middleton, V. T. C., & Clarke, J. R. (2004). *Marketing in travel and tourism*. Butterworth-Heinemann.
- Morgan, N., Pritchard, A., & Piggott, R. (2002). New Zealand, 100% pure. The creation of a powerful niche destination brand. *Journal of Brand Management*, 9(4/5), 335-354.

- Oh, S. H. (2005). *Understanding of tourism and culture*. Seoul, South Korea: Hyungseul.
- Olsen, K. H. (2002). Authenticity as a concept in tourism research: the social organization of the experience of authenticity. *Tourist Studies*, 2(2), 159.
- Pizam, A., Neumann, Y. and Reichel, A. (1979). Tourist satisfaction: Uses and misuses, *Annals of Tourism Research*, 6 (2),195-197.
- Poria, Y., Butler, R., & Airey, D. (2003). The core of heritage tourism. *Annals of Tourism Research*, 30(1), 238-254.
- Prentice, R. C. (1993). *The Socio-Demographic Characteristics of Tourists at Heritage Attraction*. London: Routledge.
- Ramkissoon, H., & Uysal, M.S. (2011). The effects of perceived authenticity, information search behaviour, motivation and destination imagery on cultural behavioural intentions of tourists. *Current Issues in Tourism*, 14(6), 537–562.
- Reisinger, Y., & Steiner, C. J. (2006). Reconceptualising object authenticity. *Annals of Tourism Research*, 33(1), 65–86.
- Šimková, E. & Holzner, J.(2014).Motivation of Tourism Participants.*Procedia - Social and Behavioral Sciences*, 159(23), 660-664.
- Trilling, L. (1972). *Sincerity and Authenticity*. London: Oxford University Press.
- Tsaur, S.H., Lin, Y.C., & Lin, J.H. (2006). Evaluating Ecotourism Sustainability from the Integrated Perspective of Resource, Community and Tourism, *Tourism Management*, 27(4):640-653.
- Tsaur S. H., & Sun, C. Y. (2009). Antecedents and Consequences of Place Attachment. *Journal of Geographical Science*, 55, 43-63.
- Tseng, T. A., Shen, C. C., & Chen, L. J. (2011). The influence of authenticity toward tourism image, sense of place and behavioural intention after visiting in mining heritage tourism. *Journal of Outdoor Recreation Study*, 24(3), 79-111.
- Turner, V. (1973). The center out there: Pilgrims goal. *History of Religion*, 12, 191–230.
- Vriens, M., & Hofstede, F. (2000). Linking attributes, benefits, and consumer values. *Marketing Research*, 12(3), 4–10.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370.
- Yeoman, I., Brass, D., & McMahon-Beattie, U. (2007). Current issue in tourism: The authentic tourist. *Tourism Management*, 28, 1128-1138.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56.

