Appendix H

Supplemental Results of Study 4

“Least Preferred Photos” analysis for Research Questions 1 and 2

While the focus of the study was on the questionnaire results based on the “most preferred photos”, participants were also asked to choose the least preferred photos from each of three sets of the photos in the questionnaire. The results of the chi-square tests are briefly reported here as a parallel test to the one for “most preferred photos”.

Unfortunately, the results here did not support the findings from the “most preferred photo” analysis reported in Chapter 5 by demonstrating the opposite. No consistent patterns are found from the chi-square tests as demonstrated below. It is assumed that, in addition to the nature of the “forced” choices of negative responses pulling back the participants’ reactions, photos with maximum number of people were incomparably most often chosen category. Overall, the results indicate that there are no significance differences in any examined variables in the “least preferences” of the appearance and number of the people observed.

The following is a brief demonstration of the results of the chi-square tests performed for Research Questions 1 and 2.

Results: Research Question 1

Does the overall tourist's attitude/preference toward the appearance of other tourists encountered depend upon the characteristics of the observing tourist such as his/her residency (Japanese / Western Countries), gender (male / female), age (younger / older), party size (small / large), travel companion (alone & couple / others), and travel motive (social / isolation) ?

There were a couple of variable showing the significant differences, such as residency, gender, and age group of the observer group and least preferred photos. However, those were only so in one of three sets of the photos. Particular and consistent patterns are not found throughout the three sets of the photos.

Table H.1 Summary of Chi-Square Tests for Research Question 1

		Least Preferred Photos		
		Boardwalk Photo	Swimming Area Photo	Parking Area Photo
Observer Groupings	residence	* 18.68 (0.000)	1.90 (0.338)	2.18 (0.336)
	gender	1.41 (0.495)	* 7.20 (0.027)	3.99 (0.136)
	age group	1.30 (0.521)	* 8.38 (0.015)	4.33 (0.115)
	party size	1.34 (0.511)	1.14 (0.566)	1.05 (0.592)
	travel company	0.40 (0.820)	1.06 (0.589)	1.62 (0.445)
	motive	0.09 (0.958)	1.07 (0.585)	5.92 (0.052)

df = 2

chi square value (p)

* : significant difference observed (p< .05)

Discussions: Research Question 2

Does the overall tourist's attitude/preference toward the number of other tourists encountered depend upon the characteristics of the observing tourist such as his/her residency (Japan / Western countries), gender (male / female), age (younger / older), party size (small / large), travel companion (alone & couple / others), and travel motive (social / isolation) ?

Unfortunately, almost all of the Cross-tabulations were not valid due to the violation of a cross-tabulation rule, more than 20 percent of the cells had expected count less than five as shown in Table H.2. This is actually caused by the fact that the photos with larger number of people are outstandingly unpopular.

Table H.2 Summary of Chi-Square Tests for Research Question 2

		Least Preferred Photos		
		Boardwalk Photo	Swimming Area Photo	Parking Area Photo
Observer Groupings	residence	~~19.51 (0.000)~~	~~18.30 (0.000)~~	~~3.46 (0.177)~~
	gender	~~5.69 (0.58)~~	~~5.74 (0.057)~~	~~0.82 (0.663)~~
	age group	~~8.64 (0.013)~~	~~4.89 (0.087)~~	~~4.23 (0.120)~~
	party size	1.37 (0.505)	~~0.63 (0.732)~~	~~1.06 (0.589)~~
	travel company	~~1.48 (0.478)~~	~~3.13 (0.209)~~	~~0.55 (0.761)~~
	motive	~~7.17 (0.028)~~	~~3.27 (0.195)~~	~~3.74 (0.154)~~

df = 2

chi square value (p)

* : significant difference observed (p< .05)

~~crossed-out~~: test invalid (more than 20% of cells have expectd count less than 5)

Appendix I

Question List -- Study 5

QUESTIONING ROUTE (number in the box indicates the time allocation)

Opening Questions – all participants are asked to answer, going by one by one

5

1. "Tell us your name and where you are from."

Introductory / Transition Questions – introduce the topic of discussion

(showing photographs of reef and rainforest with no presence of people)

5

2. "Which setting do you prefer visiting and why?"

Key Questions – 2 ~ 5 questions that drive the study

(showing 3 sets of photos used in Study 3)

3. "Which photo do you prefer the most in each set of photos? And why?"
4. "Which photo do you prefer the least in each set of photos? Andy why?"

65

(explaining what Study 3 was about & presenting the results *)

5. "Why do you think Japanese prefer to see Caucasian tourists?"
6. "Why do you think Westerners do not have strong preferences in appearance?"
7. "Why do you think Japanese prefer the photos with more people?"
8. "Why do you think Westerners prefer the photos with 'nobody' or less people?"
9. "Do you think these patterns of preference always happen? Can you think of any factors that would change the patterns?"

--- prompts : "people?" "settings?" "destination country?"

(showing the different setting photos)

8. "Are there any natural setting in these that would not apply the pattern of the general preference we have discussed?"

5

Ending Questions – bring closure to the discussion

- Summary Question

9. " (give summary of the discussion). Is this a adequate summary?"

- Final Question (insurance question)

10. "Is there anything that we should have talked about but didn't?"

Appendix J

A Follow-up Recruitment E-mail -- Study 5

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Dear xxx,

Thank you for your interest in my invitation to participate in a discussion group. We will be discussing travelling and tourists in a small group of 3 to 8 people. The group will be held:

Date: *to be completed*
Time: *to be completed*
Place: *to be completed*

What is discussed in the session will be used for research purposes and your identity will be kept confidential. To preserve confidentiality, I am asking all participants not to talk about the group discussion with other people. If for some reason you won't be able to join us, please contact me as soon as possible so we can invite someone else. If you have any questions, give me a call on 4727-7277 / e-mail chiemi.yagi@jcu.edu.au

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Appendix K

Photos used for Introductory Question -- Study 5

Appendix L

Table of Study 4 Results -- Study 5

English Version

Japanese Version

Summary of the Results: Preference Differences

	Westerners	Japanese
Appearance of People	No particular preferences	Caucasian looking rather than Asian looking
Volume of People	Absence or Small Volume	Larger or Small Volume

結果のまとめ:
西欧人と日本人の好みの違い

	西欧人	日本人
人の外見	特に好み無し	アジア人よりも 西欧人
人の数	全くいないか、 いても少人数	大人数か 少人数

Appendix M

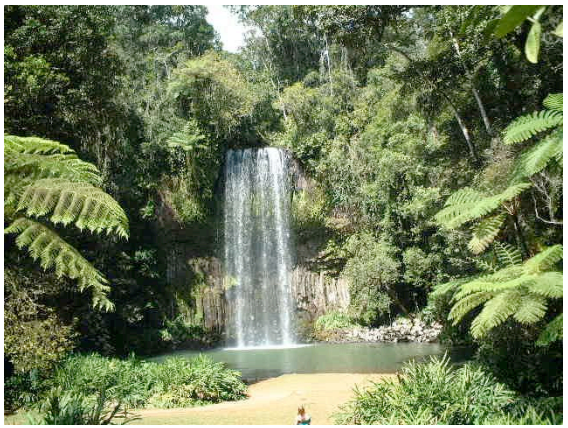
Photos Used for Question 8 -- Study 5

1. Wilderness Area

2. Great Barrier Reef (snorkeling area)

3. Rainforests (unpaved walk)

4. River



5. Waterfall

6. Beaches

7. Beach 2

8. Park 1

9. Park 2