# Attitudes Toward Tourism and Leisure

What are attitudes?
How do attitudes develop?
Attitude change – cognitive dissonance
Theory of Reasons Action
Theory of Planned Behaviour (TPB)
Attitudes toward leisure
Attitudes toward tourism




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# Introduction

- You carry your attitudes around with you, like a pair of glasses that tints your perception of the world.
- The great philosophers sometimes talked about how there is no such thing as truth, because we all have a slightly different perception of it
- Think of Descartes' famous quote: "*I think, therefore I am.*" How does this relate to attitudes? Well, the fact is that your view of the world is limited by your perception of it.
- Your experiences, education and personality shape your attitude to everything around you.
- So, depending on how you perceive the world, you will interpret and react differently to situations than someone who has a different view.
- Your tinted glasses (your attitude) will affect how you think, how you behave and even how you feel

# What are attitudes?



- *An **ATTITUDE*** is a hypothetical construct that represents an individual's like or dislike for an item
- Attitudes are positive, negative or neutral views of an "attitude object": i.e. a person, behaviour or event
- People can be "ambivalent" towards something, meaning that they simultaneously possess a positive and a negative bias towards the attitude in question
- They encompass, or are closely related to our opinions and beliefs and are based upon our experiences

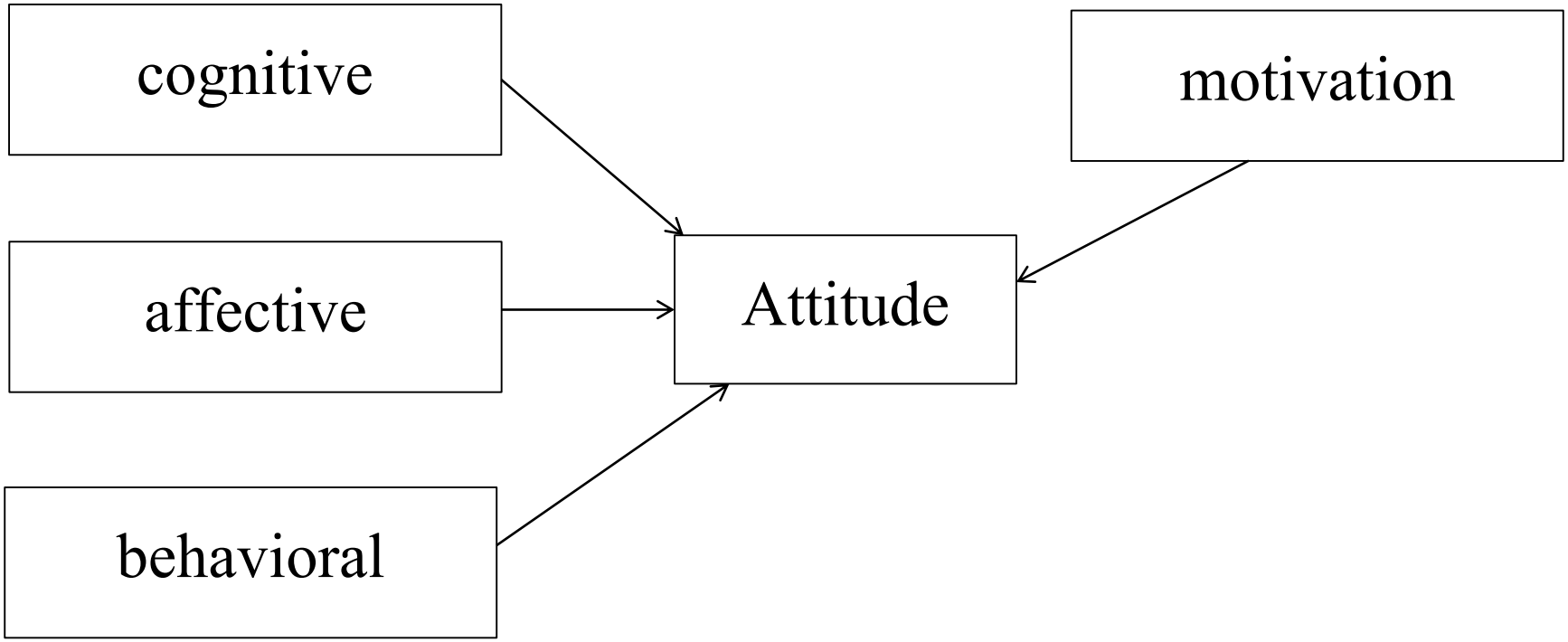
# Characteristics of attitude




- Attitudes are subjective experiences that are linked to beliefs about some issue or object
- Attitudes have an evaluative dimension that involves a judgement about a person, behaviour or event
- Different individuals can agree or disagree in their attitudes.

  People who disagree in their attitudes towards an object will differ:
- either in what they believe about that object
- or in how they evaluate that object
- or both of the above
- Attitudes are predictably related to social behaviour

# How do attitudes develop?




Source: Adapted from Haddock & Huskinson (2004)

# How do attitudes develop?

- Attitudes and are based on the **ABC** model (affect, behavioral change and cognition).
- The *affective* response is a develop physiological response that expresses an individual's preference for an entity
- The *behavioral intention* is a verbal indication of the intention of an individual
- The *cognitive* response is a cognitive evaluation of the entity to form an attitude
- For example, some people strongly believe that some plastic materials cause air pollution, increase the risk of cancer (cognitive) and bring about the extinction of an endangered species (affective) which in turn may persuade them to use recycled materials (behavioral) to help reduce pollution.

# The impact of attitudes on behavior

- Attitudes and behavior are closely related to each other. The attitude-behavior relationship is stronger when the attitude and the behavior are measured at the same level of correspondence.

- Allport (1935, p.810), '*Attitudes determine for each individual what he will see and hear, what he will think and what he will do*'.

- For example, a positive or negative attitude will affect how a person feels about performing a behavior. Then, a person who has either a negative or a positive attitude, will more likely be against or support tourism in their area.

# What do you think about this?

- นิสิตใส่กางเกงขาสั้นมาติดต่อเจ้าหน้าที่ทำเรื่องขอเพิ่ม-ถอนรายวิชา Students wearing shorts contact officers to request to add or drop a course.
- เด็กนักเรียนเดินจูงมือกันในห้าง School children walk hand in hand in a shopping mall.
- คนแต่งตัวโป๊ไปวัดPeople who dress provocatively go to the temple
- ฯลฯ etc.

# Theories and Models

- The theory of cognitive dissonance (Festinger, 1957)
- Theory of Reasoned Action (Ajzen and Fishbein 1980)
- The planned behaviour (Ajzen, 1988)

# The theory of cognitive dissonance



- Leon Festinger's theory of cognitive dissonance (1957) is one of the best known and most researched frameworks pertaining to attitude change.
- Cognition can be referred as a piece of knowledge.
- The knowledge may be about an attitude, an emotion, a behavior, a value, and so on.
- People hold a multitude of cognitions, and these cognitions form irrelevant, consonant or dissonant relationships with one another

# The theory of cognitive dissonance

- *Cognitive Irrelevance* can be described as the bulk of the relationships among a person's cognitions.
- *Cognitive consonant* if one cognition follows from, or fits with, the other.
- *Cognitive dissonances* if one cognition follows from the opposite of another.

## Factors that affect the magnitude of dissonance arousal

1. dissonance increases as the degree of discrepancy among cognitions increases.

2. dissonance is proportional to the number of consonant cognitions held by an individual.

3. the relative weights given to the consonant and dissonant cognitions may be adjusted by their importance in the mind of the individual.

Factors that affect the magnitude of dissonance arousal

- It should be possible to predict what we can do to reduce the magnitude of this unpleasantness:
- *Changing Cognitions*
- *Adding Cognitions*
- *Altering importance*

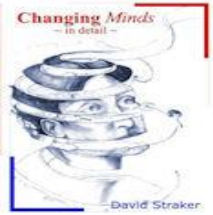
# The theory of cognitive dissonance

- In psychology, cognitive dissonance is the feeling of uncomfortable tension which comes from holding two conflicting thoughts in the mind at the same time
- The theory of cognitive dissonance proposes that people have a fundamental cognitive drive to reduce this dissonance by modifying an existing belief, or rejecting one of the contradictory ideas
- Often one of the ideas is a fundamental element of ego, like "I am a good person" or "I made the right decision." This can result in *rationalisation* when a person is presented with evidence of a bad choice
- Dissonance increases with the importance and impact of the decision, along with the difficulty of reversing it. Discomfort about making the wrong choice of car is bigger than when choosing a lamp.

# Research on cognitive dissonance:

- Festinger explained how members of a cult were persuaded by their leader that the earth was going to be destroyed on 21st December and that they alone were going to be rescued by aliens. When it did not happen, it actually ***increased*** their commitment to the cult The dissonance was that they revised their beliefs to meet the obvious facts: that the aliens had, through their concern for the cult saved the world instead
- In a more mundane experiment, Festinger and Carlsmith (1959) persuaded students to lie about a boring task. Those who were paid $1 lied but felt uncomfortable about doing it
- Smokers find all kinds of reasons to explain away their unhealthy habit. The alternative is to feel a great deal of dissonance.

# Real life examples of cognitive dissonance




- When trying to join a community group, the harder they make the barriers to entry the more you value your membership. To resolve the dissonance between the hoops you were forced to jump through, and the reality of what turns out to be a pretty average club, we convince ourselves the club is in fact fantastic.
- People often interpret the same information in radically different ways to support their own views of the world. When deciding our view on a contentious point, we conveniently forget what conflicts with our own theory and remember everything that fits.
- People quickly adjust their values to fit their behaviour even when it is clearly immoral. Those stealing from their employer will claim that ‘everyone does it’ so they would be losing out if they didn't, or alternatively that ‘I'm underpaid so I deserve a little extra on the side.’

# How are attitudes important to our lives?

- discuss this question in relation to your own life, and if you think that your attitudes has changed and in what ways?
- Explain Festinger's theory of cognitive dissonance (1957) and come up with an attitude that is controversial - such as your attitude toward doing physical activity?
- Write down both sides of the argument, for and against doing physical activity and then have a mini debate in your group with people taking different sides and see where it leads.

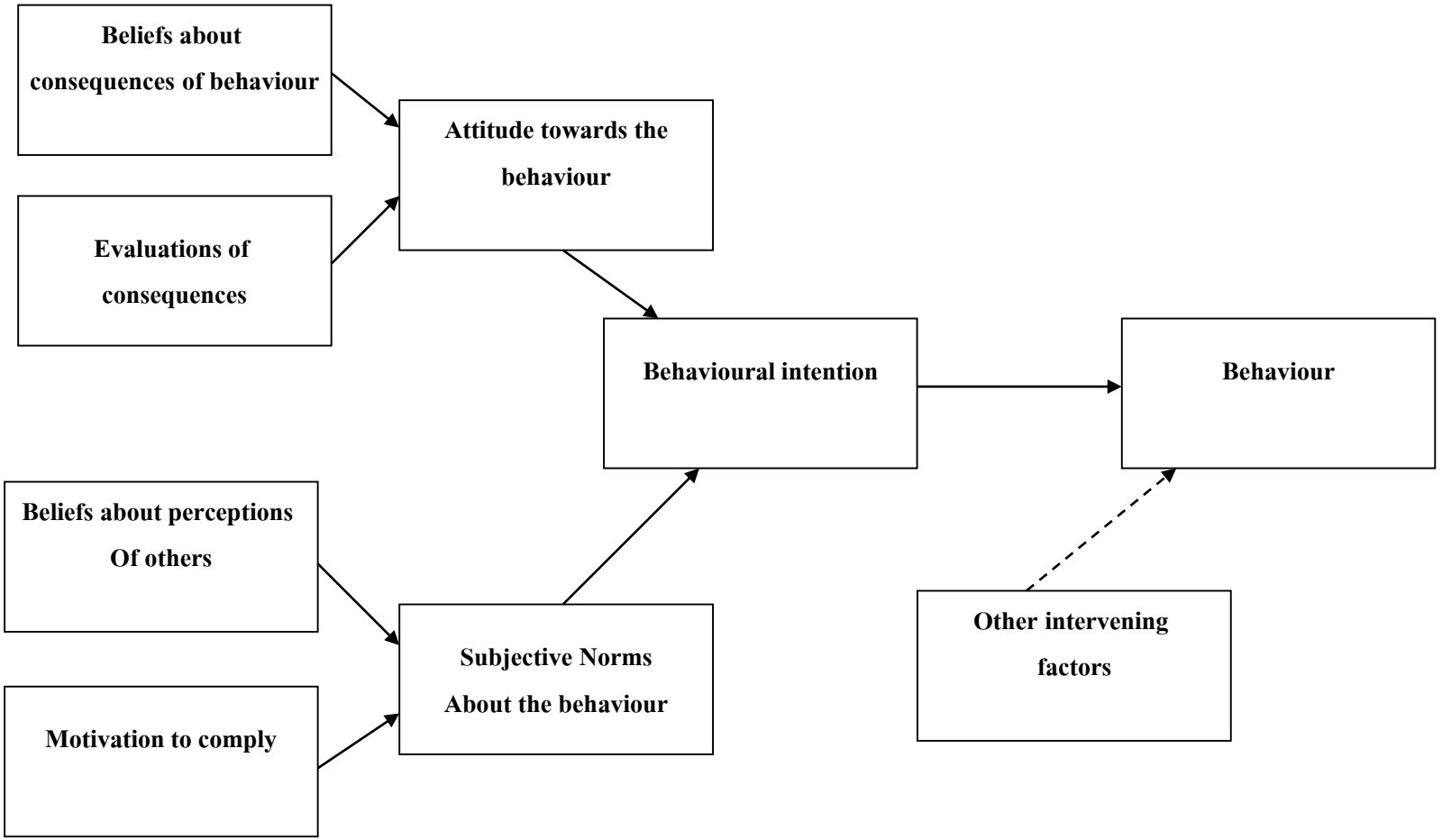
# Theory of Reasoned Action

- Behaviour is said to be approximately equal to behavioural intention, which can be derived from a combination of the consumer's attitude toward purchasing the product and the subjective norms about the behaviour.
- Through the concept of 'subjective norm' the theory acknowledges the power of other people in influencing behaviour (Solomon,Bamossy *et al.* 2006); explicitly, it accounts for the thoughts of others toward the certain behaviour, and is moderated by the extent to which the consumer is motivated to comply to these views.

# Theory of Reasoned Action

- Attitude toward the behaviour (the act of buying) is measured rather than simply the attitude toward the object. This was a necessary amendment once behaviour was being measured, as a consumer may have a very favourable attitude toward a product, but not toward the act of purchasing it (Solomon,Bamossy *et al.* 2006).
- For a variety of reasons it is purported that behaviour is not always within the complete control of the actor, and as such an additional variable mediating between intentions and behaviour is necessary (Warshaw 1980). Ajzen provided this additional variable in 1985 when he published the Theory of Planned Behaviour (TPB)(Ajzen 1985).

# Theory of Reasoned Action




Fishbein and Ajzen, 1975

# Theory of Planned Behaviour (Ajzen, 1988)

- TPB was further developed from the Theory of Reasoned Behaviour (Ajzen & Fishbein, 1980) resulting from the discovery that behaviour did not appear to be 100% voluntary and under control - resulting in the addition of another variable - perceived behaviour control
- This theory helps us to understand how we can change the behaviour of people
- TPB is a theory that predicts deliberate behaviour because behaviour is planned

- ***Three considerations***:

1. Behavioural beliefs: beliefs about the likely consequences of the behaviour - favourable/unfavourable
2. Normative beliefs: social pressure to perform or not to perform the behaviour
3. Control beliefs: beliefs about the ease or difficulty in performing the behaviour and relates to past experience

# Theory of Planned Behaviour

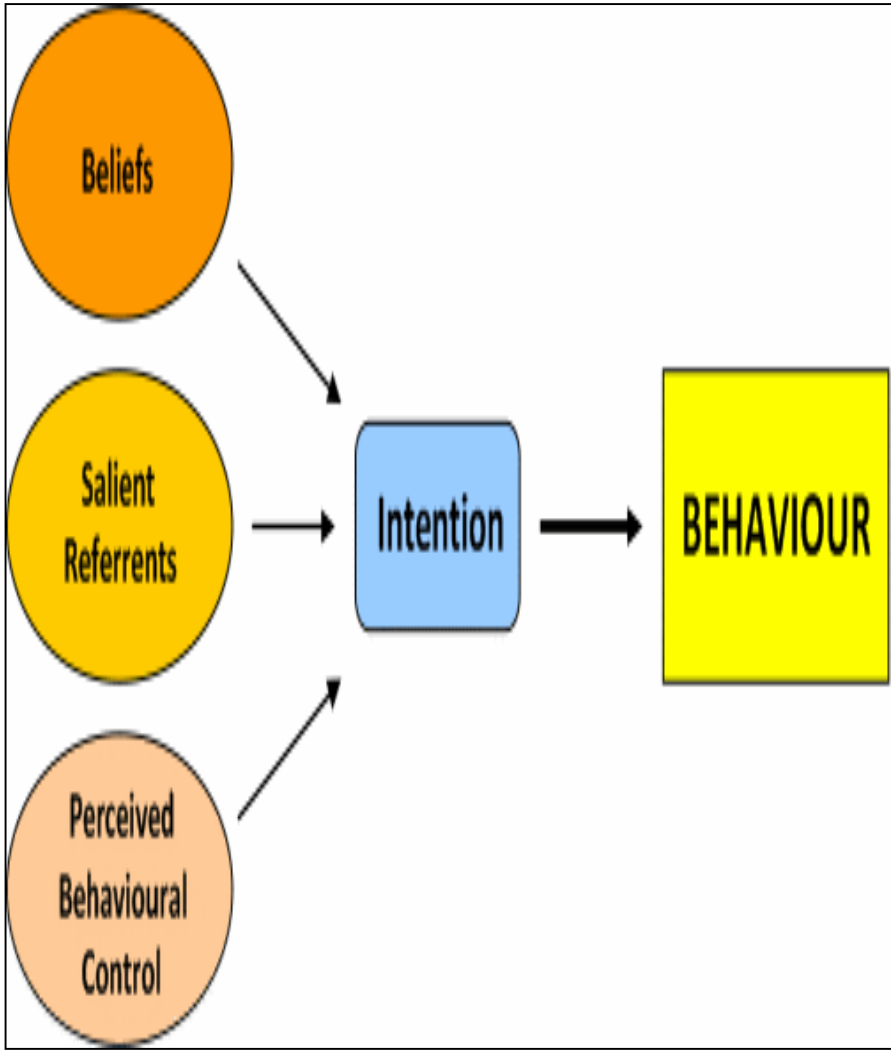
Attitude to
The Behaviour
favourable/
unfavourable

Subjective
Norms to
**perform or not to perform**

Perceived
Behavioural
Control
ease or difficulty

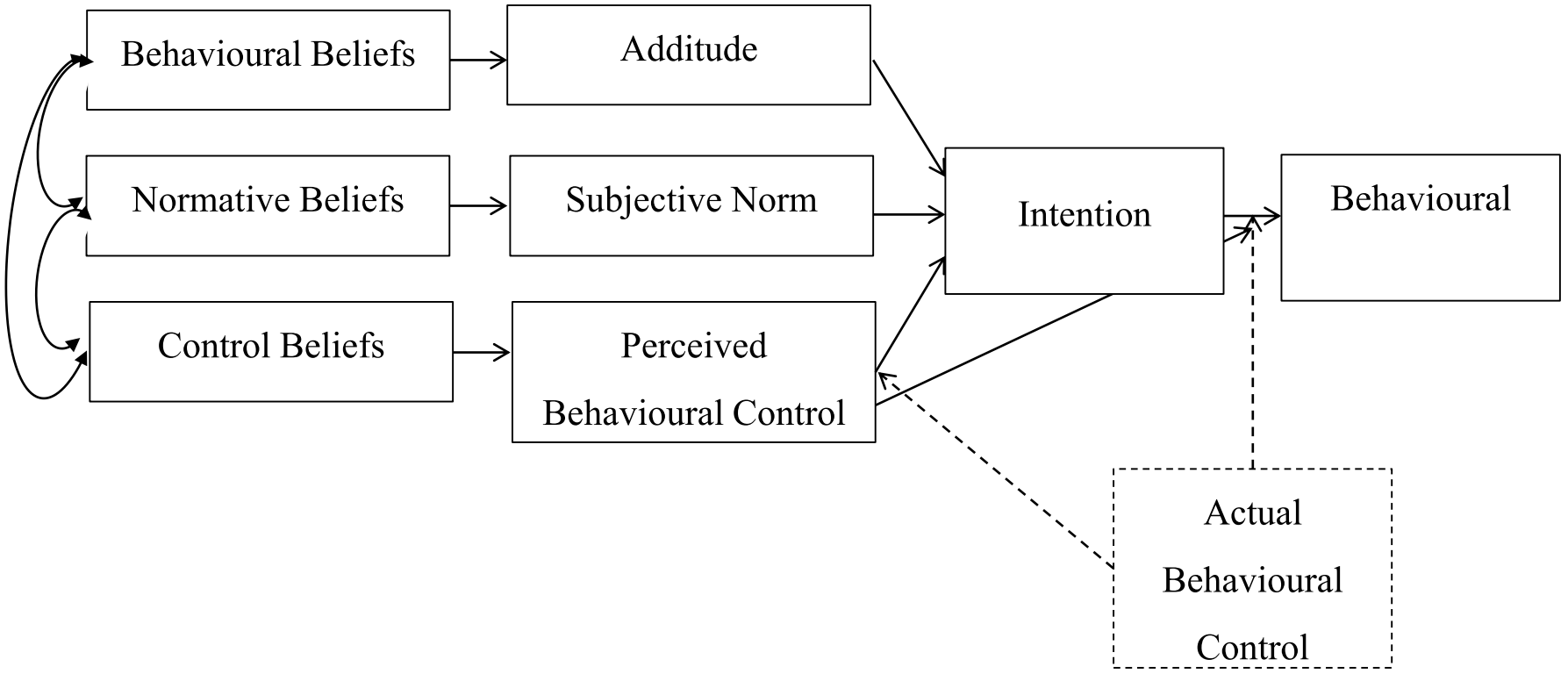
Behavioural
Intention

Behaviour




**(Ajzen, 1988)**

# Theory of Planned Behaviour




**(Ajzen, 1988)**

# Historical - attitudes toward leisure



- The Church between the 19 and 20 century was powerful and groups led by Calvin and Luther viewed leisure (recreation) as a form of idleness ‘boredom led to sin’ and was seen as the devil’s work
- Considered dancing, drinking alcohol, gambling and card games, going to the movies was immoral while at the same time:
- Emphasising wholesome and socially responsible activities, outdoor recreation and camping/scouting, community sport, and supervised children’s play.
- This was achieved through the provision of supervised playgrounds, public parks, camp facilities and providing open spaces
- Leisure had to be earned through hard work to recuperate to go back to hard work
- Generally seen as negative by government and the churches



# In the 20th century attitudes toward leisure became more positive

- Research has found that early play and leisure experiences play a crucial role in the healthy development of the child to adult
- Freud in the 1930's found that many of the outcomes and experiences of childhood play experiences (positive and/or negative) had life-long impacts on the individual
- Piaget linked play to children's cognitive structures in the 1960's and considered that play had important educational and socialisation functions for children
- Links between leisure and positive health experiences:
- Helps overcome loneliness and to contribute to people's feelings of well-being (Caldwell & Smith, 1988)
- Helps to promote positive moods (Hull, 1990)
- Acts as a buffer against major life stresses that impact on the individual (Coleman & Iso-Ahola, 1993)
- Higher levels of leisure participation and satisfaction are associated with lower levels of depression
- Leisure satisfaction is a main contributor to life satisfaction (Beard & Ragheb, 1972)

# Attitudes toward work leisure balance

- Today we juggle and balance our paid work and leisure
- Time has become a scarce commodity, not enough of it - more women in the workforce places extra burdens on families
- Women are spending significantly less time at weekends doing house work
- Uneven distribution of the social classes - many self-employed and professionals are actually working longer hours while the chronically unemployed have unlimited free time
- We are moving from a Post Industrial Age into an Information Age with high technology, rapid job changes, new occupations
- Most workers will be information and service workers - well paid, challenging and rewarding
- Will work still have meaning for people and unlimited leisure be possible without work as a means of stress release
- Attitudes are becoming more positive because of the need for a better balance between work and leisure

# Attitudes and Leisure Behaviour

- As we get older our attitudes towards leisure change. Discuss your attitudes toward leisure, work and family at the present time. Now rank what is most important to you at this stage of your life. Discuss in small groups.

- Now rank your attitudes toward leisure, work and family when you are:
- A single young working person 25-30 years
- A married person with a child 30-40
- A middle-aged person whose children have left home
- A retired person who is financially well off

## Ajzen and Driver Journal Article on Attitude Change for Leisure

- In their article he found that attitudes toward leisure activities that are regarded as favourable, more socially acceptable and are easy to perform are more like to be participated in such as jogging and cycling, compared to mountain climbing and boating.

- In small groups, explain these findings as they relate to Ajzen's (1988) Theory of Planned Behaviour.

# Link between TPB and leisure

- Ajzen, I. & Driver, B. (1992). Application of the TPB to Leisure Choice. *Journal of Leisure Research, 24* (3), 207-224.
- College students completed a questionnaire that measured involvement, moods, attitudes, subjective norms, perceived behavioural control, and intentions concerning 5 leisure activities – spending time at the beach, jogging or running, mountain climbing, boating and biking
- Asked what were their intentions to participate in these activities over the next 6 months
- Sent a questionnaire and asked if they had performed these activities during the preceding year
- Found that attitudes, subjective norms and perceived behavioural control predicted leisure intentions – easier the activity such as jogging and bicycling the more likely to participate
- They also found that leisure intentions and perceived control predicted leisure behaviour i.e., if the activity was perceived as hard because they have never experienced it, such as mountain climbing or boating they were unlikely to participate

# Positive Attitudes toward tourism...



- *Economic gain:* tourism can generate a wide variety of economic gains such as jobs and more prosperous communities
- Tourism can assist poorer and third world countries to become more prosperous
- *Increase community recreation facilities:* tourism can increase both the number and the demand for community facilities
- *Aesthetically pleasing environment:* tourism can contribute the revitalisation of slum areas and waterfront living
- *Affirmation of a community culture:* tourism can lead to greater community pride and the building of new facilities


- Lindberg & Johnson (1997). Modelling resident attitudes toward Tourism. *Annals of Tourism Research,* 24, (2), 402-424.

# Some negative attitudes…



- Construction sites and one-off festivals are deemed to be negative as they increase congestion and add to litter, theft and vandalism problems
- *Interaction with non-residents:* tourism can disrupt a community and affect social relationships in local areas among residents e.g., A study in Cairns found that tourism had reduced the friendliness of the local residents
- *Factors Affecting Attitudes toward Tourism*
- A significant relationship was found between ***length of time of residence*** and attitudes. People born into a community and have lived there for many years are expected to value social relationships more than tourism that results in social change
- Residents form attitudes based on their beliefs about how tourism ***benefits them personally***. As a result we often see clashes between environmentalists and tourism developers and local residents who support developers because of the generation of new jobs

# Attitudes developed by a person's culture…

- Lee, S. H., & Tideswell, C. (2005) Understanding attitudes toward leisure travel and the constraints faced by senior Koreans. *Journal of Vacation Marketing, 11* (3), 249-263.
- Confucianism has influenced Korea from as early as 682 AD
- Confucianism has been adopted in Korea and its philosophy has become a major influence on the way Koreans think and act
- Its philosophy has provided solid cultural values over various fields placing greater emphasis on education, the discipline of work and an orientation toward achievement
- Of particular importance is the notion that the ***family*** is the central institution in one's life.
- Confucianism with its emphasis on ***work and study***, does not leave much time for leisure
- Younger Koreans place a greater emphasis on ***self-fulfilment and travel***, while the majority of older Koreans think of work as being more important than other activities

# Conclusion

- Our attitudes toward leisure and tourism are very much dependent on the culture we live in, and the families we come from
- Our attitudes are also dependent on our age, gender, amount of discretionary income we have and the stage of the life cycle
- Societal attitudes are continually changing encouraging more positive attitudes toward leisure and tourism;
- e.g.,
- more acceptable for Asian cultures to travel independently
- more acceptable for older people to exercise;
- more acceptable for older women to travel alone;
- more acceptable for older and younger to take trips together -any others?

# Conclusions and recommendations of study

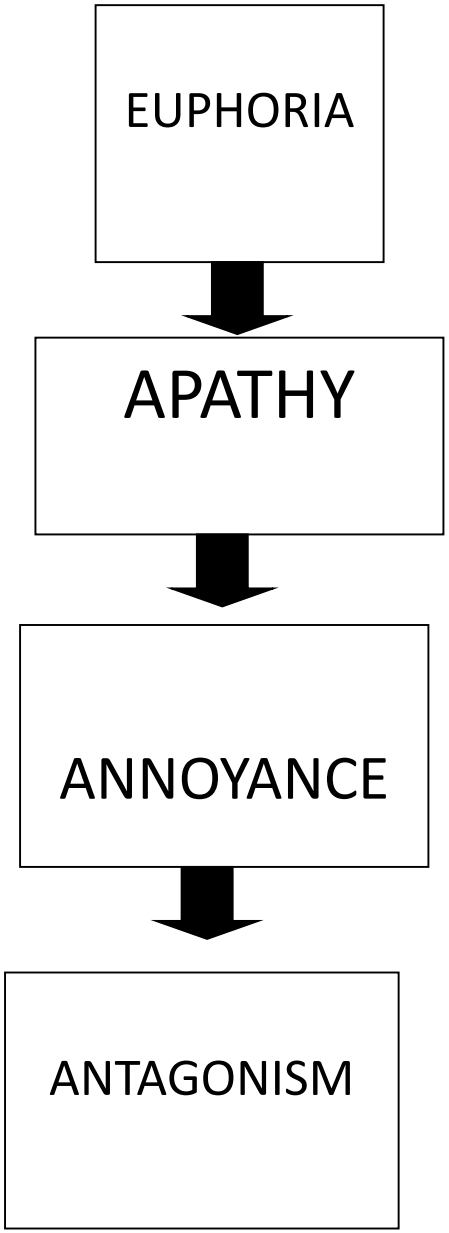


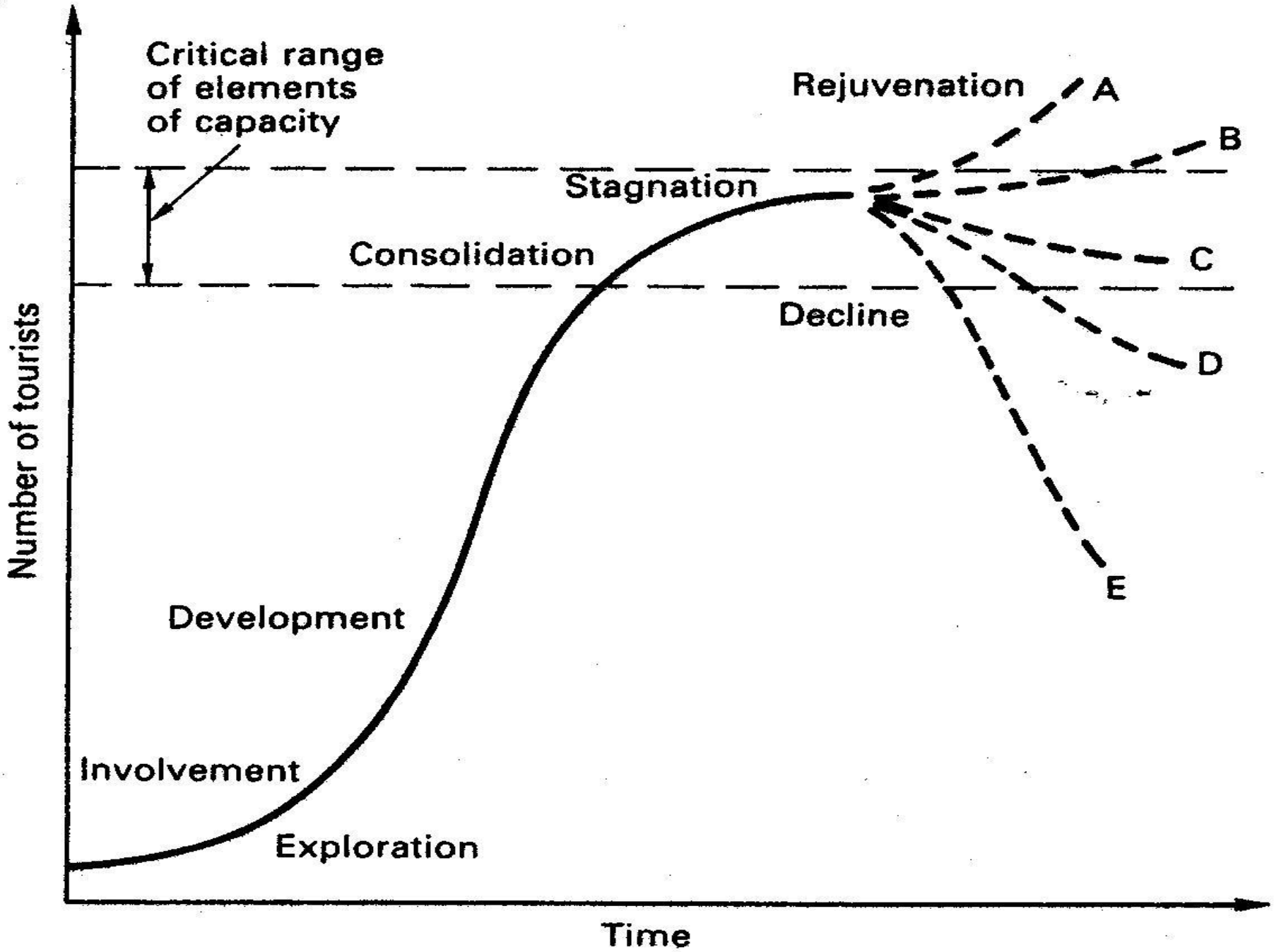
- The results of this study found that these attitudes were slowly changing – now there is a clear interest in, and the physical ability to travel among the majority of senior Koreans who were surveyed
- Seniors believe that travel improves their quality of life and creates new interests
- As with any culture, it is difficult to change deeply ingrained beliefs in the senior years of a person's life
- Travel and tour operators who wish to encourage senior Koreans to travel more frequently should try and promote the benefits of travel with their families and other influential people in their lives.

# Attitudes and Tourism Behaviour

- Explain how attitudes toward tourism are formed and may change by discussing some of the key findings from Lindberg and Johnson's (1997) study?

- Discuss the importance of length of time people live in an area and the personal effects of tourism on their lives as factors that affect their attitudes. Can you give examples from your own life?


EUPHORIA
APATHY
ANNOYANCE
ANTAGONISM


Critical range
of elements
of capacity
Rejuvenation
A
B
Stagnation
Consolidation
C
Decline
D
E
Development
Involvement
Exploration
Number of tourists
Time