

Accepted Manuscript

Title: Lessening travelers' motivating behavior for a growing phenomenon in Taiwan by an advanced hybrid object-oriented hierarchical model

Authors: Ching-Hsue Cheng, You-Shyang Chen, Arun Kumar Sangaiah, Jieh-Ren Chang, Ting-Yu Wang



PII: S1877-7503(17)30983-3
DOI: <https://doi.org/10.1016/j.jocs.2018.01.009>
Reference: JOCS 827

To appear in:

Received date: 3-9-2017
Revised date: 25-12-2017
Accepted date: 30-1-2018

Please cite this article as: Ching-Hsue Cheng, You-Shyang Chen, Arun Kumar Sangaiah, Jieh-Ren Chang, Ting-Yu Wang, Lessening travelers' motivating behavior for a growing phenomenon in Taiwan by an advanced hybrid object-oriented hierarchical model, Journal of Computational Science <https://doi.org/10.1016/j.jocs.2018.01.009>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Lessoning travelers' motivating behavior for a growing phenomenon in Taiwan by an advanced hybrid object-oriented hierarchical model

Ching-Hsue Cheng¹, You-Shyang Chen^{2,*}, Arun Kumar Sangaiah³, Jieh-Ren Chang⁴ ,

Ting-Yu Wang¹

¹Department of Information Management,
National Yunlin University of Science and Technology,
123, University Rd., Section 3, Douliou, Yunlin 640, Taiwan (R.O.C.)

²Department of Information Management,
Hwa Hsia University of Technology,
111, Gongzhuan Rd., Zhonghe Dist., New Taipei City 235, Taiwan (R.O.C.)

³School of Computing Science and Engineering,
VIT University,
Vellore-632014, India

⁴Department of Electronic Engineering,
National Ilan University,
No.1, Sec. 1, Shennong Rd., Yilan City, Yilan County 260, Taiwan (R.O.C.)

Abstract

Although past studies have discussed related motivations of tourism, tourists' interviews and experts' questionnaires are rarely lessoned to explore the factors formulation of related factors in travel motivation from different perspectives of personal values. This study contributes application values on the computational intelligence paradigms in online social networks for views of personal values. This study proposes an object-oriented hierarchical model of portrait value questionnaire (PVQ) with laddering interview technique, advanced means-end chain and interpretive structural modeling methods for such an issue to contribute application values to bridge this gap on the tourism research. Forty-eight respondents and three experts provide useful information in an empirical case study. Conclusively, the empirical results show that people with an Openness to change personality seek to *new, enjoyable, and funny life*, and those with a Conservative personality seek to *secure surroundings and polite behaves properly*.

Keywords: travel motivation; laddering interview; Means-End Chain (MEC); Portrait Value Questionnaire (PVQ); Interpretive Structural Modeling (ISM).

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات