

How the Feeling of Driving Affects to Overall Satisfaction with Destination?: A Preliminary Review

Safizahanin MOKHTAR¹ and Tetsuo SHIMIZU²

¹PhD Candidate, Dept. of Tourism Science, Tokyo Metropolitan University
(1-1 Minamiosawa, Hachioji, Tokyo 192-0397, Japan)
E-mail:safiz2201@gmail.com

²Member of JSCE, Dept. of Tourism Science, Tokyo Metropolitan University
(1-1 Minamiosawa, Hachioji, Tokyo 192-0397, Japan)
E-mail:t-sim@tmu.ac.jp

A number of researches have investigated tourist satisfaction with destination particularly with various elements of destination attributes such as accommodation, restaurants, destination attractions, weather, natural environment and other which increases the overall satisfaction with the destination. However, there has been limited investigation on travel experiences which to integrate the feeling of driving that will affect on the tourist satisfaction and destination satisfaction. This paper aim to explore the previous studies which will be served as a foundation contributed to understand travel experiences, feeling of the driving, and satisfaction and the relation to revisit intention topic.

Key Words : travel experience, feeling of the driving, satisfaction and revisit intention

1. INTRODUCTION

There has been an increased interest in understanding traveler experiences and assessment to the satisfaction particularly in tourism sectors. This situation previously has been focused in the evaluation of travel experiences while driving in scenic routes or other theme routes and while experiencing the recreational vehicle. This study attempt to outline on the relationship between travel experiences and feeling of the driving that will affect to the overall satisfaction which has been ignored in previous research.

2. SATISFACTION AND TOURISM

(1) Tourist Satisfaction with destination

Previous studies of relevant tourism research reveal numerous studies have examined the factors of tourist satisfaction with destination. These studies highly influenced by general marketing model with consumer satisfaction or dissatisfaction with product or services. A large number of tourism studies have been conducted in order to examine the impact of tourism destination characteristics on tourist overall satisfaction or dissatisfaction^{1),2),3),4)}. These studies

showed that relationship satisfaction with various elements of the destination attributes such as accommodation, restaurants, attractions, weather, natural environment which increases the overall satisfaction with the destination. However, these studies related the analysis of satisfaction with cognitive and affective approach based on emotions. This approach has been used widely with studies dealing with consumer psychology related with customer satisfaction. The factors examined are interrelationship between psychological concepts such as attitudes, decision making process, emotions, experience, satisfaction and loyalty.

The effect of satisfaction on destination further extended in understanding destination loyalty²⁾. The study stressed on the relationship between overall satisfaction and loyalty toward destination. The model proposed and tested the relationship of the overall satisfaction and destination loyalty. Thus, tourist satisfaction with various destination attributes not only increases tourist satisfaction but also increases destination loyalty. However, the variable dimensions studied only dealt with destination image and attribute satisfaction then adding to the destination loyalty. Another study showed destination image also have impact to the destination satisfaction,

but the study failed to identify a significant relationship between image and overall satisfaction⁵⁾. Although these two studies dealt with destination image, the element of traveler have been included in destination attractiveness such as availability and quality of accessibility but in less specific. Furthermore research methodology in understanding tourist and destination satisfaction employed Structural Equation Model (SEM) and the application of cognitive–affective approach in understanding overall satisfaction. Both methods widely accepted as the study factors later presented as study model shown factors that contributed to overall satisfaction.

(2) Tourism route experience and satisfaction

Satisfaction in tourism and experience further explored by researcher interested in aspect of novelty seeking, theme tourism, drive tourism and revisit intention ^{6),7),8),9),10)}. Previously this aspect has been ignored in evaluating overall destination satisfaction. How traveler experiences contributed to tourism satisfaction investigated in study conducted in two Norwegian touring routes⁸⁾. The study unfortunately assessed self-drive tourist toward scenic roads by understanding the dimensions of travel motivation as travel experiences in achieving overall satisfaction. Eight items were as considered driving motives for route choice included the quickest route to destination, beautiful view from the road, interesting landscape, special natural attractions, special cultural attractions, nice rest or picnic area, hiking or outdoor recreation and fishing as shown in table 1. Based on different motives, the classification of visual and activity based experiences were identified. The link of overall travel motives and satisfaction is limited since only eight factors evaluated. Furthermore the result may produce different scenario if the traveler in this study clearly classified based on different categories.

Table 1: Motives for route choice and its classification

<u>Motives for route choice</u>	
Visual experience	
•	Quickest route
•	Beautiful view
•	Interesting landscape
•	Natural attractions
Activity based experience	
•	Cultural attractions
•	Rest areas
•	Outdoor recreation
•	Fishing

(3) Satisfaction travel scale (STS)

While another study has been conducted in understanding travel experience by focusing the reasons for trip decision making⁹⁾. The study hypothesized that the reasons for trip decision making involved in travel decision also influenced by the actual travel experience. This study have similar objective with previous studies in understanding travel satisfaction but it involved different traveler and the road segmentation. The concept of travel satisfaction measured through momentary travel experienced by using Satisfaction Travel Scale (STS). The test of STS actually involved with examining individual’s emotion state in positive activation and negative de-activation in each driving segments. The STS index designed similar to subjective well-being (SWB) consist of cognitive and affective assessment in life as general. The interesting features of STS is that the items can be further explored into positive and negative emotion felt by the driver towards the road conditions. However, this study also ignored the segmentation of different road types, traveler point of evaluation, traveler segmentation and environment.

This study showed important connection between emotion, travel and experiences that lead to measuring the overall satisfaction with travel. STS indirectly indicated individual emotion or feeling of driving experiences that lead to the travel satisfaction. Emotions or feeling related to the driving experiences has been examined previously to understand the general driver behavior¹¹⁾, to explore the aspects of confidence level ¹²⁾ and etc. These studies generally focused on the variation of different emotions that resulted different effects on driving situations. Since the relationship of emotions, travel experience and satisfaction occurs while driving, the situation should be further investigated.

(4) Direction for future study

Driving experiences and feeling of driving is closely related as reported in previous study ⁹⁾. This study will be the foundation in future investigation of travel experiences, defining feeling of driving and overall travel satisfaction (refer to figure1). Previous study hypothesized the satisfaction attributes positively influence to overall satisfaction. Since the focus of this paper is to understand travel experiences, therefore the travel experiences that related with travel experiences such as variation of travel,safety aspects, landscape and visual, route facili-

ties, activities while driving, route and destination accessibility will be new factors to be investigated in understanding traveler satisfaction. Furthermore the combination of feeling in driving will enhance the understanding of satisfaction in emotional perspective which will be evaluated in defining the overall satisfaction. The future understanding in overall satisfaction will also be evaluated in examining the revisit intention towards the destination and also the decision in route choice.

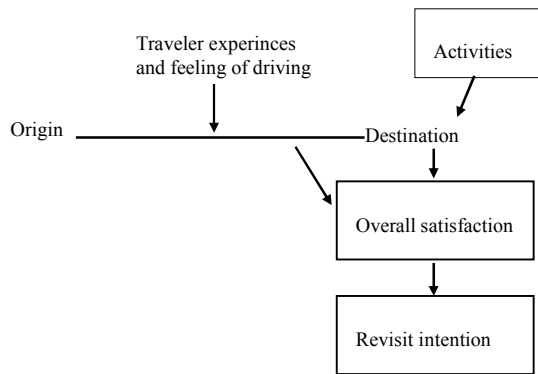


Fig. 1: The study model

3. CONCLUSION

This study describes on the tourism satisfaction, travel route experiences and satisfaction travel scale. The study found that the traveler experiences has been examined in evaluating tourist satisfaction in destination satisfaction. In the aspect of tourism route, traveler experience are given priority in understand the overall satisfaction. However, the previous studies also ignores the details characteristics of traveler that should be included as a factors in evaluating satisfaction. The study also found the satisfaction travel scale (STS) which integrate the feeling of the driving in examine traveler satisfaction. The important link between travel experience and feeling towards driving has been proven in previous study. Therefore the findings of this paper will futher outline the examination of travel experiences and

feeling of driving towards overall satisfaction and revisit intention.

REFERENCES

- 1) Baker, D. a., & Crompton, J. L. Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804, 2000.
- 2) Chi, C. G.-Q., & Qu, H. Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636, 2008.
- 3) De Rojas, C., & Camarero, C. Visitors' experience, mood and satisfaction in a heritage context: Evidence from an interpretation center. *Tourism Management*, 29(3), 525–537, 2008.
- 4) Kozak, M., & Rimmington, M. Tourist Satisfaction with Mallorca, Spain, as an Off-Season Holiday Destination. *Journal of Travel Research*, 38(3), 260–269, 2000.
- 5) Del Bosque, I. R., & Martín, H. S. Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551–573, 2008.
- 6) Assaker, G., Vinzi, V. E., & O'Connor, P. Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890–901, 2011.
- 7) Hardy, A. An investigation into the key factors necessary for the development of iconic touring routes. *Journal of Vacation Marketing*, 9(4), 314–330, 2003.
- 8) Denstadli, J. M., & Jacobsen, J. K. S. The long and winding roads: Perceived quality of scenic tourism routes. *Tourism Management*, 32(4), 780–789, 2011.
- 9) Ettema, D., Gärling, T., Olsson, L. E., Friman, M., & Moerdijk, S. The road to happiness: Measuring Dutch car drivers' satisfaction with travel. *Transport Policy*, 27, 171–178, 2013.
- 10) Taylor, A., & Prideaux, B. Profiling four wheel drive tourism markets for desert Australia. *Journal of Vacation Marketing*, 14(1), 71–86, 2008.
- 11) Pécher, C., Lemerrier, C., & Cellier, J.-M. Emotions drive attention: Effects on driver's behaviour. *Safety Science*, 47(9), 1254–1259, 2009.
- 12) Jeon, M., & Walker, B. N. What to detect?: Analyzing Factor Structures of Affect in Driving Contexts for an Emotion Detection and Regulation System. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 55(1), 1889–1893, 2011.

(Received August 1, 2014)