

A Study on Relationship between Leisure Motivation and Leisure Attitude of a Hospitality Industry Member

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Abstract

The purpose of this study is to present a plan for organization management by suggesting the need of a hotel industry member's leisure to a hotel manager through the empirical analysis of the relationship between a hotel industry member's leisure motivation, leisure attitude, and psychological well-being.

To this end, this study conducted a survey targeting the members working at the five-star hotels located in Seoul and Busan from June 10 until June 30, 2017, and conducted confirmatory factor analysis and path analysis using 312 questionnaires exclusive of 38 questionnaires, which had a large number of missing values, or unfaithful responses, among the 350 copies of questionnaire in all as the final analysis materials of this study. As a result of the analysis, first, leisure motivation was found to have a partially significant influence on leisure attitude

Keywords: *Leisure Motivation, Leisure Attitude*

1. Introduction

Lately, with the people's tendency to put emphasis on sensibility and experience growing stronger, it is necessary to commit oneself to one's proper duty as a career person by forming social relations by relieving stress due to business and through self-improvement. For a hotel member to provide high-class service, how to wisely release stress occurring in the process of usual job performance for keeping up a sound state of mind and body in everything is becoming important, a scholar [1] is presenting that one of these solutions is to participate in leisure activity. Generally, service industry has comparatively high reliance on personnel service, so (the success of) the hotel industry is the place where courteous service is much required in comparison with other service industries; in addition, a member's offering of high-class service to a customer is directly linked to corporate sales, so a member's reduction in stress needs to be preceded before all. As mentioned before, a member's participation in leisure activity is introduced as a thing which leads a member into his/her life satisfaction, not to mention reduction in stress, and also makes a great contribution to the increase in sales of hotel business by providing high-quality service to a customer [2].

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2. Theoretical background

2.1. Leisure motivation

Leisure motivation refers to a conscious, or unconscious reason for an individual’s preference for, choice of, and coming to participate in a certain leisure activity before leisure experience. To do leisure activity, there is a need for a stimulus to it, and perception of leisure motivation, as the result of the variously mixed stimuli, belongs to the preparatory step for leisure activity away from time & economic constraints once leisure activity is stimulated by intrinsic motives(psychological, intellectual, physical factors), or extrinsic motives(positional & reference group factors) [3].

2.2. Leisure attitude

An attitude refers to an individual’s favorable & unfavorable state which could an impact on a certain object’s behavior [4]. The leisure attitude is a factor affecting leisure activity participants, and the definition of a leisure attitude is presented variously according to social psychologists and the research purpose.

A leisure attitude, as a feeling towards what is good, or what is not favorable an individual has about the leisure obtained through the leisure experience by experiencing it already, is defined as an intrinsic state which responds by the experiential knowledge or a belief about leisure [5, 6].

3. Research method

3.1. Measurement item

This study deducted the measurement items about leisure motivation and leisure attitude based on the preceding researches below.

Table.1. Deduction of measurement items

A Construct	Sub Factor	Number of Items	Researcher	Scale
Leisure Motivation	Efficacy	6	Beard & Ragheb(1983),	5-point Likert scale
	Stress reduction	4	Vallerand & Bissonnett(1992),	
	Routine	3	Ha, Sook-rye(2013)	
Leisure attitude	Mental attitude	7	Won, Mi-ok(2004),Kang,	5-point Likert scale
	Behavioral attitude	4	Byeong-il(2010), Ha, Sook-rye(2013)	

3.2. Hypothesis Setting

[7] maintains that the leisure motivation of a sports activity participant has a statistically significant influence on leisure attitude in intrinsic motives and extrinsic motives excluding non-motivation. [8] presented that an adolescent’s participation motives in wind-surfing has a

significant positive(+)influence on leisure attitude. Such a perspective is also revealed through [9]'s research, and in the consideration about the affective domain of leisure sports participation, it is found that the participant's behavior continues as long as a participant feels intrinsic motives, i.e. a thrill from the activity as it is pleasant and intriguing. Accordingly, this study set up hypotheses as follows:

Hypothesis 1(H1): As a hotel industry member's leisure motivation is getting higher, the member's leisure attitude will be under the significant influence.

3.3. Verification method of hypotheses

After implementing Coding of the collected materials, this study conducted frequency analysis, factor analysis, reliability analysis and correlation analysis using SPSS 20.0 statistical program, and then also conducted confirmatory factor analysis and path analysis using AMOS 18.0 to verify hypotheses.

3.4. Survey design

After designing the questionnaire prepared on the basis of the existing preceding researches, this study conducted a survey of the workers involved in the representative five-star hotels in Seoul and Busan from April 10 until April 30, 2017. For the questionnaire preparation method, this study explained the purpose of the survey to the respondents, and then and got them to prepare the questionnaire in the self-administered method. As a result, 325 questionnaires out of the distributed 340 copies in total were collected, and this study used 312 copies for final analysis excluding 13 copies whose replies to the survey were found to be unfaithful.

4. Empirical analysis result

4.1. Confirmatory factor analysis

For reliability & validity verification of the research model of this study, this study conducted exploratory factor analysis using SPSS 22.0 first; as a result, final 6 factors were deducted. In addition, this study conducted confirmatory factor analysis by integrating exogenous variables and endogenous variables.

4.2. Verification of hypotheses

To verify the hypotheses of this study, this study conducted covariance structure model analysis using AMOS 18.0. To verify the goodness-of-fit by significance of the coefficient which is deducted through the covariance structure model analysis, all parameters are estimated through maximum likelihood estimation, so it is necessary to examine whether a problem, which arises in the estimation process, comes about such as whether there exists a negative value in error variance; whether there exists a bigger value than 1 in correlation coefficient; whether correlation is approaching 1; whether there is much too small, or much too big a value among factor loading; whether there exists much too big value in standard error, etc. [10].

Generally, the index evaluating the goodness of model fit also evaluates the value of χ^2 , GFI, AGFI, RMR, RMSEA, CFI, NFI together, and the standard based on χ^2 value evaluates a model as a good model when p value is more than 0.05; when the value of GFI, AGFI(>0.8), CFI, NFI is more than 0.9, and when the value of RMR & RMSEA is on the section from

0.05 to 0.08, and evaluate a model as an allowable model when the value of RMR & RMSEA is on the section from 0.08 to 1.00. (Lee, Soon-mook, 1990; Ryu, Dong-keun & Seo, Seung-won, 2009). The χ^2 value of this research model comes out as 338.508(df=227, p=0.00), GFI=0.922, AGFI=0.896, RMR=0.029, CFI=0.966, and NFI=0.905, so the χ^2 value and goodness of model fit are judged as an acceptable level by and large.

As a result of verifying this research model, the leisure motivation of a hotel industry member was found to have a partially significant influence on leisure attitude

Table 2. Structure model Hypothesis verification result summary

Hypothesis	Path Relationship	Standardization Coefficient	S.E.	C.R.	Hypothesis adoption
H1-1-1	efficacy → mental attitude	0.070	0.078	0.785	dismissal
H1-1-2	efficacy → behavioral attitude	0.117	0.106	1.025	dismissal
H1-2-1	stress reduction → mental attitude	0.671	0.081	7.165***	adoption
H1-2-2	stress reduction → behavioral attitude	0.405	0.102	3.684***	adoption
H1-3-1	breakaway from the routine → mental attitude	-0.132	0.070	-1.793	dismissal
H1-3-2	breakaway from the routine → behavioral attitude	0.121	0.094	1.316	dismissal

* p<0.05, ** p<0.01, *** p<0.001

5. Conclusion

The purpose of this study is to inquire into the influence of leisure motivation on leisure attitude targeting the hotel industry members- hotel employees. This study implemented empirical analysis by deducting the concept of a measurement variable, and measurement items through the examination of the preceding researches; the study results are summed up as follows:

First, as a result of conducting confirmatory factor analysis of the deducted factors through exploratory factor analysis by combining the exogenous variable and endogenous variables, the deducted factors were found to secure construct validity in the light of Composite Construct Reliability(CCR) and Average Variance Extracted(AVE), and taking the correlation coefficient, etc. into account, it is judged that they have discrimination validity.

Second, as a result of empirically verifying what influence of leisure motivation, which hotel industry members can feel through leisure activity experience, has on leisure attitude, only stress reduction motives were found to have a positive(+)influence leisure attitude, but efficacy & breakaway motives were found not to have a significant influence on leisure attitude. In other words, this result partially supports the research by [8], and [9] presenting that as leisure motivation is growing higher, leisure attitude comes to be under positive(+) influence.

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