

## Backpacker activities and personal values: An SEM approach

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Backpackers have been distinguished by their demographics, motivations, behaviors, and activities. This transnational study proposes a value-activity model that examines the causal relationship among personal values and travel activity participation for backpacker tourists. Backpackers' values, using a modified Rokeach values scale, and activities were measured using a questionnaire that was administered through Facebook and Lonely Planet's Thorn Tree Forums. The structural equation model suggests that backpackers' personal values can significantly influence the activities that they participate in, and the personal values of backpackers' are hierarchical which in turn creates a hierarchical structure for the activities that they participate in.

## INTRODUCTION

During the last three decades, backpacking has become a mainstream global phenomenon, and backpackers have been considered the model of the postmodern traveler (Richards & Wilson, 2004a). Pearce (1990) introduced the term “backpacker,” who he distinguished from other travelers using five criteria: a preference for budget accommodation, an emphasis on meeting other travelers, an independently organized and flexible travel schedule, longer rather than very brief holidays, and an emphasis on informal and participatory holiday activities. For this paper, an updated definition is proposed. A backpacker is someone that seeks out experiences associated with budget travel, puts an emphasis on social interaction with local people and fellow travelers, are independently organized and flexible with in constraints of time, money, and destination, travel as long as possible within constraints of their own life, and an emphasis on informal and participatory holiday activities.

Backpackers spend a large portion of their total expenditure at the destination and provide direct economic benefits to the host populations (Scheyvens, 2006; Westerhausen & Macbeth, 2003). Economic, environmental, and cultural sustainability (Pearce, 2008), especially in rural destinations and/or destinations in developing countries (Scheyvens, 2002; Hampton, 1998), can benefit from backpacker travel development, as many backpackers are more likely to travel to less developed regions, spend more time, and be more willing to endure hardships in comparison to most mass tourists. Backpackers often spend more money in a country than other types of mass-tourists, and they have a greater impact on local economies because their spending results in less leakage (Cooper, Kieran, & Erfurt, 2005). A large number of backpackers have above-average lengths of stay and therefore spend significant amounts of money in developed enclaves, and consume many of the same types of products as more traditional tourists (Richards & Wilson, 2003b).

Coinciding with the increased number of backpackers, there has been an increase in the purchasing power of the individuals as well. This can be attributed, but not limited, to the increased global middle class, increased disposable incomes of youth, development of Flashpackers (Paris, 2008; Hannam & Diekmann, *forthcoming*; Jarvis & Peel, *forthcoming*), and the mainstreaming of backpacking (O'Reilly, 2006). As a result of this growth as a consumer market, there is growing importance for understanding the consumer behavior of backpackers. Previous studies have examined the motivations (Paris & Teye, *forthcoming*; Moscardo, 2006; Richards & Wilson, 2004b), psychographics, activities, attitudes, demographics of backpackers (Richards & Wilson, 2004b), and the cultural norms and values of the backpacking culture as a whole (Sorensen, 2003; Paris, 2009b), but there is a gap in the understanding of the personal values of independent backpackers. This study proposes that while the social values and norms of the backpacker culture do influence some of the specific activities that individual backpackers participate in, each individual's personal values, established by their latent or home cultures, have a direct influence on the type of activities backpackers participate in.

In this study a research model is proposed and studied in order to provide greater theoretical and empirical evidence of the causal relationship among personal values and travel activity participation. The pertinent relationships between constructs were examined using structural equation modeling. A brief review of the literature on backpacker activities and values and personal values are examined to provide a conceptual basis for the model.

## LITERATURE REVIEW

The following section provides the conceptual background for the hypothetical model proposed in the next section. The recent literature on backpacker activities was examined within the context of the updated backpacker definition introduced in the first paragraph of

this paper. The conceptualization of values used in the hypothetical model and backpacker cultural values were discussed. The review of literature on backpacker values resulted in three main themes: Political, economic, and social values, time and technological developments, and mainstreaming cultural.

*Backpacker Activities:* While backpackers may visit the same popular attractions at a destination as other mass-tourists, they also are likely to undertake activities different from other travelers. Backpackers motivated by experience were found to participate more in all types of activities than the other groups of travelers in the ATLAS Backpacker Research Program (Richards & Wilson, 2004b). The focus of backpacker activities is often on preserving the travel budget. Cheap and/or free activities are preferred, and many spend time people-watching, writing, reading, and just wandering around their destinations (Riley, 1988; Shaffer, 2004; Teas, 1988), but there is also a large number of backpackers that participate in more expensive, once-in-a-lifetime activities or adrenalin sports (Richards & Wilson, 2004b).

A more affluent sub-segment has emerged, often referred to as Flashpackers (Paris, 2008; Hannam & Diekmann, *forthcoming*; Jarvis & Peel, *forthcoming*). Flashpackers, who are less likely to worry as much about traveling on a tight budget, and often splurge on more expensive restaurants, accommodations, and activities, tend to be older and hold steady jobs. Flashpackers generally have extensive travel experience and enjoy traveling in the backpacker style. Many backpackers that are worried about staying on a tight budget, will often save up money by living with even more hardships, in order to participate in an expensive activity, such as bungee jumping or scuba diving, because they see it as a once-in-a-lifetime experience (Richards & Wilson, 2004b).

There has been a negative image of some backpackers' raucous social activities (Shaffer, 2004). This includes events (Full Moon Parties), destinations (Goa, India), and drug use (Uriely & Belhassen, 2006). This negative image has its origins in the close relationship between the backpacker culture and hippie and beatnik subcultures in the 1960s and 1970s (Cohen, 1973). While drug use has been prevalent in certain popular backpacker enclaves, such as Goa, India and Chang Mai, Thailand, it should be noted that the overall use of drugs and extent of partying conducted by backpackers is similar to that of the general populations from which the backpackers originate (Riley, 1988), with the possible exception of some Israeli backpackers (Haviv, 2005). The choice of partying heavily (or not) during a backpacker trip may be influenced more by the individual personal values of each backpacker's home culture. A better understanding of what influences the choice of activities that backpackers participate in would be valuable to the industry. This study examines the influence of personal values on the participation in types of activities.

*Values Research:* Values can be defined as 'an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence' (Rokeach, 1973: 5). Values are the standards that people use to guide their behavior, judge themselves and others, and to decide what basically is good and what is bad (Rokeach, 1979). Social behavior, activities, attitudes, and motivations can all be influenced by values (Rokeach, 1973). Values are few in number and wide reaching in influence as the core beliefs that guide activity choice.

The relationship between personal values and leisure behavior has been briefly examined in the literature. Personal values have been used to examine choices between recreational activities (Beatty, Kahle, Homer, & Mirsa, 1985; Boote, 1981; Jackson, 1973) and choice of leisure activities while on vacation (Madrigal & Kahle, 1994). Using path analysis, Reisinger and Movondo (2004) found that there was a positive causal relationship between values and activities in their study of the relationships between the major psychographic factors of the Australian and US student travel market.

*Backpacker Values:* While there has recently been a considerable amount of research conducted on the backpacker market and culture (Paris, 2009a), most of it has been concentrated within a single country. Further, it has been greatly concentrated in Australia and New Zealand (Cooper, O'Mahony, & Erfurt, 2004; Kain & King, 2004; Murphy, 2001; Pearce, 1990; Slaughter, 2004; Vance, 2004). Previous literature has suggested a need to examine global differences among backpackers and the backpacker market (Richards & Wilson, 2004c; Pearce, 2006).

Backpackers are examples of post-modern tourists. The backpacker in the classic 'drifter' (Cohen, 1972) sense is mobile, decentralized, minimalist, alternatively minded, and geographically, socially, economically, and temporally free. When researchers first started to examine the backpacker tourism segment in the 1970s, it was strongly associated with the hippie and beatnik sub-culture and its free spirit, anti-establishment ideals resulting from the political, social, and economic environment of the time. Backpacking ideology its essence has not changed much (Welk, 2004; Sorensen, 2003; Paris, *forthcoming*), but the current social, political, and economic environment of the world has just opened up backpacking to more people, thus creating a larger, more diverse, more mainstream, and more mobile backpacker market made of individuals from a variety of cultural backgrounds.

Time (Elsrud, 1998) and technology (Paris, *forthcoming*) are among the attributes that distinguish current backpackers from those in the 1970s. In the past, time was not as important to the aimless drifters of the 1960s and 1970s as it is to the current backpacker market. The current backpacker market is often more concerned with time, as there are societal and personal values that constrain them from the aimless drifting of the decades past. This concern with time has led some of the segments to seek more activities that fulfill a need for unrestricted and uninhibited hedonistic freedom, such as that which occurs at the Full Moon Parties in Thailand (Cohen, 2004).

The unrestricted and uninhibited hedonistic freedom fulfills no real search for objective authenticity (MacCannell, 1973) but rather a post-modern existential authenticity, or a state of 'real' living (Cohen, 2004). Further, advances in technology, especially in terms of communication and the internet, allow backpackers to maintain their identity and virtually interact with the subculture through online communities, such as Facebook.com and Lonely Planet's Thorn Tree forums (Paris, 2009a; Paris, *forthcoming*). The virtual convergence of individuals' multiple networks results in a constant state of co-presence (Urry, 2002; Mascheroni, 2007). Individuals are simultaneously part of their 'home culture' and the 'road culture' of backpacking, as well as countless other cultures. This constant connectivity with 'home' may also include a stronger influence of individual personal values in day-to-day decisions while backpacking.

Backpacking has evolved over time, from drifting to the mainstream version of today (O'Reilly, 2006). Backpacking has become more institutionalized and mainstreamed simultaneously, differing from the separate but parallel institutionalization of the 'nomad of affluence' (Cohen, 1973). While the backpacker ideology has persevered (Paris, 2009a; Welk, 2004), the market has expanded so much that it is sometimes hard to differentiate between backpackers and other types of tourists (Moscardo, 2006; Wilson & Richards, 2004), let alone between the different types of backpackers. Therefore it is necessary to modify the process of examining the backpacker market, as well as profiling the individual backpacker. Sorensen (2003) conducted an ethnographical study of backpackers with the premise that backpacking is a cultural phenomenon. If backpacking is treated as a culture, cultural norms and values can be examined (Paris, 2009b). Further, individuals can be seen as having two or more cultures, the backpacking culture and the latent (Becker and Geer, 1960) and/or home cultures. These can include country of origin, age group, education level, peer groups, and

other communities and networks that the individual associate themselves with. Each individual has a 'story' (Noy, 2006; Paris, 2009c) that influences their behavior and, germane to this paper, their activity participation. This paper thus seeks to explore, simply, the relationship between the individual backpackers' personal values and the activities they participate in. This paper will show that there are not only differences in backpackers' values but that they also influence the activities that they participate in.

Backpackers have been distinguished by their demographics, motivations, behaviors, and activities. This study includes a transnational examination of backpacker values' using a modified Rokeach values survey administered through online communities of Facebook and Lonely Planet's Thorn Tree Forums. This approach provides a way of collecting data from backpackers from all over the world.

## HYPOTHETICAL MODEL

Figure 1. Depicts the hypothetical values-activity model which depicts the causal relationship between personal values and activity participation. Instrumental and end-state values (Rokeach, 1973) are both represented by two latent constructs in the model. Rokeach has proposed that personal values are hierarchical in nature. In the model this is represented by the direct causal paths from the end state value constructs to the instrumental values. Instrumental values are the modes of conduct that are perceived important. The model makes the assumption that the modes of conduct that are perceived as important are influenced by the desirable end states of existence. Activities are represented by three latent constructs which were named Cultural/Attraction, Active/Participatory, and Social activities.

The External End-State Values construct represents desired end-states of existence that are external to the person. They represent values such as World Peace and Equality. The Internal End-State construct, on the other hand, represents values that are internal to a person, including values of pleasure, happiness, and true friendship. The Societal Instrumental Values construct represents modes of conduct that are perceived important as a member of society. These include values of honesty, helpfulness, and politeness. The Personal Instrumental Values construct corresponds to values of independence, courageousness, and ambition. These values can be perceived as being important modes of conduct for personal fulfillment.

The three activities constructs each consist of activities that backpackers participate in. The three activity constructs and items are the result of an exploratory factor analysis conducted by Paris (2008). The Cultural Attraction construct represents activities that provide the opportunity for participants to experience culture of the destination they visit. These include visiting historical sites, attending cultural events, and visiting museums. The Social activity construct includes the activities that provide for social interaction for the traveler, including hanging out in hostel common rooms and sharing stories, going to the bar, and going to the night club. The Active/Participatory activity construct represents activities are much more interactive. These include activities such as participating in extreme sports and adrenalin activities, learning local language, and watching a sporting event.

Activities are influenced directly in the hypothetical model by the instrumental values constructs. The measurement variables for each latent construct are included in the results of the Confirmatory Factor analysis step of the SEM analysis presented in Table 1. The following sections outline the methods employed and the results of a two-step strategy of structural equation modeling to test the hypothetical model.

## INSTERT FIGURE 1

## RESEARCH METHODS

An electronic survey instrument was designed to gather data for this study using a self-administered online questionnaire. The survey was created and hosted on the [www.zapsurvey.com](http://www.zapsurvey.com) site. First, a domain name was created to direct individuals to the online survey. Next, a link to the survey was posted with a short message and a heading 'Backpacker Survey' on Facebook.com and Lonely Planet's Thorn Tree Forums during the first week of September 2007. On Facebook, the posts were to discussion boards within 15 backpacker specific groups which members had chosen to join, and on Lonely Planet's Thorn Tree forum, which is an online web community where travelers share information, a post was made under each of the 22 geographical regional threads. The online questionnaire was chosen because of the economic viability and the ability for participants to complete the survey while anywhere in the world. Further, the online communities are advantageous because they provide access to people who share common and specific interests, attitudes, beliefs, and values about an activity (Wright, 2005). In order to preserve the uniqueness of each individual respondent, the introduction to the survey requested that individuals only complete the survey once, even if they had received it through both online communities. A post-hoc frequency analysis was also used to discern if multiple responses came from single computers. The possibility of overlapping responses is a trade-off of administering surveys online.

Backpackers are a very mobile population, and it is difficult to collect quantitative data from backpackers outside of a specific location or region. The use of the internet allows backpackers of diverse nationalities and backgrounds to complete the survey when and where they want. Thus, it can be effective in targeting backpackers traveling around the world and backpackers that are at home. Qualitative backpacker research has been conducted through online communities including: O'Reilly (2006) use of bootsnall.com and Thorn Tree forums, and Huxley's (2004) use of Thorn Tree to solicit qualitative responses. Huxley (2004) also pointed out that this type of "virtual interviewing" had several problems including short and unreliable responses. This problem could be overcome without losing the benefit of accessibility that the on-line communities provide, by using quantitative survey design.

*Survey Instrument:* The online questionnaire was divided into two sections. The first section focused on activities that respondents participated in during their most recent trip, and the second section focused on the respondents' values.

The questionnaire was pre-tested using a convenience sample of 25 people who have been 'backpackers.' Ten of those sampled were former travel companions of the author, and fifteen were people met by the author while traveling in South East Asia and Europe between May and August 2007. Respondents were asked to give feedback on the survey, and point out any errors or points of confusion or misunderstanding. The survey was then revised before being administered on-line. Respondents' activities were measured using 23 items, which are a combination of general activities, such as 'shop' to backpacker specific activities, 'hang out in hostel community areas, share stories.' The items were adopted from previous backpacker studies (Paris, 2008; Richards & Wilson, 2004b; Speed & Harrison, 2004; Newlands, 2004; Riley, 1988; Shaffer, 2004; Teas, 1988). The items were measured using a 1-5 Likert-type scale from (1) *never* to (5) *always*. The second scale used was the Rokeach Values Scale (RVS) (Rokeach, 1973), which consists of two sets of values, instrumental and terminal. The instrumental values are modes of conduct that are socially acceptable, and the terminal values are the ultimate modes of living that are seen as desirable. The RVS was measured using a Likert-type 1-5 scale from *unimportant* to (5) *very important*. This is a modified RVS, as the original asked respondents to rank the items in order of importance, which would not work for the purpose of this study. Munson and McIntyre (1979) found that measuring the RVS with a Likert-type scale does not result in significantly less reliability of the scale.

## DATA ANALYSIS AND RESULTS

The data analysis procedure used to examine the structural relationships between the seven latent constructs is presented in this section. Next, the sample profile of the respondents of the survey briefly discussed. The results of the measurement model and structural model are then offered.

*Data Analysis:* The seven constructs of model consisted of the two exogenous constructs (Internal End-State Values and External End-State) and four endogenous constructs (Societal Instrumental Values, Personal Instrumental Values, Active/Participatory activities, Social Activities, and Cultural/Attraction activities). The proposed model was tested using EQS 6.1 software using a structural equation modeling procedure with a Maximum Likelihood (ML) method of estimation. For more on EQS, refer to Byrne (2006). A two stage testing process was adopted. The model hypothesized in this study examined the causal relationships between personal values and travel activities for which Structural Equation Modeling (SEM) technique was appropriate. For readers unfamiliar with SEM refer to Reisinger & Movondo (2006)

A total of 367 cases were used in the initial examination. Because of the self-selection sampling used, a response rate would not be meaningful. Missing data, outliers and distributions were all explored and found to be adequate for continued analysis. Maximum likelihood estimation was used for missing data, and while no serious problems were found with the missing data, 11 cases were excluded from the analysis. Maximum likelihood estimation is a powerful tool for handling missing data in SEM. All available information from all the available cases is used, and can therefore outperform more traditional strategies for handling missing data (Kline, 2005).

*Sample profile:* More of the respondents were female (57.1%), than male (42.9%), and only 11.2% were currently married. Males respondents were most prevalent in the early backpacker research (Cohen, 1972; Riley, 1988; Teas, 1988), but more recent literature suggest that there is almost an even breakdown between male and female (Loker-Murphy & Pearce, 1995; Sorensen, 2003; Uriely, Yonay, and Simchai, 2002; Slaughter 2004) or even instances where females outnumber males (Murphy, 2001). Over 63% of the respondents were between ages 21 and 30, while 15.6% were between 18 and 20, and 13.8% were over 36 years old. In general, the respondents were highly educated, with all but 9.2% having attained at least some college or university level education. Furthermore, 34.3% of the respondents possessed a 4 year degree, and 28.8% of the respondents had an advanced degree. At the time of the study nearly 35% of respondents were students, 64.6% were employed, and 11.8% were unemployed. The sample included individuals of 30 different nationalities. The four most represented nationalities were from the United States, Canada, UK, and Australia.

*CFA Model:* First, a confirmatory factor analysis (CFA) of the initial CFA model was conducted to test the relationships between the observed indicators and the seven latent constructs. All of the latent constructs were allowed to inter-correlate. A total of 40 indicator variables were used in CFA model including 11 indicators for exogenous variables and 29 indicators for endogenous variables. The results of the CFA are presented in Table 2. Model fit was then examined using absolute, parsimonious, and incremental fit indices (Kline, 2005; Reisinger & Movondo, 2006). All three types of indices indicated that the model did not adequately fit the data. A Lagrange Multiplier (LM) test was then used for model respecification. Each new parameter was added incrementally after which the LM was conducted again with the new parameter included. Several error covariants were added. Eight variables were also loaded onto more than one latent construct, which are indicated in Table 1

with (\*). Each CFA model addition was considered for both the empirical and theoretical justification. The results for the final CFA model are shown in Table 1.

#### INSTERT TABLE 1

The final CFA model resulted in better fit with chi-square=1141.05,  $df=681$ ,  $p<.0001$ . The Non-Normative fit indices (NNFI)=.919, the standard root mean square residual (SRMR), root mean square error of approximation (RMSEA)=.038 (CI from .033 to .042), and a comparative fit index(CFI)=.932. Table 2 shows the goodness of fit indices for the CFA models and the final structural model.

#### INSTERT TABLE 2

*Structural Equation Model:* The second stage of the analysis included an analysis of the hypothesized structural relationships between latent constructs. The initial structural model was found to have an adequate fit. One of the initial structural paths (External End-State Values to Personal Instrumental Values) was dropped from the model as it did not appear to represent significant causal relationship and the model fit without the construct was better. Using a Lagrange Multiplier test several new causal relationships that were not expected in the hypothetical model became apparent. These new paths were added incrementally to the structural model after being justified theoretically. The three new paths included: External End-State Values to Social Activities, Internal End-State Values to Active/Participatory Activities and Social Activities, Societal Instrumental Values to Personal Instrumental Values, and Active/Participatory Activities to Social Activities. The model-fit indices for the final structural model were similar to that of the final CFA model and show that the model represents adequate fit, with a  $\chi^2(682)=1149.44$ ,  $p<.0001$ , SRMR=.052, NNFI=.920, CFI=.929, RMSEA=.038 (CI from .033 to .042). All of the model-fit indices suggest that the model has adequate fit.

## DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

The significant relationships apparent in Figure 2 support the causal relationship between personal values and travel activity by backpackers. The model implies that personal values play a significant role in personal activity choices. An apparent hierarchical structure is present in the values of backpackers represented in the model. The Internal End-States Values construct influences both modes of conduct value constructs, and the External-End States Values construct influence the Societal Instrumental Values construct, which in turn directly influences the Personal Instrumental Values construct. This hierarchical nature of the personal values also has implications for understanding how personal values influence the types of activity participated in by backpackers.

The model suggests that the hierarchical nature of backpackers' personal values affects the activities backpackers participate in. Cultural/Attraction and Active/Participatory activities were only significantly influenced by the Personal Instrumental Values construct. Many of the items represented by the Personal Instrumental Values construct are values that are also cultural values associated with backpacker culture. These include values of independence, intellectual, courageous, and broadminded. These values could be seen as 'bridge' values important to both the 'home' and 'road' cultures. Paris and Teye

(*forthcoming*) recently found that a motivational core exists for backpackers including a motivational construct named ‘cultural knowledge.’ Using the Travel Career Pattern motivation framework (Pearce & Lee, 2005) they differentiated between fluid motivations that change throughout backpackers’ travel careers and core motivations, ‘cultural knowledge’ and relaxation, which are stationary throughout the backpackers’ travel career.

The findings of this study combined with the findings from Paris and Teye (*forthcoming*) suggest the value-motivation-activities of backpackers are linked. The combined findings suggest that a possible relationship between ‘bridge’ values such as intellectual, independence, and broadmindedness could influence backpackers to be motivated to experience other cultures, to increase personal knowledge, and to interact with local people. The model in this paper suggests that Personal Instrumental Values influence backpackers’ participation in activities like visiting historical sites, visiting museums, attending cultural events, learning local language, and participating in adventure activities.

The study also suggests that the values have a hierarchical level of development with the Personal Instrumental Values construct being influenced by directly or indirectly by the other three values constructs. This suggests that these values could be developed later as a result of more life experience both in the backpacking culture and home culture. Many events targeted towards the backpacker market are activities that fall into these categories. These findings suggest that the personal values of individuals (both backpacker and home culture) influence whether individuals participate in a particular cultural or active activity.

On the other hand, the Social Activities Construct was significantly influenced by the External and Internal End-State and Social Instrumental value constructs. The value constructs that influence the Social Activities Construct were all lower on the hierarchy than the Internal End-State values that are not as developed and basic to human nature. These included true friendship, pleasure, and happiness. These more basic values influenced the participation in social activities like visiting bars and night club and socializing in hostel common areas. Many ‘new’ backpackers have not had the experience in the backpacker culture that would lead to development more complex values represented by the Personal Instrumental Values construct. A large number of new backpackers are young people as well, who have not yet had the life experience in their home culture to fully develop more complex values. The backpacking experience has often been examined as a rite-of-passage (Noy, 2004; Noy & Cohen, 2005) for many youth, during which time individuals often experience a period of extreme personal growth and learning (Pearce & Foster, 2007). As a result many young backpackers are drawn and participate in activities that are both social (and thus safe) and more hedonistically focused. It has been suggested that even though the motivation for international travel, including backpacking, is often to experience other cultures (Paris & Teye, *forthcoming*), much of the personal benefits stem from the personal growth that occurs as a result of the demands of daily life in a foreign setting (Gmelch, 1997).

This study developed a values-activity model using SEM. The model suggests that backpackers’ personal values can significantly influence the activities that they participate in. Further, the personal values of backpackers’ are hierarchical which in turn creates a hierarchical structure for the activities that backpackers participate in. This study provides a broader examination of the mainstreamed backpacker market through the examination of personal values, as well as a transnational look at the market by collecting a sample of the mobile population through online communities. For tourism and leisure academics this study provides a theoretical basis to build off of in examining the relationship between personal values and activity participation. Future studies could use other types of values scales as well as different activities for different segments of the tourism market in order to future validate the underlying causal relationship suggested by the findings of this study. For leisure and recreation studies, the model proposed in this paper could be useful in further understanding

the influence of personal values and activity choice, particularly when looking at the effect of latent cultures. The value hierarchy and resulting influence on activity choice suggested by the findings of this study should be useful when examining activity choice of people with different life experiences.

This study can help backpacker service and product providers in understanding why certain backpackers participate in certain activities. The realization that latent cultural values separate from the backpacker values also influence backpacker's activity choices can provide a foundation for improved marketing strategies and focused. With a better understanding of the personal values of the individuals, backpacker service and product providers could gain a better sense of the types of activities the individuals might participate in. This model did not take into account the value differences of backpackers created by other variables, such as age, cultural background, education level, or previous travel experience, each of which could contribute to further development of the model.

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Table 1. Results of Confirmatory Factor Analysis .

Construct and Indicators	Means	Std. Dev.	Completely Standardized Loadings	Standardized Error variance
<i>External End states</i>				
World Peace	3.67	1.118	.657	.754
Beauty	3.48	1.130	.588	.809
Equality	3.95	1.052	.684	.809
Inner Harmony	3.78	1.052	.736	.677
Wisdom*	4.10	.948	.591	.720
Loving*	3.95	.933	.260	.743
Broad minded*	4.23	.888	.252	.743
<i>Internal End states</i>				
True Friendship	4.34	.785	.625	.781
A Complete Life	3.35	.995	.442	.887
A sense of accomplishment	4.00	.927	.551	.834
An Exciting Life*	3.79	1.020	.465	.768
Happiness	4.45	.733	.715	.699
Pleasure	3.88	.918	.514	.858
Ambitious*	3.39	1.142	.229	.797
<i>Societal Instrumental Values</i>				
Helpful	3.91	.827	.737	.676
Polite	3.90	.904	.670	.743
Honest	4.31	.801	.613	.790
Loving*	3.95	.933	.488	.743
Clean	3.29	1.083	.368	.930
Responsible	3.91	.920	.560	.828
Forgiving	3.69	.938	.736	.677
Cheerful	3.71	.961	.582	.814
<i>Personal Instrumental Values</i>				
Independent	3.93	.884	.575	.818
Intellectual	3.34	1.119	.565	.825
Imaginative	3.61	1.066	.692	.722
Logical	3.30	1.121	.573	.819
Courageous	3.37	1.048	.573	.725
Broad minded*	4.23	.888	.374	.844
Ambitious*	3.39	1.141	.461	.797
Wisdom*	4.10	.948	.185	.720
An Exciting Life*	3.79	1.020	.272	.768
<i>Cultural/Attraction</i>				
Visit Historical Sites	3.92	.905	.697	.717
Visit Café*	3.94	.939	.675	.667

Shopping*	3.09	1.137	.402	.842
Visit Museum	3.35	1.112	.898	.439
Cultural Events*	3.33	.999	.608	.766
Go to Night Club*	2.88	1.321	-.111	.573
Experience Nature*	3.39	1.027	.219	.878
<i>Social</i>				
Visit Café*	3.94	.939	.196	.717
Shopping*	3.09	1.137	.278	.842
Go to Beach	3.39	1.130	.696	.718
Go to Night Club*	2.88	1.321	.838	.573
Go to Bar	3.49	1.202	.734	.679
Hang out in hostel common area and share stories	3.56	1.288	.583	.812
<i>Active/Participatory</i>				
Cultural event*	3.33	.999	.182	.766
Experience Nature*	3.39	1.027	.414	.878
Play Sport	2.47	1.021	.748	.663
Extreme Sport/Adrenalin Activity	2.35	1.167	.653	.757
Watch Sporting event	2.24	.999	.685	.729
Learn Local Language	3.07	1.034	.375	.927

(\*) indicates measurement variables which load onto more than one of the latent variables.

Table 2. Overall Goodness of Fit comparison between models.

Model	$\chi^2$	$\Delta\chi^2$	SRMR	RMSEA	NNFI	CFI
Initial CFA Model	1622.963, <i>df</i> =719, <i>p</i> =.000		.063	.056	.834	.847
Final CFA Model	1141.05 <i>df</i> =681, <i>p</i> =.000	481.91, <i>df</i> =38, <i>p</i> <.0001	.051	.054	.919	.930
Final Structural Model	1149.44, <i>df</i> =682, <i>p</i> =.000	8.39, <i>df</i> =1, <i>p</i> >.05	.052	.038	.920	.929

Figure 1. Hypothetical Structural model.

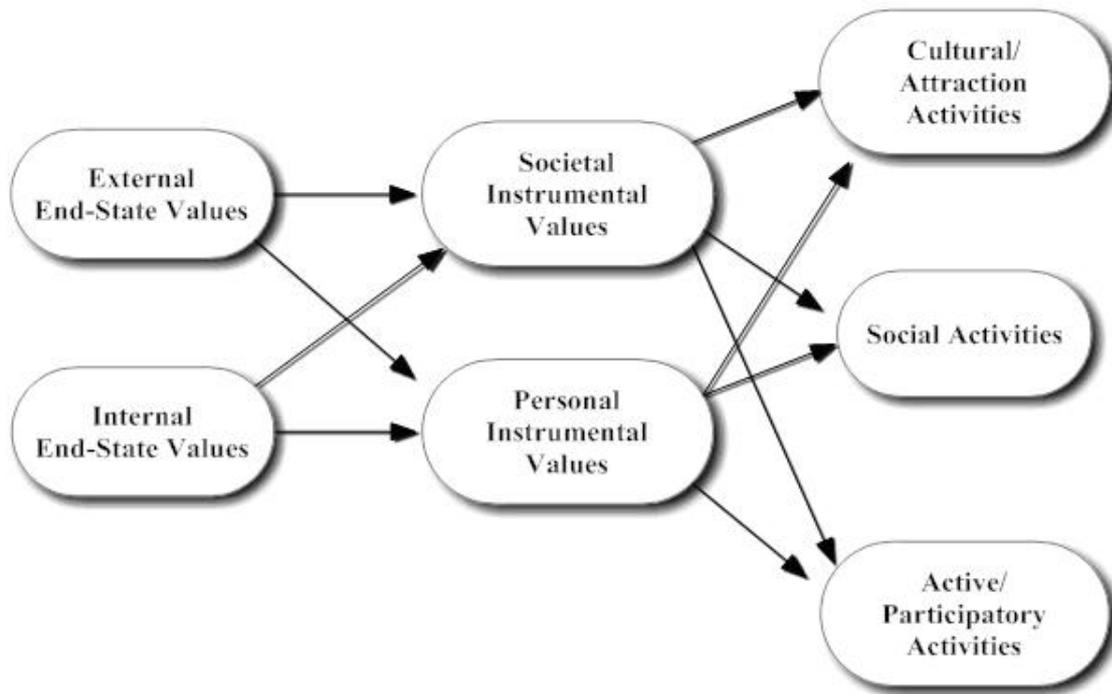


Figure 2. Construct Relationships in Final Structural Model. (\*= $p < .05$ )

