



Moderator Effect of Sensation Seeking on Camping Tourists

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Abstract. Camping has been a well-liked vacation spot since the pandemic. However, academics continue to conduct studies on camping tourism activities infrequently. Tourist motivation, leisure activities, and inclinations to return are the main topics of this study. This study aims to determine the moderating effect of tourists' sensation seeking in camping activities and the mediating effect of tourists' experiences on revisit intention. The outcome may give service providers of camping tourism useful information. Three hundred fifty individuals were selected for the study using purposive sampling. The structural equation model was chosen to measure recreation experiences in mediating the tourists' revisit intention, and sensation seeking was tested for its moderating impact on the tourists' revisit intention. The findings demonstrated that outdoor recreation experiences could mediate motivation towards revisit intention, and the sensation-seeking construct significantly moderated the relationship between variables. The impact of mentoring on revisit intention, which is influenced by gender, can be investigated further utilizing different theoretical frameworks or methods.

Keywords: Camping Tourism, Motivation, Recreational Experience, Revisit Intention, Sensation Seeking.

1 Introduction

Travelers from a variety of backgrounds can engage in outdoor activities like camping. Camping has varied terms. Camping can be considered a "wild" experience for adventurous tourists. Camping is an inexpensive family vacation activity for parents. Camping itself is defined as the practice of spending a brief amount of time in a tent, either in a campground or the outdoors [1].

Determining tourists' intention to revisit (RI) has received much interest in literature research on the tourism sector. In the tourism industry, RI is a crucial component for businesses' expansion and continued existence. Business people should, therefore, pay more attention to RI since it can lower marketing and promotion expenses [2]. Talking about RI, it is inseparable from experience. As a mediator, experience is crucial in the outdoor recreation sector. It, however, may have an impact on the company's ability to compete [3].

The decision-making process, the desire for new experiences or sensations, and the degree of personal fulfillment that comes from camping are all influenced by motivation, which is a significant factor in visitors' participation in camping activities [1]. Furthermore, thrill-seekers might help to get over the perceived risk when engaging in outdoor activity [4]. Thus, this study aims to determine the moderation impact of visitors' sensation-seeking during camping and the effect of their experiences on their inclination to return.

1.1 Outdoor Recreation Motivation

Encouraging others to behave in a particular manner is known as motivation. Walking, hiking, nature photography, wildlife observation, and amateur fishing are examples of leisure activities that can be done outdoors by both people and groups [5]. An internal force called Outdoor Recreation Motivation (ORM) influences travelers to engage in outdoor leisure activities.

According to earlier studies, learning, relaxation, and achievement can all be used to gauge motivation [6]. Achievement can be represented in physical fitness, endurance, and ability. It is the term used to describe tourists' desire to encounter and learn about nature. Meanwhile, the yearning for tranquility and a respite from the city activities and routine is known as relaxation.

1.2 Outdoor Recreation Experience

The study of leisure activities is sometimes classified as a benefit study, which examines travelers' preferences and experiences. Recreation is a person's perspective and emotions while participating in a leisure activity. Meanwhile, a person's leisure experience is the mental state that is induced by specific activities [7]. A variety of criteria, such as escapism, education, entertainment, and aesthetics, are used to quantify recreational experience [7].

1.3 Revisit Intention

The potential for travelers to return to a place is known as the revisit intention [8]. Earlier studies have proposed several RI measurements. [9] measures RI to revisit and an Intention to recommend. Other researchers measure RI by looking at factors like revisit, motivation to return, willingness to visit with others, and recommendation to others [10].

1.4 Sensation Seeking

The degree to which people enjoy searching out novel experiences is determined by a personality feature known as sensation seeking. People with high sensation seeking typically seek out experiences that provide arousal stimulation, something different from the norm, or both [4]. It has been discovered that thrill-seekers engage in adventure sports and other high-risk pursuits. Travelers with low sensation seeking tend to choose outdoor activities as a stress-reduction strategy [4].

1.5 Hypothesis

Following the objective of this study, the first hypothesis is that outdoor recreation can mediate the outdoor recreation motivation (ORM) on revisit intention (RI). Then, sensation-seeking can influence outdoor recreation motivation on outdoor recreation.

2 Methods

2.1 Measurement item

This study adopted all measurement items from previous research. Four latent variable constructs were proposed in the conceptual model and measured using 40 items. Nine items to measure outdoor recreation motivation derived from [5], [6]. The recreation experience construct was adopted from [7] using fourteen items. Three items to measure the RI construct as a dependent variable were taken from [9], [10]. The measurement of sensation seeking was adopted from [4] with eight items. Likert scale was used to measure all measurement items

2.2 Sample and Data Collection

The study's sample was drawn from visitors who camped outdoors at Taman Langit, Jamiaki Peak, and Puspa Peak. Google Forms was used to administer the survey to these tourists. After that, the survey link was sent to communities, travelers who camp, and visitors who had already been to the three locations. A total of 350 survey responses were gathered.

3 Results and Discussion

3.1 Model fit

Confirmatory Factor Analysis (CFA) was applied to assess each variable's validity and reliability. According to the computation findings, the suggested model may estimate a population covariance matrix identical to the sample data covariance matrix. The CFI value is higher than the necessary value of 0.90, as evidenced by the Cmin/DF ratio of 4.986. The RMSEA and SRMR have values of 0.108 and 0.062 (<0.08), respectively. Convergent validity and reliability of the measurement model are sufficient (>0.5 and >0.7). Every variable's local fit calculation yielded a value greater than 0.5. This suggests that the dimensions or items used to test each of the study's constructs have sufficient convergent validity.

3.2 Hypothesis testing

According to the data normalcy test results, the sample data is bivariate normally distributed since the skewness value is less than two and the kurtosis value is less than ten. The sample data set does not exhibit multicollinearity (determinant of sample

covariance matrix $197867.740 > 0$). However, bootstrapping is done because the research dataset indicates it is not multivariate normal.

The Structural Equation Model (SEM) is used in the second step of hypothesis testing. The measurement model matches the data according to the model fit test findings (CFI 0.915, GFI 0.941, RMSEA 0.099). The computation results show that ORM has a 31% influence on ORE, with a positive effect (0.310; CI95%=0.187;0.444.p=0.000). Furthermore, RI is positively impacted by motivation for outdoor activities (0.345; CI95%=0.137;0.530.p=0.003). Although ORE has a 45.9% effect on RI, it has a positive effect on RI (0.459; CI95%=0.267; 0.598.p=0.002). Additionally, a bootstrap test of the mediation effect yielded 21.7% (0.217; CI95%=0.106; 0.392.p=0.001). This indicates that ORE can entirely mediate ORM on RI.

The moderating impact of sensation seeking on the link between ORM and ORE is investigated in the third stage. According to the computation results, the model does not match the data ($cmin / df = 21.768$, RMSEA 0.246; GFI 0.935, CFI 0.712). Therefore, it is impossible to extrapolate the estimation results to the entire population. The findings of the interaction regression coefficient test provide an estimate of 0.10 with a significance level of 0.046. Spotlight analysis calculations revealed that, at a significance level of 0.002, the association between ORM and ORE only had a positive influence at high sensation-seeking levels (0.230).

3.3 Discussion

Data analysis showed that ORM was formed based on education, learning, and achievement features. This implies that tourists who camp for fun are driven to evaluate their capacity to preserve their fitness and well-being (achievement). This is the most common motivator when it comes to creating ORM.

Experiences, especially educational ones, are provided to tourists through camping and other outdoor recreation activities. Through education, guests learn new camping skills and knowledge, such as how to set up campfires and build tents. This education is the primary factor that has contributed to the growth of ORE

Vacationers strongly desire to return to camping locations and recommend them to others. This suggests that visitor experiences while camping are favorable. The study's findings are consistent with earlier studies showing that ORE can modulate the impact of ORM on RI [8] and that ORM has a beneficial effect on RI [11]. This indicates that tourists are motivated to engage in outdoor activities, particularly camping and that the experiences they have while doing so offer a satisfying and unforgettable experience, particularly in terms of education, making them want to return to camping tourist destinations and recommend the place to others.

Only five of the eight dimensions [4] can moderate the influence of ORM on ORE, which leads to some intriguing results on the moderating role of sensation seeking. The magnitude of ORM's effect on ORE is 0.230 at high sensation seeking, indicating that ORM does not affect ORE, even though overall sensation seeking can attenuate the impact of ORM on ORE.

4 Conclusion

The data processing results showed that ORE may completely mitigate the impact of ORM on RI. This demonstrates that tourists are encouraged to engage in outdoor activities, particularly camping, to pass the time when they have spare time. The wonderful experience that camping offers visitors makes them want to return and suggest it to others. Furthermore, at high sensation-seeking levels, Sensation Seeking can mitigate the extent of ORM's impact on ORE.

There are a number of restrictions on this study. Future study is intended to not be restricted to a single activity because the research sample is restricted to camping activities only, although being conducted by multiple research objects. Future studies can examine sensation seeking in various outdoor leisure activities and use different analysis methodologies to discuss or include visitor gender aspects as moderating variables.

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