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MUSEUMS AND TOURISM: VISITORS MOTIVATIONS AND EMOTIONAL INVOLVEMENT

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ABSTRACT

To date, much less is known about the nature and scope of tourism experience at the museums in Jordan. Therefore, this study seeks to investigate the motives and emotional involvement for local and international visitors traveling to a sample of major museums in Jordan. A questionnaire was administered to domestic and international tourists in main 8 museums in Amman, Irbid, Madaba, and salt ($N = 203$). The findings of the study reveal that exploration was the main motivational factor for visitors traveling to museums in Jordan. The study further indicates that pleasure obtained from the visit to the museums is the major emotional involvement dimension for the respondents. Furthermore, the study shows that relaxation is a significant predictor for the involvement dimensions: pleasure, importance and loyalty. These findings enhance our understanding of tourism experience at museums in Jordan and they could be used to improve the overall tourism products and offerings in Jordan.

KEYWORDS: museum, motivation, involvement, emotions, heritage tourism, Jordan

1. INTRODUCTION

It is obvious that competition for the museums has grown heavily because of a rising interest in theme parks and other entertainment attractions (MacDonald & Alsford, 1995). Museums represent very significant icons and tourist attractions. Thus, they are considered among the major reasons to visit a destination (Graburn, 1998). Overall, international tourism destination planners and managers have included museums as visitor attractions in different destination promotion plans (Tufts & Milne, 1999). It is acknowledged that visitors travelling to museums and historic sites for numerous purposes including different interests in history, quality of exhibits, and special events or programs (Confer & Kerstetter, 2000). Accordingly, it could be argued that leisure is considered as an additional function of the contemporary museum in different communities and the museum should fulfill this role within its own community (Stephen, 2001). Furthermore, majority of museums are confronting an increase pressure to attract more audiences to overcome budget reductions from governments (Goulding, 2000).

The tourism products in Jordan enjoy an ample historical and cultural heritage, including different kinds of cultural productions for different international civilizations (Allan, 2014). Museums could play a vital role in enhancing and expanding the overall tourism products in Jordan. According to Belk & Costa (1995), tourism destinations in the Third World are mostly in need of more attractions other than their natural elements, as tourists are seeking diverse activities (Belk & Costa, 1995). This study therefore set out to investigate the relationship between motivations of museums visitors and their emotional involvement in the tourism experience at a sample of selected museums in Jordan. Towards this task, one main research question has been raised:

- Which motivational factor is the most important to tourists traveling to museums in Jordan?
- Which emotional involvement is the most important for museums participants in Jordan?
- Are there potential differences in motivational factors between males and females museum visitors?
- What is the relationship between motivations to visit museums and emotional involvement in tourism experience at museums in Jordan?

2. LITERATURE REVIEW

MUSEUMS AND TOURISTS

The literature on Museum and tourism has emphasized the importance of tourists' views as a major

part in the marketing strategy and considering it as a fundamental element in the success of the whole Museum experience (McLean, 1994; Kawashima, 1999; Huo & Miller, 2007). However, Hendon, Costa, and Rosenberg (1989) postulate that typical art museum participants are relatively young, well - educated, with high income and good occupations, and active in their communities and leisure time organizations. This view was supported by Larson (1994) who concludes that a large proportion of visitors of Museums in social groups were well educated and related to upper class. According to Gil and Ritchie (2009), very few studies have enhanced our understanding of what visitors expect when visiting a museum, and what raise their satisfaction for such visit.

Sheng & Lo (2010) state that researchers have formulated assessment tools to evaluate museums from the visitors' perspective. For example, Beeho and Prentice (1995) utilized the ASEB (activities, settings, experiences, benefits) grid analysis, whereas Rekom (1996) evaluated the attractiveness of museums through in-depth interviews and surveys with museum visitors to clarify their visiting motivation and patterns of their behaviour.

MUSEUM VISITORS' MOTIVATIONS

It is significant to better understanding tourist motivation because it is at the core of tourists' behaviour (Allan, 2014). Examining motivation of tourists to travel to a tourism destination theoretically contributes to a better understanding tourism as a social and psychological phenomenon (Cohen, 1974). However, Poria, Butler, & Airey (2001) argued that heritage tourism should be defined by two constructs: visitors' motivations and their perceptions of the site. They further indicate that much research should be conducted on these areas.

Guided by the Conceptual Model of Learning, Falk & Dierking (2000) argue that visitors to museums are mainly motivated to form, broaden or relive their own personal experiences. Thus, they acquire more knowledge about themselves, their own experiences, and their external world. Elsewhere, Slater (2007) indicates that the main motivation factors for tourists at a London Gallery were escape, learning and social and family interactions. Otherwise, Bitgood (2006) states that it is not enough to rely on only personal factors, such as knowledge and interests to understand the motivations for museums visitors, but that arrangements and architectural aspects of the museum and exhibition design should also be considered because visitors will be affected by these factors. Lew & McKercher (2005, p. 413) clarify the difference between the motivation and the emotional attachment themes. Therefore, they conclude that "motivations and interests exist inde-

pendent of the destination visited, even though they may be import in the destination selection. Emotional value, on the other hand, is dependent on the destination and thus is a form of destination knowledge". However, it is worth mentioning that most museum professionals think that museums were set up for the purposes of knowledge and learning, collection, conservation, research and entertainment (Hooper-Greenhill, 1994).

EMOTIONAL INVOLVEMENT

It is well accepted that emotion is significant to better understanding human linking to place (Lee et al., 2011). Thus, emotional involvement reflects the emotional bonds between people and different destinations, which might influence people's willingness to devote themselves to an experience or a travel activity (Gross & Brown, 2008). According to Laurent and Kapferer (1985), involvement is a psychological state of interest, motivation, and arousal toward an activity or associated product. However, Gursoy & Gavcar (2003) indicate that employing the personal involvement concept in tourism is still scant because of its complexity. Nevertheless, despite the breadth of studies investigating involvement in different contexts, no standardized instrument has been created to measure involvement (Prayag & Ryan, 2012). Accordingly, Zaichkowsky (1985) employs the involvement as a one-dimensional concept (the Personal Involvement Inventory (PII)), whereas other researchers such as Laurent & Kapferer (1993) suggest a multidimensional construct (the Customer Involvement Profile (CIP)). Elsewhere, McGehee, Yoon, & Cárdenas (2003) argue that involvement represents a significant tool to understand consumer behavior and the process of decision making.

Overall, whilst some research has been carried out on involvement construct in different tourism contexts, there have been few empirical investigations into the involvement process in museum tourism experience. Thus, the current study seeks to investigate the involvement for tourists undertaking museum tourism experience and its relationship with their motivation to visits museum.

3. METHODOLOGY

A self-administered questionnaire was employed in this study. For the purposes of this study, motivations factors were measured by 10 items, which include 5 subscales: Exploration, knowledge gain, escape, relaxation, and friendship. These motivational factors have been used extensively in the tourism literature as main motivational factors for tourists undertaking different tourism experiences and contexts (Dann, 1977; Crompton, 1979; Iso-Ahola, 1982;

Yuan & McDonald, 1990; Fodness, 1994; Oh, Uysal, & Weaver, 1995; Crompton & McKay, 1997; Hanqin & Lee, 1999; Jang & Cai, 2002; Kim & Jogaratnam, 2002; Yoon & Uysal, 2005, Kim, Jogaratnam, & Noh, 2006 Allan, 2013, 2014).

The measurement of emotional involvement was adapted from Prayag and Ryan (2012) which was used to investigate tourists' involvement during their tourism experience in Mauritius and includes six items. The sample includes local residents and international tourists visiting the main museums in Jordan namely, the Archaeological Museum /the University of Jordan, The Jordanian Museum of Popular Traditions, The Jordan Museum, The Children's Museum, and The Royal Automobile Museum in Amman, La Storia Museum in Madaba, Salt Museum, and the Museum of Jordanian Heritage - Yarmouk University campus in Irbid. However, the sampling frame involves the random selection of males and females of age 18 or above. The tourists were asked whether they had an interest to participate in the on-site questionnaire. Tourists with certain ability to complete the questionnaire were given a copy of the questionnaire to complete and return when they left the selected museums. Data were collected from the selected museums from December 2015 to March 2016. Data management and analysis were carried out using SPSS, version 20. Reliability was calculated using Cronbach's alpha. Descriptive characteristics of the respondents were then carried out by using frequencies and percentages. The statistical significance was analysed using a linear regression analysis.

4. RESULTS

As shown in Table 1, Two hundred and three international and domestic tourists were surveyed at 8 chosen museums in Amman, Irbid, Madaba and Salt in Jordan

Table 1. The chosen sample of museums in Jordan and the number of respondents at these museums

Museum	Location	Number of respondents (N = 203)
The Archaeological Museum /the University of Jordan	Amman	23
The Jordanian Museum of Popular Traditions	Amman	18
The Jordan Museum	Amman	53
The Children's Museum	Amman	22
The Royal Automobile Museum	Amman	20
La Storia Museum in Madaba	Madaba	23
Salt Museum	Salt	14
The Museum of Jordanian Heritage - Yarmouk University	Irbid	30

Demographics characteristics of respondents reveal that 51% were males and 49% females. A large

portion of the visitors were between 18 and 39 years old. More specifically, the largest group of visitors (57.7%) was aged 18-34 years. The 35-39 years old represented the second largest group (22.4%) of visitors. Whereas only (5.1%) of the visitors at the Museums were 60 years old or above. Data for education indicate that 51.4% of sampled respondents had undergraduate education level. Responses of the sampled respondents indicate that 46.2% of visitors were visiting the museums in Jordan for the first time, whilst 20.8% had visited the museums more than 4 times.

A large percent (36.8%) of visitors were local residents, and other proportion was from a variety of countries from the Middle East, Asia, Africa, Europe and Americas.

Table 2. Demographics items for the Respondents

Demographic Items	Value	Percent (%)
Gender	Male	51.0
	Female	49.0
Age	18-34	57.7
	35-39	22.4
	40-49	8.7
	50-59	6.1
	+60	5.1
Educational level	Primary	10.7
	Secondary	5.6
	Undergraduate	59.4
	Post-graduate	24.4
Visit frequency	1 st time	46.2
	Twice	16.2
	Three times	16.8
	Four or more	20.8
Nationality	Chinese	2.6
	Dutch	3.6
	American	6.7
	Jordanian	36.8
	English	0.5
	Russian	5.2
	Saudi	1.5
	German	5.7
	Spanish	1.0
	Italian	3.6
	Korean	0.1
	Turkish	1.0
	Indian	1.0
	Finnish	1.6
	Ukrainian	1.6
	Palestinian	3.6
	Syrian	3.5
	South African	2.6
	Mexican	1.0
Thai	1.6	
Polish	1.0	
Canadian	2.1	
Nepalese	1.6	
Romanian	2.6	
French	2.1	

Table 3 shows the means and standard deviations for each of the motivation statements in this study. The scale ranging from 'strongly disagree' (1) to 'strongly agree' (5) resulted in mean scores for respondents' motivation to visit museums in Jordan ranging from the lowest 3.60 to the highest score 4.34. The responses to the items measuring the respondents' motivation showed an acceptable degree of variability with the standard deviations ranging between .801 to 1.02. The Cronbach's Alpha of the motivation scale was quite high at 0.90. This is above 0.70 and means the reliability of the items measuring visitors motivations was determined to be acceptable (Hair et al. 2010). The motivational statements which visitors indicated that they agreed most with included "To engage in new and different experiences" (Exploration) (M = 4.34, SD = .896). Whilst the motivational statements which respondents indicated that they least agreed with included "To meet people sharing same interests" (friendship) (M = 3.60, SD = .947). Overall, the main factors underpinning motivation were: exploration (M = 4.15, SD = .848); Knowledge gain (M = 4.06, SD = .851); escape (M=4.05, SD= .851); and relaxation (M= 4.01, SD= .908)

Table 3. Mean score and standard deviation of respondents' motivation

Measures	Mean	SD	Number of responses (n = 203)
Exploration	4.15	.848	195
To engage in new and different experiences	4.34	.896	195
To explore	3.97	.801	195
Knowledge gain	4.06	.831	194
I would like to enhance my knowledge	3.95	.805	196
To learn new things	4.18	.857	195
Escape	4.05	.851	194
To escape from the pressure	3.90	1.02	195
To escape from the routine	4.20	.801	192
Friendship	3.90	.906	195
To meet people sharing same interests	3.60	.947	196
To travel with family and friends	4.21	.865	195
Relaxation	4.01	.908	195
To relax and rest	3.85	.955	195
To refresh my state	4.18	.861	195

The mean scores for emotional involvement measures ranged from 3.26 to 4.32. The standard deviations for the responses to the items measuring it ranged between 0.722 to 1.03. The Cronbach's Alpha internal reliability measure was good 0.86, which is above the minimum requirement of 0.70, indicating that the involvement scale was reliable

“The Museum is a very special to me” (interest) had the lowest mean score, M= 3.26 and SD= .889; whereas, the item, “I feel pleasure by getting involved in the various things to do here.” (Pleasure)

polled the highest mean score, M= 4.32 and SD = 1.03. The major involvement factors were pleasure as M = 4.24 and SD = .889, and for loyalty as M = 4.16 and SD = .845 (Table 4).

Table 4. Mean score and standard deviation of respondents' emotional involvement

Measures	Mean	SD	Number of responses (n = 203)
Interest	3.75	.889	195
The Museum is a very special to me	3.26	.724	195
I have much interest in the Museum as a heritage site	4.25	.722	195
Pleasure	4.24	.735	194
I got pleasure from visiting the Museum	4.16	.728	196
I feel pleasure by getting involved in the various things to do here.	4.32	1.03	193
Attach			
I am very attached to the Museum	4.00	1.01	196
Importance			
Visiting the Museum means a lot to me	4.14	.764	194
Loyalty			
I would not substitute any other heritage site for the types of things that I did at the Museum.	4.16	.845	193

A series of simple linear regression analyses was calculated to predict emotional involvement measures (interest, pleasure, attachment, importance, and loyalty) based on motivations (exploration, knowledge gain, relaxation, escape, and friendship). Examination of beta coefficients indicated that relaxation (Beta = .35, p<0.001) was a significant predictor of pleasure (Beta = .33, p<0.001) and

loyalty (Beta = .28, p<0.001). The overall model explained 35% of variance in importance, which was revealed to be statistically significant, F (6.17) = 14.93, p < 0.001). On the contrary, other motivational factors (exploration, knowledge gain, escape, and friendship) were deemed to be negative and weak predictors of involvement factors (Table 5).

Table 5. Results for Linear Regression analysis

Independent Variables	Interest			Pleasure			Attachment			Importance			Loyalty		
	B _u	S.E.	B _α	B _u	S.E.	B _α	B _u	S.E.	B _α	B _u	S.E.	B _α	B _u	S.E.	B _α
Intercept	4.08	.50	-	2.51	.43	-	.358	.32	-	1.56	.313	-	1.10	.33	-
Exploration	.06	.09	.05	.13	.08	.16	.05	.06	.10	-.01	.05	-.03	.03	.06	.06
Knowledge gain	-.02	.07	-.02	.16	.06	.18	-.00	.05	-.01	.02	.04	.03	-.01	.05	-.01
Relaxation	.20	.07	.16	.26	.06	.33	.06	.06	.11	.16	.04	.35	.14	.05	.28
Escape	-.12	.09	-.09	.04	.04	.05	-.01	.06	-.02	-.09	.05	-.19	.03	.06	.06
Friendship	.11	.07	.08	-.06	-.06	-.07	.11	.04	.20	.02	.04	.05	.06	.04	.13
F-statistic (df)	F(6.17)= 15.11			F(6.17)= 14.76			F(6.17)=26.41			F(6.17)= 14.93			F(6.17)= 17.38		
p-value	.000			.000			.000			.000			.000		
R	.34			.54			.48			.31			.35		
Adj. R	.32			.52			.46			.34			.37		
N	179			181			181			180			181		

Note: B_u = unstandardised beta coefficient; S.E. = standard error of beta, B_α = standardised beta coefficient *p<.05; **p<.01

An independent sample t-test was conducted to determine if there were differences in motivational factors between males and females in the current study. It is acknowledged that the common cut-off point for two-tailed significance value in an independent-samples t-test is 0.05 (Kinnear & Gray 2010). However, the independent sample t-test results showed that there is a statistically significant difference in relaxation factor between males (M = 8.86,

SD = 2.21) and females (F = 8.29, SD = 2.23), t (19) = 2.53, p = 0.007. Moreover, a significant difference was found between males and females in terms of exploration factor, (M = 8.56, SD = 1.11) and females (F = 8.00, SD = 1.87), t (19) = 2.63, p = 0.03. No significance difference was found between males and females in terms of knowledge gain, escape, and friendship (Table 6).

Table 6. T-test results for gender difference regarding their travel constraints

Motivations	Mean Scores		F	P
	Male	Female		
Exploration	8.86	8.29	4.72	0.031
Knowledge gain	8.28	8.18	3.77	0.054
Escape	8.43	8.02	2.32	0.129
Friendship	8.41	8.06	0.003	0.956
Relaxation	8.56	8.00	7.49	0.007

5. DISCUSSION

In reviewing the literature, minimal studies were found on motivations and emotional involvement for tourists travelling to museums in Jordan. Therefore, this study investigated the potential relationship between tourists' motivations and their emotional involvement in museums experiences in a sample of 8 museums in Jordan. The findings of the current study revealed that the socio-demographics for respondents were young (18-35), well educated, significantly domestic (36.8%), and international tourists. Moreover, they were mostly visiting the museums in Jordan for the first time. These findings are consistent with other studies (Hendon, Costa, and Rosenberg, 1989; Larson, 1994) which showed that the usual museums participants were young and well-educated.

Furthermore, the findings showed that most of the study cohort expressed that they were highly motivated to undertake tourism experience in the chosen museums in Jordan (most of the mean scores for the motivations items were above point 4). The study indicated that the most important motivational factor to respondents was exploration; the respondents therefore were highly motivated to engage in new and different experiences in the museums.

The results indicated that there was a significant difference between museums visitors regarding relaxation and exploration factors based on their gender but not in knowledge, escape, and friendship factors.

These findings match many previous tourism studies that have found a difference between males and females in the context of tourism motivations. For example, Andrea et al., (2005) claim that there are significant gender differences concerning tourism motivations whereas men preferred more recreation and activity in their tourism experience, and women had a stronger relaxation and escape motives. Contrary to expectations, Jonsson and Devonish (2008) state that male and female tourists did not differ significantly in their motivations to travel to Barbados.

In terms of the emotional involvement of visitors in tourism experience at the museums in Jordan, the study revealing that most of them were emotionally involved in the tourism experience in the chosen

Museums in Jordan (the majority of the mean scores for the involvement items were above point 4). More specifically, the most important emotional factor in this study was pleasure gained from the visit to the museums. This result seem to be consistent with other research which found that pleasure is one of the significant dimensions of emotional involvement with destinations (Laurent & Kapfere; 1985; Gusory & Gavcar, 2003; Prayag & Ryan, 2012).

Of the motivational factors, only relaxation was a significant predictor for emotional involvement dimensions: pleasure, importance and loyalty, whereas other motivational factors (exploration, knowledge gain, escape, and friendship) were weak or negative predictors for involvement dimensions. This result corroborates the ideas of Seabra et al., (2014), who suggested that relax influences tourists' involvement with the trip. They further conclude that: "Motivation to relax influences involvement with the pleasure to travel and with the trip planning. Motivation to relax implies personal involvement with the product in the pleasure dimension" (p. 31).

6. CONCLUSION

The research was undertaken to investigate the relationship between museums visitors' motivations and their emotional involvement in tourism experiences at museums. Thus the research conducted in a selected sample of 8 museums in Jordan. This study has found that generally visitors of museums in Jordan were considerably motivated and exploration was the most important motivational factors for visitors traveling to museums in Jordan. The results indicated that there was a significant difference between museums visitors regarding relaxation and exploration factors based on their gender but not in knowledge, escape, and friendship factors. Also, the study revealed that visitors expressed high degree of involvement with their tourism experiences at the selected museums. The study also revealed that relaxation had a significantly positive relationship with pleasure and loyalty.

Taken together, the current study contributes to the understanding of museums visitors' experiences in Jordan.

However, better understanding the demographics, motivational factors and emotional involvement for museums' visitors in Jordan could help those in the museum, heritage and cultural tourism industries to improve the attractiveness of museums by designing appropriate and appealing tourism services and products for such tourists segment.

A limitation of this study is that the small sample size due to the decline in the number of international tourists in Jordan because of the repercussions of the

political and military circumstances. Another limitation for this study is that the findings of this study could not be compared to and validated by those of other previous studies because there is a serious lack of previous studies related to Jordan. Further research could usefully explore the difference between domestic and international tourists for their motivations and involvement in tourism experience at the museums. Moreover, it would be interesting to examine why children visit museums in Jordan and their emotional involvement in such tourism experiences.

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