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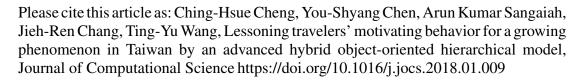
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Lessoning travelers' motivating behavior for a growing phenomenon in Taiwan by an advanced hybrid object-oriented hierarchical model

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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).

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