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Can a visit to a Simulated Tourism Environment substitute the impulse to travel and experience the 'real thing'?

The Case of The World Showcase at Disney's EPCOT

Éilis Gillespie

Project submitted as partial requirement for the conferral of

Master in Tourism Development & Culture

Supervisor:

Prof. Maria Conceição Santos, ISCTE Business School, Marketing, Operations and General
Management

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Dr. Julian Zarb, Institute for Tourism, Travel & Culture, L-Università ta' Malta

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Dedication & Acknowledgements

This thesis would not have been made possible without the guidance and advice of my supervisor, Professor Maria Conceição. Thank you for your availability to supervise this thesis and for all the patient support and advice over the past few months. I would also like to express my sincere gratitude to my second advisor from The University of Malta, Dr. Julian Zarb for the thought comments and recommendations on this dissertation. A debt of gratitude is also owed to Professor Graça Trindade who guided me on the statistical data. All three of these people were incredibly invested in the production of my thesis and their kind and encouraging words, instilled in me the confidence and determination needed to complete this thesis.

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Abstract

This study aims to investigate the relationship between travel constraints, travel motivations and existential authenticity on the intention to accept a simulated tourism environment as a substitute for real travel. This is a pertinent line of research given the fact that tourism environments, experiences, and destinations are increasingly being simulated, thus the need for research on the subject will no doubt gain traction as we move into the future.

A unique questionnaire was designed and submitted to a convenient sample of 210 past visitors to Disney's World Showcase at EPCOT in Orlando, Florida. In the estimation of the proposed model, mediation effects were found, with significant positive and negative relationships, between the travel constraints, and the dependent variables (1) the intention to visit the real places (Y1) or (2) the intention to accept the World Showcase as a substitute for real travel (Y2), when the mediating variables are the travel motivations.

Interaction effects were also detected between certain travel motivations and (1) the intention to visit the real places (Y1) or (2) the intention to accept the World Showcase as a substitute for real travel (Y2), when the moderator is the perception of existential authenticity during their visit to EPCOT. Those who possess strong perceptions of existential authenticity during their visit, were less likely to want to visit the real places/landmarks - however, on the whole, it is not supported that these simulated tourism experiences could spoil or even substitute a trip overseas.

Keywords: Simulated Tourism Environments, Disney's EPCOT, Visit Intention, Existential Authenticity, Travel Constraints, Travel Motivations.

JEL classification: Z32- Tourism and Development, M31- Marketing.

Resumo

Este estudo visa investigar a influência das restrições e motivações para se viajar bem como da percepção de autenticidade, na intenção de aceitar um ambiente de turismo simulado como um substituto de uma viagem ao local real. Tem vindo a crescer a oferta de simulação de experiências e de destinos reais turísticos, pelo que esta via de pesquisa precisa de se aprofundar.

Um questionário exclusivo foi elaborado e enviado a uma amostra por conveniência de 210 visitantes do Disney's World Showcase no EPCOT em Orlando, Flórida. Na estimação do modelo proposto, foram encontrados efeitos de mediação, com relações positivas e negativas significativas, entre as restrições para se viajar e as variáveis dependentes (1) intenção de se visitar os lugares reais (Y1) ou (2) a intenção de aceitar o World Showcase como um substituto da viagem real (Y2), quando as motivações para se viajar são as variáveis mediadoras.

Este estudo revela, também, efeitos de interação entre certas motivações para se viajar e (1) a intenção de aceitar ou não o World Showcase como um substituto para a viagem real (Y2), quando a variável moderadora é a percepção de autenticidade durante uma visita simulada ao EPCOT. Aqueles que possuem fortes percepções de existência de autenticidade durante a sua visita ao EPCOT, são menos propensos a querer visitar os locais / monumentos reais. No entanto, em geral este estudo não suporta a hipótese de que ambientes de turismo simulados possam substituir uma viagem ao local real.

Palavras-chave: Ambientes de Turismo Simulados, Disney's EPCOT, Intenção de Visita, Percepção de existência de autenticidade, Restrições para se viajar, Motivações para se viajar.

Classificação JEL: Z32- Turismo e Desenvolvimento, M31- Marketing.

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I. Introduction

The subject of this thesis is the potential for simulated tourism environments to substitute real travel. The context industry that will be used to measure this subject and apply the analysis is a sub-branch of theme parks that replicate the architecture, culture, environment, and atmosphere of a foreign place. The Japanese have created the term 'Gaikaku Mura' (Hendry 2000) or 'foreign villages' to describe such theme parks, however, in English, Wong and Cheung (1999) have coined the term 'International Theme Parks' to differentiate between regular theme parks and those that possess their own unique set of cultural attributes such as international villages and miniature replicas. Indeed, the unique selling point of such parks is that they offer guests the opportunity to visit simulations and replicas of famous overseas landmarks, vernacular architecture, and even entire countries wherein they can experience foreign sceneries and cultures without having to leave their home soil. Examples of such International theme parks can be increasingly found dotted across the globe. The World Showcase at Disney's EPCOT in Florida is one such international theme park attraction which will serve as the study's setting, as it features well-known landmarks that strive to convey authenticity and realism to their guests (Milman, 2013).

The inspiration for this thesis comes from two different sources: one experiential and other academic. During a visit to EPCOT's World Showcase in 2018, I overheard an American man saying that he no longer needed to visit countries such as France, Italy, or Germany as he has already experienced these countries countless times at the World Showcase. This clearly was not an isolated incident as Houston and Meamber (2011, p.181) in their study also claim to have witnessed some nearby guests declaring that by "travelling around the world at EPCOT's World Showcase, it would no longer be necessary to actually travel around the (real) world". Likewise, Mintz (1998) drew parallels between travelling around the world at EPCOT and many Americans' one trip of a lifetime package tour to Europe. In fact, Forrester and Singh boldly opined that "tourists no longer have to visit the pyramids in Egypt when they can stay in one in Las Vegas, complete with its own Sphinx" (Forrester & Singh, 2005, p.70). Waysdorf and Rejinders (2018, p. 175) contest that theme parks' success can ultimately be attributed to a "preference for simulation, safety and entertainment over the 'real' experience of landscapes and environments".

1.1 Context of the subject

However, there are some who do not share these sentiments as many authors maintain that simulated tourism environments may actually increase users' desire to visit the real site (Dewailly; 1999, Refsland et al.;2000). Richards (2018), for example, attests that theme parks have always been associated with the promotion of travel to the countries represented. This is in accordance with Moscardo and Pearce (1986) and Clavé (2007) who posit these kinds of theme parks as facilitators of cultural promotion that reinforce the cultural interest of guests. In light of these two conflicting theories, this thesis will endeavour to test which assertion is in fact true and raise the important and fascinating question of whether so-called International Theme Parks will ever be accepted as substitutes for the real experience. In fact, Tan and Huang (2020) in their study, suggest that considering whether theme parks would lower visitor's interest in touring the imitated countries would be an interesting, and (as of yet) unexplored, future line of study. Indeed, Dewailly (1999, p. 54) has also put forward this question for future researchers: "would an individual believe that s/he has seen enough of a tourist site by 'visiting it' in simulation, or does a visit to a simulated tourism environment provide further incentive to go to the site in question so as to enjoy fully its richness?"

In 1998, Mintz predicted that simulated environments are nothing less than the start of a process of replacing reality with "substitution". As such, the subject of this thesis will revolve around the notion of substitution in relation to so called International Theme Parks.

This is indeed a timely line of research given Forrester and Singh's assertion that tourism environments, experiences, and destinations are increasingly being simulated, thus it is plausible that demand for these environments will gain even more traction as we move into the future. Indeed, given the precarious position that world travel finds itself in today and the increase in so-called staycations (i.e., travel limited to one's own country), it would not be improbable to suggest that simulated environments which replicate more foreign or exotic world destinations will gain even more relevance and popularity as we move forward into the future, especially in regard to tourism and recreation opportunities. As such, exploring guests' perceptions of EPCOT's World Showcase may help to shed light on what it is that make simulated environments so compelling.

1.2 Research questions and goals

The research questions raised in this study are focused on the existing gaps in the literature surrounding this subject and are as follows:

"Do simulated tourism environments substitute the impulse to travel overseas or do they inspire guests to travel and experience the 'real thing'?"

In other words, can a visit to a simulated tourism environment, discourage people from visiting the replicated destination, just because they have already experienced it in simulation, and "know" what it is like to be there? Or does it inspire them to travel further and experience the 'real thing'? As such, this study aims to investigate the relationship between simulated environments and travel intention, especially whether simulated environments could really be proven to be a substitute for a visit to the real place/monument overseas. Following this line of thought, the sub-questions are as follows:

- Can an International theme park still evoke similar insights, emotions, and sense of connection as the real thing?
- Can the 'real' compete with the artificially enhanced?

Furthermore, the research goals are as follows:

- To explore the variables that may predict guests' intention to travel to experience the real thing.
- To explore the variables that may mediate guest's acceptance of a simulated tourism environment as a substitute for travel to the real places/monuments.
- To explore the variables that may moderate guest's level of existential authenticity perception at a simulated tourism environment.

Moreover, in light of the fact that International theme parks contain simulations of famous foreign landmarks and replicate the culture, atmosphere and architecture of a foreign place, this thesis explores how guest's perceived travel constraints in relation to travelling abroad, as well as their travel motivations, affect their existential authenticity assessment of such parks, and how these constructs in turn affect their behavioural intention i.e., their likelihood to accept a simulated tourism environment as a substitution versus their likelihood of travelling overseas to experience the real place/monument in question.

1.3 Thesis structure

The thesis will firstly present a literature overview, so that we may better understand the context of the theme, the importance of the study, and the existing gaps in the literature review. Before presenting the results, the conceptual model designed for the study as well as the methodology used will be presented and explained. This will be followed by a chapter on data analysis comprising of an exploratory factor analysis, estimations, as well as the validation (or not) of the hypotheses. Finally, the thesis will conclude with a conclusion chapter on results and discussion, research limitations, and recommendations for future research and suggestions for the industry.

II. Literature Review

This chapter is broken up into 3 main topics:

- Simulated Environments
- Simulated Experience Perception
- Travel Motivations and Constraints

The first will contain a brief introduction to the concept of simulated tourism environments as well as a further sub chapter which will explore the meagre literature on International theme parks. This will then be followed by a subsequent sub chapter on the characterization of the study setting.

In conceptualising tourist's perceptions of a simulated tourism environment there are important concepts to consider: hyper-reality, substitutability, and authenticity. These will comprise the second chapter titled Simulated Experience perception.

Lastly, the third chapter will strive to highlight the state of the art in relation to tourist's travel motivations and constraints.

The concepts explored in the literature review will help to uncover a framework for determining whether or not visits to simulated tourism environments can in fact be substituted for 'real travel'?

2.1 Simulated Environments

A simulated environment is what Edensor (2001, p.67) characterizes as a purified space, "where strict environmental and aesthetic monitoring produces a landscape encoded with clear visual cues and codes. A limited range of mediatized motifs or a few key exoticisms are featured which, like many commodity landscapes, promise infinite variety and difference while delivering a controlled, stereotyped otherness." Forrester (2005, p.72) describes such environments in much simpler terms as a "fabricated natural environment, without having to confront the challenges and dangers of actual encounters." Moreover, he asserts that the following are characteristics of a simulated tourism environments: 1. Accessibility, 2. Ecology, 3. Controllability, and 4. Commercialization.

Simulated environments and replications are by no means a new phenomenon. In the 19th century, Archaeological sites were often replicated for public exhibition (Hughes, 2021). Moreover, aquariums and zoos have been around for nearly 200 years and are perhaps the first examples of human-made environments designed to replicate other habitats and

conditions. This trend for replications of faraway places has continued to grow into the 21st century as we see a proliferation of such replica experiences within tourism, services, retail, and management while the Pyramids of Giza, Statue of Liberty and Eiffel Tower, are among the many tourist attractions that have countless replicas around the world (Sarial-Abi et al., 2020)

Despite the ubiquity of simulated and replica tourism experiences, tourism research is for the most part silent on what these experiences are, and what motivates tourists to visit and enjoy them. Despite the paucity of literature on the subject, Merin (2001, p.88) describes simulated environments as possessing "a remarkable hold over the hearts and minds of humanity – as having the capacity to assume for us the force of that which it represents, threatening in the process the very distinction of original and image". Oberly (2003) is in accordance with this as he asserts that "the simulation is characterized by a blending of 'reality' and representation, where there is no clear indication of where the former stops and the latter begins", oftentimes to the detriment of the real.

This begs the question of: can a simulated tourism experience be constituted as real tourism? The United Nations World Tourism Organization (UNWTO) defines tourism as "activities of persons traveling to and staying in places outside their usual environment; not more than one consecutive year for leisure, business, and other purposes." As such it can be argued that a simulated tourism environment is indeed tourism, as unlike virtual reality, they must travel to the physical location and avail of resources made available to tourists. In the case of International theme parks, Mintz (1998, p.51) describes the activity within such environments as "tours within tours. i.e., the tourist travels to the park to travel within the park". He then goes on to argue that in a visit to The World Showcase at EPCOT "one travels to the park, then travels within the park by cable car, boat, monorail, etc., to reach specific destinations, and then "rides" each attraction, by transport which is either entertainment in its own right or means of locomotion through an exhibit." In light of these considerations, it cannot be denied that simulated tourism environments present a special case of tourism and as such can perhaps be described as alternative tourism.

2.1.1 International theme parks contextualization

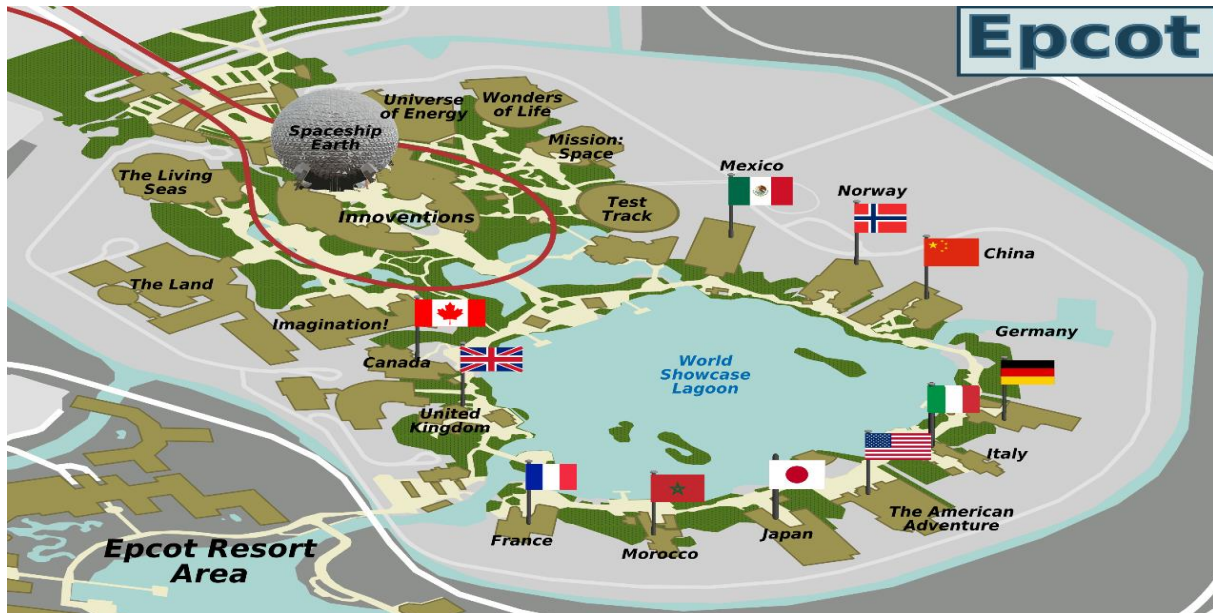
Perhaps one of the earliest 'International theme parks' and a precursor to the World Showcase at EPCOT was the British Empire Exhibition in Wembley between the years 1924 and 1925. Clendenning (2006, p.80) described it as "part trade fair and part theme park" wherein each colony was allocated its own distinct pavilion whose purpose was to reflect local culture and architecture. As Stephen (2009, p.111) asserts, "Much of the Empire went on display at Wembley Park, but it had to be, of necessity, reduced to a 'taster-sized version'." The Malta pavilion for example, was modelled after one of the Mediterranean island's most distinctive landmarks, the Fort St. Angelo which was 3 stories high and had gardens within. Elsewhere, the West African pavilion looked like an Arab fort and the Burmese pavilion a temple, while in the Indian pavilion made up of towers and domes contained a restaurant serving food made by Indian cooks (Stephens, 2009).

Not only do International theme parks continue to grow, but they also continue to attract tourists (Duan et al, 2019). Oakes (1998), in particular charts the rise of theme parks based on miniaturised replications of the world, whereby the world is shrunk and placed at the doorsteps of China's cities, for the then visa-challenged Chinese citizens of the late 90s. Indeed, these international theme parks are particularly popular in Asia. For instance, in Japan alone you will find Canadian world, Glucks Konigreich (Germany), Marine Park Nixe (Denmark), Tazawako Swiss village, Roshia-mura (Russia), Parque Espana, and Huis Ten Bosch (Holland), to name but a few. The proliferation of such theme parks is likely due to the fact that Asian people consider a theme park a good way to 'visit' a foreign country (Hendry, 2000).

2.1.2 Characterization of the study setting: The World Showcase at Disney's EPCOT.

"The whole idea of exploring 11 different cultures for less than the price of a plane ticket is pretty tempting."¹

-Guest testimony



This thesis will be focusing on an American International theme park, namely The World Showcase at Disney's EPCOT Theme Park in Florida, America. EPCOT, which is an acronym for Experimental Prototype Community of Tomorrow, was conceived by Walt Disney to become a sort of permanent World fair. With an attendance of 12.44 million in 2019, it is ranked the 3rd most visited theme park in North America, just behind Disney World's Magic Kingdom and Disneyland in California². EPCOT was opened in 1982 on a 260-acre site in Central Florida (McDaniel, 2005). The World Showcase features 11 country pavilions (Fig.6 Annex):

- | | | |
|------------|------------|------------|
| 1. Mexico | 5. Italy | 9. France |
| 2. Norway | 6. America | 10. UK |
| 3. China | 7. Japan | 11. Canada |
| 4. Germany | 8. Morocco | |

¹ [NEWSFLASH: There are More Reasons to Visit Norway Pavilion at Epcot than Frozen - ThemeParkHipster](#): accessed 15th August 2021

² [Epcot Walt Disney World Florida attendance 2019 | Statista](#): accessed 12th July 2021

These pavilions offer a staged authenticity experience through the mediums of "architecture, landscaping, food and beverage, merchandise, rides, shows, music and even accents of the employees, originally from the respective countries featured in the pavilions" (Milman, 2013, p.75). Visitors are essentially cast in the role of tourists as they "experience a variety of the world's cultures in a leisurely, safe, and far less expensive environment than reality itself" (Dewailly, 1999, p.46). Houston (2011, p. 179) describes it as a "world of stereotypes grounded in carefully screened native employees, scaled-down architectural replicas, and culture-bound retail merchandise and dining experiences complemented by live cultural performances". Figures 1, 2 and 3 in annex D show streetscapes from the replications of Italy, France, and Morocco, respectively, while Figures 4, 5 and 6 show replicas of famous landmarks such as the Stave Church in Norway, China's Terracotta Warriors and Mexico's Chichén Itzá.

The pavilions encircling this park endeavour to offer its guests representations that can be construed as culturally authentic within the broader hyperreality of a simulated tourism environment (Evans, 2018). Indeed, according to Sheppard (2016, p.68), it was the "contemporary experience of tourism that provided the overriding logic of authenticity which guided Disney Imagineers in their design approach to EPCOT's World Showcase". The fact that the Morocco pavilion is sponsored and designed by King Hassan II of Morocco who sent his royal craftsmen to build the entire pavilion, designing and create the many mosaics tile work, carvings, and paintings, adds a further level of authenticity rarely obtainable in a staged environment.

The only other pavilion that was ever involved in a sponsorship deal was the Norwegian pavilion. The Norwegian government began sponsoring the pavilion when it opened in 1988 as they believed it was a good promotional tool. They created the Maelstrom ride which was intended to resemble a travelogue to increase tourism to the actual country. There was even a tour desk situated outside the ride to encourage Americans to travel there for themselves. In the opening year, there were, on average, 150 requests per week from guests interested in travelling to Norway. Moreover, during the first year of operation, tourism increased by 500% to 700% from the previous year. However, after the global success of the Disney animated movie Frozen set in Norway in 2014, visits from Americans surged by 37% within a few months. As a result Norway, no longer felt the need to invest any more money in the pavilion. Since then, Disney have made plans to transform the Norway pavilion into "Arendelle", the fictional Norwegian village from the Frozen movies. As a result, the purpose of the World Showcase has now been refocused to flog a Disney brand rather than educate visitors about

other nations. With Norway soon to be more about cartoons than true Norwegian culture, this will no doubt unrealistically shape people's image of the real country and lead to tourists visiting Norway for purely fantastical reasons.

EPCOT's promotional literature defined the World Showcase as "a tribute to tourism, giving visitors a taste of the experience of travelling to different countries, seeing recognisable vernacular architecture, and sampling exotic products (Sheppard, 2016, p.68). Disney's imagineers essentially mapped out the "topography of identities, belongings, memories, places, practices, and discourses", that tourists usually experience when they travel (Castaneda, 1996, p.260). This oftentimes resulted in a "deliberate blurring of time and space so that each pavilion resonated with images already established in the minds of visitors" (Sheppard, 2016, p.68). Sheppard in his article, highlights a publication authorized by Disney in 1982 which illustrated why The World Showcase appealed to visitors, asking "are you in Paris? Yes. Are you in the rest of France, known collectively as the provinces? Yes again. EPCOT has given you a little both of both (p. 68)." He then goes on to argue that "guests coming to the park want to see preconceived ideas of the world as opposed to factual realities." (p.69)

Quoting Tom Gilleon, an illustrator who worked on the development of the World Showcase, Sheppard attributes the "long-term success of EPCOT and the fact that the World Showcase pavilions have remained largely unchanged in their general design since the theme park's opening" to the fact that "Imagineers were largely successful in creating national pavilions that passed the tourist's test of recognizable authenticity" (p.69). At the park's opening in 1982, a Canadian newspaper travel reporter, whose own country Canada is represented, described the pavilions as "so very realistic that they almost have you convinced that you have crossed oceans to get here" (Sheppard 2016, p. 69).

This is backed up by Houston & Meamber (2011) who assert that guests not only perceived The World Showcase as authentic but also acknowledged the park as a satisfactory cultural proxy for visiting the real places and landmarks. Interestingly in a study by Milman (2013) respondents were asked if they had in fact travelled to any of the countries replicated at EPCOT's World Showcase. Results showed that just under half (47%) had never visited any of the countries replicated. Yet another point of note is that according to statistics³, the surprising reality is that EPCOT is the 17th most visited tourist attraction in the world, while the Eiffel tower lags behind in 38th place, meaning more people

³ [The 50 Most Visited Tourist Attractions in the World | Visually](#) accessed: 26th Feb 2021

have visited the replica of the Eiffel Tower at the World Showcase per annum, than the real, authentic Parisian landmark.

2.2 Simulated Experience Perception

Sarial-Abi et al. (2020, p.2) in their recent study on responses to replica vs genuine touristic experiences raise the following pertinent question:

"Even when the genuine is still available to experience, consumers visit the replica Eiffel Tower, Statue of Liberty, Pyramids of Giza or an ethnic restaurant in metropolitan cities like New York and London. Why would consumers engage in and enjoy these tourist experiences when there is still the genuine available?"

One possible answer to this question which has been upheld by many scholars, is that simulated environments such as theme parks, are hyperrealities, that is, a place where "people are more connected to the copy and the imitation at such a level that not only are they not concerned with the level of its originality, but they also prefer the imitation they have always known" (Zerva, 2015, p. 518). In light of this consideration, this thesis will next touch upon the concept of hyperrealities, followed by substitution.

2.2.1 Hyper-realities

Hyper-realities have long been attributed to theme parks by operating in the form of simulations and simulacra (Baudrillard, 1994). The majority of authors on the subject maintain that a hyper-reality exists when the fabricated object or experience is deemed more real than the real thing and consequently, may actually replace the original (Baudrillard, 1994; Eco, 1986). This sense of realness and the blurring of reality and imaginary occurs as a result of the copy presented appealing to people's perception, demand and imagination (Eco, 1986). The imaginary landscape of Disney Parks provides a perfect model of a hyper-reality (Yang, 2011) and is, in the opinion of Baudrillard (1994), neither true nor false, but presents a fantastical miniature of the larger world. The technology of the Disney parks, from their "altered scale, re-engineered perspective, colour, harmonics, texture, lighting, sound, and iconography, all combine to produce an effect, "more real than real" (West, 2010, p.12) and incorporates "more excitement, more sweeping visual impact, than we normally experience in the real world" (Evan, 2018, p.99).

As aforementioned, hyper-realities springboard off people's perceptions, demand and imagination which derive from movies, art and books we've seen or read – until visitors reach

a state of "sensibility", that is, the feeling of actually having been there, completely immersed in another time or place (West, 2010). This theory is in consonance with King (1996, p. 128), who asserts that "people have long understood cultures not through actual contact but through mediated experience and imagination." As West (2010, p.12) argues, "the woman who stands in EPCOT'S World Showcase and reports, "I've been to Florence, and it looks just like this" is being perfectly truthful as Disney's campanile, its colours burnished, physical space compressed, contemporary anomalies edited out, and perspective exaggerated, is faithful to the memory of her experience in a way the real thing can never be."

As aforementioned, Zerva opines that hyperrealities render "people more connected to the copy and the imitation at such a level that/ they prefer the imitation they have always known" (Zerva, 2015, p.158). This leads us on to the concept of substitutability.

2.2.2 Substitutability

Yaoqing (2010) describes the substitution effect of a tourism product as the phenomenon whereby some tourism products substitute each other because of their perceived utility and similar value. In a like manner, Choi et al. (2009, p. 144) attest that "substitutability refers to the extent to which one alternative recreation activity can effectively replace another in terms of its ability to produce desired experiences and benefits (e.g., recreation satisfaction)."

Simulated experiences do not need to be perfectly authentic simulations in order to be considered an adequate substitute, they merely need to be 'good enough' and convey an 'illusion of authenticity' (Cooper et al., 2016; Yang, 2011; Hughes, 2021; Negra, 2002). In other words, it is not a question of whether or not someone who visited a replica of the Eiffel Tower feels s/he actually visited the iconic Parisian landmark, but rather a question of whether s/he feels the replica experience was satisfactory enough for him or her to spend their precious travel time and money somewhere else (Cooper et al., 2016). However, this does not necessarily mean that simulated experiences are complete one for one substitutes for the real experience, but rather facilitate in gaining access to an experience to such an effect that visiting physically becomes less of a priority– "As a parallel, a zoom or WhatsApp call probably would not be typically accepted in place of a potential visit to an out-of-town friend, but regular video calls may subconsciously decrease one's felt need to visit the friend" (Cooper et al., 2016, p. 122).

Due to the aforementioned paucity of research done on International theme parks, studies done on other denominations of simulated experiences, namely virtual realities (VR), can be transplanted to this study. As Cooper et al. (2016) states, the substitution question has been on

the minds of tourism scholars ever since they initially began researching the subject of virtual realities. For example, Cheong (1995, p. 420) argued "with its ability to recreate the essence of a tourist destination, the perceived threat of virtual reality becoming a substitute for travel is not unfounded and should not be ignored". This theory can thus be transposed to International theme parks which also recreate the essence of a tourist destination yet have the added advantage of being an entirely tangible and arguably more immersive experience. Guttentag (2010), argues that factors that will determine an individual's likelihood of accepting a simulated tourism experience as a substitute for actual travel include tourist's attitudes toward authenticity and his or her motivations and constraints.

2.2.3 Perceived Authenticity

This leads us to tourist's perceptions of authenticity. Tourism studies regarding the substitution question have generally involved a conceptual examination of the notion of tourist authenticity (Cheong, 1995; Dewailly, 1999; Guttentag, 2010). Indeed, Guttentag (2010) explicitly posits user's perception of the authenticity of simulated tourism experience as one of the factors influencing his or her acceptance of it as a substitute for travel to experience the real thing. This theory is in accordance with Cooper et al. (2016, p.112) who asserts that "most authors implicitly ascribe to a notion of simulated experiences needing to achieve a certain level of authenticity so that a tourist will decide not to undertake an associated tourism experience because he or she accessed that exact same experience in simulation".

Authenticity is a fluid construct (MacCannell, 1999; Rickly-Boyd, 2013) that has been a focal point in the tourism literature for years (Kim & Jamal, 2007; Steiner & Reisinger, 2006; Wang, 1999; Zhu, 2012). In order to distinguish between the many conflicting definitions and characteristics of authenticity, Wang (1999) divided the concept into three distinct conceptualisations: objective, constructive and existential.

The objectivist approach is perhaps regarded as the most traditional definition of authenticity. It is essentially the extent to which visited objects are original and is primarily based on the museum orientation of objects evaluated by professionals in order to ascertain their original value (Leite & Graburn, 2009). To this effect, an object is deemed authentic only if it has been proved to be the original or the real thing (Culler, 1981, p.132). However, Tan and Huang (2020), and Kim and Jamal (2007) argue that tourists' quest for objective authenticity is likely to end in failure as tourism is by nature a commodification process.

Next, is constructive authenticity which revolves around the idea that originality had never actually existed in the first place (Echentille, 1995; Waite, 2000). This approach can be a "projection of one's dreams, stereotyped images, and expectations onto toured objects (Duan et al. 2018, p.323; Bruner, 1991).

Most visitors are conscious of the fact that theme parks and associated experiences are staged (Cohen, 1979). Thus, accessing the objective authenticity of such experiences could be regarded as futile. However, that is not to say that it is not possible for visitors to view theme parks or simulated tourism environments as authentic (Tan & Huang 2020). Indeed, analysing the authenticity of theme parks from a subjectivist standpoint may produce a different result (Tan & Huang 2020). Quoting Zerva (2015), Tan and Huang (2020, p. 1) present the theory that "what the destination symbolizes, and the experience tourists have at the destination are crucial in defining authenticity regardless of whether the destination is real or an imitation." Chaabra *et al.* (2003) substantiate that feelings of authenticity can be achieved even when an event is situated in a place geographically distant from the original source of the culture in question. This type of authenticity is known as existential authenticity. An alternative to the objectivist approach, existential authenticity blurs the line between the real and the fake and primarily pertains to the individual's perceptions and state of mind. (Wang, 1999; Chaabra, 2012; Reisinger & Steiner, 2006). To this effect, objects or places deemed as artificial or inauthentic to professionals in the field, or staged and contrived to tourists, may still be viewed as authentic to tourists (Zhu, 2012; Guttentag, 2010). For example, Chaabra et al. (2003) in their study found that a large number of tourists at the Scottish Highland Games festival in North Carolina perceived the event as authentic. Therefore, even though a simulated environment such as EPCOT's World Showcase would not be authentic in the objectivist sense, it is still quite possible that some users would nonetheless perceive it as authentic.

A plethora of studies have illustrated that a person's characteristics such as gender, highest level of education, age, travel motivations, travel constraints and past experiences may influence their authenticity perception irrelevant of the realness of the site (Tan & Huang, 2020; Guttentag, 2010; Hughes et al., 2021; Budruk et al., 2008; Littrell et al, 1993; Yang, 2011; Waite, 2000). As Forrester (2005, p.69) opines, the "notion of simulated environments necessarily preclude the socio-anthropological discourses on authenticity, largely because these tourist products are recent developments that are only as authentic as they project themselves".

This is perhaps a more appropriate approach for hyper-real simulated tourism environments, as the existentialist perspective posits tourism as an important channel for the generation of hyperrealities (Buchmann et al., 2010; Tan & Huang, 2020) where "people are more connected to the copy and the imitation at such a level that not only are they not concerned with the level of originality, but they also prefer the imitation they have always known" (Zerva, 2015, p. 518).

As so-called existentialist tourists primarily seek out fun and entertainment, these types of tourists may find simulated tourism environments to be more authentically fulfilling (Hughes et al., 2021). In other words, if an individual finds an experience existentially authentic this usually mean s/he has gained a high level of satisfaction from the experience. Taking the above information into account, this study suggests that tourists may, to some extent, judge simulated tourism environments as existentially authentic despite being aware that the attractions are in fact fakes.

2.2.4 Travel Motivations and Constraints

Travel motivations are but one of the plethora of variables that explain tourist behaviour, however, it is considered to be one of the most fundamental factors, because it constitutes the impulse and the force behind each kind of behaviour. As Huang and Hsu (2020, p. 31) attest "since motivation is regarded as an initial driving force behind behaviour, it is likely that tourist motivation will affect tourist attitude toward visitation intention". Guttentag (2010) goes one step further by asserting that the willingness of an individual to accept a simulated tourism experience as a substitute for real travel is often dependent on the motivations behind his or her desire to travel, and that tourists interested in visiting the same destination may vary in their acceptance of a simulated tourism substitute due to their diverging motivations.

While it is true that tourists often travel for pleasure, they may also possess a plethora of other complex motivations (Wall & Mathieson, 2006). There are in fact many studies focusing on such motivations for travelling abroad. Hanqin and Lam's (1999) study comprised of a total of 22 motivation items which they deduced could be classified into five different factors: knowledge, prestige, enhancement of human relations, relaxation, and novelty. However, researchers have maintained that there does not exist a single universal motivation model to describe all possible motivations for travel. Despite this, the 'escape' motive was the most frequently mentioned reason for travelling abroad, according to the study by Dunne et al (2010). This idea of escapism refers to what Crompton (1979, p.416) calls, "a temporary change of environment" which is "physically and socially different from the environment in

which one normally lives". Tan & Huang (2020) suggest that tourists wishing to satisfy these escape motives by "immersing themselves in foreign-like atmosphere are more likely to visit theme parks. This theory is in accordance with Brown (2013) who maintains the idea that simulated tourism environments such as theme parks can satisfy escape motives because they offer visitors an opportunity to experience an environment and activities that are distant from their day-to-day life. Cooper et al. (2016) and Guttentag (2010) argue that simulated tourism experiences are capable of fulfilling all of one's push factors but only to a limited degree. Thus, there are certain push and pull factors that will best lend themselves to the suitability of a simulated tourism product as a substitute for travel to see the real thing.

Guttentag (2010), for example, surmised that those seeking relaxation would perhaps be less likely to accept a virtual reality application as a substitute for real travel. On the other hand, those wishing to fulfil knowledge motivations would perhaps be more satisfied with VR substitute. However, it is possible to infer that simulated tourism environments such as international/foreign country theme parks have less limitations than a virtual reality substitute. For example, in a survey involving Australian college students, most rejected the idea of using virtual reality applications as a replacement for real travel due to the lack of spontaneity and opportunities for relaxation, as well as the inability to buy souvenirs (Prideaux, 2002). This perhaps would not be the case at The World Showcase, where guests can hop from one country to another, and purchase souvenirs imported from the countries in question which are sold to them by a native of that country. However, while it is true that the World Showcase may have the ability to satisfy a great deal of travel motivations, this is not true for all. For instance, a tourist seeking prestige would likely be less inclined to accept the replica of Chichen Itza at the Mexico pavilion as a substitute for the real experience. What is more, travel motivations also impact perceptions of authenticity. As Cooper et al. (2016) perfectly encapsulates, tourist's whose main motivations are largely passive and observational, such as a desire to simply see landmark attractions and monuments would be more likely to accept a simulated tourism product as a substitute for a trip abroad, whereas those seeking more active and experiential activities would be less likely to accept such a substitution.

As Guttentag (2010, p. 646) asserts, "motivations are not the sole actors guiding a tourist's decision-making process, however, they rather moderate this process in conjunction with constraints". In this way, leisure constraint and travel motivations are the two basic factors that mediate the travel decision-making process (Chen et al, 2013). In light of this, it could be argued both travel constraints and motivations will play a role in determining whether or not past visitors to the World Showcase intend on travelling to the real thing. As Kim and Chalip,

2004, p. 697) assert, "even a strong attraction to an event may not be sufficient to generate travel to attend, particularly when long haul international travel is required". Indeed, researchers have found that perceived constraints can negatively affect visitation intention (Kim & Chalip, 2004; Huang & Hsu, 2009). Moreover, constraints such as inadequate time off for holidays has contributed to the acceptance of theme parks as substitutes for travel to places such as Europe and America for Japanese people who consider it a good way to visit a foreign country (Forrester, 2005; Hendry, 2000). Likewise, Tan and Huang (2020), highlight the fact that theme park marketing campaigns in Taiwan reference their ability to act as simulators for visitors who have no time to experience touring or no partner to enjoy it with.

According to the literature, there are three types of constraints (Chen et al. 2013; Jackson, 2005; Alexandris et al., 2011; Huber et al., 2018). First are Intrapersonal constraints which are essentially internal factors such as fear, safety concerns and lack of interest which can influence an individual's leisure preference. Interpersonal constraints, on the other hand arise from interactions with other people, e.g., having no travelling companion. Lastly, structural constraints include external factors such as lack of time and money (Tan & Huang, 2020).

Just as constraints can influence a tourist's decision-making including visitation intention, constraints will also likely influence a tourist's potential acceptance of a simulated tourism substitute (Guttentag, 2010). For example, in a study by Funk et al. (2009), results showed that the individuals who were more accepting of watching the Beijing Olympics on TV as a substitute for travelling to attend the event in person, perceived greater travel constraints. Just as TV can provide an adequate (and oftentimes superior) substitute for those experiencing constraints to attending an event in person, simulated tourism environments such as International/Foreign country theme parks could equally be a satisfactory substitute for people perceiving travel constraints to a large number of tourism experiences. This is due to the fact that constraints can induce people to seek out a substitute for an activity impeded by the constraints (Guttentag, 2010; Alexandris et al., 2011).

III. Conceptual model and hypotheses development

Previous studies have found that constraints can have a negative impact on motivation (Alexandris et al. 2011). What is more, an individual's perceived constraints to travelling overseas may have differing effects on their motivation to visit a simulated tourism experience (Tan & Huang, 2020). Therefore:

H1 – A person's constraints to touring overseas influences their travel motivations

Tourism researchers have found that perceived constraints negatively affect visitation intention (Kim & Chalip, 2004; Huang & Hsu, 2009). Moreover, Guttentag (2010) asserts that constraints will likely influence a tourist's potential acceptance of a simulated tourism substitute. Hence:

H2a – A person's constraints to touring overseas influences their intention to visit the real places/monuments.

H2b – A person's constraints to touring overseas influences their intention to accept The World Showcase as a substitute for real travel.

Travel motivations exert an essential impact on decisions pertaining to travel, such as the decision to visit the destination (Kim, 2014). Studies such as that of Alexandris et al. (2011) have put forth the theory that motivation can be an antecedent to leisure activity participation. Moreover Guttentag (2010), attests that an individual's willingness to accept a simulated tourism substitute is often influenced by motivations behind his or her desire to travel, and that tourists who are interested in visiting the same destination may vary in their acceptance of a simulated tourism substitute due their diverging motivations. Therefore:

H3a– A person's travel motivations influences their intention to visit the real places/monuments.

H3b – A person's travel motivations influences their intention to accept The World Showcase as a substitute for real travel.

Past studies have found that experience and enjoyment perceptions can in fact be affected by perceived constraints. (Mueller et al., 2019; Tan & Huang, 2020). In this way, constraints to touring overseas can potentially affect existential authenticity perception (Tan & Huang, 2020). Moreover, Guttentag (2010) explicitly posits user's perception of the authenticity of a

simulated tourism experience as one of the factors influencing his or her acceptance of it as a substitute for travel to experience the real thing. Hence:

H4a – The existential authenticity perception of EPCOT's World Showcase is a moderator between travel motivations and their intention to visit the real places/monuments (Y1)

H4b – The existential authenticity perception of EPCOT's World Showcase is a moderator between travel motivations and their intention to accept The World Showcase as a substitute for real travel (Y2)

Furthermore, according to Chen et al., (2003), leisure constraints and travel motivations mediate the travel decision-making process. Thus, the following hypotheses are as follows:

H5a – There are mediating effects between the travel constraints and the intention to visit the real places/monuments due to constructs of travel motivations.

H5b – There are mediating effects between the travel constraints and the intention to accept The World Showcase as a substitute for real travel due to the constructs of travel motivations.

Based on the above hypotheses developed from the literature review, a two-stage conceptual models (Y1 and Y2) have been designed based on the following constructs which according to the literature may have an impact on behavioural intention, i.e., an individual's intention to travel to experience the real thing or their likelihood of accepting a simulated tourism experience as a substitute for actual travel.

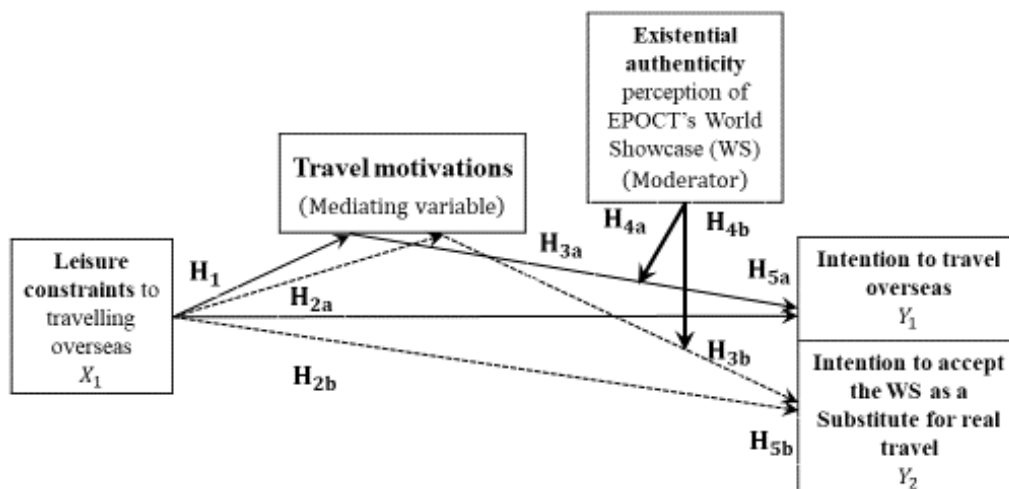


Figure 1 – The conceptual model

IV. Methodology

4.1 Sampling and data collection methods

The quantitative method applied to collect data consisted of self-administered web questionnaires, which were applied to past visitors of The World Showcase at Disney's EPCOT theme park. Questionnaires can collect a substantial quantity of information about participants in a short amount of time. Questionnaires also allow for a standardization of answers to the same questions. The survey results were then analysed by a model that suit the context not only of EPCOT's World Showcase, but simulated tourism environments in general. The study utilised the method of snow-ball sampling. Snowball sampling or chain-referral sampling is defined as a non-probability sampling technique in which the samples have traits that are rare to find e.g. people who have visited the EPCOT theme park in Florida. The questionnaire was administered on online forums as well as Facebook groups primarily related to EPCOT or Disney World and was live for 3 weeks from the 26th of May 2021 to the 16th of June 2021. It consisted of five parts pertaining to demographic information, perceived travel constraints, travel motivations, perceptions of existential authenticity and behavioural intention post-visit. In total there were 47 questions and according to SoGoSurvey, it took on average 9 minutes to complete.

4.2. Framework

The measurement of the psychometric instruments of each dimension is synthesized in the following tables.

Table 1a: Summary of the measurement and the items of the dimension ‘Constraints to touring overseas’

Instrument	The authors' measurements
<u>Constraints to Touring Overseas</u> Based on some constructs and variables of Chen et al. (2013); and Tan & Huang (2020)	<i>7-point Likert scale</i> Intrapersonal constraint: - I am not interested in travelling to X - My health is a concern for travelling to X - My work and family obligations keep me from travelling to X Structural constraint: - I do not have sufficient money to travel to X - Language is a major problem for me - It looks expensive to travel to X - I do not have time to travel to X Interpersonal constraint: - It is not safe to travel to X - My family and friends do not want to travel with me to X - It is difficult to synchronize time with one's family/friends who would travel to X

Table 1b: Summary of the measurement and the items of the dimension ‘Existential Authenticity of Theme Park’

Instrument	The authors' measurements
<u>Existential Authenticity of Theme Park</u> Based on Tan & Huang (2020)	<i>5-point Likert scale</i> - I think I enjoy the X-like experience when touring X - I think I feel connected to the X civilizations when touring X - I think I like the X -like buildings and activities I experienced at X. - I think I immerse myself in the X-themed atmosphere at X

Table 1c: Summary of the measurement and the items of the construct ‘Behavioral intention to travel abroad’

Instrument	The authors' measurements
<u>Behavioural Intention</u> Nagy & Gerdesics (2020)	<i>7-point Likert scale</i> - After having experienced the replicas of places/monuments at The World Showcase I wanted to find out more about the real ones - After having experienced the replicas of places/monuments at The World Showcase I gained an interest in visiting them for real - The replicas of places/monuments at The World Showcase reinforced my intention to visit the real ones in the future - I am willing to recommend The World Showcase to others, so they could also experience it - For me, the simulated experience can replace the real experience - The simulated experience tends to diminish my desire to travel because it is a "spoiler" - The simulated experience was quite an experience for me, after which I do not feel the need to visit te real places/monuments.

Table 1d: Summary of the measurement and the items of the dimension 'Travel motivations'

Dimension	The authors' measurements
<u>Travel Motivations</u> Hanqin & Lam (1999)	5-point Likert scale Knowledge: - Visiting cultural and historical attractions - Seeing something different - Increasing knowledge about a foreign destination - Experiencing a different lifestyle - Visiting places my friends have not been to Prestige: - Fulfilling my dream of visiting a place - Visiting a destination which most people value and/or appreciate - Going to places my friends want to go - Visiting a destination that would impress my friends or family Enhancement of human relationship: - Facilitating family and kinship ties - Meeting new people - Being able to share my travel experiences after returning home - Visiting friends or relatives - Being with my family Relaxation: - Escaping from daily routine - Getting some exercise - Physically resting/relaxing - Releasing work pressure(s) Novelty: - Finding thrills or excitement - Being daring and adventuresome

The dimensions' items which were adapted from previous studies (see framework table above), address the respondents' constraints to travel to the places replicated in the park, motivations for travel, the existential authenticity perception of the park, and their behavioural intention i.e., the substitution effect versus intention to travel to the real thing. Nagy and Gerdesics 2020 study titled "To travel or not to travel if already experienced virtually?" was used to measure behavioural intention which consisted of variables measuring the substitution effect and intention to travel. The variables to measure constraints was adapted from the studies by Tan & Huang (2020) and Chen et al. (2013). This thesis did not use all of the variables from each as previous studies (e.g. Gilbert & Hudson, 2000) contended that there is no need for all the constraint dimensions to be present. For travel motivations the variables from Hanqin & Lam's study (1999) which comprise of five clusters were used: knowledge, prestige, enhancement of human relationship, relaxation, and novelty, were used. To measure existential authenticity of EPCOT's World Showcase, the instrument used by Tan & Huang (2020) to measure the existential authenticity of a theme park was used.

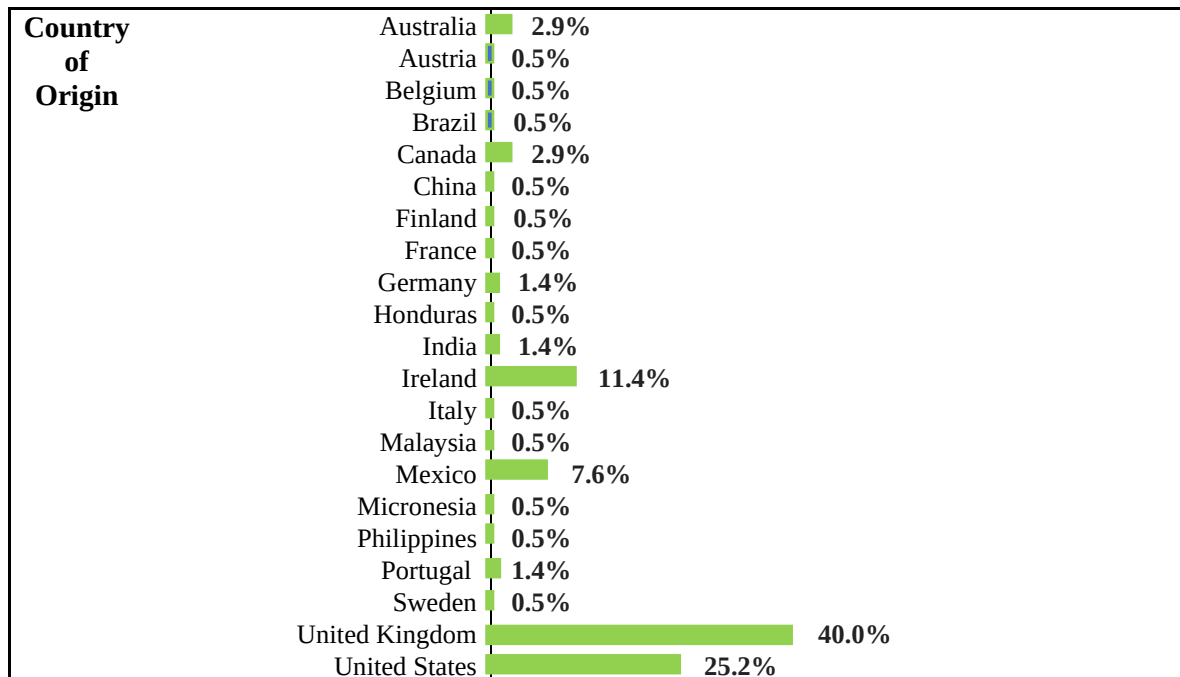
Two of the studies used a 7-point Likert scale and the other two used a 5-point Likert scale. While a 7-point Likert scale has been shown to increase variance and decrease interpolation, a 5-point Likert scale is often used to increase response rate and response quality along with reducing respondents' "frustration level" (Babakus & Mangold, 1992) as it is readily comprehensible to respondents and enables them to express their views (Marton-Williams, 1986). Moreover, some researchers have reported higher reliabilities for this scale (Jenkins & Taber, 1977; Lissitz & green, 1975; McKelvie, 1978; and Remmers & Ewart, 1941). Therefore, all the constructs were measured using a five-point Likert scale ranging from 1 to 5, where 1 = strongly disagree; 2= disagree; 3 = neutral; 4= agree 5 = strongly agree. Before distributing the web questionnaire, a pre-test was carried on 10 individuals.

V. Data Analysis

5.1. Socio-demographic characterization of the sample

The sample consisted of 210 participants and in Figures 2 and 3, the following can be said.

Figure 2: Respondents' profile, according to the country of origin



A total of twenty-one nationalities took part in the survey with most respondents being from the United Kingdom (40%) the United States (25.2%), Ireland (11.4%) and Mexico (7.6%).

Figure 3: Respondents' profile, according to sociodemographic variables (%)

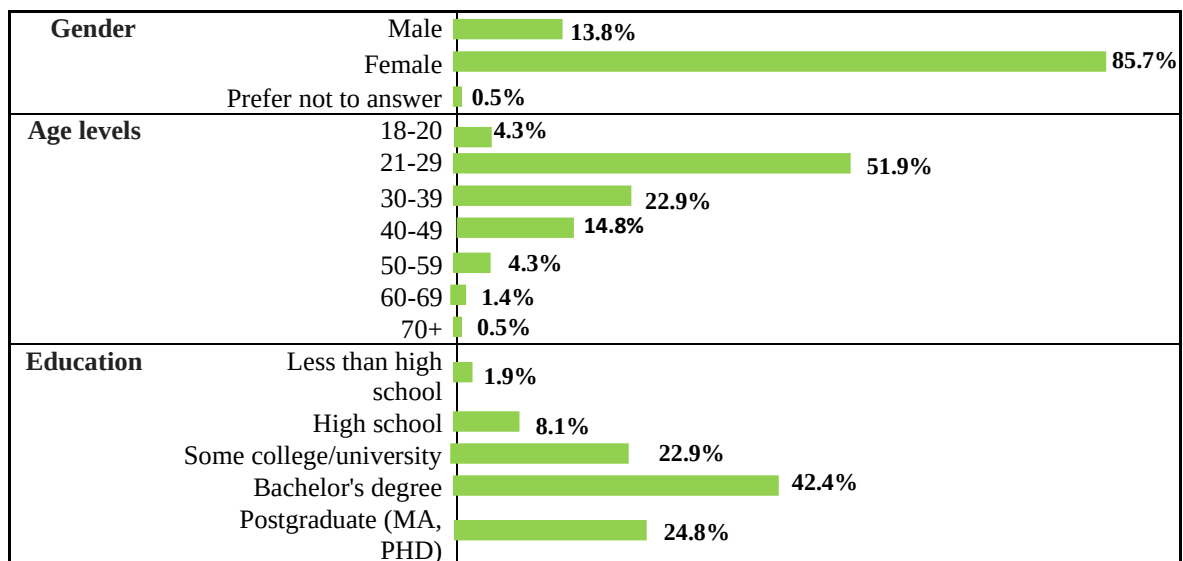


Figure 3 shows a predominance of females who represented 85.7% of the sample (180 individuals), while the percentage of male respondents was 13.8% (29 individuals). People aged in the interval 21–29 years old were in the majority (51.9%). Regarding the respondent's highest education levels, a large number of the respondents had qualifications at Bachelor level (42.4%), while only 1.9% received less than a basic high school education.

As the below Table 2 illustrates, France was the country that the most respondents had visited in real life (65.1%), followed by the UK (47.4%), Italy (44%), and Germany (40.7%). 27 individuals or 12.9% of respondents recorded never having been to any of the listed countries. It is worth noting that respondents were instructed not to select their country of origin i.e. "If you are from Canada, do not tick Canada".

Table 2: Visited countries

		Responses		Percent of Cases
		N	Percent	
Visited countries	Mexico	56	8,8%	26,8%
	China	20	3,1%	9,6%
	Norway	19	3,0%	9,1%
	Germany	85	13,4%	<u>40,7%</u>
	Italy	92	14,5%	<u>44,0%</u>
	Morocco	18	2,8%	8,6%
	Japan	18	2,8%	8,6%
	France	136	21,4%	65,1%
	UK	99	15,6%	<u>47,4%</u>
	Canada	65	10,2%	31,1%
	None of the above	27	4,3%	12,9%
Total		635	100,0%	303,8%

In order to assess the adequacy of the psychometric instruments of each of the constructs, the exploratory factor analysis in principal components with varimax rotation was used in order to reduce the dimensionality of the input data related to the same theme/subject.

5.2 Psychometric analyses of the corresponding dimensions:

Instrument 1: Perceived constraints to travelling abroad

Starting with the psychometric analysis of this dimension, the adequacy of this instrument to this statistical procedure was evaluated using the KMO coefficient which quantifies the sample correlation between the input variables as being acceptable (0.713), while the null hypothesis of the Bartlett's Test of Sphericity was rejected ($p - value < 0.001$), meaning that the input variables are correlated in the population. The use of the exploratory factor analysis in principal components with varimax rotation led to the identification of three

components which explains 64.21% of the total variance present in the input data shown in Table 3.

Table 3: The extraction of three components for dimension perceived constraints to Travel Abroad

	Component		
	1	2	3
My work and family obligations keep me from travelling abroad	.843	.009	-.004
I do not have time to travel abroad	.761	.184	.114
I do not have sufficient money to travel abroad	.671	.454	.094
It looks expensive to travel abroad	.213	.853	-.004
Language is a major problem for me when it comes to travelling abroad	.123	.695	.284
My health is a concern for travelling abroad.	.290	-.229	.770
I am not interested in travelling abroad	-.108	.225	.657
It is not safe to travel abroad	.083	.382	.638
% of explained variance	23.8	21.24	19.17

The extracted components are designated by (1) Travel constraints imposed by work & family obligations, time, and money, (2) Travel constraints due to language barrier and cost of travelling abroad, and (3) Travel constraints based on health, safety, and interest.

Instrument 2: Travel Motivations

Regarding the perception of travel motivations, the result obtained for the coefficient of KMO shows a good sample correlation between the input variables (0.829). Moreover, the Bartlett's Test of Sphericity suggests the rejection of the null hypothesis ($p - value < 0.001$), showing that the variables of this instrument are correlated in the population. The use of the exploratory factor analysis in principal components with varimax rotation led to the identification of five components (Table 4).

In line with the study by Hanqin & Lam (1999), the extracted components are designated by:

- **TM1** – Travel motivations pertaining to knowledge
- **TM2** – Travel motivations concerning prestige
- **TM3** – Travel motivations relative to relaxation
- **TM4** – Travel motivations regarding novelty
- **TM5** – Travel motivations pertaining to the enhancement of human relationships

Table 4: The extraction of five components for dimension Travel Motivations

	Component				
	1	2	3	4	5
Increase knowledge about a foreign destination	.846	.104	-.068	.136	.161
Visit cultural and historical attractions	.800	.093	.111	-.123	-.036
See something different	.777	.064	.250	.221	-.065
Experience a different lifestyle	.664	.065	.050	.423	.114
Fulfil my dream of visiting a place	.567	.360	.193	.118	-.018
Go to places my friends want to go	.037	.823	.079	.102	.155
Visit a destination that would impress my friends or family	-.043	.791	.039	.046	.157
Visit places my friends have not been to	.305	.692	-.125	.216	.106
Visit a destination which most people value and/or appreciate	.308	.648	.087	.144	.085
Release work pressure(s)	.022	.034	.797	.099	.034
Escape from daily routine	.265	.098	.702	-.018	.101
Physically rest/relax	.067	-.028	.674	.183	.164
Be daring and adventuresome	.263	.202	.123	.790	.012
Find thrills or excitement	.015	.175	.291	.790	.049
Meet new people	.376	.145	-.226	.525	.420
Visit friends or relatives	.052	.068	.008	.238	.771
Facilitate family and kinship ties	.157	.299	.126	-.148	.726
Be with my family	-.144	.144	.324	.024	.719
% of explained variance	18.04	14.31	11.13	11.12	10.93

Instrument 3: Perceptions of existential authenticity at EPCOT's World Showcase

Regarding respondent's perception of existential authenticity at EPCOT's World Showcase, the result obtained for the coefficient of KMO was acceptable (0.713). The Bartlett's Test of Sphericity also suggests the rejection of the null hypothesis ($p - value < 0.001$), which shows that the variables of this instrument are correlated in the population.

The exploratory factor analysis of principal components with varimax rotation applied to the instrument shows that there is a one-dimensionality to the instrument, with only one component being extracted that explains 76.37% of the total variance (Table 5).

Table 5: The extraction of one component for dimension Perception of Authenticity

Component Matrix	
	Component 1
I think I like the foreign- like buildings and activities connected to the World Showcase pavilions	.888
I think I enjoy the foreign-like experience when touring the World Showcase pavilions	.881
I think I feel connected to the foreign civilizations when touring the World Showcase pavilions	.853
% of explained variance	76.371

Instrument 4: Behavioral Intention

Regarding the instrument used to analyze the intention of past EPCOT World Showcase visitors to visit the real countries, the results obtained for the correlation using the KMO coefficient was 0.768. In the Bartlett's test, the null hypothesis was also rejected.

Table 6: The extraction of two components for dimension Behavioral Intention

	Component	
	1	2
After having experienced the replicas of places/monuments at The World Showcase I gained an interest in visiting them for real	.929	-.159
The replicas of places/monuments at The World Showcase reinforced my intention to visit the real ones in the future	.923	-.135
After having experienced the replicas of places/monuments at The World Showcase. I wanted to find out more about the real ones	.896	-.129
For me, The World showcase can replace the real travel experience	.035	.871
The World Showcase was quite an experience for me. after which I do not feel the need to visit the real places/monuments	-.349	.831
The World Showcase tends to diminish my desire to travel because it is a "spoiler"	-.163	.799
% of explained variance	44.457	35.799

The exploratory factor analysis with varimax rotation resulted in the extraction of two components that explain 80.256% of the total variance present in the input variables (Table 6). The extracted components are designated by (1) Intention to travel to the real countries, and (2) Intention to accept the World Showcase as a substitute for travel to the real countries. Thus, the detailed model to be estimated is visible in Figure 4.

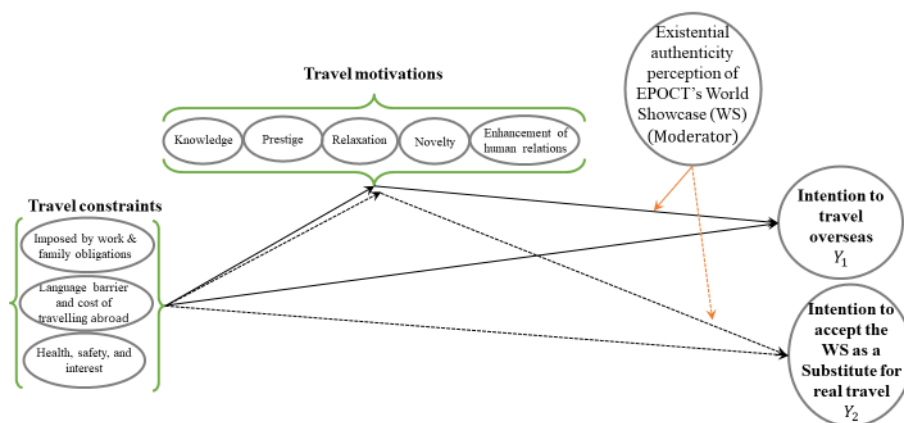


Figure 4 – Detailed empirical model

5.3 Estimations

The equations of the multiple regression models are specified as the following:

$$X_{2i} = \alpha_0 + \alpha_1 X_{1i} + v_i$$

$$Y_{ji} = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2ki} + \beta_3 M_i + \beta_4 X_{1i}M_i + \beta_5 X_{2ki}M_i + \varepsilon_i$$

$$Y_i = \beta'_0 + \beta'_1 X_{1i} + \beta'_2 X_{1i}M_{1i} + \beta'_3 M_{1i} + \tau_i$$

Where the dependent variable is Y_j ($j = 1, 2$), the intention to travelling overseas (or not); X_{1i} ($i = 1, 2, 3$) is the independent variable, the constructs of travel constraints; X_{2k} ($k = 1, 2, \dots, 5$) are the independent variables (potential mediating variables) that are the constructs of travel motivations to travelling overseas, that may mediate the relationship between X_{1i} and Y_i ; M_i is the potential moderating variable between the other independent variables, Existential authenticity perception of EPCOT's World Showcase (WS), and the dependent variables. Lastly, $X_{1i}M_{1i}$ and $X_{2i}M_{1i}$ are the interaction terms, while v_i, ε_i , and τ_i are the error terms for each of the questions, respectively (random variables).

Since the dependent variables as well as the independent variables are the principal components extracted from the exploratory factor analysis which have a mean equal to zero, it is not necessary to center the variables ($x_i - \underline{x}$).

To estimate each model, the linear multiple regression model is the statistical approach to be used to estimate the detailed empirical model with the PROCESS v3.5 by Andrew Hayes (Model 15).

5.3.1 When the dependent variable is the intention to visit real places (Y_1)

5.3.1.1 MODEL 1:

When the independent variable is the construct travel constraint imposed by work & family obligations (travel constraint 1), the results are as follows:

Table 7: Estimations when the outcome variables are the constructs of the motivations to travel abroad

Independent variable	Potential Mediators (outcomes)	Coefficients	Estimated coefficients	p values	R^2
Travel Constraint 1 (imposed by work & family obligations)	Travel Motivation 1 (Knowledge)	constant	0.018	0.801	0.012
		Constraint 1	0.106	0.136	
	Travel Motivation 2 (Prestige)	constant	-0.005	0.941	0.012
		Constraint 1	0.111	0.127	
	Travel Motivation 3 (Relaxation)	constant	0.008	0.909	0.003
		Constraint 1	0.059	0.415	
	Travel Motivation 4 (Novelty)	constant	0.000	0.996	0.002
		Constraint 1	0.040	0.570	
	Travel Motivation 5 (Enhancement of human relations)	constant	0.025	0.730	0.001
		Constraint 1	0.027	0.708	

From this table, it can be said that there is no significant relationship between the independent variable, the construct of travel constraint 1, and the X_{2ki} ($i = 1, 2, \dots, 5$). Thus, there are no mediation effects meaning this independent variable (travel constraint 1) does not explain any of the constructs of travel motivations.

From Table 8, it can be said that travel motivations 1, 2, 4, and 5, as well as the moderating variable are significant in explaining variations in Y_1 , if the other independent variables are held constant. Moreover, there is an interaction effect (TM2*M) that is significant (when the level of significance is 0.1) in explaining variations in Y_1 , if the other independent variables are held constant.

Table 8: Estimations when the outcome variable is the intention to visit the real place (Y_1) after the experience of EPCOT's World Showcase

	Estimated coefficients	p values	R^2
Constant	0.033	0.542	0.490
Travel Constraint 1	0.014	0.802	
Travel Motivation 1 (Knowledge)	0.468	0.000	
Travel Motivation 2 (Prestige)	0.268	0.000	
Travel Motivation 3 (Relaxation)	-0.004	0.939	
Travel Motivation 4 (Novelty)	0.092	0.095	
Travel Motivation 5 (Enhancement of human relations)	0.091	0.090	
Moderating variable (Existential authenticity perception of EPCOT's WS)	0.311	0.000	
Interaction 1 (Constraint 1 * Moderating variable)	-0.005	0.926	
Interaction 2 (Travel Motivation 1* Moderating variable)	0.036	0.412	
Interaction 3 (Travel Motivation 2* Moderating variable)	-0.095	0.095	
Interaction 4 (Travel Motivation 3* Moderating variable)	-0.010	0.833	
Interaction 5 (Travel Motivation 4* Moderating variable)	0.016	0.770	
Interaction 6 (Travel Motivation 5* Moderating variable)	-0.064	0.218	

5.3.1.2 MODEL 2:

When the independent variable is the construct travel constraint due to language barrier & cost of travelling abroad (travel constraint 2), the estimations are illustrated in the following tables:

Table 9: Estimations when the outcome variables are the constructs of the motivations to travel abroad

Independent variable	Potential Mediators (outcomes)	Coefficients	Estimated coefficients	p values	R^2
Travel Constraint 2 (due to language barrier & cost of travelling abroad)	Travel Motivation 1 (Knowledge)	constant	0.020	0.778	0.028
		Constraint 2	-0.163	0.019	
	Travel Motivation 2 (Prestige)	constant	-0.005	0.949	0.000
		Constraint 2	-0.010	0.893	
	Travel Motivation 3 (Relaxation)	constant	0.009	0.895	0.012
		Constraint 2	-0.108	0.132	
	Travel Motivation 4 (Novelty)	constant	0.002	0.981	0.049
		Constraint 2	-0.216	0.002	
	Travel Motivation 5 (Enhancement of human relations)	constant	0.026	0.717	0.013
		Constraint 1	-0.112	0.116	

As illustrated in Table 9, travel constraint 2 (due to language barrier & cost of travelling abroad) explains Travel Motivation 1 and Travel Motivation 4, when the other independent variables are held constant, meaning that, for the increase of one unit in travel constraint 2, it is estimated a negative effect for both Travel Motivation 1 (-0.163) and Travel Motivation 4 (-0.216), on average.

Table 10: Estimations when the outcome variable is the intention to travel abroad (Y_1) after the experience of EPCOT's World Showcase

	Estimated coefficients	p values	R^2
Constant	0.036	0.503	0.505
Travel Constraint 2	-0.126	0.023	
Travel Motivation 1 (Knowledge)	0.456	0.000	
Travel Motivation 2 (Prestige)	0.265	0.000	
Travel Motivation 3 (Relaxation)	-0.018	0.741	
Travel Motivation 4 (Novelty)	0.061	0.272	
Travel Motivation 5 (Enhancement of human relations)	0.083	0.122	
Moderating variable (Existential authenticity perception of EPCOT's WS)	0.313	0.000	
Interaction 1 (Constraint 1 * Moderating variable)	-0.032	0.526	
Interaction 2 (Travel Motivation 1* Moderating variable)	0.037	0.429	
Interaction 3 (Travel Motivation 2* Moderating variable)	-0.107	0.049	
Interaction 4 (Travel Motivation 3* Moderating variable)	-0.016	0.725	
Interaction 5 (Travel Motivation 4* Moderating variable)	0.000	0.993	
Interaction 6 (Travel Motivation 5* Moderating variable)	-0.054	0.292	

Travel motivations 1 and 2 are also significant in explaining the intention to travel abroad (dependent variable). The moderating variable also explains the dependent variable.

Moreover, there is an interaction effect that is significant in explaining the dependent variable

(if the level of significance is 0.1). From both tables, it can be concluded that there is a mediation effect between travel constraint 2 (language barrier and cost of travelling abroad) and travel motivation 1 (Knowledge).

5.3.1.3 MODEL 3:

When the independent variable is the construct travel constraint due to health & safety of travelling abroad (travel constraint 3), the estimations are illustrated in the following tables:

Table 11: Estimations when the outcome variables are the constructs of the motivations to travel abroad

Independent variable	Potential Mediators (outcomes)	Coefficients	Estimated coefficients	p values	$\underline{R}^2$
Travel Constraint 3 (due to health & safety)	Travel Motivation 1 (Knowledge)	constant	0.013	0.854	0.043
		Constraint 3	-0.206	0.004	
	Travel Motivation 2 (Prestige)	constant	-0.004	0.957	0.001
		Constraint 3	0.032	0.664	
	Travel Motivation 3 (Relaxation)	constant	0.008	0.913	0.001
		Constraint 3	-0.025	0.734	
	Travel Motivation 4 (Novelty)	constant	-0.002	0.976	0.006
		Constraint 2	-0.074	0.303	
	Travel Motivation 5 (Enhancement of human relations)	constant	0.029	0.687	0.019
		Constraint 3	0.140	0.052	

As illustrated in Table 11, travel constraint 3 (due to health and safety) explains travel motivations to increase knowledge (TM1) and travel motivations pertaining to the enhancement of human relations (TM5) for a p-value equal to or less than 0.1. For the increase of one unit in each of these potential mediating variables, it is estimated one negative effect equal to (-0.206) and a positive effect equal to 0.140, on average, respectively, if the other independent variables are held constant. Thus, there are two potential mediating variables in relation to travel constraint 3 if the other independent variables are held constant if travel constraint 3 explains (Y_1), which is not the case.

Table 12: Estimations when the outcome variable is the intention to visit a real place (Y_1) after the experience of EPCOT's World Showcase

	Estimated coefficients	P values	R^2
Constant	0.032	0.545	0.494
Travel Constraint 3	-0.043	0.441	
Travel Motivation 1 (Knowledge)	0.451	0.000	
Travel Motivation 2 (Prestige)	0.274	0.000	
Travel Motivation 3 (Relaxation)	-0.008	0.882	
Travel Motivation 4 (Novelty)	0.084	0.126	
Travel Motivation 5 (Enhancement of human relations)	0.102	0.060	
Moderating variable (Existential authenticity perception of EPCOT's WS)	0.317	0.000	
Interaction 1 (Constraint 1 * Moderating variable)	-0.046	0.408	
Interaction 2 (Travel Motivation 1* Moderating variable)	0.028	0.530	
Interaction 3 (Travel Motivation 2* Moderating variable)	-0.097	0.076	
Interaction 4 (Travel Motivation 3* Moderating variable)	-0.006	0.894	
Interaction 5 (Travel Motivation 4* Moderating variable)	0.005	0.923	
Interaction 6 (Travel Motivation 5* Moderating variable)	-0.060	0.245	

Travel motivations 1, 2, and 5 are also significant in explaining the intention to visit real places (the dependent variable). The moderating variable also explains the dependent variable, and there is an interaction effect 3 (TM2*M) that is significant in explaining the dependent variable (if the level of significance is 0.1).

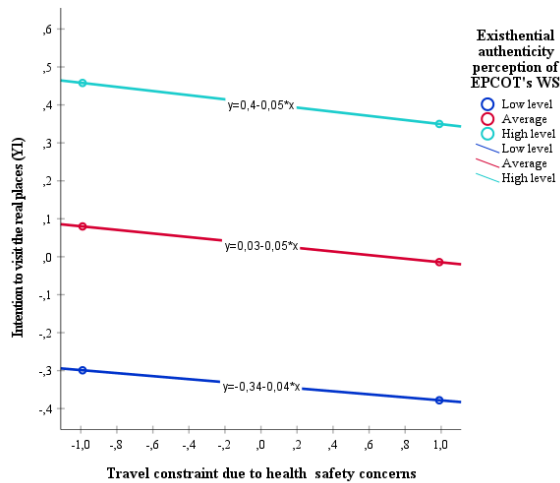


Figure 4 - The conditional effects of the travel constraint due to health and safety concerns on Y_1 for each level of the moderator

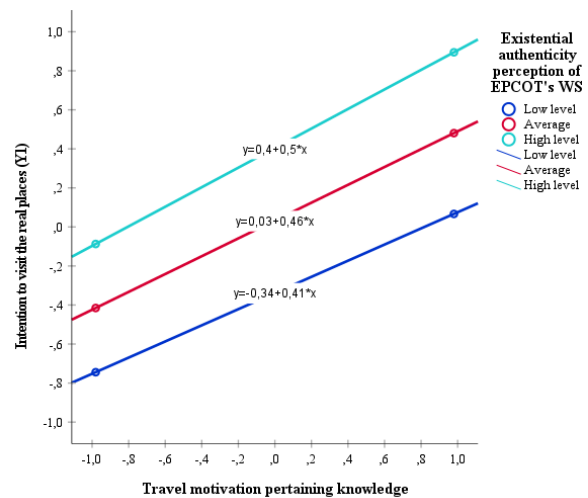


Figure 5 – The conditional effects of the travel motivation pertaining knowledge on Y_1 for each level of the moderator

Figure 4 shows the variations of travel constraint due to health and safety concerns (travel constraint 3) for each level of the moderator (perception of existential authenticity of WS): low level ($\underline{x} - s'_x$); average level ($\underline{x}$); and high level ($\underline{x} + s'_x$), where s'_x is the standard deviation of x . It can be viewed that each of the adjusted equations have a negative slope, meaning that for higher levels of travel constraint 3, the intention to visit the real places (on

Y_1) decreases in the presence of the three levels of the moderator (perception of existential authenticity of EPCOT's Word Showcase).

But, in Figure 5, the opposite can be concluded. For higher levels of travel motivation pertaining to knowledge (TM1), the intention to visit the real places (on Y_1) increases in the presence of the three levels of the moderator (perception of existential authenticity of EPCOT's Word Showcase).

In conclusion, Figure 8 and 9 shows the estimated model for Y_1 :

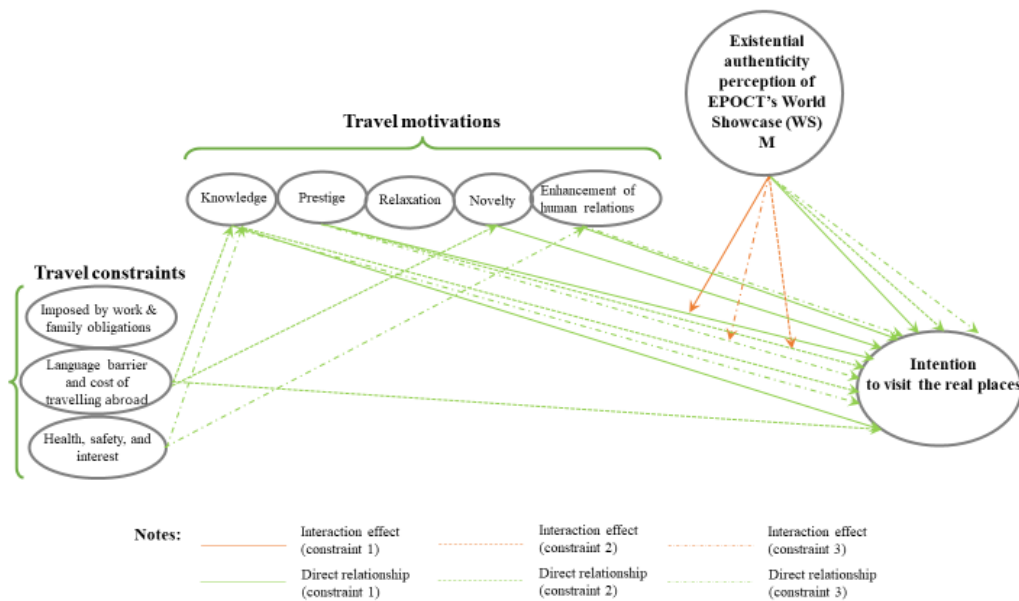


Figure 8 – Estimated direct relationships between the independent variables and the dependent variable as well as the interactions effects due to the moderator

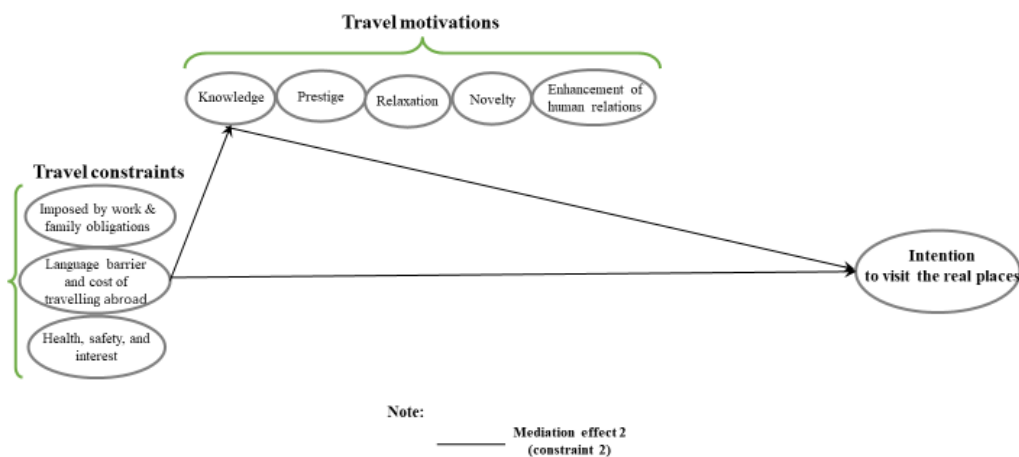


Figure 9 – Estimated mediating effects from the independent variables and the intention to visit real places for Model 1

In conclusion, one mediation effect was detected from travel motivation pertaining to knowledge (TM1) when the independent variable is travel constraint 2 (travel constraint due to language barrier and cost of travelling abroad) with the dependent variable, the intention to visit real place(s), Y_1 . Furthermore, three moderation effects were revealed from the models' estimations.

5.3.2 When the dependent variable is to accept World Showcase as a substitute for real travel (Y_2)

5.3.2.1 MODEL 1

When the independent variable is the construct travel constraint imposed by work & family obligations (travel constraint 1), the results are the following:

Table 13: Estimations when the outcome variables are the constructs of the motivations to travel abroad

Independent variable	Potential Mediators (outcomes)	Coefficients	Estimated coefficients	p values	R^2
Travel Constraint 1 (imposed by work & family obligations)	Travel Motivation 1 (Knowledge)	constant	0.018	0.801	0.012
		Constraint 1	0.106	0.136	
	Travel Motivation 2 (Prestige)	constant	-0.005	0.941	0.012
		Constraint 1	0.111	0.127	
	Travel Motivation 3 (Relaxation)	constant	0.008	0.909	0.003
		Constraint 1	0.059	0.415	
	Travel Motivation 4 (Novelty)	constant	0.000	0.996	0.002
		Constraint 1	0.040	0.570	
	Travel Motivation 5 (Enhancement of human relations)	constant	0.025	0.730	0.001
		Constraint 1	0.027	0.708	

From this table, it can be gleaned that there is no significant relationship between the independent variable, the construct of travel constraint 1, and the mediation variables X_{2i} ($i = 1, 2, \dots, 5$). Thus, there are no mediation effects as the independent variable (travel constraint 1) does not explain any of the constructs of travel motivations, as in the previous model.

From Table 14, it can be said that travel motivations 1, 2, and 5, as well as the moderator are significant in explaining variations in Y_2 , if the other independent variables are held constant.

Moreover, there is an interaction effect that is significant in relation to travel motivation 2, in explaining variations in Y_2 , if the other independent variables are held constant.

Table 14: Estimations when the outcome variable is the intention to accept World Showcase as a substitute for real travel (Y_2)

	Estimated coefficients	P values	R^2
Constant	0.034	0.577	0.362
Travel Constraint 1	0.070	0.268	
Travel Motivation 1 (Knowledge)	-0.359	0.000	
Travel Motivation 2 (Prestige)	0.170	0.006	
Travel Motivation 3 (Relaxation)	-0.105	0.107	
Travel Motivation 4 (Novelty)	-0.031	0.618	
Travel Motivation 5 (Enhancement of human relations)	0.112	0.069	
Moderating variable (Existential authenticity perception of EPCOT's World Showcase)	0.374	0.000	
Interaction 1 (Constraint 1 * Moderating variable)	-0.030	0.640	
Interaction 2 (Travel Motivation 1* Moderating variable)	-0.162	0.001	
Interaction 3 (Travel Motivation 2* Moderating variable)	-0.091	0.162	
Interaction 4 (Travel Motivation 3* Moderating variable)	0.048	0.376	
Interaction 5 (Travel Motivation 4* Moderating variable)	-0.101	0.261	
Interaction 6 (Travel Motivation 5* Moderating variable)	0.066	0.261	

Travel motivations 1, 2, and 5 explain the intention to accept the World Showcase (WS) as a substitute for real travel (Y_2). However while it is true that TM2 and TM5 have a positive impact on the dependent variable, TM1 has a negative impact on the intention to accept the World Showcase as a substitute for real travel (Y_2), meaning that the increase in one unit in the perception of TM1, will decrease the intention to accept WS as a substitute for real travel (Y_2).

5.3.2.2 MODEL 2

When the independent variable is the construct travel constraint due to language barrier and cost of travelling (travel constraint 2), the results are as follows:

Table 15: Estimations when the outcome variables are the constructs of the motivations to travel abroad

Independent variable	Mediators (outcomes)	Coefficients	Estimated coefficients	p values	R^2
Travel Constraint 2 (due to language barrier & cost of travelling)	Travel Motivation 1 (Knowledge)	constant	0.020	0.778	0.028
		Constraint 1	-0.163	0.019	
	Travel Motivation 2 (Prestige)	constant	-0.005	0.949	0.000
		Constraint 1	-0.010	0.893	
	Travel Motivation 3 (Relaxation)	constant	0.009	0.895	0.012
		Constraint 1	-0.108	0.132	
	Travel Motivation 4 (Novelty)	constant	0.002	0.981	0.049
		Constraint 1	-0.216	0.002	
	Travel Motivation 5 (Enhancement of human relations)	constant	0.026	0.717	0.013
		Constraint 1	-0.112	0.116	

From the above table, it can be said that there are two significant relationships between the independent variable, the construct of travel constraint 2, and the potential mediation variables travel motivation to increase knowledge (TM1) and travel motivations pertaining to

novelty (TM4). Thus, there are two potential mediation effects. Figures 11 and 12 show these effects.

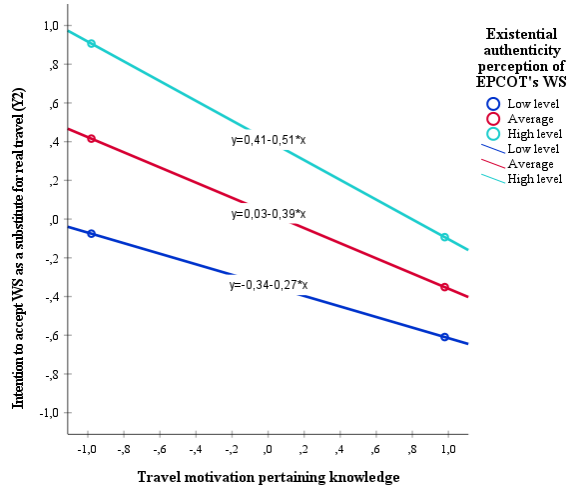


Figure 10 - The conditional effects of the travel motivation to pertaining knowledge on Y_2 for each level of the moderating variable

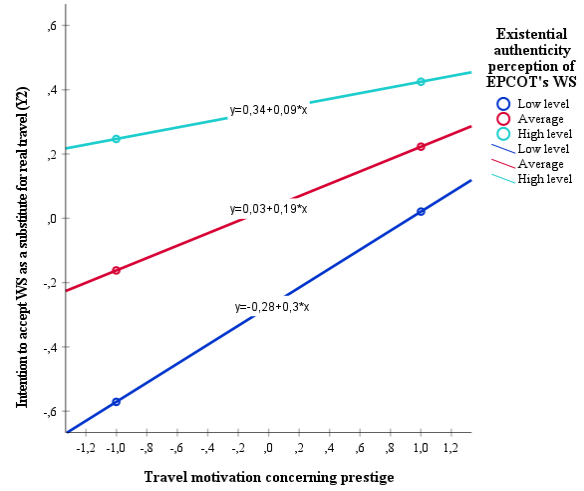


Figure 11 - The conditional effects of the travel motivation concerning prestige on Y_2 for each level of the moderator

From Table 16, TM4 does not explain Y_2 and, thus, there is only one mediation effect when the mediating variable is travel motivation to increase knowledge. It can also be said that travel motivations 1, 2, and 5, as well as the moderating variable are significant in explaining variations in Y_2 , if the other independent variables are held constant. Furthermore, there is an interaction effect that is significant (when the level of significance is 0.10) in explaining variations in Y_2 , if the other independent variables are held constant.

Table 16: Estimations when the outcome variable is the intention to accept World Showcase as a substitute for real travel (Y_2)

	Estimated coefficients	p values	R^2
Constant	0.031	0.609	0.359
Travel Constraint 2	-0.029	0.654	
Travel Motivation 1 (Knowledge)	-0.364	0.000	
Travel Motivation 2 (Prestige)	0.179	0.004	
Travel Motivation 3 (Relaxation)	-0.108	0.091	
Travel Motivation 4 (Novelty)	-0.037	0.564	
Travel Motivation 5 (Enhancement of human relations)	0.108	0.081	
Moderating variable (Existential authenticity perception of EPCOT's World Showcase)	0.382	0.000	
Interaction 1 (Constraint 1 * Moderating variable)	0.033	0.575	
Interaction 2 (Travel Motivation 1* Moderating variable)	-0.139	0.012	
Interaction 3 (Travel Motivation 2* Moderating variable)	-0.104	0.098	
Interaction 4 (Travel Motivation 3* Moderating variable)	0.055	0.310	
Interaction 5 (Travel Motivation 4* Moderating variable)	-0.095	0.130	
Interaction 6 (Travel Motivation 5* Moderating variable)	0.076	0.207	

5.3.2.3 MODEL 3

When the independent variable is the construct travel constraint imposed by health & safety concerns (3), the results are as follows:

Table 17: Estimations when the outcome variables are the constructs of the motivations to travel abroad

Independent variable	Mediators (outcomes)	Coefficients	Estimated coefficients	p values	R^2
Travel Constraint 3 (based on health & safety)	Travel Motivation 1 (Knowledge)	constant	0.013	0.854	0.043
		Constraint 1	-0.206	0.004	
	Travel Motivation 2 (Prestige)	constant	-0.004	0.957	0.001
		Constraint 1	-0.032	0.664	
	Travel Motivation 3 (Relaxation)	constant	.0008	0.913	0.001
		Constraint 1	-0.025	0.734	
	Travel Motivation 4 (Novelty)	constant	.0002	0.976	0.006
		Constraint 1	-0.074	0.303	
	Travel Motivation 5 (Enhancement of human relations)	constant	0.029	0.687	0.019
		Constraint 1	0.140	0.052	

From the above table, it can be gleaned that there are two significant relationships between the independent variable, the construct of travel constraint 3, and the mediation variable travel motivation to increase knowledge and towards novelty. Thus, there are two potential mediating effects. However, in Table 18, it is seen that there is only one mediating effect due to the variable travel motivation pertaining to knowledge.

According to Table 18, travel motivations 1, 2, and 5, as well as the moderating variable are significant in explaining variations in Y_2 , if the other independent variables are held constant. Also, there are two interaction effects (TM1*M and TM2*M) that are significant (when the level of significance is 0.05) in explaining variations in Y_2 , if the other independent variables are held constant.

Table 18: Estimations when the outcome variable is the intention to accept World Showcase as a substitute for real travel (Y_2)

	Estimated coefficients	p values	R^2
Constant	0.037	0.522	0.424
Travel Constraint 3	0.276	0.000	
Travel Motivation 1 (Knowledge)	-0.297	0.000	
Travel Motivation 2 (Prestige)	0.172	0.003	
Travel Motivation 3 (Relaxation)	-0.100	0.096	
Travel Motivation 4 (Novelty)	-0.014	0.815	
Travel Motivation 5 (Enhancement of human relations)	0.081	0.168	
Moderating variable (Existential authenticity perception of EPCOT's World Showcase)	0.371	0.000	
Interaction 1 (Constraint 1 * Moderating variable)	0.005	0.938	
Interaction 2 (Travel Motivation 1* Moderating variable)	-0.127	0.008	
Interaction 3 (Travel Motivation 2* Moderating variable)	-0.119	0.047	
Interaction 4 (Travel Motivation 3* Moderating variable)	0.057	0.265	
Interaction 5 (Travel Motivation 4* Moderating variable)	-0.079	0.185	
Interaction 6 (Travel Motivation 5* Moderating variable)	0.044	0.429	

To conclude, Figures 13 and 14 show the results from these estimations.

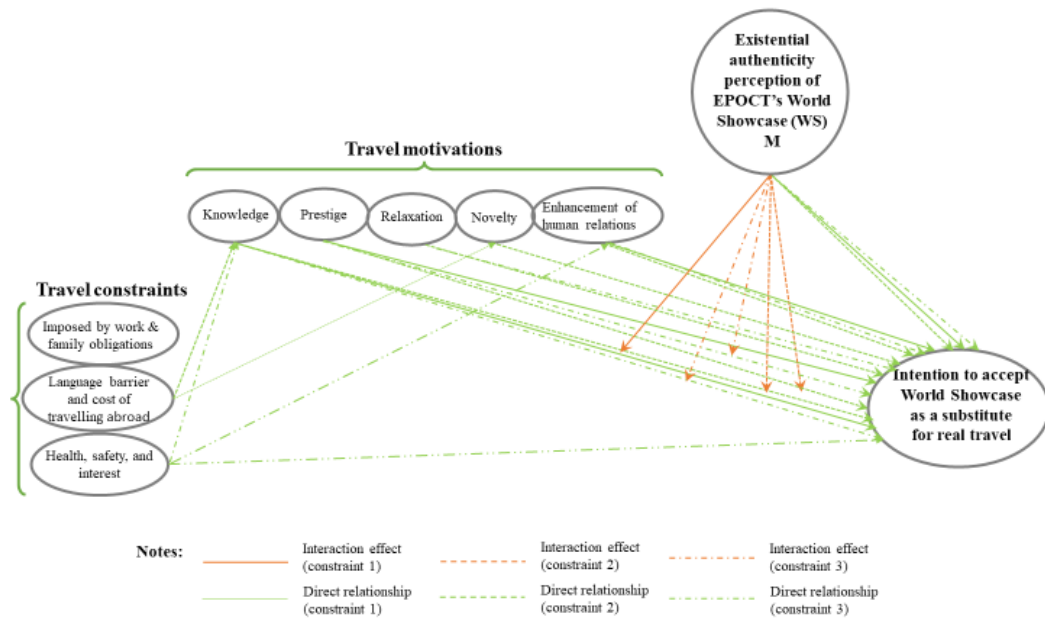


Figure 13 - Estimated mediating effects from the independent variables and the intention to accept World Showcase as a substitute for real travel (Model 2)

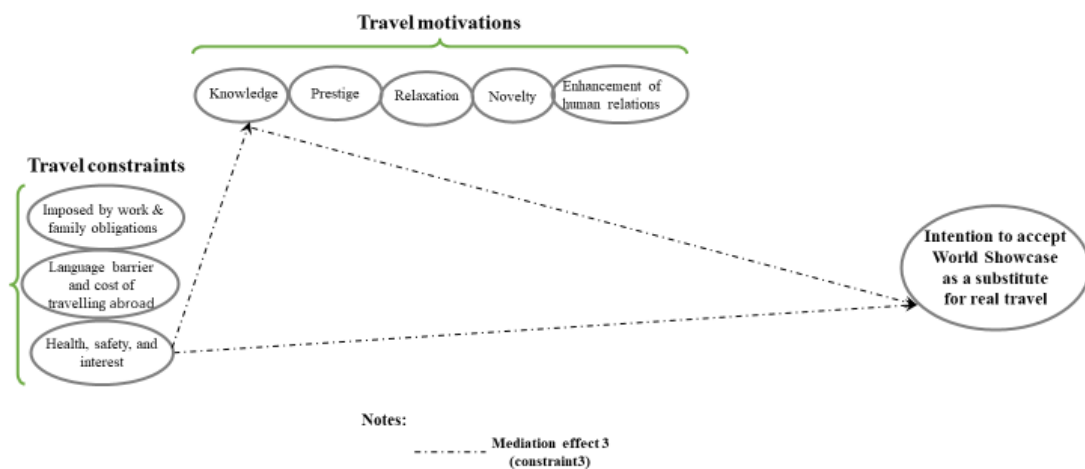


Figure 14 - Estimated mediating effects from the independent variables and the intention to accept World Showcase as a substitute for real travel (Model 2)

In summary, one mediation effect came from travel motivation 1 (travel constraint pertaining to knowledge) for the dependent variable the intention to accept World Showcase as a substitute for real travel (Y_2), when the independent variable is travel constraint due to language barrier and cost of travelling (travel constraint 2). Finally, five moderation effects were identified for the moderator Existential authenticity perception of EPCOT's World Showcase:

- An interaction effect between travel motivation 1 and the moderator in the presence of constraint 1
- Two interaction effects between travel motivation 1 and travel motivation 2 in the presence of constraint 2
- Two interactions between travel motivation 1 and travel motivation 2 in the presence of constraint 3.

5.4. Validation of the hypotheses

From the results of the estimations, Table 19 identifies the validation (or not) of the hypotheses:

Key

TC1: Work and family obligations

TC2: Language barrier and cost of travelling abroad

TC3: Health and Safety

TM1: Knowledge

TM2: Prestige

TM3: Relaxation

TM4: Novelty

TM5: Enhancement of human relations

Table 19: Hypotheses' validations

Hypotheses	Model 1	Model 2	Model 3
H1a: A person's constraints to touring overseas influences their travel motivations (Y_1)	Not Validated	Validated for TC2/TM1 TC2/TM4	Validated for TC3/TM1 TC3/TM5
H1b: A person's constraints to touring overseas influences their travel motivations (Y_2)	Not Validated	Validated for TC2/TM1 TC2/TM4	Validated for TC3/TM1 TC3/TM5
H2a: A person's constraints to touring overseas influences their intention to visit the real places/monuments.	Not validated	Validated	Not validated
H2b: A person's constraints to touring overseas influences their intention to accept The World Showcase as a substitute for real travel.	Not validated	Not validated	Validated
H3a: A person's travel motivations influences their intention to visit the real places/monuments.	Validated for TM2	Validated for TM2	Validated for TM2
H3b: A person's travel motivations influences their intention to accept The World Showcase as a substitute for real travel.	Validated for TM1	Validated for TM1, 2, 3, and 5	Validated for TM1, 2, and 3
H4a: The existential authenticity perception of EPCOT's World Showcase is a moderator between travel motivations and Y_1	Validated for TM2	Validated for TM2	Validated for TM2
H4b: The existential authenticity perception of EPCOT's World Showcase is a moderator between travel motivations and Y_2	Validated for TM1	Validated for TM1 and TM2	Validated for TM1 and TM2
H5a: There are mediating effects between the travel constraints and the intention to visit the real places/monuments due to constructs of motivation.	Not validated	Validated for TM1	Not validated
H5b: There are mediating effects between the travel constraints and the intention to accept The World Showcase as a substitute for real travel due to the constructs of travel motivations.	Not validated	Not validated	Validated for TM1

VI. Conclusion

6.1 Results and discussion

To recap, the research question of this study was as follows: "Do simulated tourism environments substitute the impulse to travel overseas or do they inspire guests to travel and experience the 'real thing'?. In response to the prompt "The World Showcase was quite an experience for me, after which I do not feel the need to travel to the real places/monuments", 82% disagreed (Fig.1 Appendix.4). Whereas in response to the prompt, "After having experienced the replicas of places/monuments at The World Showcase, I gained an interest in visiting them for real, 77% strongly agreed (Fig.2 Appendix.4). Thus, based on the overall results, it can be concluded that the vast majority of respondents consider themselves unwilling to accept The World Showcase as a substitute for travel to the real places/monuments. Instead, most respondents recorded being inspired to travel and experience the 'real thing' during their visit to The World Showcase. To the question "Can an International theme park still evoke similar insights, emotions, and sense of connection as the real thing?", in response to "I think I immerse myself in the foreign themed atmosphere at The World Showcase pavilions", 67% of respondents agreed (Fig.3 Appendix. 4).

In Table 4 (p.32), it is illustrated that in the exploratory factor analysis for motivations, the same five components as Hanqin and Lam (1999) were extracted, namely knowledge, prestige, relaxation, novelty, and the enhancement of human relationships. However, the constraint components extracted from the exploratory analysis in Table 3 (p.31) were in line with neither Huang and Tan (2020) nor Chen et al., (2013), that detected structural, interpersonal and intrapersonal constraint components. Moreover, Guttentag (2010) in his study predicted that those seeking relaxation would perhaps be less likely to accept a simulated tourism experience as a substitute for real travel, while those wishing to fulfil knowledge motivations, would perhaps be more satisfied with a simulated tourism experience substitute. The results of this study partially validated this as when the knowledge motivation was combined with language barrier and cost of travelling constraints, respondents were more accepting of the World Showcase as a substitute for real travel. On the other hand, there was no interaction effect between the motivation of relaxation and intention to visit the real places as Guttentag (2010) predicted.

6.1.1 When the dependent variable is the intention to visit real places (Y_1)

For model 1, travel constraint 1 had no impact on travel motivations. For model 2, when a respondent's perceived constraint was due to a language barrier/and or cost of travelling there is a negative impact on their desire to travel to increase knowledge (TM1) or their desire to travel to seek adventure and thrills (TM4). Also, this constraint had a negative effect on intention to visit the real place, meaning that those who perceived constraints pertaining to language barriers and/or cost of travelling, were less likely to intend on visiting the real places/monuments replicated at the World Showcase. For model 3, constraint 3, those who perceived travel constraints pertaining to health and safety concerns, negatively yet significantly explain travel motivation 1, meaning that they were less likely to want to travel to increase knowledge. Yet, it positively yet significantly explained travel motivation 5 (enhancement of human relations). Thus, it is possible to infer that those who suffer from health problems and/or are facing safety concerns value the enhancement of human relations.

Furthermore, travel constraint 2 (language barrier and cost of travelling) was the only constraint that had a direct negative and significant impact on intention to travel to the real places/landmarks, which is a candidate for the mediation effect due to the presence of the mediator.

When travel motivations were combined with the moderator (perception of existential authenticity of the World Showcase) it was revealed three significant interaction effects concerning the relationship between travel motivation 2 (prestige) and the dependent variable (intention to visit the real place(s)). These effects are negative, meaning that when travel motivation 2 is combined with a strong perception of existential authenticity of The World Showcase, this leads to a negative impact on the intention to travel to the real places/landmarks for all three travel constraints.

6.1.2 When the dependent variable is to accept World Showcase as a substitute for real travel (Y_2)

Travel constraint 1, imposed by work and family obligations, do not explain any of the travel motivations (the same conclusion taken for Y_1). As expected, travel constraint 2 (due to language barrier and cost of travelling) negatively explains travel motivation 1 (knowledge) and travel motivation 4 (novelty). However, the latter does not explain the acceptance of the World Showcase as a substitute for travel to the real place(s). Therefore, only travel motivation 1 is a candidate to be a mediating variable. However, TM1 does not explain significantly Y_2 which implies that there isn't any mediation effect.

When travel motivation 1 (pertaining to knowledge) and travel motivation 2 (concerning prestige) are combined with the moderator, these interaction terms explain significantly and negatively the dependent variable Y_2 for travel constraints 2 and 3, meaning that these interaction effects negatively impacted the intention to accept the World Showcase as a substitute for real travel.

However, travel constraint 3 (health and safety) has a positive effect on travel motivation 5 (enhancement of human relations) and is the only constraint that has a direct positive impact on the intention to accept the World Showcase as a substitute for real travel. However, travel motivations 1 (knowledge) and 3 (relaxation) have a negative impact on the dependent variable, meaning the intention to accept the World Showcase as a substitute for real travel tends to decrease. Travel motivations 2 (prestige) and 5 (enhancement of human relations), on the contrary, have a positive effect on the dependent variable, meaning that the intention to accept the World Showcase tends to increase which seems to be unrealistic (the estimated signs do not make sense).

Moreover, five interaction effects were identified between travel motivation 2 (prestige) and the dependent variable Y_2 when the mediating variable is travel motivation 1 (knowledge).

In sum, three interaction effects were detected for Y_1 and five interaction effects were detected for Y_2 . One mediation effect was also identified for Y_1 , from travel constraint 2 (language barrier and cost of travelling) when the mediating variable is travel motivation 1 (knowledge), and one mediation effect for Y_2 , from travel constraint 3 (health and safety issues) when the mediating variable is also travel motivation 1 (knowledge).

6.2. Research limitations

This research has several limitations. Firstly, the results cannot be generalized to the population as the convenience sampling method employed is not probabilistic. Also, this non-probabilistic sampling method can result in bias that can justify some wrong signs that were not expected. Moreover, the sample size is not big enough to capture the existent variability in the population; the predominance of respondents aged 21-29 (51%) may also have skewed the results.

6.3. Recommendations

6.3.1 Future Research Recommendations

In light of the limitations mentioned above, future research should employ other sampling methods, such as probabilistic sampling in order to insure the validity and reliability of the results. Furthermore, the setting of the study was one of the third busiest theme parks in the world owned by the Walt Disney Company which historically has invested extensive capital to develop, design and operate their theme parks. As such, the perceptions of existential authenticity may not be similar in other international theme park settings around the world. Thus, a possible area for future research would be to investigate a comparative studies using different settings in diverse geographical/locations around the world looking at international theme parks that do not necessarily feature familiar landmarks. Moreover, a study could be done with respondents that share the same nationality. For example, a study that only employs North Americans could be conducted as it may produce drastically different results due to both Americans' geographical distance from the countries represented and geographical proximity to the EPCOT theme park. Indeed, as previously aforementioned, Milman (2013) in her study, which was carried out on solely American respondents found that 47% of respondents had never been to any of the countries represented at the World Showcase. However, the number for this study was much lower, with only 13% (27 individuals) of respondents claiming to have never visited the real countries.

The second sub-question set forth at the beginning of this thesis was "Can the 'real' compete with the artificially enhanced?". What this study has perhaps shown is that it is not a case of "competing" with, the artificially enhanced but rather working in tandem with the artificially enhanced. This has long been the case for virtual reality applications. For example, Sussmann and Vanhegan (2000) raised the pertinent question regarding Virtual Reality's potential to replace real travel, and they concluded that the relationship between these two was not about substitution but about a supplementary function. Indeed, this theory could also be transplanted to the case of simulated tourism environments as, as aforementioned, 77% of respondents agreed that experiencing the replicas of places/monuments at the World showcase made them gain an interest in visiting them for real. Thus, it is possible to conclude that International theme parks can serve as a tool to enhance the planning and marketing of a tourist destination. As such, this study has paved the way for further exploration on the possible symbiotic relationship between international theme parks, and tourism authorities.

6.3.2 Suggestions for the Industry

For the case of EPCOT, this thesis suggests that tourism authorities could invest in their respective country's pavilions. As previously touched upon, the Morocco pavilion is at present the only country at The World Showcase that is sponsored by its government, ever since the Norway ceased their sponsorship. As aforementioned, this meant that Disney had to look for other ways to increase income and found its answer by transforming the Norway Pavilion into a mini Arendelle, the fictional Norwegian kingdom from Disney's highly successful Frozen movie franchise. As such, the case of the Norway pavilion is a cautionary tale for tourism authorities of the represented countries who would do well to work in tandem with Disney in order to convey a realistic image of their country that is truly representative of their culture to prospective tourists.

As many people increasingly engage in fast, meaningless tourism, international theme parks could perhaps not only market destinations, but help educate tourists on the culture, history and customs of the countries in question, as well as promote the global code of ethics in order to produce the next generation of more responsible and informed tourists. Moreover, they could also encourage tourists to consider the quality of overseas trips rather than the quantity. For example, a trip to an international theme park may temporarily whet their appetite, thus postpone their desire to travel and decrease their frequency of travelling. This is in line with Cooper's (2016) theory that simulated experiences are not necessarily complete one for one substitutes for the real experience, but rather facilitate in gaining access to an experience to such an effect that visiting physically becomes less of a priority. Furthermore, tourists may be inspired to have one longer trip whereby they can really explore and appreciate the country, rather than taking multiple short trips throughout the year. In this regard, international theme parks can be justified as a method to discourage overtourism, encourage slow tourism and enable to tourists to have a better, more enriching experience at the country itself.

Furthermore, this thesis would also like to highlight the untapped potential of simulated tourism environments as a pilot area for studying the management of tourism at destinations in terms of sustainability and responsibility. As suggested in the case of the Norway pavilion at EPCOT, these environments can entice the destination to inspire sustainable tourism and act as testing grounds or pilot areas to educate both tourism managers and visitors. For example, these areas could be used to train people on how to manage the destination itself. Moreover, these types of sites could bring universities together with practitioners in these

areas of research. This could easily be done in the case of the Disney company who have long had strong connections with world renowned universities like Harvard.

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ANNEX A:

1.1 Questionnaire

Part 1

This first page is to collect demographic information about you for research purposes. Please fill out the following items about yourself:

a) *Country of Origin*

b) *How many times have you visited The World Showcase at Disney's EPCOT?*

- ☐ Once
- ☐ 2-5 times
- ☐ 5-9 times
- ☐ 10+ times

c) *What is your age?*

- ☐ 18-20
- ☐ 21-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70+

d) *What is the highest level of education you have received?*

- ☐ Less than high school/secondary
- ☐ High school/secondary
- ☐ Some college/university
- ☐ Bachelor's degree
- ☐ Graduate/postgraduate level (Master's, PhD, etc.)

e) *What is your gender?*

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

f) *Which of the following countries have you been to in real life? (do not tick the country which you are from e.g., if you are Canadian do not tick Canada)*

- ☐ Mexico
- ☐ China
- ☐ Norway
- ☐ Germany
- ☐ Italy
- ☐ Morocco
- ☐ Japan
- ☐ France
- ☐ UK
- ☐ Canada
- ☐ None of the above

Part 2

The following questions are related to perceived constraints in relation to general travel and leisure.

- a) *I am not interested in travelling abroad*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- b) *My health is a concern for travelling abroad.*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- c) *My work and family obligations keep me from travelling abroad*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- d) *I do not have sufficient money to travel abroad*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- e) *It looks expensive to travel abroad*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- f) *Language is a major problem for me when it comes to travelling abroad*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- g) *I do not have time to travel abroad*
1. Strongly disagree
 2. Disagree

3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- h) *It is not safe to travel abroad*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- i) *My family and friends do not want to travel abroad with me*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- j) *It is difficult to synchronize time with my family and friends who would travel abroad with me*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know

Part 3

The following questions are intended to measure your motivations to travel abroad in general

I want to travel abroad to...

- a) *Visit cultural and historical attractions*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- b) *See something different*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- c) *Increase knowledge about a foreign destination*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know

- d) *Experience a different lifestyle*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- e) *Visit places my friends have not been to*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- d) *Fulfil my dream of visiting a place*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- e) *Visit a destination which most people value and/or appreciate*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- f) *Go to places my friends want to go*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- g) *Visit a destination that would impress my friends or family*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- h) *Facilitate family and kinship ties*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- i) *Meet new people*
1. Strongly disagree
 2. Disagree
 3. Neutral

4. Agree
5. Strongly agree
6. I don't know

j) *Be able to share my travel experiences after returning home*

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. I don't know

k) *Visit friends or relatives*

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. I don't know

l) *Be with my family*

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. I don't know

m) *Escape from daily routine*

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. I don't know

n) *Get some exercise*

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. I don't know

o) *Physically rest/relax*

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. I don't know

p) *Release work pressure(s)*

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. I don't know

- q) *Find thrills or excitement*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- r) *Be daring and adventuresome*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know

Part 4

The following questions are related to your perception of existential authenticity during your past visit(s) to The World Showcase at Disney's EPCOT

- a) *I think I enjoy the foreign-like experience when touring the World Showcase pavilions*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- b) *I think I feel connected to the foreign civilizations when touring the World Showcase pavilions*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- c) *I think I like the foreign- like buildings and activities connected to the World Showcase pavilions*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- d) *I think I immerse myself in the foreign themed atmosphere at the World Showcase pavilions.*
1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know

Part 5

The purpose of the following questions is to gauge your behavioural intention after having visited EPCOT's World Showcase

- a) *After having experienced the replicas of places/monuments at The World Showcase, I wanted to find out more about the real ones*
 - 1. Strongly disagree
 - 2. Disagree
 - 3. Neutral
 - 4. Agree
 - 5. Strongly agree
 - 6. I don't know
- b) *After having experienced the replicas of places/monuments at The World Showcase I gained an interest in visiting them for real*
 - 1. Strongly disagree
 - 2. Disagree
 - 3. Neutral
 - 4. Agree
 - 5. Strongly agree
 - 6. I don't know
- c) *The replicas of places/monuments at The World Showcase reinforced my intention to visit the real ones in the future*
 - 1. Strongly disagree
 - 2. Disagree
 - 3. Neutral
 - 4. Agree
 - 5. Strongly agree
 - 6. I don't know
- d) *I am willing to recommend The World Showcase to others, so they could also experience it*
 - 1. Strongly disagree
 - 2. Disagree
 - 3. Neutral
 - 4. Agree
 - 5. Strongly agree
 - 6. I don't know
- e) *For me, The World showcase can replace the real travel experience*
 - 1. Strongly disagree
 - 2. Disagree
 - 3. Neutral
 - 4. Agree
 - 5. Strongly agree
 - 6. I don't know
- f) *The World Showcase tends to diminish my desire to travel because it is a "spoiler"*
 - 1. Strongly disagree
 - 2. Disagree
 - 3. Neutral
 - 4. Agree
 - 5. Strongly agree
 - 6. I don't know

g) *The World Showcase was quite an experience for me, after which I do not feel the need to visit the real places/monuments*

1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
 6. I don't know
- 

ANNEX B:

2.1 Extraction of three components for the dimension “constraints for travelling abroad” (after having experienced the replicas at the World Showcase)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	324.184
	df	28
	Sig.	.000

Communalities

	Initial	Extraction
I am not interested in travelling abroad	1.000	.494
My health is a concern for travelling abroad.	1.000	.729
My work and family obligations keep me from travelling abroad	1.000	.711
I do not have sufficient money to travel abroad	1.000	.664
It looks expensive to travel abroad	1.000	.774
Language is a major problem for me when it comes to travelling abroad	1.000	.578
I do not have time to travel abroad	1.000	.627
It is not safe to travel abroad	1.000	.560

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.765	34.560	34.560	2.765	34.560	34.560	1.904	23.803	23.803
2	1.297	16.215	50.775	1.297	16.215	50.775	1.699	21.242	45.045
3	1.075	13.444	64.218	1.075	13.444	64.218	1.534	19.173	64.218
...	...	...	...						
8	.352	4.394	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component		
	1	2	3
My work and family obligations keep me from travelling abroad	.843	.009	-.004
I do not have time to travel abroad	.761	.184	.114
I do not have sufficient money to travel abroad	.671	.454	.094
It looks expensive to travel abroad	.213	.853	-.004
Language is a major problem for me when it comes to travelling abroad	.123	.695	.284
My health is a concern for travelling abroad.	.290	-.229	.770
I am not interested in travelling abroad	-.108	.225	.657
It is not safe to travel abroad	.083	.382	.638

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

2.2 Extraction of five components for the dimension “motivations for travelling abroad” (after having experienced the replicas at the World Showcase)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Approx. Chi-Square	1300.495
	df	153
	Sig.	.000

Communalities

	Initial	Extraction
Visit cultural and historical attractions	1.000	.678
See something different	1.000	.723
Increase knowledge about a foreign destination	1.000	.775
Experience a different lifestyle	1.000	.640
Visit places my friends have not been to	1.000	.645
Fulfil my dream of visiting a place	1.000	.502
Visit a destination which most people value and/or appreciate	1.000	.550
Go to places my friends want to go	1.000	.719
Visit a destination that would impress my friends or family	1.000	.655
Facilitate family and kinship ties	1.000	.679
Meet new people	1.000	.666
Visit friends or relatives	1.000	.659
Be with my family	1.000	.663
Escape from daily routine	1.000	.583
Physically rest/relax	1.000	.519
Release work pressure(s)	1.000	.648
Find thrills or excitement	1.000	.742
Be daring and adventuresome	1.000	.749

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.225	29.030	29.030	5.225	29.030	29.030	3.247	18.039	18.039
2	2.165	12.027	41.057	2.165	12.027	41.057	2.576	14.313	32.352
3	1.834	10.188	51.245	1.834	10.188	51.245	2.003	11.130	43.482
4	1.309	7.273	58.518	1.309	7.273	58.518	2.001	11.118	54.600
5	1.262	7.012	65.530	1.262	7.012	65.530	1.967	10.930	65.530
6	.795	4.417	69.946						
7	.736	4.087	74.033						
8	.655	3.639	77.672						
9	.561	3.119	80.791						
10	.496	2.755	83.546						
11	.455	2.525	86.071						
12	.438	2.431	88.502						
13	.433	2.408	90.910						
14	.388	2.154	93.064						
15	.353	1.959	95.023						
16	.333	1.848	96.871						
17	.324	1.801	98.672						
18	.239	1.328	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Increase knowledge about a foreign destination	.846	.104	-.068	.136	.161
Visit cultural and historical attractions	.800	.093	.111	-.123	-.036
See something different	.777	.064	.250	.221	-.065
Experience a different lifestyle	.664	.065	.050	.423	.114
Fulfil my dream of visiting a place	.567	.360	.193	.118	-.018
Go to places my friends want to go	.037	.823	.079	.102	.155
Visit a destination that would impress my friends or family	-.043	.791	.039	.046	.157
Visit places my friends have not been to	.305	.692	-.125	.216	.106
Visit a destination which most people value and/or appreciate	.308	.648	.087	.144	.085
Release work pressure(s)	.022	.034	.797	.099	.034
Escape from daily routine	.265	.098	.702	-.018	.101
Physically rest/relax	.067	-.028	.674	.183	.164
Be daring and adventuresome	.263	.202	.123	.790	.012
Find thrills or excitement	.015	.175	.291	.790	.049
Meet new people	.376	.145	-.226	.525	.420
Visit friends or relatives	.052	.068	.008	.238	.771
Facilitate family and kinship ties	.157	.299	.126	-.148	.726
Be with my family	-.144	.144	.324	.024	.719

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 6 iterations.

2.3 Extraction of one component for the dimension “perception of authenticity”

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.724
Bartlett's Test of Sphericity	Approx. Chi-Square
	260.236
	df
	3
	Sig.
	.000

Communalities

	Initial	Extraction
I think I enjoy the foreign-like experience when touring the World Showcase pavilions	1.000	.776
I think I feel connected to the foreign civilizations when touring the World Showcase pavilions	1.000	.728
I think I like the foreign- like buildings and activities connected to the World Showcase pavilions	1.000	.788

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.291	76.371	76.371	2.291	76.371	76.371
2	.400	13.340	89.712			
3	.309	10.288	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component 1
I think I like the foreign- like buildings and activities connected to the World Showcase pavilions	.888
I think I enjoy the foreign-like experience when touring the World Showcase pavilions	.881
I think I feel connected to the foreign civilizations when touring the World Showcase pavilions	.853

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

2.4 Extraction of two components for the dimension “intention to visit the real place” after having experienced the replicas at the World Showcase

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	736.241
	df	15
	Sig.	.000

Communalities		
	Initial	Extraction
After having experienced the replicas of places/monuments at The World Showcase, I wanted to find out more about the real ones	1.000	.819
After having experienced the replicas of places/monuments at The World Showcase I gained an interest in visiting them for real	1.000	.889
The replicas of places/monuments at The World Showcase reinforced my intention to visit the real ones in the future	1.000	.870
For me, The World showcase can replace the real travel experience	1.000	.760
The World Showcase tends to diminish my desire to travel because it is a "spoiler"	1.000	.666
The World Showcase was quite an experience for me, after which I do not feel the need to visit the real places/monuments	1.000	.812

Extraction Method: Principal Component Analysis.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.228	53.795	53.795	3.228	53.795	53.795	2.667	44.457	44.457
2	1.588	26.461	80.256	1.588	26.461	80.256	2.148	35.799	80.256
3	.502	8.364	88.620						
4	.279	4.650	93.270						
5	.256	4.265	97.535						
6	.148	2.465	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component	
	1	2
After having experienced the replicas of places/monuments at The World Showcase I gained an interest in visiting them for real	.929	-.159
The replicas of places/monuments at The World Showcase reinforced my intention to visit the real ones in the future	.923	-.135
After having experienced the replicas of places/monuments at The World Showcase. I wanted to find out more about the real ones	.896	-.129
For me, The World showcase can replace the real travel experience	.035	.871
The World Showcase was quite an experience for me. after which I do not feel the need to visit the real places/monuments	-.349	.831
<u>The World Showcase tends to diminish my desire to travel because it is a "spoiler"</u>	-.163	.799

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

ANNEX C:

ESTIMATIONS

MODEL 1:

Table 2c: Conditional effects of the mediating variable Travel Motivation 2 (concerning novelty) at values of the moderator (M)

Conditional direct effects:

Moderator	Effect	p values
Lower level: -0.998	0.372	0.000
Average level: 0.014	0.263	0.000
Higher level: 1.025	0.155	0.032

Conditional indirect effect:

Travel Constraint 2 $\square$ Travel Motivation 2 $\square$ Y₁

Moderator	Effect
Lower level: -0.998	-0.004
Average level: 0.014	-0.003
Higher level: 1.025	-0.002

From Table 2c, it is identified the conditional direct effects are significantly different from zero ($p - values' \leq 0.005$), but the magnitude of the indirect effects of the travel constraint 1 at the values of the moderator (low, average, and high)

MODEL 2:

From Table 4c, it is identified the conditional direct effects are significantly different from zero ($p - values' \leq 0.005$), but the magnitude of the indirect effects of the travel constraint 1 at the values of the moderator (low, average, and high) when the mediating variable is travel motivation 1 (knowledge) are closed to zero as it can be seen in Figure 4a.

Table 4c: Conditional effects of the independent variable (Travel Constraint 1) at values of the moderator (M) when the mediating variable is Travel Motivation 1 (increase Knowledge)

Conditional direct effects:

Moderator	Effect	p values
Lower level: -0.998	-0.197	0.011
Average level: 0.014	-0.361	0.000
Higher level: 1.025	-0.525	0.000

Conditional indirect effect:

Travel Constraint 1 $\square$ Travel Motivation 2 $\square$ Y₂

Moderator	Effect
Lower level: -0.998	0.040
Average level: 0.014	0.030
Higher level: 1.025	0.019

MODEL 3

From Table 5c, it is identified the conditional direct effects are significantly different from zero ($p - values' \leq 0.01$), but the magnitude of the indirect effects of the travel constraint 1 at the values of the moderator (low, average, and high) when the mediating variable is travel motivation 1 (knowledge) are closed to zero as it can be seen in Figure 4a.

Table 5c: Conditional effects of the independent variable (Travel Constraint 2) at values of the moderator (M) when the mediating variable is Travel Motivation 1 (increase Knowledge)

Conditional direct effects:

Moderator	Effect	p values
Lower level: -0.998	-0.225	0.006
Average level: 0.014	-0.366	0.000
Higher level: 1.025	-0.507	0.000

Conditional indirect effect:

Travel Constraint 1 $\square$ Travel Motivation 2 $\square$ Y₁

Moderator	Effect
Lower level: -0.998	0.040
Average level: 0.014	0.030
Higher level: 1.025	0.019

ANNEX D:

VISUAL ACCOMPANIMENTS

Figure 1:

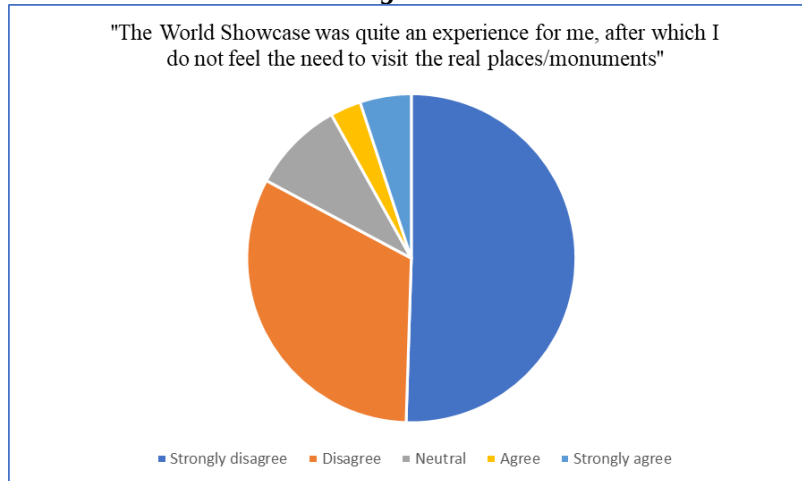


Figure 2:

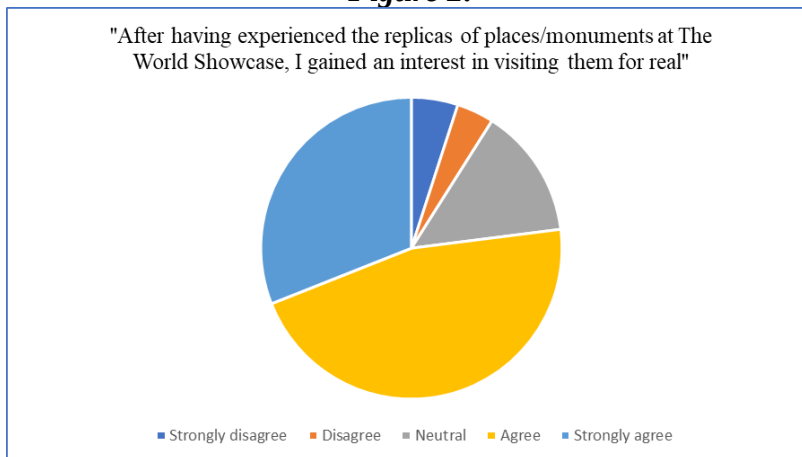
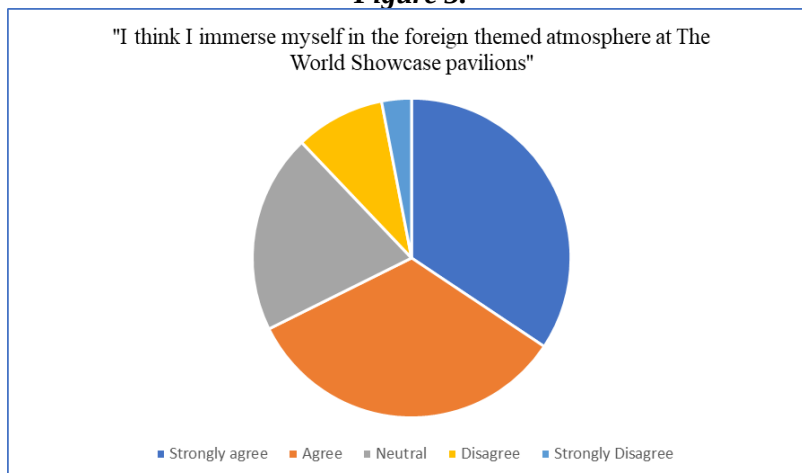


Figure 3:



IMAGES

Figure 1.



Figure 2.



Figure 3.



Figure 4.



Figure 5.



Figure 6.



