

Cross-Cultural Tourism Behaviour: Concepts and Analysis

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Glossary

Achievement refers to the orientation by which people and objects are judged on the basis of their performance.

Ascription refers to the orientation by which people assess others on the basis of inherent qualities (gender, family heritage) and the qualities ascribed to them.

Affective neutrality is an orientation by which people express emotional self-restraint, and their behaviour is guided by cognitive information and facts.

Affectivity is an orientation in which people look for immediate gratification and their behaviour is guided by emotions.

Attitudes are a number of beliefs, and the general evaluation of people, objects or issues; enduring dispositions to consistently respond in a given manner to various aspects of the world; composed of affective, cognitive, and behavioural components; influenced by values; formed on the basis of perception.

Attribution is the process by which an individual ascribes qualities and meanings to others and objects, based on the individual's own experiences, values, and beliefs.

Alternative hypothesis is a statement expressing the positive relationship between the two parameters of a hypothesis test.

Beliefs are an individual's representations of the outside world directed toward specific objects/persons; are not accepted by all members of a social group.

Causal research is research that is conducted to identify cause–effect relationships between variables.

Chi-square test is a hypothesis test that compares the expected and observed data distributions.

Collateral relationships are relationships between an individual and a group.

Collective orientation is an orientation by which people are concerned about the interests and well-being of others.

Communality in Factor Analysis is a measure of the percentage of a variable's variation that is explained by a factor.

Communication is a process through which participants create and share information as they move toward reaching a mutual understanding, shared meaning and consensus.

Component score is a measure of the relationships of each original data case to each of the linear principal components in Factor Analysis.

Confidence level is a percentage or decimal value that states how confident a researcher can be about being correct; shows the range of values between which the true parameter will lie at a given probability.

Correlation coefficient is a statistical measure of the linear relationship between two or more variables.

Cross-cultural tourist–host contact is a personal encounter between international tourists and hosts who are members of two or more different cultural groups.

Cross-validation is a procedure that divides the sample into two parts to conduct a validation test; it is used to compare competing models and the difference between samples belonging to different populations, and to assess the impact of moderating variables.

Contact in this book reference is made to social contact, which is an interpersonal interaction or association between people. For the purpose of this book ‘contact’ and ‘interaction’ are used interchangeably.

Contact hypothesis refers to social contact between individuals from different cultural groups; it suggests that such contact may result in either positive or negative outcomes.

Cultural differences are the differences between members of different societies that are reflected in their cultural orientations, communication patterns, social categories and behaviour.

Cultural values are strong beliefs (opinions, mental images) of what is important, appropriate and socially accepted in life in a wide range of situations in particular cultural groups; they represent cultural predispositions to social behaviour, determine perceptions, motivation, and represent criteria and standards for evaluation.

Culture is the total way of life of a people, composed of the learned, shared and commonly accepted cultural values, behaviour patterns, knowledge, norms, laws, beliefs, art, morals, and material objects of a particular group of people; it distinguishes the members of one group from another.

Culture shock is the stressful psychological and physical experience that an individual may encounter when entering an unfamiliar environment or different culture.

Data matrix is the arrangement of numeric values into a table of rows and columns.

Degrees of freedom refer to the extent to which any data set is free to vary. Normally $N-1$ or the total number of values less 1.

Dependent variable is a variable that is to be predicted or explained.

Diffuseness is an orientation in which people categorize others and objects in a holistic manner by integrating the details of patterns, structures and theories.

Dimension is a concept normally measured by a set of variables.

Endogenous constructs are constructs that are determined by other constructs and relationships contained in a model.

Ethnocentrism is a belief in one's own cultural superiority; judgement of others according to the categories of one's own culture.

Exogenous constructs are independent variables that are not determined by any other variable.

Exploratory research is initial research conducted to clarify and define the nature of a problem.

Expressive orientation is an orientation in which social interactions are valued for their own sake, for example, people value friendships.

Factor Analysis is a statistical method designed to identify the underlying dimensions in a data matrix; it reduces the number of analysed variables to another minimum number of underlying common dimensions (factors) to explain the variety in a set of observed variables.

Factor loading in Factor Analysis, is a measure of the importance of each variable in measuring each factor.

Factor rotation is a method used to rotate the factor around the origin so as to increase the 'fit' of the factors to the variables.

Factor scores are the scores equivalent to principal component scores, calculated in Factor Analysis.

Feminine culture is one in which social roles of gender are equal; is concerned with social welfare and social justice.

Fit measures are the measures that assess the overall fit of a model to data.

Frequency distribution is an organized set of data counting the number of times a particular value of a variable occurs.

F-statistic is a test statistic that measures the proportion of one sample variance to another sample variance, as well as the variance between groups to the variance within groups.

F-test (analysis of variance) is a test that determines whether there is more variability in the scores of one sample than in the scores of another sample.

High-context culture is one in which the meanings of a communication message are stated in indirect ways, mostly conveyed in non-verbal codes, and depend on the context of the communication and situation.

Host is a resident of the visited country, working in the tourism industry, associating, taking care of, and providing service to tourists such as hoteliers, front office employees, waiters, shop assistants, custom officials, tour guides, taxi, and bus drivers.

Hypothesis is an unproven proposition stated as a premise – a proposition that is empirically testable.

Hypothesis testing is a statistical procedure that determines, in terms of probability, whether the observed differences between sample data could easily occur by chance or not; comprises two mutually exclusive statements (premises), the alternative and null hypotheses. The objective of the statistical procedure is to determine by probability which hypothesis (null or alternative) is true.

Image is a mental picture, idea, impression or representation of others or objects in the individual's mind.

Independent variable is a variable that predicts or explains the dependent variable, and is independent of each other independent variable.

Individualistic relationships are the relationships that emphasize individualism in interpersonal relations.

Individualistic culture is one in which the individual's goals are valued more than those of the community or group.

Instrumental orientation is an orientation in which social interactions help to achieve certain goals; for example, social contacts can be used to find jobs.

Intercept is a point at which a regression line intersects the *Y*-axis on an *X* and *Y* graph.

Inter-cultural communication is communication between at least two individuals who are culturally different from each other in their value orientation, preferred communication codes, role expectations, and perceived rules of social interaction; depends on cultural exclusivity, personal individuality and uniqueness; must acknowledge differences between people.

Inter-culturalness is the extent of cultural similarity or difference between contact participants.

Inter-cultural contact involves direct face-to-face encounters between individuals with differing cultural backgrounds.

Inter-cultural tourist–host contact is a personal encounter between international tourists and hosts who are members of two different cultural groups.

International tourist is a temporary overseas visitor (culturally different) arriving in a different country for a minimum 24 hours and maximum 12 months, for the purpose of leisure, recreation, holiday, health, study, religion, sport, business, family, or meeting.

Interval scale is a scale that places and distinguishes objects according to their importance in units of equal interval, away from an unknown zero location.

Kaiser’s Varimax rotation is the most commonly used method of orthogonal rotation in Factor Analysis, which maximizes the variance between the dimensions.

Latent variables are variables that are not directly observed and measured.

Linear relationships are relationships that are characterized by hierarchy in society, obedience and loyalty to authority, feelings of duty, submission to the group and elders.

LISREL stands for LInear Structural RELationships; it is a statistical package designed to estimate models involving linear structural relationships among observed and unobserved variables; it represents an attempt to establish whether the causal assumptions embedded in a model match a sample of data.

Long-term orientation stands for the fostering of virtues oriented towards future rewards, in particular perseverance, thrift, patience and savings; it is the opposite of short-term orientation; together they form a dimension of national cultures labelled 'Confucian Dynamism'.

Low-context culture is one in which the messages of communication and their meanings are stated clearly and explicitly and don't depend on the context of the communication situation.

Masculine culture is one in which social gender roles are clearly distinct: men are supposed to be assertive, tough and focus on achievement and material success; women are supposed to be more modest, gentle and concerned with the quality of life.

Measurement model is the formal specification of the model that describes which variables measure which constructs; it translates the path diagram in structural equation modelling into a series of linear equations which link constructs together.

Measures of association is a term that refers to statistical techniques that measure the strength of a relationship between variables.

Model identification is the extent to which the information provided by data is sufficient to enable parameter estimation.

Modification indices are the indices that are used to decide which parameters should be added or deleted from a structural equation model.

Motivation is a psychological force, which induces and drives an individual to choose one action over another.

Multiculturalism is the recognition and acceptance that several different cultures can exist in the same environment and benefit each other.

Multiple-paired sample test determines whether there are any significant differences between three or more samples, to establish whether or not they are drawn from the same population.

National culture refers to the collective programming of the mind by people of a particular country.

Needs are necessities and wants arising from the circumstances of a case, situation or time; conditioned by the lack of something requisite; are determined by cultural values.

Nominal scale is a scale in which the numbers or letters are assigned to an object for its identification or classification. Normally measured numbers cannot be arithmetically manipulated.

Non-parametric hypothesis testing refers to non-parametric statistical techniques that do not require the use of statistical parameters such as the mean and standard deviation.

Normal distribution is a symmetrical bell-shaped distribution showing that the expected probability distribution of a variable varies uniformly away from the mean.

Norms are special rules and refer to established behaviour patterns for the members of a social system; contain a statement of ideal behaviour; their acceptance or rejection depends on values; are not standards and do not have 'ought' character.

Null hypothesis is a statement expressing the 'no' or negative relationship between the two parameters of the hypothesis test.

Oblique rotation is the rotation by which the angle between the factors (dimensions) in a Factor Analysis can be found to be other than at 90°.

Offending estimates are coefficients that exceed pre-specified limits.

One-sample means test is a statistical test that compares a single sample mean against a known population mean.

One-sample non-parametric test is a statistical test that determines whether there is a significant difference between the observed frequencies of nominal data and those expected to occur in a uniform or known distribution.

One-tailed hypothesis test is a statistical test wherein the direction of the comparison of the sample statistic against the population parameter is known in advance.

Orthogonal rotation is a rotation in which the factors (dimensions) are always kept at a maximum degree (90°) during rotation in a Factor Analysis procedure.

Paired-sample parametric test is a statistical test that compares whether two statistics from matched samples come from the same population.

Parameter is a variable or measured characteristic of a population.

Parametric hypothesis testing refers to parametric statistical techniques that test hypotheses involving parameters such as the mean and standard deviation.

Particularism refers to the manner by which people use particular rules to describe others, objects and the universe in specific categories that are unique to the situation; opposite of universalism.

Path diagram is a graphically presented diagram that shows all relationships between constructs and their indicators described by geometric symbols; represents a visual representation of the hypothesis and the measurement scheme in a structural equation analysis.

Perceptions are feelings, impressions, thoughts, beliefs; the ways in which people see the world and assign meanings to objects or situations; depend on external factors such as the cultural environment, and internal factors such as the characteristics of the perceivers; predispositions to act in a predictable manner; influence evaluation and satisfaction; allow for interpretation of others interaction; can be changed over time.

Population is any complete group of entities (people, objects) that share some common characteristics.

Population distribution refers to a frequency distribution of the elements of a population.

Population element is an individual member of a population.

Population parameters are the variables in a population or measured characteristics of the population.

Power distance culture is one in which the more powerful members of a society control resources and demand obedience of those who do not have power; the power is distributed unequally.

Rokeach Value Survey is an instrument for measuring human values developed by Rokeach.

Principal Components Analysis finds the dimensions of a large data set on the basis of dividing total variance into as many distinguishable groups as possible.

Probability is the long-term relative frequency with which an event occurs, and hence the percentage chance of an event occurring.

Probability distribution is a distribution of all possible outcomes and their probabilities.

Q-plot is the picture of fit obtained by plotting the standardized residuals (horizontal axis) against the quartiles of the normal distribution (vertical axis).

Quantitative methods are the scientific techniques that provide a wide and sophisticated set of inter-related statistical analysis tools that are applied to research using data measured at the nominal to ratio scale.

Random error is an error that occurs by chance due to unexplained variation.

Ranking is a measurement procedure that requires respondents to rank in order a set of objects or people in overall preference or on the basis of some characteristic.

Rating is a measurement procedure that requires respondents to rate a set of objects or people in overall preference or on the basis of some characteristic.

Ratio scale is a uniform scale that has absolute rather than relative quantities measured in known intervals from zero.

Reliability is the degree to which measures are free from random error and thus yield consistent results.

Research objective is the researcher's interpretation of the problem at hand; it explains the purpose of the research in measurable terms, identifies variables, and defines goals which research should accomplish.

Residual is the difference between the actual value of the dependent variable and the estimated value of the dependent variable in a regression equation.

Rotation in Factor Analysis, a new solution that is obtained by rotating the axes representing factors (dimensions); produces clearer divisions between factors (dimensions).

Rules of social interaction are principles by which interpersonal interaction should conform, standards of behaviour, customs; provide directives and regulate social contact; indicate what is permitted and not permitted in personal interaction; and represent a base for expectations from interaction.

Sample bias is a tendency for the results of a sample to deviate in one direction from the true value.

Sample size is the number of sampling units in a study.

Sampling is the process by which a chosen number of items or parts of a large population are used to make inferences about the whole population.

Sampling frame is a list of elements from which a sample may be drawn.

Satisfaction are positive feelings, reactions, contentment obtained from fulfilling needs and wants considered important; psychological outcome deriving from an experience; it is a function of expectations and perceptions.

Self-orientation is an orientation in which people emphasize own goals and needs, look after themselves and take on individual initiatives.

Semantic differential is a measure of attitudes that consist of a series of 7-point rating scales that use bipolar adjectives at the beginning and end of each scale.

Service quality is concerned with the attributes of the service itself; way of thinking about how to satisfy customers so that they hold positive perceptions of the service.

Short-term orientation stands for the fostering of virtues related to the past and present, in particular respect for tradition, preservation of 'face', and fulfilling social obligation; is the opposite of long-term orientation and together they form a dimension of national cultures labelled 'Confucian Dynamism'.

Significance level is the critical probability in choosing between the null and alternative hypotheses; the probability level that is too low to support a null hypothesis.

Slope is the inclination of a regression line as compared to a base line.

Specificity is an orientation in which people categorize others and objects according to specific details such as facts, tasks, and numbers.

Split-half method is a method that assesses reliability by measuring the degree of internal consistency; it tests the results of one-half of a set of scaled items against the results from the other half.

Standardized normal distribution is a purely theoretical probability distribution that shows a specific normal curve for the standardized value z ; a normal curve has a mean of 0 and a standard deviation of 1.

Statistically significant is a term indicating that the relationship between two measures is sufficiently strong to eliminate the possibility that it is due to pure chance. The 'significance level', usually 0.05 or 0.001, is the risk that the relationship could be accidental.

Stereotyping refers to the attribution of certain traits, labelling and perceptions of people and objects on the basis of common characteristics; judging others on the basis of their

ethnic group membership, occupation, age or sex; a generalization about some group of people that oversimplifies their culture.

Structural equation modelling is a multivariate statistical technique that determines the pattern of a series of inter-related dependence relationships simultaneously between latent constructs, each measured by observed variables; it combines multiple regression and Factor Analysis.

Structural model is a model that shows the defined relationships between latent constructs and their measurable variables, reflecting proposed hypotheses.

Subculture refers to similarity among people based on race, ethnicity, a geographic region, economic or social class that is normally found in a small group within another larger cultural cluster.

T-distribution is a symmetrical, bell-shaped distribution that is dependent upon sample size; it has a mean of 0 and a standard deviation equal to 1.

Test-retest method is a method that measures reliability by administering the same scale or measure to the same respondents at two separate occasions in time to test for stability.

Total variance is the sum of within-group variance and between-group variance.

T-test is a univariate hypothesis test that uses the *t*-distribution rather than the *z*-distribution; it is used when the population standard deviation is unknown and the sample size is small.

T-test for difference of means is a procedure that tests the hypothesis to see whether the mean scores on some interval- or ratio-scaled variable will be significantly different for two independent samples or groups.

Two-tailed hypothesis test is a statistical test wherein the direction of the comparison of the sample statistic against the population parameter is not known in advance.

Two-sample means test determines whether two sample means come from the same population.

Type I error occurs when the null hypothesis is rejected when in fact it is true.

Type II error occurs when the null hypothesis is accepted when in fact it is false.

Uncertainty avoidance culture is one in which the members of a culture feel threatened by uncertain situations and behaviour.

Universalism refers to the manner by which people describe themselves and objects according to universal and general rules by following a standardized pattern.

Unpaired parametric test is a statistical test that uses data measured at least at the interval scale to determine whether unrelated samples come from the same population or not.

Validity is the ability of the scale to measure what was intended to be measured.

Variable is anything that may be assigned different numerical values.

Variance is a measure of dispersion – the degree to which items in a sample or population differ in numeric size.

Values are what people who share the same culture regard strongly as good or bad.

Z-test is a hypothesis test that uses the standardized normal distribution to establish expected probability.

Z-test for difference of proportions is used to test the hypothesis that two proportions will be significantly different for two independent samples or groups.