

Latin American Canadian Immigrants' Leisure Travel Motivations and
Settlement into Canadian Society

by

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Abstract

Immigration is a major contributor to Canada's ethnocultural diversity and continues to shape the socio-demographic landscape of Canada. The Latin American community is one such group contributing to these socio-demographic changes and is, notably, one of the fastest growing ethnic communities in Canada (Statistics Canada, 2001). At the same time, there is a paucity of research on leisure, tourism, and immigration (Stodolska & Floyd, 2015). The purpose of my research therefore is to contribute to the latter by addressing the research question, "*Why do Latin American Canadian immigrants travel within Canada and how are these travel motivations affected by settlement into Canadian society?*"

In order to address this question, I utilized Driver, Tinsley and Manfredo's (1991) Recreation Experience Preference scales to measure the importance of non-immigrant specific leisure travel motivations. In addition, I developed and measured proposed immigrant-specific leisure travel motivations. By incorporating these immigrant-specific motivations, I was able to examine their importance in comparison to non-immigrant-specific leisure travel motivations. Through a cross-sectional self-administered survey available in Spanish and English, I also investigated similarities and differences in: (a) the overall importance of each leisure travel motivation; (b) travel motivations by level of acculturation; (c) travel motivations by country of origin; (d) travel motivations by number of years residing in Canada; and (e) travel motivations by certain socio-demographic variables.

Results revealed that a core set of non-immigrant specific travel motivations (i.e., REP scales) generally drive Latin American immigrants' leisure travel within Canada. Of these core motivations, the primary five were to: enjoy nature, physically rest, have a novel experience, escape personal social pressures, and bring the family together. These core motivations, as well

as the immigrant-specific motives, were also found to vary based on a number of socio-demographic variables. Additionally, my results indicated that leisure travel motivations varied by acculturation strategy, suggesting they act as a reproduction of those values expressed through one's orientations towards Latin American culture and mainstream Canadian society.

The theoretical implications of these results are fourfold. First, my research contributes to the tourism literature by diversifying how travel motivations are conceptualized within the context of immigration. Second, this thesis extends Berry's (1997) acculturation framework, specifically in terms of its acculturation strategies, to the study of leisure travel motivations. Third, it reveals that factors related to ethnicity provided valuable insight into explaining variations amongst certain leisure travel motivations, underscoring the importance of integrating ethnicity into tourism research. Fourthly, this thesis demonstrates that there is an intersection between motivations, acculturation, ethnicity, and immigration. It thus calls for us to expand our current thinking by developing a more comprehensive integration of these constructs into theory, research, and subsequently practice.

Practitioners may all benefit from an increased understanding of immigrants' motivations, both generally, as well as specifically for Latin American Canadians. By incorporating questions such as, 'How many years have our clients typically been in Canada?' 'What Latin American heritage-based values are reflected/incorporated into our tourism products/service provision?' 'Which non-immigrant specific and immigrant specific-motives do/can we deliver on best?' practitioners will be enabled to plan for, attract, serve, and better understand the needs of immigrants.

In conclusion, leisure and tourism practices can be enhanced by thinking about what to offer and how to offer it within the unique context of immigration.

Preface

This thesis is an original work by Maria C. G. Lynn. The research project, of which this thesis is a part, received research ethics approval from the University of Alberta Research Ethics Board, Project Name “Travel Motivations of Latin American Canadian Immigrants”, May 17, 2012.

Dedications

To my Mother and Father.

You have always encouraged me to use my gifts to the fullest.

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Chapter One: Introduction

From childhood to adulthood I grew up keenly aware of the various immigrant groups around me. Both sets of my grandparents were first generation immigrants and my mother and father integrated all seven of us children into the Ukrainian Canadian community. What impacted me the most however, were my parent's efforts to expose us to a variety of ethnic communities. I can recall meeting families from El Salvador, China, and the Philippines to name but a few. Our family regularly attended cultural events such as Chinese New Years and the Edmonton Folkfest. My parents were also enthusiastic about taking us to ethnic neighbourhoods such as Chinatown. In fact, many of our trips purposefully involved stops into these types of places. Interestingly, my first National Heritage Fair project was conducted on Chinese Canadians.

At the same time while growing up, I developed a keen interest for travel. I saw my siblings travel to places such as Tanzania, France, Costa Rica, Ukraine, Scotland, and of course, all across Canada via their band trips, dance competitions, or one of the many other things our family did. Every time someone came home from a trip, our family would gather in our dining room and the recent traveller would share their stories, pictures, and of course give each of us a small souvenir. It was these types of family events that shaped my love for culture and travel. So much so, that I decided to pursue an undergraduate degree in Recreation, Sport, and Tourism.

After completing my degree, I began and currently still work with Alberta Tourism, Parks and Recreation. Working with the ministry and having volunteered for such programs as Nature as a Second Language (a program intended to introduce immigrants to Alberta Parks) has solidified my belief in the importance of travel and of engaging new Canadians in leisure. During these same years, I have also become connected to the Latin American community.

Recently, I had the pleasure of attending my friend Julio Barrios' Canadian citizenship ceremony. At the ceremony, we were greeted by a video displaying iconic touristic images of Canada; images such as Peggy's Cove, the Calgary Stampede, and the Canadian Rockies. Because of my interest in tourism, I found the choice of images intriguing: why were travel related images chosen for a citizenship video? Following this video, the honourable judge presiding over the ceremony delivered her opening speech. She spoke about being an immigrant herself, of hardship and opportunity, and of the duties of being a Canadian citizen. What stood out in her speech, however, was her message about travelling in Canada. She described several of her trips and explained how having seen the country with her own eyes, she could attest to the great things Canada has to offer. Her story was followed with a statement to the new Canadians in the room that she hoped they too would have the opportunity to explore Canada.

The judge's travel experiences were clearly important enough for her to share with the group, but they also reflected stories I have heard from other immigrants. Multiple immigrants have told me about their appreciation of being able to travel in Canada, and about the meaningfulness and importance of their trips. It is the culmination of these stories, my upbringing and degree, as well as the last few years of my professional and personal life that have inspired me to focus my research on Latin American Canadian (LAC) immigrants' leisure travel in Canada.

Immigrants come from a variety of ethnic backgrounds representing a diversity of cultures, languages, and values. Gramann and Allison (1999) stated that this diversity is "one of the most powerful demographic forces shaping ... Canadian society" (p. 283). Research (e.g., Stodolska & Walker, 2007; Wilhem Stanis, Schneider, Chavez, & Shinew, 2009) also indicates that minority groups, such as Latin American immigrants, vary in their worldviews toward

leisure. Given this diversity, it is essential to advancing the leisure and tourism fields that the applicability of mainstream leisure and tourism theories (e.g., motivation theory) to minority populations is investigated (Stodolska, 2000). Conducting such research not only expands our specific knowledge of immigrant's leisure, but from a broader perspective, also contributes to the development of leisure and tourism theory (Stodolska, 2000). The theoretical value of research conducted with minority immigrant groups lends support to the focus of my research on Latin American Canadian immigrants.

Research with immigrants, particularly Latin American immigrants, is not only supported from a theoretical perspective, but also from a socio-demographic perspective. Canada has one of the highest proportions of immigrants to total resident population in the world (Omidvar & Richmond, 2003). In 2011, Canada had the highest proportion among G8 countries with one out of five people being foreign born, representing 20.6% of the total population, compared with 19.8% in 2006 (Statistics Canada, 2011). Furthermore, immigration is a major contributing factor to the increase in visible minorities in Canada. By 2031, it is projected that roughly one in every three people in Canada will be a visible minority member, with the majority of these people being immigrants (Statistics Canada, 2010). This "increase is largely due to the number of immigrants who arrived in Canada in recent decades from non-European countries" (Statistics Canada, 2011, p.15). Notably, the Latin American community is one of the fastest growing ethnic communities in Canada (Statistics Canada, 2001). Latin Americans (herein also referred to as Latinos) accounted for approximately 0.9% of the Canadian population in 2006 (Statistics Canada, 2006) with the majority being immigrants (Statistics Canada, 2001). In more recent years, immigration from Central and South America has increased (Statistics Canada, 2011). "People born in the Caribbean, Central and South America represented 12.4% of all newcomers

between 2006 and 2011” (Statistics Canada, p. 8). Clearly, immigration is a major contributor to Canada’s ethnocultural diversity and continues to shape the socio-demographic landscape of Canada.

In addition to these vivid socio-demographic changes, leisure scholars (e.g., Shiner et al., 2006; Floyd, Bocarro, & Thompson, 2008; Stodolska & Floyd, 2015) have called for more research on immigration. Floyd et al. conducted a review of 3,369 articles in five major leisure journals and uncovered only 12 articles that dealt specifically with leisure and immigration, none of which were related to leisure travel (no such review has been conducted with tourism journals). Similarly Kim, Scott, and Oh (2005) also found “few studies that have attempted to understand the importance of leisure and recreation for immigrants in the process of adaptation to a new culture” (p. 266). This observation was reiterated by Stack and Iwasaki (2009) who argued that a gap exists in “understanding the adaptation processes of minor, less established immigrants, including the potential contribution of leisure pursuits to these processes” (p. 239). In addition to these arguments, Stodolska and Yi (2003) point out that not only is there a growing interest in immigrants’ leisure activities, but also that this area remains largely in an early stage of development. The research that has been conducted with minority immigrant groups is limited to investigations around community leisure (e.g., sport, fitness, daily leisure activities, recreation programs), while leisure travel has remained relatively unexplored (Phillip, 1994; Stodolska & Floyd, 2015). Although travel is typically participated in less frequently as a leisure activity, travel’s impact on people’s lives can be life changing and as some research suggests (e.g., Dolnicar, Yanamandram, & Cliff, 2012) may contribute to quality of life and well-being.

It is very clear that despite the trifecta of the theoretical value of research with minority immigrant groups, the socio-demographic importance of understanding a growing visible

minority immigrant population, and the scholarly interest in leisure, tourism, and immigration as a whole, a paucity of research in this area exists. Gaining a better understanding of leisure travel from the perspective of immigrants is a topic of considerable importance to sensitive policy making, service-provision, and promoting and engaging immigrants in tourism experiences. The Alberta Ministry of Tourism, Parks and Recreation stated in its 2010-13 business plan that “there is an opportunity to increase awareness and appreciation for ... in-province tourism experiences of a growing immigrant population” (p. 269). This awareness and appreciation for immigrant’s tourism experiences has largely been ignored within the study of leisure travel (Suvantola, 2002) and therefore needs to be extended into leisure and tourism research. By doing so, researchers can begin to answer a plethora of questions including:

- How does leisure travel connect immigrants with Canadian culture and society?
- What role does leisure travel play in immigrant’s adjustment to Canada?
- How does leisure travel affect immigrant’s well-being and acculturation?
- What are the benefits of leisure travel for immigrants?
- How does leisure travel for immigrants differ from non-immigrant’s leisure travel?
- What constrains immigrants from travelling and how are these constraints related to settlement?
- How does immigration affect leisure travel behaviour?
- How does travel back to an immigrant’s home country differ from domestic or other international leisure travel?
- How can organizations and tourism operators connect immigrants to Canada through tourism experiences?

The goal of my thesis is therefore to contribute to this underdeveloped area of research by employing a cross-sectional, self-administered survey, to investigate the research question, ***“Why do Latin American Canadian immigrants engage in leisure travel within Canada and how are these travel motivations affected by immigrants’ settlement into Canadian society?”***

A review of the literature indicates that there is little understanding of Latin American Canadian immigrants’ leisure in general, but even less regarding specific aspects of their leisure, such as leisure travel motivations. Because the relationship between leisure travel and immigration is a topic that has been paid very little attention, the research question of *why* Latin American immigrants travel within Canada is a logical and worthy starting point. Answering this question will help capture those attributes of leisure travel that Latin American immigrants may benefit from, and therefore, further our understanding of the role travel may play in immigrants’ settlement into a new life environment. In order to investigate how settlement may or may not affect Latin American’s leisure travel motivations, it is necessary for this study to be placed within the context of immigration. To accomplish this, in addition to measuring non-immigrant specific leisure travel motivations, I developed and measured proposed immigrant-specific leisure travel motivations. These immigrant-specific motivations are intended to reflect settlement related issues. By incorporating settlement specific issues, I am able to examine the sub-research question, ***“Is there a significant difference between the importance of immigrant-specific leisure travel motivations in comparison to non-immigrant-specific leisure travel motivations?”***

In addition to the proposed immigrant-specific leisure travel motivations, this thesis also investigates the similarities and differences between: (a) the overall importance of each leisure travel motivation; (b) travel motivations and level of acculturation; (c) travel motivations and

country of origin; (d) travel motivations and number of years residing in Canada; and lastly (e) travel motivations and socio-demographic variables. Examining if and how travel motivations may vary depending on the level of acculturation is a principle endeavour of this thesis. By asking how travel motivations may be affected by acculturation strategies, I aim to illuminate the nature of the relationship between an immigrant's negotiation of heritage and mainstream cultures and the types of leisure travel motivations they seek to satisfy that may be dependent on this negotiation. Country of origin is included because although Latin Americans comprise of a pan-ethnic group, within group variances may exist between Latinos of specific ethnicities (e.g., Mexicans versus Cubans). The number of years an immigrant has resided in Canada is also considered in this study. This is so in order to better understand how more recent immigrants' travel motivations may vary in comparison to immigrants whom have been living in Canada for an extended period of time. Lastly, socio-demographic variables are tested as the extant literature indicates that leisure behaviours and preferences are influenced, at least to some degree, by socio-demographic variables (Mannell & Kleiber, 1997; Kleiber, Walker, & Mannell, 2011). In addition, because this study employs a cross-sectional survey and accounting for change over time is not feasible, including the variables of age and number of years in Canada is intended to help, at least to some degree, reduce this limitation.

The concept of travel motivations derives from motivation theory. Motivation theory attempts to provide answers to the 'why-questions' (Mannell & Kleiber, 1997). In order to understand 'why' Latin American immigrants engage in leisure travel, I examine what drives Latinos to travel; that is to say, their motives. A motive is "something that impels people to action and gives direction to that action once it is aroused or activated" (Mannell & Kleiber, p.

188). In the leisure studies field, motivations are also commonly referred to as “expressed” needs and preferences (Driver, Tinsley, & Manfreda, 1991; Mannell & Kleiber).

To discover and measure motives researchers employ various inventories (Mannell & Kleiber, 1997). Wang and Walker (2010) noted that there are three commonly used, theoretically based and methodologically well-developed frameworks in tourism including (a) push and pull factors (Dann, 1981), (b) escaping and seeking (Iso-Ahola, 1982), and (c) Recreation Experience Preference (Driver et al., 1991) scales. For the purpose of this study, Driver and colleague’s Recreation Experience Preference (REP) scales are employed because this framework focuses on the motives of the person rather than the attraction of the destination and is not limited to two dimensions.

REP scales “measure the degree to which specific satisfactions are desired and expected from leisure activities/settings” (Mannell & Kleiber, 1997, p. 199). They are typically used in outdoor recreation research (Mannell & Kleiber), however they have been used in a few tourism studies (e.g., Hinch & Walker, 2005; Wang & Walker, 2010), and although not extensively, with ethnic groups as well (e.g., Walker, Deng, & Dieser, 2001). Based on acculturation theory and other pertinent research, I propose immigrant-specific motivations as part of this thesis that are further explained in my literature review chapter. By incorporating settlement related issues (e.g., learning about Canada’s culture, participating in mainstream activities, escaping acculturative stress), these motivations help expand how travel motivations are conceptualized and applied to immigrant populations.

To determine what settlement related issues may be relevant to an immigrant’s travel motivations, I have selected a theoretical framework known as acculturation (Berry, 1997; Sam & Berry, 2006). Acculturation theory posits that immigrants undergo a process of cultural and

psychological change as a result of being in contact with a new culture (Berry, 1997, 2005). This process of change involves various settlement issues that may be pertinent to the needs immigrants seek to satisfy through their leisure travel, including issues of stress, culture learning, and ethnic and mainstream identity (Sam & Berry, 2006). Acculturation serves as a strong basis for this study as it is rooted in cross-cultural psychology and contextualizes immigrants' experiences in a systemic manner that may be applied to motivations. Notably, it is also the most widely used model within cross-cultural psychology.

To further understand travel motivations and their intersection with immigrants' settlement into Canadian society, a second sub-question, "***Are there similarities and differences between travel motivations and acculturation strategies?***" is also addressed in this thesis. Individuals differ in how they engage in the process of acculturation. These variations are referred to as acculturation strategies and are conceptualized by two models. The first model was originally proposed by Berry (1997) and has since been further explained in works such as Berry, Poortinga, Segall, and Dasen (2002). Berry et al. argue that two issues are paramount during acculturation: cultural maintenance and contact and participation with the mainstream culture. Support for the existence of these two basic dimensions has been provided by recent studies such as Ryder, Alden, and Paulhus (2000) and Berry, Phinney, Sam, and Vedder (2006). Based on the two dimensions, Berry et al. organized the process of acculturation into four acculturation strategies: assimilation, separation, integration, and marginalization. Depending on a person's preference for their heritage and mainstream cultures, a person's acculturation approach will fall into one of these four strategies.

The second model proposed by Padilla and Perez (2003) argues that individuals are selective in their strategy based on the concepts of social cognition, cultural competence, social

identity, and social stigma. These concepts are used to explain why an individual may choose one acculturation approach over another arguing that “acculturation is more difficult for those persons who must cope with the stigma of being different because of skin color, language, ethnicity, and so forth” (p. 35).

Both of the above models have their strengths and limitations, however, for the purpose of this study, Berry and colleagues’ (2002) acculturation strategies framework is employed as it offers a strong theoretical approach to explain why immigrants may vary in their travel motivations. Studies (e.g., Walker & Deng, 2012; Yu & Berryman, 1996) have shown that the leisure participation of immigration does vary depending on their level of acculturation, lending further support for the use of this type of framework.

In summation, this thesis contributes to the limited literature on leisure travel and immigration in four critical ways. First, it examines Latin American immigrants in Canada. Prior to this thesis, Latin American Canadians have not been the subject of leisure and tourism inquiries, despite the fact that this group’s population continues to rise and is one of the largest visible minority groups in Canada (Statistics Canada, 2006; 2011). Second, previous research has unfortunately not considered the role of leisure travel in immigrants’ lives (Stodolska & Floyd, 2015). Immigrants may desire to travel in Canada based on travel’s potential to provide immigrants with a means of familiarizing themselves with unfamiliar social and cultural landscapes, a means of interacting and re-connecting with family, friends, and community, as well as a means for providing fun, exploration, and taking time and space away from the daily stressors associated with settlement. Third, leisure and tourism studies employing acculturation as a theoretical framework for understanding immigrant’s experiences are few in number, and therefore, this approach diversifies how leisure travel motivations and acculturation are

understood. Fourth and lastly, the proposed immigrant-specific motivations add to existing leisure and tourism motivation research (e.g., Recreation Experience Preference scales) and, therefore, may substantially contribute to future research with immigrants.

To provide further context to my research and how it is situated within the existing the literature, and to demonstrate the research gaps and significance of this study, the next chapter provides a review of the literature. Chapter two discusses six major themes central to my research topic. First, immigration in Canada is discussed. Second, Latin American Canadians are defined. Third, an overview of leisure travel is provided. Fourth, a detailed review of the literature surrounding leisure travel motivations is provided. Fifth, literature surrounding settlement issues and acculturation is considered, and lastly, immigrant-specific leisure travel motivations are proposed.

The third chapter presents the methodology used for this study including a review of the methodological framework, sample and sample size, participant recruitment, data analyses, as well as the selected Recreation Experience Preference (REP) scales. This is followed by the fourth chapter which details my research results, and finally, the fifth chapter provides a comprehensive discussion of those results as they relate back to the literature and concludes with a discussion of limitations, future research, and practical and theoretical implications.

Chapter Two: Literature Review

Introduction

The following chapter reviews six major themes central to my research question: (a) immigration in Canada; (b) ethnicity generally and Latin American Canadians specifically; (c) leisure travel; (d) leisure travel motivations; (e) settlement and acculturation; and (f) immigrant-specific leisure travel motivations. Pertinent concepts, definitions, and perspectives, as well as issues and research gaps, are discussed.

Immigration in Canada

Definition of ‘immigrants’.

To better understand immigration in Canada, it is logical to start by defining the term ‘immigrant’. Berry, Poortinga, Segall, and Dasen (2002) define immigrants as individuals or groups of people “who have developed in other places and have been socialized into other cultures, who migrate to take up residence (either permanently or temporarily) in another society” (p. 348). For the purpose of this study, the terms ‘immigrant’, newcomer, or new Canadian, will be used to refer to individuals born outside of, and who have taken up permanent residency in, Canada regardless of citizenship status. Simply put, the term immigrant will denote foreign-born persons permanently living in Canada. It is these foreign-born persons whom are a major contributing factor to the dramatic socio-demographic changes taking place in Canada.

Socio-demographic changes in Canada.

Canada has one of the highest proportions of immigrants to total population in the world (Omidvar & Richmond, 2003). Moreover, this ratio is expected to increase, thereby reshaping the ethnic and racial landscape of Canada over the next few decades (Ontario Ministry of Tourism, 2007). Statistics Canada (2010) projects that “the proportion of the Canadian

population consisting of foreign-born persons will continue to rise, reaching between 25% and 28% in 2031” (p. 16). Of this population, approximately 71% will be visible minority persons (Statistics Canada, 2010). The most recent data from Statistics Canada (2011) indicates that Canada has the highest proportion of foreign-born person among the G8 countries, providing further evidence that immigration is a contributing factor to Canada’s increasing ethnic diversity. Notably, of the visible minority population in Canada in 2011, 65.1% were born outside of Canada (Statistics Canada, 2011). Viewed all together, this means Canada will have an increasingly diverse (i.e., ethnically, racially, and culturally) foreign-born population; one that differs drastically from immigration in the twentieth century which was primarily composed of immigrants from Europe.

One of the ethnic groups contributing to this increasingly diverse foreign-born population and of particular interest to this study is Latin American Canadians (LACs). Latin American Canadians are one of the fastest growing visible minority groups in Canada and are growing considerably faster than the overall population (Statistics Canada, 2001b). This trend lends itself to the focus of my study on this group.

Latin American Canadians are also relatively recent to this country. “Of the foreign-born Latin Americans living in Canada in 2001, 47% arrived in the previous decade, while another 35% had come to Canada between 1981 and 1990. In contrast, only 3% had arrived in the 1960s, while less than 1% had come to Canada before 1961” (Statistics Canada, 2001, p. 9). More recent data indicates that LACs are the fifth largest visible minority group with the majority being foreign-born (Statistics Canada, 2011). The limited leisure research that has been conducted with immigrants to date has predominantly focused on large, relatively well established minority groups (e.g., Chinese Canadians). This has left a rather large research gap

concerning smaller, less established, more recent immigrant groups such as Latin Americans. This gap is nicely summarized by Stack and Iwasaki (2009) who stated that “scant attention has been given to the role of leisure or leisure-like pursuits during the adaptation processes of new immigrants” (p. 239).

In consideration of the socio-demographic shift taking place in Canada, immigrant-specific leisure and tourism research is not only warranted, but is essential for expanding the ways in which scholars and practitioners both understand and work with immigrants of various ethnic backgrounds. As the population becomes increasingly diverse through immigration, leisure/tourism research and practice must adjust to reflect this change, and in particular regards to my research, reflect their motivation patterns.

The Canadian context.

In addition to highlighting Canada’s increasing ethnic diversity, it is also of central importance that the Canadian context of this study and its differentiation from Latin Americans in the United States is explicitly acknowledged. Berry (1997) among others (e.g., Cabassa, 2003; Caplan, 2007) argued that in order to understand the experience of immigrants, one must inquire about the context in which their settlement is taking place. Contextual factors are often overlooked in research on immigrants, despite their having a direct impact on newcomers’ settlement and ultimately their long-term adaptation (Cabassa, 2003). The inclusion of contextual factors associated with a place of settlement grounds a study in a deeper understanding of the acculturating group (Berry, 1997, 2005).

Contextual factors influence settlement in multiple ways. For example, Murphy (1965) argued that societies supportive of cultural pluralism (e.g., multiculturalism) provide a more positive settlement context for two main reasons: one, they are more likely to provide social

support, and two they are less likely to enforce cultural change or exclusion. Berry (1997) suggested that cultural distance (i.e., the degree of difference between two cultures) would also affect settlement. Those individuals coming from a society with many similarities to that of the country of settlement are more likely to follow integration or assimilation strategies and are less likely to experience stress than individuals coming from a society with dramatic cultural differences (Berry).

Based on the above examples, it is evident that such contextual factors as Canada's multiculturalism (i.e., "the existence of, and a policy supporting the many ethno-cultural groups living together in the larger society" Berry et al., 2002, p. 480) and cultural distance would affect Latin American immigrants' settlement in Canada. On the one hand, the argument can be made that Latin American Canadian immigrants may "struggle to adapt to a culture vastly different from their own and to retain aspects of their own culture" (Hartzman, 1991, p. 1). On the other hand, Canada's *Multiculturalism Act* (1987) would support the "maintenance of diverse ethno-cultural groups, and the participation of these groups in the larger society" (Berry, Poortinga, Segall, & Dasen, 2002, p. 480). The influence of these contextual factors also implies a limitation to how studies conducted within a different socio-political context are interpreted and applied. This is particularly relevant to studies conducted within the United States.

Unlike Canada, the United States follows a 'melting pot' approach (i.e., an assumption that minority groups should be absorbed into the mainstream) to immigration (Berry & Sam, 2006). This is radically different than multiculturalism and therefore, studies conducted in the United States do not necessarily translate to the context of immigration in Canada. Furthermore, there are also steep socio-demographic differences. Latin Americans have had a presence in the United States from as early as the 1500s, the majority are born within the United States, and their

population alone is larger than the entire population of Canada. In 2006, the Latin American population in the United States reached 44.3 million (and this is projected to double by 2050), which accounted for 14.8% of the country's total population and half of its total population growth (U.S. Census Bureau, 2011). Unlike the United States, the Latin American population in Canada has only recently started to grow, it makes up approximately 1% of the population, and the majority are foreign-born (Statistics Canada, 2001; 2011).

Recognizing these differences and that this study is placed within the Canadian context, caution needs to be taken when generalizing from one study context to another. This is very important considering that the majority of leisure research that has focused on Latin Americans has been conducted in the United States, whereas less than a handful of studies have looked specifically at Latin American Canadians.

In summation, as the Latin American community in Canada continues to grow and establish itself, future leisure research with this population is undoubtedly needed. To better understand who Latin American Canadians are, the next section of this chapter focuses on ethnicity.

Ethnicity: Latin American Canadians

Definition of 'ethnicity'.

Studies incorporating ethnicity are important to the development of the leisure and tourism fields (Floyd, Bocarro, & Thomson, 2008; Hudson, Hinch, Walker, & Simpson, 2010). Ethnicity "is now widely recognized as an important, if not crucial, variable to be integrated into theory and research on all aspects of human behaviour" (Hudson et al., 2010, p. 74). At that same time, studies incorporating ethnicity are inevitably surrounded by definitional issues. Defining who does and who does not belong to an ethnic group is not always a straight forward

endeavour. As such, before 'Latin American Canadian' is defined, it is very important to address some of the definitional issues associated with defining ethnicity.

Researchers often use the term 'ethnicity' ambiguously and interchangeably with the terms race and culture (Chick, 2009; Floyd et al., 2008; Gramann & Allison, 1999). For the purposes of this study, neither the terms race nor culture will be employed. Instead the terms ethnic, pan-ethnic, and ethno-cultural group will be used. In this study, ethnicity will provide a background to discuss where Latin American Canadian immigrants stand in relation to leisure travel (adapted from Wang & Walker, 2010). This supports researchers' (e.g., Floyd, Bocarro, & Thompson, 2008; Mannell & Kleiber, 1997; Parr & Lashua, 2004; Shinew, Stodolska, Floyd, Hibbler, Allison, Johnson, & Santos, 2006) recommendations that future research should take ethnicity into account.

Employing the concept of ethnicity, rather than culture or race, is appropriate to the study of immigrants in a plural society such as Canada. A plural society is defined as "a society in which a number of ethno-cultural groups live together within a shared political and economic framework" (Berry et al., 2002, p. 481). In the case of my research, that framework is Canada. Berry and colleagues further explain that the term ethno-cultural group refers to "a group living in a plural society that is derived from a heritage cultural group" (p. 478). For this study, the terms ethno-cultural/ethnic (and pan-ethnic) group will be used to denote "immigrants who have settled into recognizable groups, often with a sense of their own cultural heritage" (Berry, 2006, p. 29). Regardless of having these definitions in place, there is still the matter of determining how Latin American Canadians will be recognized as a group.

Latin American Canadians.

The manner in which a researcher defines a specific ethnic group may not be congruent with how others (e.g., governments) define that same group. More importantly, it may not be how the group itself recognizes membership. For these reasons, it is crucial to set parameters for how this study recognizes Latin American Canadians as a group.

Juniu (2000) contends that membership into a group “may be determined by commonality in language, religion, or ancestral country” (p. 362). In the case of Latin Americans, there is no one country of origin. Latin Americans come from many countries, and because they do, being ‘Latin American’ henceforth refers to belonging to a pan-ethnic group. The term ‘pan-ethnic’ is used when many groups are collapsed into a super ordinate group (e.g., Asian or British Canadians). Latin Americans are a pan-ethnic group not only because multiple country of origins are cited by Statistics Canada (2001;2011), but also because they are loosely “linked together historically, politically, economically, socially and especially linguistically by common ancestors, from Spain, in particular, as well as from France and Portugal” (Hartzman, 1991, p. 5). Excluding French-speaking Haiti and Portuguese-speaking Brazil, we are left only with only Spanish-speaking Latin American countries.

It is these immigrants whose country of origin is a Spanish-speaking Latin American country that will be the focus of my study. These countries include Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, and Venezuela. Although this is a lengthy list of countries and obviously constitutes a heterogeneous population, it is most likely that study respondents will be confined to a combination of Mexican, Chilean, Peruvian, Colombian, and Cuban Canadians. The first four groups listed are the largest Latin American

groups in Canada (Statistics Canada, 2001) and the fifth (i.e., Cuban) I have included because I have direct access to that community through my personal contacts. To measure whether there are within group differences between Latin Americans of different country of origins, my study included the sub-question, “*Are there significant differences in the travel motivations of Latin American Canadians from different country of origins?*”

Terminology: Hispanic.

It is noteworthy as part of this section to briefly address the term ‘Hispanic’. Within the literature (e.g., Shaull & Gramann, 1998) Spanish-speaking Latin Americans are also referred to as Hispanic Americans or more commonly in its short-hand form, Hispanics. Often the two are used interchangeably. In addition to Hispanic, Latin Americans may be referred to as Latinos (plural short-hand form of Latin American) or more specifically, Latino for a male or Latina for a female. This study will utilize the term Latin American, which is employed by both Statistics Canada (2001) and the U.S. Census Bureau (2011), and will therefore offer some consistency in its use. For flow of reading, the term Latino is also used.

In summation, by including ethnicity in this study, suitably defined and operationalized as an independent explanatory variable, a deeper and more complete understanding of leisure, and in particular leisure travel motivations, will be forthcoming (Chick, 2009). With a better understanding of how ethnicity and Latin American Canadians will be construed for this study, the next section will discuss leisure travel.

Leisure Travel

A focus on domestic leisure travel.

The World Tourism Organization (1995) defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one

consecutive year for leisure, business, and other purposes”. This definition has been purposefully written to include all types of travel: leisure travel, business travel, as well as travel for ‘other purposes’ (e.g., medical or religious travel). This study does not include such a broad range of travel. Instead, it is only concerned with domestic leisure travel.

The term ‘domestic’ implies “visits by residents of a country to their own country” (Goeldner & Ritchie, 2006, p. 7). For my study, this means visits by Latin American Canadian immigrants within Canada. The meaning of ‘leisure travel’ on the other hand, is not quite as easily articulated. Simply defining the concept of ‘leisure’ is a complex issue, one that is beyond the scope of this study. However, a certain level of structure around this concept and an understanding of it from a Latin American perspective are needed to frame how leisure travel is understood for this study.

Conceptualizing leisure.

Researchers and theorists identify leisure phenomena in a number of ways including by activity (e.g., recreational or cultural activities), setting (e.g., social environment), state of mind (e.g., feelings or experiences such as relaxation or enjoyment), free time (i.e., time free from obligation), as well as intrinsic motivation (i.e., doing something for its own sake) and perceived freedom (Kelly, 1996; Mannell & Kleiber, 1997). More specifically, Mannell and Kleiber (1997) stated leisure can be described as “time free from obligation, the freedom to do whatever one wants to do, or as simply doing something for its own sake” (p. 53). Alternative perspectives to the latter more traditional conceptualizations of leisure have argued that leisure is associated with community development (e.g., Arai & Pedlar, 1997) and participatory democracy (e.g., Stormann, 1993) among other social processes. Evidently leisure is characterized in multiple ways, which is why Mannell and Kleiber (1997) developed a typology to assist researchers in

how they approach defining leisure. This typology distinguishes definitions of leisure by two criteria: the definitional vantage point and the type of leisure phenomena (Mannell & Kleiber, 1997; Kleiber, Walker, & Mannell, 2011).

The type of leisure phenomena can be either subjective or objective. Subjective definitions associate leisure with “certain types of mental states, perceptions, meanings, needs satisfied, and/or experiences” (Mannell & Kleiber, 2007, p. 54). In contrast, objective definitions associate leisure with the type of activity (e.g., a vacation), by time period, or setting (i.e., social and physical environment). The definitional vantage point on the other hand is either internal as defined by the participant or external as defined by the researcher.

Type of Phenomena	Definitional Vantage Point	
	External	Internal
Objective	<i>Activity, setting, or time period</i> is defined by the <i>researcher</i> as leisure or nonleisure.	<i>Activity, setting, or time period</i> is defined by the <i>participant</i> as leisure or nonleisure.
Subjective	<i>Experience, satisfaction, or meaning</i> associated with involvement is defined by the <i>researcher</i> as leisure or nonleisure.	<i>Experience, satisfaction, or meaning</i> associated with involvement is defined by the <i>participant</i> as leisure or nonleisure.

Figure 1. Approaches to defining leisure. Adapted from “Leisure as Behavior, Setting and Time,” by R.C. Mannell and D.A. Kleiber, 1997, *A Social Psychology of Leisure*, p. 54.

For the purpose of this study, a predetermined definition of leisure based on Parr and Lashua’s (2005) definition is used: leisure is enjoyable and freely chosen activities that occur during free time. According to Mannell and Kleiber’s (2007) typology, this definition is defined from an external definitional vantage point, however incorporates both objective (i.e., time period and type of activity) and subjective (i.e., enjoyment) elements. In the context of travel, this can be interpreted as enjoyable and freely chosen activities that occur during free time travel. For example, a vacation, holiday, visiting friends and family, or recreational trip (e.g., a camping or hiking trip).

The proposed definition of leisure for this study is also congruent with research exploring how Latin Americans define leisure. A thesis by Acevedo (2009) explored how Mexican-American's in the United States and in Mexico viewed leisure. Findings revealed that the meaning of leisure was "largely similar to the Western notion of leisure, as it was considered to be a subset of time, a state of being free from obligations and compulsory activities" (Acevedo, 2010, p. 2). Participants also thought the best word to describe any activity that could be done for fun, relaxation, and enjoyment was 'free time' or *tiempo libre*. Thus, trips that are freely chosen, enjoyable and that are taken during one's free time can arguably be interpreted as leisure travel. Importantly the author did note that because of strong family values among Mexicans, family responsibilities were exempt from the notion of being obligations or compulsory activities and "were equated with true leisure" (p. 2). This differentiation is important because from a Western perspective, family responsibilities and leisure are treated more distinctly from each other.

Similar to Acevedo's (2009) findings, a study conducted by Juniu (2000) with South American immigrants in the United States also found that the meaning of leisure was associated with free time and free choice, however, the meaning of this 'free time' and the nature of this 'free choice' varied by class. Working class participants viewed leisure as time to do something productive; in the words of one participant, "to do something constructive, creative, and recreative" (p. 375). On the other hand, middle class participants viewed leisure as time to do whatever they wanted and for some it meant mental freedom. One of the issues with the latter findings, however, is that the author used the term "ocio" for leisure which can also mean idleness and laziness in Spanish and is understood differently from 'free time' or *tiempo libre*, as the author herself pointed out. Therefore, the participants that viewed leisure (ocio) negatively, but 'free time' as time free of obligation and associated this free time with activities for pleasure,

enjoyment, and relaxation, may have actually been referring to what in English is known as leisure but in Spanish is known as *tiempo libre*. Acevedo (2009) also noted the negative connotation associated with the term *ocio*. Moreover, when participants were asked to identify the term they use to describe enjoyable activities, they used *tiempo libre*, not *ocio*. Based on this, a direct translation of the term leisure was not used in this study. Instead, leisure was conceptualized by using the definition provided earlier which seems to be congruent with at least how some Latin Americans (i.e., Mexicans and South Americans) view leisure in terms of *tiempo libre*. As such, this definition of ‘leisure’ was used to help define domestic leisure travel.

Defining domestic leisure travel.

In addition to the difficulty of conceptualizing ‘leisure’, the task of defining ‘leisure travel’ is further complicated by the varied use of the term within the literature. This has resulted in an unhelpful abstraction of the concept; in some research there seems to be the assumption that what is meant by leisure travel is common knowledge. For example, Smith (2011) wrote a chapter on ‘leisure travel’, however, in the entirety of its nine pages, leisure travel itself was not once defined. Similarly, many researchers who state they are examining leisure travel not only fail to define it, but also speak of it in multiple terms. Leisure travel has been used to refer to holidays (e.g., Lo, Cheung, & Law, 2011), pleasure and visiting friends and families (e.g., Wang & Walker, 2011), vacation (e.g., Fodness, 1994; Weaver, McCleary, Han, & Blosser, 2009), and tours (e.g., Toda, Makino, Kobayashi, & Morimoto, 2007).

The tourism field also relies on classifying travel based on the ‘purpose’ of the trip. Trip purposes are commonly classified as: for business, personal/other, visiting friends or relatives, or for pleasure (Goeldner & Ritchie, 2006; Karlis, 2011). Notice that none of these classifications include leisure. However, in the *Travel Survey of Residents of Canada (TSRC)* the main purpose

of a 'leisure trip' combined two of the latter classifications; a leisure trip was qualified as having a purpose of both pleasure and visiting friends and relatives (Research Resolutions & Consulting Ltd., 2006). Based on the multiple uses of the term leisure travel, the definition of leisure chosen for this study, and the WTO's definition of tourism, I offer the following definition of domestic leisure travel:

Domestic leisure travel refers to freely chosen trips taken by residents of Canada during their free time that take the household member outside his/her usual environment for the purposes of visiting friends or family, recreation, vacation, holiday, attending a special event or festival or any other type of leisure-related travel. Leisure travel does not include travel for medical, religious, business, transport, or commuting purposes. All trips must originate and take place in Canada and be completed within a year. Leaving the usual environment is operationalized as travelling out-of-town.

Although leisure travel can take place as part of a same-day or overnight trip, this study focuses on overnight trips where at least one night is spent at the traveller's destination. The reason for this is that motivations for a same-day trip may not be comparable to motivations for an overnight trip. With a definition of leisure travel in place, it is now appropriate to move towards a discussion on immigrants and domestic leisure travel.

Immigrants, ethnicity, and domestic leisure travel.

"Leisure travel is an important form of leisure behaviour for many Canadians and is done in every part of Canada" (Smith, 2011, p. 101). This is evident by the fact that domestic travel accounts for over 90 percent of all trips Canadians take (Smith, 2011). Clearly travel within Canada, by Canadians, is extremely important to Canada's tourism industry. This also holds true for Canadian immigrants who will inevitably make up a growing portion of the domestic travel

market. The Ontario Ministry of Tourism (2007) noted that adapting to Canada's changing reality (i.e., increasing foreign-born population) is vital to the long-term health of the tourism industry and, I would also propose, to the settlement of immigrants into Canadian society. Therefore, research focusing on immigrants of various ethnic backgrounds is essential to understanding the travel of an increasingly diverse immigrant population and the role it may play in immigrants' settlement. Berry, Poortinga, Segall, and Dasen (2002) stated (in regards to psychology, however their proposition is also applicable here) that by extending data and theory through the inclusion of other cultures (or in this case ethnicities), we can reduce the ethnocentric nature of our discipline" (p. 9). Li (2009) echoes Chick in his statement that there is a need for "more research on the meanings of leisure and tourism in diverse social and cultural contexts" (p. 229). Hudson, Hinch, Walker, and Simpson (2010) follow a similar logic. They argued that examining culture (and I would add ethnicity and immigration) will advance the tourism field in a systematic manner by providing explanatory or predictive research, rather than simply descriptive. It is possible to theorize, for example, that the unique context of immigration and the ethnic background of an immigrant would at least to some degree offer explanations of and predictions for leisure travel behaviour.

Unfortunately, a review of the literature to date has revealed little research on immigrants' leisure travel in Canada. Furthermore, this paucity of research is not only evident within the context of Canada, but across leisure and tourism research. In regards to Latin Americans, not a single study could be found that provided insight into their travel in general or in particular, their motivations. The problem with this is that we cannot assume all people are motivated by the same forces (Goeldner & Ritchie, 1996). Further research with Latin American Canadians and other ethno-cultural groups is undoubtedly needed to provide both immigrant-

based and multiple ethnic-based explanations for leisure travel behaviour. As this study seeks to bridge the gap in regards to motivations, specifically, the next section will review the travel motivation literature.

Leisure Travel Motivations

Motivation.

Motivation-based research attempts to provide answers to the ‘why-questions’. It not only reveals the extent to which specific motives are important, but may also reflect the potential benefits a person could receive through their travel (Iso-Ahola, 1982; Driver, Tinsley, & Manfredi, 1991). Furthermore, although motivation is only one of many explanatory variables, motivation is “a critical variable because it is the driving force behind all behaviour” (Fodness, 1994, p. 555).

The concept of ‘motivation’ can be traced back to the Latin word “movere” which means “to move” (Dann, 1981). Thus, leisure travel motivations are concerned with why people are moved to engage in leisure travel. The reasons that drive a person to travel are commonly referred to as motives, “expressed” needs (i.e., those needs which are conscious to a person, Mannell & Kleiber, 1997), and/or preferences (Kim, 1998). Basic motivation theory asserts that a motive arouses and directs behaviour based on potential satisfaction in a future situation, that is to say, motives are cognitive representations of future states (Iso-Ahola, 1982; Mannell & Kleiber, 1997). The idea of a future state is generated by internal psychological factors (e.g., needs, wants, and goals) that create a disequilibrium or uncomfortable level of tension (Fodness, 1994; Mannell & Kleiber). This tension leads to actions or behaviours aimed at reducing the tension, thereby (ideally) satisfying the motives that lead to the action in the first place (Fodness; Mannell & Kleiber). Identifying motives then, help researchers and practitioners understand

what aspects of a leisure activity, in this case leisure travel, lead a person to engage in that activity based on what they perceive as being an important or beneficial future state.

Examining travel motivations or more specifically, the degree of their importance has been the subject of many studies. A review of the tourism literature reveals that exploration/discovery, relaxation/rest, prestige/ego-enhancement, evaluation of self/self-esteem, social interaction/socialization, spending time with family, novelty, and education/learning are commonly cited travel motives (Crompton, 1979; Dann, 1981; Figler, Weinstein, Sollers, & Devan, 1992; Fodness, 1994; Iso-Ahola, 1982; Ragheb & Beard, 1983; Ryan & Glendon, 1998). These travel motives have been treated in a number of ways by researchers using a variety of frameworks. Wang and Walker (2010) contend that three of the more commonly used frameworks for assessing motivations are (a) “push” and “pull” factors, (b) seeking and escaping forces, and (c) Recreation Experience Preference scales. As such, the following reviews these three frameworks.

“Push” and “pull” factors.

“Push” and “pull” factors are often employed within the tourism motivation literature (Wang & Walker, 2010; Yuan & McDonald, 1990). Dann (1981) explains that “push” factors deal with the tourist’s intrinsic motivations such as exploration of self, relaxation, and ego-enhancement. “Pull” factors on the other hand deal with the “specific attractions of the destination which induces the traveller to go there once the prior decision to travel has been made” (Dann, 1981, p. 191). “Pull” factors could for example be a destination’s relaxed tempo or friendly locals. Both factors however, do not operate alone, but rather reinforce each other. In short, this framework can be summarized as “destinational pull in response to motivational push”

(Dann, 1981, p. 190). As my study is not concerned with assessing the pull factors of a specific destination, this framework is not conceptually appropriate for my research question.

Seeking and escaping forces.

Iso-Ahola (1982) proposed another well-known tourism motivation model. Iso-Ahola argues that the satisfaction individuals expect to derive from involvement in a leisure activity (especially travel) is linked to two motivational forces: seeking and escaping. Iso-Ahola contends that “tourist and leisure behaviour takes place within a framework of optimal arousal and incongruity. That is, while individuals seek different levels of stimulation, they share the need to avoid either overstimulation or boredom” (p. 255). This results in two opposing, but simultaneous, motivational forces. The first, seeking, is related to the desire to obtain intrinsic rewards (personal and/or interpersonal rewards), such as feelings of competence. The second, escaping, is related to the desire to leave the routine environment (personal and/or interpersonal environment) behind. Either of these forces can hold more weight depending on the conditions and activities. Although studies (e.g., Dunn Ross & Iso-Ahola, 1991) have demonstrated that motives can be classified into the seeking and escaping dimensions, Mannell and Kleiber (1997) state that the usefulness of reducing motives to these two dimensions remains unclear.

Recreation experience preference scales.

Mannell and Kleiber (1997) refer to the Recreation Experience Preference (REP) scales as among the best-known and tested motivational inventories. REP scales, developed by Driver, Tinsley, and Manfredo (1991) “were developed primarily to aid managers of parks and other natural areas in identifying the kinds of needs people visiting outdoor recreation sites are seeking to satisfy” (Mannell & Kleiber, 1997, p. 199). Despite the original focus on outdoor recreation, studies such as Wang and Walker’s (2010) examination of Chinese and Canadian university

students' travel motivations demonstrate support for the use of REP scales in tourism research and within cross-cultural contexts.

“REP scales were developed within the context of motivation theory” (Manfredo, Driver, & Tarrant, 1996, p. 189). Personality trait and motivation literature were reviewed to determine the types of motivations that might influence leisure (Manfredo, Driver, & Tarrant). The guiding premise of REP scales is that desired goal states are attained through participation in leisure (Manfredo, Driver, & Tarrant, 1996). These desired goal states are a result of the disequilibrium between an existing state and a preferred state (Driver, Tinsley, & Manfredo, 1991; Manfredo, Driver, & Tarrant). The preferred goal state(s), or in other words ‘preferences’ are the motivating forces for engaging in leisure, and hence, why a person would be inclined to for example travel. REP scales measure the extent to which these preferred goal states are desired and expected (Manfredo, Driver, & Tarrant).

Driver, Tinsley, and Manfredo (1991) originally identified 19 motivational domains. After conducting a meta-analysis of 36 studies using REP scales, Manfredo, Driver, and Tarrant (1996) subsequently identified 21 motivational domains: *achievement/ stimulation, autonomy/leadership, risk taking, equipment, family togetherness, similar people, new people, learning, enjoy nature, introspection, creativity, nostalgia, physical fitness, physical rest, escape personal-social pressures, escape physical pressure, social security, teaching-leading others, and risk reduction*. Within each of these domains there are two to seven sub-domains. For example, within the ‘new people’ domain, there are two sub-domains entitled ‘meeting new people’ and ‘observing other people’. Within each of these sub-domains, there are scale items that reflect the same general construct. For example, for the sub-domain ‘meeting new people’ there are three scale items including: (a) to talk to new and varied people; (b) to meet other

people in the area; and (c) to meet new people. Despite having an extensive inventory of REP scale items, our knowledge of the relative importance of these items for various ethno-cultural groups, especially minority ethnic groups, is limited. More so, there is no evidence as to whether or not these items are influenced by differing socio-cultural contexts, such as immigration.

There are only a few studies that could be identified that have employed REP scales with specific ethnic or cultural groups. These studies for the most part have focused on Asian groups such as Japanese (Stewart, Harada, Fujimoto, & Nagazumi, 1996) and Chinese Canadians (Wang & Walker, 2010), neither of which was situated within the context of immigration, and only the latter which was concerned with travel. In terms of studies using REP scales and conducted with Latin Americans, a single study by Hunt and Ditton (2001) was identified. This study was conducted in the United States and examined fishing. Unfortunately, no studies examining leisure travel motivations and Latin Americans were identified after a thorough search of multiple databases and using a variety of search words. In terms of immigration, one study conducted by Sun Hee and Cox (2007), did specifically address immigrants' travel, however, it was conducted with Korean immigrants in Australia and did not assess travel motivations or use REP scales. Based on this lack of literature, it is evident that not only is there a research gap in regards to the travel motivations of various ethnic groups, but there is also a gap in our understanding of travel motivations and immigration.

Of the latter studies identified that did employ REP scales with specific ethnic groups, there are a few findings worth mentioning here. First, Hunt and Ditton's (2001) study indicated that Hispanic fishers rated 'escaping individual stressors' significantly less important than Anglos. Therefore, it is worth determining whether escaping social stressors rather than individual stressors (and for this study especially settlement related stressors) may be an

important travel motive for Latin American Canadians. Furthermore, contrary to what the authors hypothesized, they found that Hispanics rated importance of ‘achievement’ higher than their Anglo counterparts. It is possible then, that engaging in leisure travel may be a source of ‘achievement’ for immigrants, especially for those immigrants that did not have the opportunity to travel in their home country. Second, in Wang and Walker’s (2010) study which also used REP scales (albeit not with Latin Americans) the authors found that “five of seven motivations differed significantly between Canadians and Chinese” (p. 279). This finding demonstrates that research with various ethnic groups is important to better understand and account for such variations.

As made evident by both Hunt and Ditton’s (2001) and Wang and Walker’s (2010) studies, it is problematic to assume that all groups are motivated by the same forces (Goeldner & Ritchie, 1996). Goeldner and Ritchie (1996) asserted that “different groups of individuals will place different weightings on a structured set of answers, producing shifting patterns of motivation” (p. 259). Kim (1998) also contended that there is great potential for variability in travel motivations among different social and cultural contexts. Kim argued that “current tourism research on motivation has mainly focused on individualism and rationalism as important values that Western researchers use without conscious awareness... which result in underestimating the influence of groups, norms, culture, and emotion or impulse on tourist behaviour” (p. 203). Given the increasingly diverse immigrant population in Canada, it is more relevant now than ever to broaden the ways in which we understand leisure travel motivations. Therefore, the next section will review settlement and acculturation in order to provide a framework for understanding how leisure travel motivations may be affected by immigrants’ settlement.

Settlement and Acculturation

Because the benefits of leisure are numerous and have been well documented (e.g., Driver, Brown, & Peterson, 1991; Kleiber, Walker, & Mannell, 2011) we can speculate that leisure travel may be beneficial for immigrants. The majority of leisure research on immigration, however, has focused on topics such as immigrants' leisure behaviour and factors affecting participation in leisure (Doherty & Taylor, 2007). Furthermore, this research has been limited to a select few types of leisure (e.g., recreational sport and community recreation programs) and has not included leisure travel or motivation-based research. A similar gap is seen within the tourism literature. The question then is how might leisure travel motivations be influenced by settlement? In order to propose immigrant-specific leisure travel motivations, an understanding of immigrants' settlement is necessary. The concept of acculturation provides a theoretical framework to do so.

Acculturation.

Acculturation has been studied using a variety of frameworks over the past several decades. The concept of acculturation initially stemmed from anthropological work conducted with indigenous peoples, and was later refined in the fields of cross-cultural psychology, sociology, and social psychology (Cabassa, 2003; Ryder, Alden, & Paulhus, 2000). The classic definition of acculturation was termed by Redfield, Linton, and Herskovits in 1936 and stipulated that "acculturation comprehends those phenomenon which result when groups of individuals having different cultures come into continuous first-hand contact, with subsequent changes in the original culture patterns of either or both groups" (p. 149). These changes can occur in various domains such as behaviours, attitudes, values, and sense of cultural identity (Berry, 1997, 2002, 2005; Ryder, Alden, & Paulhus, 2000).

Although Redfield, Linton, and Herskovits' (1936) definition implied changes in either or both groups involved, research has traditionally focused on changes of the non-dominant cultural group to the cultural patterns of the mainstream culture (Cabassa, 2003; Berry & Sam, 1996). This manner of studying acculturation originates in assimilation theory; non-dominant groups shed aspects of their culture to accommodate the dominant group. Gordon (1964) developed an assimilation model in which he posited that interaction with the mainstream culture results in the “disappearance of the ethnic group as a separate identity and the evaporation of its distinctive values” (p. 81). This theory of assimilation is the foundation for unidimensional models of acculturation.

Unidimensional perspective of acculturation.

The unidimensional perspective conceptualizes acculturation along a single continuum. Developed out of Gordon's (1964) assimilation model, this continuum ranges from immersion in the culture of origin to immersion in the host culture. Unidimensional models are based on the implicit assumption that as individuals move along the continuum toward the host culture losses are incurred in their own (Berry, 1997; Cabassa, 2003; Ryder, Alden, & Paulhus, 2000).

The limitation of this perspective is that it “confounds adherence to the dominant culture with the maintenance of the culture of origin” (Cabassa, 2003, p. 133). In short, the “unidimensional perspective fails to consider alternatives to assimilation” (Ryder, Alden, & Paulhus, 2000, p. 50). Researchers (e.g., Berry, 2002; Cabassa, 2003; Marin & Gamba, 1996; Ryder, Alden, & Paulhus, 2000) argue that unidimensional models fail to account for the complexity of acculturation. From their perspectives, individuals do not have to completely change from their heritage culture in order to take on aspects of the dominant culture. Multiple scenarios are possible such as resistance towards assimilation, forced segregation, bicultural

identities and there are also individual and contextual differences that need to be taken into account (e.g., residence in an ethnic neighbourhood). Given these limitations, the unidimensional perspective is not employed in the proposed study.

Bidimensional perspective of acculturation.

An alternative to the unidimensional perspective is the bidimensional perspective. The main difference between these frameworks is that bidimensional models entail two distinct independent dimensions: the culture of origin and the culture of the host country. Ryder, Alden, and Paulhus (2000) argued that “acculturation can be more completely understood when heritage and mainstream culture identities are seen as being relatively independent of one another” (p. 49). Bidimensional models allow individuals to maintain aspects of both cultures (Marin & Gamba, 1996). Individuals may adopt mainstream cultural characteristics without having to give up facets of their own culture. Multiple culture identities are possible and therefore the bidimensional perspective is potentially more inclusive.

The most widely employed bidimensional approach to acculturation is John W. Berry’s (1997) acculturation framework. Based on Redfield, Linton, and Herskovits’ (1936) definition of acculturation, Berry (1997, 2005) and others (e.g., Berry, Poortinga, Segall, & Dasen, 2002; Sam & Berry, 2006) held that acculturation is a multidimensional process, complex and variable in nature, involving cultural and psychological change as a result of continuous intercultural contact. Cultural change includes alterations in aspects such as a group’s customs or political and economic life (Berry, Phinney, Sam, & Vedder, 2006). Psychological change on the other hand, also termed ‘psychological acculturation’ by Berry (1997), presents itself as changes in the psychological features of a person. For example, this may include changes in a person’s attitudes, cultural identities, or behaviours (Berry, Phinney, Sam, & Vedder, 2006).

The premise of acculturation research is based on discerning the process of these cultural and psychological changes; that is to say the nature of “what happens to people when they take their behavioural repertoire to a different cultural context” (Sam & Berry, 2006, p. 4). According to Berry’s (1997) framework, the process of acculturation includes contextual factors (individual and group level factors), the course of adaptation (acculturation strategies), the level of difficulty experienced through-out the process (acculturative stress), and the outcome of the acculturation experience (adaptation). Sam (2006) offers a complementary, however, less complex view in which the process of acculturation is built upon three tenants: (a) contact (i.e., between two cultural groups); (b) reciprocal influence (i.e., both groups influence each other, however, the degree to which they influence each other may vary); and (c) change (i.e., a dynamic process resulting in a relatively stable outcome).

In summary, there are two major perspectives of acculturation within the literature. The unidimensional perspective is based on assimilation theory while the bidimensional perspective is based on the notion that individuals can have bicultural identities. Within the bidimensional perspective Berry’s (1997) acculturation framework has received the widest use. The following will further detail Berry’s framework by reviewing acculturation strategies.

Acculturation strategies.

Not all groups and individuals undergo acculturation in the same way. Variations in how individuals undergo the acculturation process are termed acculturation strategies (Berry, 1997). Marin and Gamba (1996) proposed three courses of acculturation: low (i.e., maintenance of the culture of origin with little to no acculturation into the mainstream culture), biculturalism (i.e., both maintenance of the culture of origin as well as acculturation into the mainstream culture), and high (i.e., dispelling of the culture of origin and assimilation into the mainstream culture).

These three levels of acculturation are represented in Berry's (1997) acculturation framework with the addition of a fourth strategy.

Berry (1997) argued that two issues are being addressed during acculturation: cultural maintenance (i.e., the degree of preference held towards one's culture of origin) and contact and participation (i.e., the degree of preference held toward the mainstream culture). Support for the existence of these two basic dimensions has been provided by recent studies such as Ryder, Alden, and Paulhus (2000) and Berry, Phinney, Sam, and Vedder (2006). Based on these two dimensions Berry (1997) organized the process of acculturation into four strategies. Strategies consist of attitudes (i.e., preference on how to acculturate) and behaviours (i.e., actual activities) (Berry, 2005). Which strategies are used depend on contextual factors and there are variable adaptive consequences both culturally and psychologically of these different strategies (Berry).

Assimilation refers to the strategy in which individuals prefer to forego their culture of origin for the mainstream culture (Berry, 1997). *Separation* occurs when individuals value holding onto their original culture, and at the same time prefer to avoid interaction with other cultures (Berry). *Marginalization* results when individuals have little interest in cultural maintenance and also have limited interest in having relations with other groups (Berry). *Integration* on the hand refers to when individuals place value on both cultural maintenance, as well as interacting with other groups (Berry). As a multicultural nation, it is this last strategy that is particularly noteworthy because "Canada promotes integration over such strategies as marginalization or assimilation" (Berry, 1997, p. 9). Citizenship and Immigration Canada (2002), similar to Berry, define integration as "a two-way process that encourages adjustments on the part of both newcomers and the receiving society" (p. 28). The following diagram offers an illustration of Berry's (1997) four acculturation strategies.

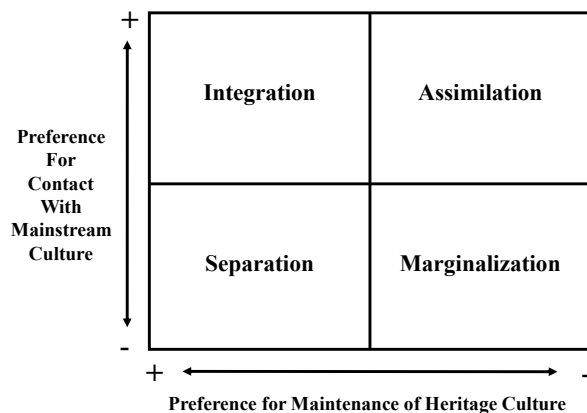


Figure 2. Acculturation strategies. Based on “Immigration, Acculturation, and Adaptation,” by J. W. Berry, 1997, *Applied Psychology: An International Review*, 46, p. 10.

A limitation of conceptualizing courses of acculturation as strategies is that individuals do not necessarily have the freedom to ‘choose’ how they want to acculturate. Berry (1997) noted that marginalization is often due to enforced cultural loss or reasons of exclusion and discrimination. He also maintained that mutual accommodation is required by the non-dominant and dominant group for the integration strategy to work. Choices may be constrained or forced in which case individuals do not have the power to decide how acculturation will take place (Berry, 2005). On the other hand, some groups even when confronted with a particular way to acculturate have resisted (Berry).

It is also held within the literature (e.g., Cabassa, 2003) that preference is not fixed. People may change how they embrace either culture and preference may change as a person ages (Cabassa). A person’s acculturation orientation may also differ by public or private domains or the type of situation (Cabassa, 2003; Padilla & Perez, 2003). Padilla and Perez (2003) argued that an individual may orient themselves towards a particular strategy for reasons based on cultural competence (i.e., how well a person functions in a culture), social cognition (i.e., cognitive processes based on pragmatic approaches to solving a problem in any given situation), social identity theory (i.e., identification with the group in which a person feels most

comfortable), and social stigma (i.e., the devaluation of a person's identity based on a specific attribute). Given these possibilities in the selection of acculturation strategies, it is worth noting that the course of adaptation is not a product of free choice, but rather an interplay of multiple factors.

Acculturation strategies and leisure travel motivations.

To understand how travel motivations may be influenced by settlement, the sub-question, “*How do travel motivations vary by acculturation strategy?*” was examined as part of this study. Research (e.g., Christenson, Zabrieskie, Egget, & Freeman, 2006; Floyd & Gramann, 1993; Juniu, 2000; Walker, Deng, & Dieser, 2001; Walker & Deng, 2012; Yu & Berryman, 1996) suggests that leisure behaviour varies depending on a person's level of acculturation. For example, Yu and Berryman conducted a study to “identify recreation activity participation levels and patterns of recently arrived Chinese adolescents and to examine the association of those behaviours with levels of acculturation and self-esteem” (p. 251). The results of this study found that recreation participation differed by level of acculturation. More specifically, Chinese students “with higher levels of acculturation participated significantly more often in recreation activities” (p. 264). We can make the assumption that their motives for participating in those activities would potentially differ as well.

Similarly, Christenson et al. (2006) found that Mexican-American youth who were bicultural participated in more core family leisure than high acculturated youth who participated in more out of the ordinary leisure activities (i.e., activities that were new, challenging, or different). Based on this we can speculate that motivations related to maintaining family relationships may be more important for those L.A.C immigrants who are integrated or separated than for those whom are assimilated. Notably, both of the latter studies demonstrate that leisure

behaviour potentially varies depending on a person's level of acculturation. Understanding how it varies specifically in terms of leisure travel motivations is a key goal of this study as previous research addressing this area is very limited.

Lee and Cox (2007) maintained that "studies have tended to look at behaviour of travellers from a particular country without considering how acculturation experienced by migrants may alter their travel behaviours" (p. 183). Accordingly, Lee and Cox conducted a study that focused on the travel behaviour and lifestyles of Korean immigrants in Australia and the influence of acculturation. This is the only travel-related study I am aware of that has attempted to look at acculturation and travel. Results of this study "suggest that respondents who were more acculturated significantly differed in their travel lifestyle from those who were less acculturated" (p. 183); where travel lifestyle was determined by the participants' attitudes and opinions towards travel as well as their travel interests. This finding supports the proposition that immigrants' travel motivations may vary depending on their level of acculturation.

Unfortunately, of the limited research that has been conducted on leisure, tourism, and acculturation, only a few studies (e.g., Walker & Deng, 2012) employed measures that capture the four acculturation strategies outlined by Berry (1997) and only one study looked at REP scales, acculturation, and Hispanics (albeit not travel). This latter study was conducted by Shaul and Gramann (1998) and examined Anglo- and Hispanic Americans using REP scales to measure family cohesiveness and nature interaction, and "language acculturation" to measure acculturation (however, this measure only captured three levels: least acculturated, bicultural, and most acculturated). The next section will review another key aspect of acculturation: acculturative stress.

Acculturative stress.

Settlement into society can be one of the most difficult times in the life of an immigrant to Canada. It may take years, possibly decades, for an immigrant to fully adjust to a new life environment. Furthermore, the unique challenges faced by newcomers are often more difficult for those that are minorities (i.e., visible or ethnic minorities) and more so, for those minorities, such as Latin Americans Canadians, who come from vastly different cultural, social, political, economic, and geographic contexts than the country of settlement (Berry, 2001; Caplan, 2007; Torres, 2010).

A study by Torres (2010) found that because Latin American immigrants (in the United States) have the added burden of navigating between and adapting to different cultures, many Latin Americans struggle with the magnitude of adjustment and consequently, are at a higher risk of suffering from decreased psychological well-being. This is supported by research which has shown that resettling into a new country is associated with experiences of anxiety, depression, feelings of marginality and alienation, loneliness, and identity confusion among other stressful events that impact a person's well-being (Beiser & Hou, 2006; Berry, Kim, Minde, & Mok, 1987; Berry, 1997; Caplan, 2007; Torres). The reasoning for this Berry argues, is that in addition to general life stress, immigrants incur acculturative stress.

Acculturative stress, also referred to as resettlement stress (Beiser & Hou, 2006), adjustment problems (e.g., Yu & Berryman, 1996), or “stressors associated with the process of adapting” (Stack & Iwasaki, 2009, p. 239), occurs when “changes in the cultural context exceed the individual's capacity to cope, because of the magnitude, speed, or some other aspect of the change” (Berry, 1997, p. 13). The idea of acculturative stress was first put forward by Oberg (1960). Oberg also coined the term ‘culture shock’. However, Berry (1987; 1997) argued that

this term is not preferable. Berry asserted that problems arising due to acculturation are not cultural as ‘culture shock’ implies, but rather intercultural, residing in the process of acculturation.

Several different types of acculturative stressors are identified within the literature. Some of the most common stressors cited include unemployment, occupational adjustment (e.g., status demotion), discrimination (e.g., direct and indirect notions such as that immigrants do not belong or deserve the same rights), language barriers (e.g., lack of fluency in the dominant language and language accommodation), loss (e.g., loss of social networks, loneliness), not feeling at home (e.g., feeling like a stranger), and novelty/unfamiliarity (Aroian, Norris, Tran, & Schappler-Morris, 1998; Beiser & Hou, 2006; Berry, 1997, 2005, 2006; Berry et al., 1987; Caplan, 2007). In a study conducted by Caplan, these stressors were categorized into three main dimensions: (a) instrumental and/or environmental (e.g., language barriers, communication difficulties, and unemployment); (b) social and/or interpersonal (e.g., loss of social networks, loss of family support, and changed gender roles); and (c) societal (e.g., discrimination, and political and/or historical events). It is possible, that escaping or coping with some of these stressors may be an important motivation for immigrants to engage in leisure travel.

In summary, acculturation provides a framework for understanding the cultural and psychological process of change immigrants undergo as they settle into a new life environment. With a better understanding of this process and in particular acculturation strategies and acculturative stress, the next section will outline the proposed immigrant-specific leisure travel motivations. These motivations are organized as the REP scale items are organized: by domain, sub-scale (if applicable), and then by scale items.

Immigrant-specific Leisure Travel Motivations

Domain: Culture learning.

The domain 'culture learning' will measure motives related to understanding and experiencing the mainstream culture of the host society (e.g., participating in 'typically' Canadian activities). This domain is an appropriate immigrant-specific item because it takes into account the unique position of newcomers: that is people socialized in one context adjusting to life within another.

The desires to understand, observe, and experience the 'typical' way of life of mainstream society can come about by seeking out activities and places indicative of mainstream culture. For example, planning to visit a national park because it is the 'Canadian thing to do'. It is generally well known that leisure travel provides the opportunity to learn about different cultures, perhaps more so, than any other leisure activity. In fact, Goeldner and Ritchie (2006) asserted that "travel experiences are the best way to learn about other cultures" (p. 263). Importantly, Juniu (2000) found that South American immigrants in the United States "saw being exposed to other cultures as a unique and fortunate opportunity" (p. 371). The same might hold for Latin Americans in Canada.

There is research to suggest that exploring other cultures is an important travel motive (e.g., Wiza, 2007), however this is traditionally from an international travel perspective. From a domestic travel perspective, one could argue that culture learning is also an important motive, however, perhaps more so for immigrants. In addition to research, there are programs (e.g., the "LETS GO Program" delivered by Catholic Social Services) that provide leisure trips for the explicit purpose of learning about Canadian culture. These types of programs demonstrate why culture learning might be an important travel motive for immigrants.

In order to measure the importance of ‘culture learning’ I am proposing three sub-domains: (a) general culture learning; (b) English language; and (c) ‘being’ Canadian. The scale items for each of these sub-domains are specific to the Canadian context, however, may potentially apply to immigrants in other countries.

Sub-domain: General culture learning.

A study by Hudson, Hinch, Walker, and Simpson (2010) found that “a number of Chinese-Canadians expressed the desire to ‘experience the Canadian lifestyle’ as a motivation to try skiing or snowboarding” (p. 79). This finding reveals how viewing something as ‘typically Canadian’ can be a motivating factor for engaging in a specific leisure activity. For a non-immigrant, ‘culture learning’ may not be something that would necessarily come to mind as a motivating factor to take a leisure trip within Canada. However, for someone who is not originally from Canada and for whom many things may be new or different, culture learning may be a very relevant part of why they would want to take a trip within Canada.

Doherty and Taylor’s (2007) findings were similar to those of Hudson and colleagues (2010). The former researchers conducted focus group interviews with English as a Second Language (ESL) students whom were recent immigrants to Canada of various ethnic backgrounds. The authors found that the leisure time activities of sport and physical recreation provided an opportunity for the students to familiarize themselves with mainstream Canadian culture. Although the study did not specifically examine motives, the students’ *reasoning* to try certain activities seemed to stem from wanting to do activities that were part of the typical way of life in Canada. For example, one of the respondents in the study explained,

It’s in my head, like, maybe in the future I will try some of these winter activities. It’s Canada, so we should try some of these winter activities (p. 43).

Furthermore, the authors also reported that “through exposure to new and different activities, the students were able to develop an understanding about various aspects of Canadian culture” (p. 43). During leisure travel one is often exposed to new and different things; as Suvantola (2002) explains, “in travel we are forced to pay attention to a new place” (p. 1). Thus, the scale items listed under the sub-domain ‘culture learning general’ are an attempt to reflect findings such as Doherty and Taylor’s.

Importantly, Doherty and Taylor’s (2007) research is also supported by previous studies such as Stodolska and Alexandris (2004), Taylor (2001), Stack and Iwasaki (2009), and Tirone and Pedlar (2000). All of the latter studies “found that participation in leisure activities provided an opportunity for immigrants to experience and develop their understanding of the mainstream culture” (Doherty & Taylor, p. 43), thus providing support for this sub-domain.

Sub-domain: English language.

One of the best ways to a learn language is to practice that language outside of the classroom in real-life situations. During domestic leisure travel there are a variety of potential new and different real-life situations that would allow a person to practice using English. Although no studies have looked at English-language use for immigrants during travel, related research has shown that leisure provides a context in which to practice and develop English-language skills (e.g., Doherty & Taylor, 2007). English language proficiency is indeed fundamental to immigrants’ settlement (e.g., Rublee & Shaw, 1991; Tirone & Pedlar, 2000) and it is a key aspect of Canadian culture. Therefore, the opportunity to practice speaking English during a trip is possibly one reason for engaging in leisure travel.

Sub-domain: Being ‘Canadian’

To learn about, engage in, and to feel part of a new place, sometimes we do things to be more like the people and culture around us. Travelling somewhere where other Canadians may typically travel, visiting an iconic Canadian destination, or taking a trip to do something ‘Canadian’, are all possible reasons a newcomer may want to travel within Canada. Although this is a highly speculative proposition, there is some research to support this idea. For example, adult immigrants in a study by Stodolska and Alexandris (2004) reported that they wanted to participate in recreational sport because sports were immensely popular in the United States.

Domain: Intergroup interaction.

In Doherty and Taylor’s (2007) study with ESL students whom were immigrants, they found that “meeting mainstream Canadians was seen as a valued aspect of sport and physical recreation” (p. 39). They also found that these activities were a way for students to develop friendships and contacts outside their ethnic group. Although Doherty and Taylor were interested in benefits rather than motives, one can speculate that meeting mainstream Canadians and developing contacts outside one’s ethnic group may be motives for engaging in leisure activities. This beneficial aspect of leisure has also been identified in other research. Stodolska and Alexandris (2004) found that, with the adult immigrants they interviewed in the United States, “active leisure pursuits appeared to play an important role in facilitating inter-group contacts ...and helped them establish friendships with mainstream Americans” (p. 400). Furthermore, a more recent study by Kim (2012) also found that recreation activities played a positive role in intergroup interaction. Kim identified three categories that displayed the role recreation played in facilitating intergroup interaction: “(a) cross-group friendships; (b) cultural understanding; and (c) reduced life challenges and barriers” (p. 80). For example, recreation provided the chance to

make friends, the opportunity “to experience diverse cultural perspectives” (p. 81), and the context in which to become “more familiar with other people and their cultures, customs, and worldviews through shared activities” (p. 82). From this perspective, leisure travel, like recreation may also facilitate intergroup interaction.

Domain: Intra-ethnic interaction.

Juniu (2000) found that South American immigrants “look for ways to preserve part of their culture” (p. 377). Similarly, Stodolska and Alexandris (2004) found that building ethnic networks, preserving ethnic values, and promoting ethnic group solidarity were important for the Korean immigrants they interviewed. Notably, one of the ways these immigrants reinforced these intra-ethnic ties was by “traveling together” (p. 405). In addition, studies such as Eisen (1994) and Wilcox (1994) have shown that members of minority groups use recreation to maintain their ethnic identity, and studies such as Stack and Iwasaki (2009) and Stodolska and Alexandris (2004) have indicated that leisure time with members of one’s own ethnic group is an important part of immigrants’ experiences in a new country. Intra-ethnic interaction is proposed as a domain to reflect these findings as possible motives for wanting to take a leisure trip.

Domain: Opportunity.

In Hudson, Hinch, Walker and Simpson’s (2010) study “many Chinese-Canadian respondents commented on the fact that in China they did not have the opportunity to try skiing” (p. 79). In Doherty and Taylor’s (2007) study, some of the respondents reported that participation in sport and physical recreation “provided an enjoyable outlet that they did not have access to before coming to Canada” (p. 38). McCabe (2009) found that for lower-income families, not being able to travel meant “missing out on perceived norms of activities or not being able to experience ordinary things, activities, and places” (p. 677). McCabe went on to

state that the ‘opportunity’ to travel is an important tourist motivation. Based on these findings, it is plausible that immigrants may want to take a leisure trip simply because of the opportunity to do so.

Domain: Coping.

One of the concepts reiterated in the acculturative stress literature is the concept of coping; coping with a new life, with adjustment challenges, and with feelings of loss and loneliness. Leisure research has demonstrated that leisure assists in immigrants’ adaptation processes, including with coping. For example, Stack and Iwasaki (2009) found that for Afghan immigrants in Canada, leisure provided an opportunity to “refresh the mind as a way of coping with or adapting to a new life” (p. 250). Coping is proposed as an immigrant-specific domain to capture those stressful aspects of an immigrant’s life which may be motivating forces in their decision to take a leisure travel trip within Canada.

Domain: Family reunification.

Although members of immigrant families will typically try to settle together in one place, because of the challenges of immigration, this is not always possible. Both immediate and extended family members may be dispersed across Canada, sometimes because members arrive at different times and places, their opportunity or situation to come to Canada may vary, or employment opportunities take them elsewhere. Caplan (2007) indicated that one of the most often cited stressors for Latin immigrants in the United States is separation from family and thus, part of an immigrant’s motivation to take a leisure trip in Canada may be driven by a need to reunite with family living elsewhere in Canada.

Modified REP scale: Nostalgia – Home country.

The existing REP scales include the domain “nostalgia” to capture motives relating to the fond memories one holds towards an activity. In the case of immigrants this concept is also applicable, with the difference that it is rooted in memories of one’s home country; aspects of life that were special or meaningful and therefore that an immigrant may miss, yearn for, and/or fondly remember. For example, in Aroain and associates’ (1998) Demands of Immigration scale, they used the item, “I feel sad when I think of special places back home”. This helps to exemplify why ‘home country’ is a suitable sub-domain within the domain nostalgia. Nostalgia for one’s home country may be an impetus to visit places and/or do leisure travel activities that remind an immigrant of their home country or resemble place/activity patterns experienced within one’s home country. This proposition is also supported from an international travel perspective. Similar to immigrants, tourists visiting another country may encounter feelings of nostalgia for their home country and as a result, look for habits or aesthetic patterns similar to those occurring in his/her culture (Wiza, 2007). Thus, to build upon the latter and to extend existing REP items, I am proposing the sub-domain ‘home country’ to the existing domain ‘nostalgia’. This sub-domain will measure items related to experiencing activities and places that are reminders of an immigrant’s home country.

In summary, six major themes central to my research question were discussed in this chapter: (a) immigration in Canada; (b) ethnicity generally and Latin Americans specifically; (c) leisure travel; (d) leisure travel motivations; (e) settlement and acculturation; and (f) immigrant-specific leisure travel motivations. The next chapter outlines the methods that was used to address my research questions.

Chapter Three: Method

The following chapter describes the quantitative survey method selected for this study.

Quantitative Survey Design

“Simply defined, survey research involves administering questionnaires to a sample of respondents selected from a particular population” (Vaske, 2008, p. 121). Surveying is “useful for describing characteristics of a larger population” and “uses consistent or standardized questions, so comparisons among groups can be facilitated” (p.121). Numerous questions can be asked in a single survey and large samples sizes can be obtained (Vaske). For these reasons, which can be qualified as ‘advantages’ of the survey method, I chose to use a quantitative survey design.

The purpose of conducting a survey for this study was to develop an understanding of why Latin American Canadian immigrants’ travel within Canada and how these travel motivations may be related settlement and acculturation. The survey provided data to compare immigrant-specific and non-immigrant-specific motivations, to assess the effect of acculturation strategies, number of years in Canada, and country of origin on travel motivations, and to identify the characteristics of this group of travellers.

Cross-sectional design.

This survey was cross-sectional in design. Questionnaires were administered once to each participant and as such, this study did not account for how motivations may change over time or whether or not these motivations were satisfied. The reason for employing a cross-sectional design was largely due to time constraints and logistics. It was not feasible to complete pre- and post-surveys or longitudinal research within the limited timeframe available for completing this research.

Domestic Leisure Travel Focus

The focus of this study was on Latin American Canadian immigrants' motivations for future travel within Canada. The focus on *future* travel versus a past travel was chosen because firstly, it avoids recall issues and secondly, it is congruent with motivation theory which stipulates that motives are future-oriented. The focus on domestic travel was chosen because the proposed immigrant-specific motivations are intended to be applied within the context of the country of settlement. Furthermore, motivations for domestic travel are not necessarily the same as motivations for international travel or travel back to an immigrant's home country. Each of these types of travel should be studied within the unique perspective that they occur.

As stated in the literature review, domestic leisure travel was defined for this study as any travel that occurs during free-time where the traveller stays at least one night in the destination away from home. This included vacations, holidays, recreational trips, visits to family and friends, sightseeing, travel to festivals or events and all other types of leisure travel. It did not include personal or work-related travel such as commuting to work, business meetings, doctor appointments, conventions or conferences, or moving to a new home.

Sample and Sample Size

The target sample and sample size was two hundred self-identified Spanish-speaking Latin American immigrants living in Edmonton and Calgary, Alberta, Canada. For this sample, the term immigrant referred to foreign-born persons permanently residing in Canada, regardless of their status (e.g., Canadian citizen or permanent resident) and the term Latin American referred to persons whom originated in a Spanish-speaking country of Latin America, including any of the following: Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican

Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Puerto Rico, Uruguay, and Venezuela.

The sample and sample size selected for this study were chosen because: (a) Latin American newcomers are the fourth-largest source of immigration to Canada (Statistics Canada, 2011) and immigration, specifically from Central and South America, has increased over the past five years (Statistics Canada, 2011); (b) they are one of the fastest growing ethnic communities (Statistics Canada, 2001); (c) as reported in 2006 and 2011, they were also the fifth largest visible minority group in Canada (Statistics Canada, 2006; 2011); and (d) a sample size of two-hundred is large enough to provide sufficient power (0.80) for the planned statistical analyses (Lauter, 1978). In order to ensure gender equity and for the purpose of comparison, I attempted to sample approximately equal numbers of males and females.

Sampling.

Potential participants were identified using convenience sampling. A convenience sample is one in which respondents are chosen “based on their convenience and availability” (Creswell, 2009, p. 148). The rationale behind using this type of sampling is based on the lack of published lists or alternative sampling frames from which to access respondents representative of the population of interest. In order to be as comprehensive and structured as possible in my sampling, I strategically selected group, locations, and organizations in which a greater probability existed for sampling desired individuals (for a list of these sites, please see ‘surveying’). Individuals were sampled from these sites based on their convenience and availability, rather than drawing a random sample.

Surveying

Mixed-mode surveying.

This study was conducted using mixed-mode surveying. A combination of self-administered on-site surveys, mail surveys, and online surveys were used to administer the questionnaire. The reason for this was to “compensate for the weaknesses of each method” (Vaske, 2008, p. 131), to ensure the survey was widely available in order to meet the sample size required for this study, and to make it easier for participants to complete the survey by offering alternative methods.

Pre-test.

A pre-test of the questionnaire was conducted in three phases. The first phase involved “seeking advice from experts” which in this case was my supervisory committee (Vaske, 2008, p. 172). The second phase involved administering paper copies of the survey to a group of four people who were typical of likely respondents. Two of these people completed an online version, one in Spanish and one in English. The other two completed a paper copy of the survey, one in English and one in Spanish. This group was asked to provide their feedback by answering the following debriefing questions recommended by Vaske (2008):

- a. Were there any questions or statements that you did not understand or were confusing?
- b. Were any questions too difficult to answer?
- c. Were there any questions that you thought were overly sensitive or objectionable?
- d. Were there any questions that you think should have been asked but were not?
- e. Was the formatting easy to follow?
- f. Were all possible response categories included for each close-ended question?
- g. Was the questionnaire too long?

- h. Were any questions or statement factually inaccurate?
- i. Did the questionnaire create a positive impression?
- j. Did you notice any spelling or grammatical errors?

The third phase included a “final check of the instrument to ensure that no major errors were present” (p. 172). This check was performed on both the online questionnaire and the paper copy questionnaire.

Data collection.

On-site surveys.

As the primary researcher, I conducted the on-site surveys. Basic Spanish phrases for approaching individuals were practiced and understood prior to commencing. Basic Spanish phrases were used in situations where an individual was approached in English but, this person did not seem to understand English. In these instances, they were asked in Spanish if they were willing to participate and were provided with a Spanish version of the survey. Two Spanish courses taken from the Edmonton Hispanic Bilingual Association assisted me in this process. In addition and presumably, putting the effort forward to speak in Spanish would help me build a sense of trust with respondents. On the other hand, not being a fluent Spanish-speaker of Latin American ethnicity means it is also possible that I was going to be viewed as an outsider.

During on-site surveying, individuals were approached with a brief introduction and an explanation of the research objectives: “Hello/Excuse me, my name is Maria, and I doing a study with the University of Alberta. I am doing this study to learn more about Latin American immigrants’ motivations for leisure travel. Could you please help by filling out a short questionnaire? The survey is available in English or Spanish and as a thank you for completing the survey you will receive a free single pass to visit one of Alberta’s Provincial Historic Sites.”

If the person voluntarily agreed to complete the survey, they were provided with the questionnaire in the language of their preference, as well as a clip board and a pen. At that time I waited for them to complete the survey and prepared for any questions. Participant Information Letters (see Appendix A) were available for anyone looking for more information on the survey. Once the survey was completed and handed in, they received remuneration (i.e., historic sites pass). At this point, they were thanked for their time and asked if they knew of anyone else who may be interested in completing the survey: “Thank you for taking the time to complete this survey. Do you know anyone else who may be able to participate in this survey? I have a mail version that you may take with you and give to that person. It includes an envelope and postage so there is no cost to them. I also have an online version available and the information for that is here on this card.” If the person agreed to take a mail survey they were provided with a mail survey package which included a cover letter, the questionnaire, as well as a Participant Information Letter. If they also, or alternatively, thought their friend might prefer the online survey, they were provided with a Spanish and English business card with the survey link. If they declined, they were once again thanked for their time.

If the person declined to participate in the on-site survey and it was appropriate, they were asked if they would prefer a mail or online version of the questionnaire: “Would it be more convenient to take a copy of the questionnaire home? An envelope and postage are provided so there is no cost to you. There is also an online version of the survey and the information for that is here on this card.” At this time, if the respondent agreed, they were provided with a mail survey package (s) and/or online information. If the person declined to participate, they were thanked for their time and the non-response was recorded.

Mail surveys.

As noted above, mail surveys were handed out on-site both, to those who were willing to share the survey with someone they knew and those who were unable to complete the survey at the time of contact. Mail surveys were also distributed through key contacts within organizations. While keeping the identity of respondents private, key contacts were able to identify and provide the surveys to potential respondents. Heads of organizations were asked if they knew of anyone who could potentially fill out the survey and if so, if they would be willing to provide them with a copy of the mail survey. The latter was employed in order to increase access to potential respondents, especially in circumstances where e-mail lists or on-site surveying was inappropriate. The heads of organizations I approached held gate-keeper access and if they were able to, helped share the survey with potential respondents as well as connected me with other key individuals. I met with these key contacts in person, provided them with an explanation of the study, and answered any of their questions.

Online surveys.

Data were also collected electronically through an online version of the survey using www.surveymonkey.com. Respondents were recruited through posters, newspaper/website ads, e-mail lists, and business cards containing the online information. The recruitment posters (see Appendix B) and advertisements directed potential respondents to either e-mail me or go to a link, www.travelmotivation.blogspot.ca/. This link gave respondents a choice between either Spanish or English, and then further directed them to a landing page for the study. The landing page provided information on the study and included a link to the survey. For a list of the locations posters were placed, please see 'survey locations'. Advertisements for the online survey were placed on the *HolaYou* and *HolaCalgary* websites, the *HolaYou* FaceBook page, as

well as in the *Community Network Groups* newsletter, and one of the Spanish newspapers, *La Prensa*. *La Prensa* is a newspaper available in Edmonton which caters to the Latin American community. Although originally planned, I was unable to place ads in *El Latino* or *Tribuna Latina*.

E-mail distribution/member lists and e-mail forwards were another source of recruiting online respondents. Key contacts within organizations were approached and asked if they could send out an e-mail inviting members to participate in the survey. Oftentimes, these e-mails were forwarded. When e-mail lists were not available, mail surveys were offered to organizations as an alternative. In the e-mails, a brief introduction to the study was provided, the type of participants needed identified, and the survey link included. For a list of the organizations I approached, please see 'survey locations'.

Study remuneration.

Research has shown that incentives help increase participation in studies (e.g., Dillman, 2000; Groves & Couper, 1998; Singer, Van Hoewyk, & Maher, 2000). As such, a remuneration strategy was applied to on-site surveying. This strategy was only applied to on-site surveying for ease of administration. After participants completed the survey on-site or took the mail and/or online information to complete the survey at a later point, they received an Alberta Provincial Historic Sites Single Pass as a token of appreciation for their time. Remuneration was not applied to respondents who completed the online or mail surveys.

Survey locations.

A list of survey locations was compiled by researching businesses and organizations associated with the Latin American immigrant communities in Edmonton and Calgary, Alberta. There were a total of 48 locations/associations accessed for participant recruitment including

churches, restaurants, stores, associations, educational institutions, and settlement services.

Festivals and events that happened during the course of data collection were included as well. On occasion, I was also invited to meet with individuals in person at coffee shops, their homes, or other locations. The survey was forwarded by many groups to others and mail surveys were sent to Calgary through individuals who asked to have copies made available to hand out within their network.

The on-site surveys were conducted at a selection of locations where it was feasible to conduct survey stints at diverse times and where permission was received from the site/organization. Key contacts/business owners were approached in person with a permission letter (see example in Appendix C) to administer the survey at their location. Locations not conducive to on-site surveying were approached and asked to share information about the survey through e-mail lists. In addition or if they were unable to e-mail members, they were also asked if they could tell individuals about the survey and in these instances, I left them with versions of the mail survey, as well as a recruitment poster. The online surveys were also promoted by placing recruitment posters at several locations with the permission of the site/organization. The following table offers an overview of the survey locations selected for this study.

Table 3.1

Survey Locations

Location	Type of Location	OS = on-site surveying MS = mail surveys EL = e-mail list RP = recruitment poster OC = online cards
1 Our Lady of Guadalupe Spanish Church 11310 111 Avenue NW (780) 455-6300	Spanish Catholic Church	RP, EL, MS, OC
2 Seventh Day Adventist Church 11441 94 Street NW (780)479-5254	Spanish Church	RP, EL, MS, OC
3 St. Theresa Roman Catholic Parish 7508 29 Avenue (780)463-8646	Many Latin Americans attend this church	RP, EL, MS, OC
4 Azucar Picante Restorante and Cantina 13062 50 Street (780) 479-7400	Restaurant and nightclub catering to Latin American community	RP, OC
5 E Town Salsa #201, 10923 101 Street (780) 906-7939	Dance studio with organized events that many Latin Americans attend	RP, EL, MS, OC
6 Latin 5716 19A Avenue (780) 465-5122	Latin bakery	RP, MS, OC
7 Roma Bistro Restaurant 9737 118 Avenue (780) 479-8838	Colombian owned restaurant with Latin food and dance	RP, MS, OC
8 Paraiso Tropical 9136 118 Avenue (780) 479-6000	Latin American grocery store	RP, OS, MS
9 Tienda Latina 9844 63 Avenue (780) 438-3684	Latin American grocery store and fresh Latin food	RP, OS, MS
10 La Tienda Salvadorena 5312 118 Avenue (780) 474-3773	Latin American grocery store	RP, OS, MS
11 Acajutla Restaurant 11302 107 Avenue (780) 426-1308	Mexican and Salvadorian restaurant	RP, MS, OC

Continued from Table 3.1

12	Mameche's Restaurant 10824 97 Street (780) 497-0037	Salvadorian restaurant	RP
13	Latin American Senior Centre 11437 124 Street (780) 426-0343	Senior centre	RP, MS
14	Edmonton Hispanic Bilingual Association (780) 472-0532	Association offers Spanish language courses	RP, EL
15	Las Palmas 11810 87 Street (780) 471-4930	Salvadorian restaurant	RP
16	Los Andes #120, 3903 99 Street (780) 435-6202	Chilean restaurant	RP
17	Los Comales 10824-97 Street (780) 423-1213	Guatemalan restaurant	RP
18	Rincon Familiar 4220-66 Street (780) 440-9331	Salvadorian restaurant	RP
19	Fuente De Agua Viva 7120 109 Street (780) 490-0153	Spanish Pentecostal Church	RP, EL, MS
20	Iglesia Evangelica Faro de Luz 8501 82 Avenue (780) 757-5028	Spanish church	RP, EL, MS
21	Iglesia de Dios 12706 123 Street (780) 451-1506	Spanish church	RP, EL, MS
22	Iglesia Ni Cristo 3428 127 Street NW (780) 452-3103	Spanish church	RP, EL, MS
23	Iglesia Cristiana Getsemani 12550 72 Street NW (780) 477-5048	Spanish church	RP, EL, MS
24	Iglesia Pueblo De Dios 5410 122 Avenue NW (780) 479-5804	Spanish church	RP, EL, MS
25	University of Alberta Faculty of Extension English as a Second Language 10230 Jasper Avenue (780) 492-2497	English as a second language program	RP, EL

Continued from Table 3.1

26	University of Alberta Spanish and Latin American Studies, Modern Languages and Cultural Studies 200 Arts Building (780) 492-4926	Latin American Studies program	RP, EL
27	Edmonton Mennonite Centre for Newcomers 11713 - 82 Street 780-424-7709	Settlement services	RP, MS, OC
28	Edmonton Immigrant Services Association Suite #201, 10720 113 Street (780) 474.8445	Settlement services	RP, MS, EL, OC
29	Catholic Social Services Immigration and Settlement Services 10709 105 Street (780) 424-3545	Settlement services	RP, MS
30	On the Rocks 11740 Jasper Avenue (780) 482-4767	Bar with Thursday night salsa	RP
31	Funky Buddha 10341 82 Avenue (780) 433-9676	Bar with Thursday night salsa	RP
32	Tumbleweeds 15211 111 Avenue (780) 761-1400	Bar catering to Latin American community	RP
33	Various Locations on U of A Campus		RP
34	University of Calgary Latin American Studies Program – Latin American Research Centre (LARC) larc@ucalgary.ca		EL, MS (as requested)
35	Calgary Mexican Canadian Cultural Society (CALMECA) mcsecontact@gmail.com		EL, MS (as requested)
36	Edmonton Public Libraries Stanley A. Milner Branch Settlement Practitioners	Settlement services	RP, MS, OC
37	Café Coral De Cuba 10816 – 82 Avenue	Cuban café	RP
38	Latino Canadian Chamber of Commerce (780) 934 – 8818		EL

Continued from Table 3.1

39	The Three Amigos 4035 106 St NW (780) 490-6394	Mexican restaurant	RP
40	3 rd Annual Edmonton Latin Festival Churchill Square August 18 -19, 2012	Latin festival	OS, OC, MS
41	Edmonton Hispanic Heritage Society info@edmontonhispanic.com		EL
42	Colombian Independence Day Evansdale Community League July 20, 2012	Colombian festival	OC
43	Papusa Festival 118 Avenue, Edmonton July 21, 2012	Salvadorian cultural festival	OC, MS
44	Cuban Pavilion at Heritage Days August 4 - 6, 2012 (Volunteer)	Multicultural festival	OC
45	Café del Sol 6502, 132 Ave NW (780) 758-889		RP, OC, MS
46	Mexican Cultural Society of Edmonton		EL, MS (as requested)
47	Fiesta Latina September 16, 2012	Latin cultural event	OC, MS
48	Latin Heritage Carnaval Granite Curling Club July 21, 2012	Latin cultural event	OS, OC, MS

Survey scheduling.

The survey schedule for poster placement, obtaining appropriate permissions and e-mail lists, dropping off mail surveys, online information cards, and conducting on-site surveys was scheduled over six months from June through November 2012. Although I had originally scheduled activities for specific dates and timeframes, the nature of working within the Latin American community required that I was flexible and conducted extensive networking. However, on-site surveying was for the most part performed at a minimum of one day during the week and one-day on the weekend for each location until the desired sample size was obtained. Although a survey schedule was developed prior to commencing activities, this survey schedule

was not enacted as I had to be flexible with people's schedules and work around what was best for each location.

Questionnaire Design

Six versions of the questionnaire (see Appendix D) were required for my survey: (a) online-Spanish; (b) online-English; (c) on-site Spanish; (d) on-site English; (e) mail-Spanish; and (f) mail-English. The online and mail versions contained the exact same information as the on-site survey, with the exception that the on-site survey discusses remuneration.

The questionnaire consisted of seven sections: (a) introduction; (b) eligibility questions; (c) travel characteristics; (d) REP and immigrant-specific scales; (e) acculturation scales; (f) socio-demographic information; and (g) open-ended questions.

Introduction.

The introduction explains who is conducting the study, the purpose of the study and provides basic information about the questionnaire (e.g., how long it will take to complete). It emphasizes that participation is voluntary and touches upon privacy, anonymity, and consent. It also defines the term 'leisure travel' for the English version and 'travel' for the Spanish version so that respondents are clear on what *type* of travel is the focus of this study. For the on-site survey, instructions on receiving remuneration were also provided in the introduction.

Participant information letter.

For the online survey, the introduction was accompanied by a link to the Participant Information Letter (see Appendix A). For the mail survey, packages included the Participant Information Letter and for the on-site survey, the Participation Information Letter was separate, yet made available to participants who had further questions.

Section A and B: Eligibility and travel characteristics.

The second section of the questionnaire begins with two eligibility questions and is followed by questions concerning travel characteristics of the respondent's next leisure trip within Canada. The eligibility questions in Section A determine whether or not the respondent is eligible to participate by probing to determine two things: one, if they are a Latin American immigrant as defined in the literature review and two, if they have future intentions to travel within Canada. The remainder, Section B, includes forced-choice and open-ended questions that focus on where the respondent plans to travel for his/her next leisure trip within Canada, what the main purpose of this trip is (leisure travel purpose categories are based on the definition of leisure travel provided in the literature review), the types of activities they want to do on this trip, and who they will travel with on this trip.

Section C: REP and immigrant-specific scales.

The third section examined participants' motivations for future overnight leisure travel in Canada. It included both REP scales and the proposed immigrant-specific scales developed as part of this study.

REP scales.

REP scales were selected from Driver's (1983) master list. Based on the literature review, ten domains were selected for inclusion in the questionnaire: (1) achievement/stimulation; (2) risk taking; (3) family togetherness; (4) similar people; (5) new people; (6) learning; (7) enjoy nature; (8) introspection; (9) physical rest; and (10) escape personal-social pressures. The scales selected for each of these domains are presented in the table below. Wording was slightly adjusted for a few items in order to help better place them within the context of travel.

Table 3.2

Selected REP Scales

Domain	Sub-domain/Scale	Scale Items
Achievement/stimulation	Excitement	To have a stimulating and exciting travel experience.
	Social recognition	To have others think highly of me for travelling.
Risk taking	Risk taking	To experience an adventure.
		To experience the uncertainty of not know what will happen on a trip.
Family togetherness	Family togetherness	To do something with my family.
		To bring my family closer together.
Similar people	Being with friends	To spend time with friends.
	Being with similar people	To be with people who enjoy the same types of activities that I do.
New people	Meeting new people	To talk to new and varied people.
		To meet new people.
Learning	General learning	To learn more about things during travel.
	Exploration	To experience new and different things on a trip.
Enjoy nature	Scenery	To view the scenery.
	General nature experience	To be close to nature.
Introspection	Spiritual	To grow and develop spiritually.
	Introspection	To learn more about myself.
Physical rest	Physical rest	To give my body a rest.
		To relax physically.
Escape personal-social pressures	Tension release	To help release or reduce built up tensions.
	Escape role overloads	To get away from the usual demands of life.

In total, there were 20 REP scale items included in the questionnaire. Each item was measured on a 7-point Likert-like scale ranging from ‘extremely unimportant’ (1) to ‘extremely

important' (7). The REP items were mixed in with the immigrant-specific items and all items were ordered randomly.

Immigrant-specific scales.

Based on the literature review, six new immigrant-specific domains and one new sub-domain added to the existing REP domain, *Nostalgia*, for a total of twenty four new immigrant-specific scale items were included in the questionnaire. These scale items are presented in the table below.

Table 3.3

Proposed immigrant-specific motivation scales.

Domain	Sub-domain/Scale Description	Scale Items
Culture learning	<i>General culture learning: this scale measures the desire to understand and experience the 'typical' way of life - indicative of the mainstream culture of the country of settlement - by engaging in leisure travel.</i>	To discover more about Canadian culture
		To experience the Canadian lifestyle
	<i>English language: this scale measures the desire to improve one's language skills (mainstream language) through engagement in travel experiences within the country of settlement.</i>	To practice speaking English during a trip
		To practice speaking English in new and different places
	<i>Being Canadian: This scale measures the desire to belong to mainstream culture by engaging in 'typically' Canadian activities and places.</i>	To feel more like a Canadian
		To gain a sense of belonging to Canada
		To do/try a popular Canadian activity
		To visit a famous Canadian place
Intergroup interaction	<i>Intergroup interaction: This scale measures the desire to interact with mainstream Canadians during leisure travel.</i>	To interact with mainstream Canadians
		To meet people outside of my ethnic group
		To spend time with my Canadian friends during a trip

Continued from Table 3.3

Intra-ethnic interaction	Intra-ethnic interaction: <i>This scale measures the desire to interact with people within one's ethnic group during leisure travel.</i>	To meet other Latin Americans living in Canada
		To participate in Latin American cultural activities
		To spend time with my Latin American friends
Opportunity	Opportunity: <i>This scale measures the desire to realize travel opportunities in the country of settlement.</i>	To do something I did not have the opportunity to do in my home country
		Because I have seldom or never taken a trip within Canada before
Coping	Coping: <i>This scale measures the desire to use leisure travel as a means to cope with settlement issues.</i>	To better cope with life in Canada
		To feel better about living in Canada
		To have a rest from the challenges of adjusting to Canada
Nostalgia	Home country: <i>This scale measures the desire to replicate experiences that remind a person of their home country.</i>	To recreate experiences from my home country
		To visit a place that reminds me of my home country
		To do the same types of activities I did before moving to Canada
Family Reunification	Family Reunification: <i>This scales measures the desire to re-unite with family dispersed across Canada.</i>	To re-unite with family living elsewhere in Canada
		To visit family in other parts of Canada

Each item was also measured on a 7-point Likert-like scale ranging from 'extremely unimportant' (1) to 'extremely important' (7). The immigrant-specific items were mixed in with the REP scale items and all items were ordered randomly.

Section D: Acculturation strategy scales.

In addition to travel motivations, respondents' acculturation strategies were measured using the Vancouver Index of Acculturation (VIA) developed by Ryder, Alden, and Palhus (2000). Despite that this scale was developed with Chinese participants, its focus is on measuring heritage and mainstream cultures rather than Chinese culture specifically. Ryder, Alden, and

Palhus use the term *heritage culture* to refer to the culture that has influenced the respondent most (other than mainstream culture). How the respondent identifies their heritage culture is at the discretion of the respondent.

Latin American/Hispanic-specific measures of acculturation do exist, however, each of these scales are limited in ways in which the VIA is not. For example, the Bidimensional Acculturation Scale for Hispanics developed by Marin and Gamba (1996) “relies only on language-based items to derive an acculturation score” (Cabassa, 2003, p. 136), whereas the VIA captures acculturation processes across various domains such as traditions, values, humour, friends, entertainment, and social activities. The Acculturation Rating Scale for Mexican-Americans-II developed by Cuellar, Arnold, and Maldonado (1995) is also limited because its utility is restricted to Mexican Americans (Cabassa, 2003), whereas the VIA scale items are written such that they can be applied to various ethnic groups.

Of the twenty items included in the VIA, eighteen items were selected (please see Table 3.5). These items were measured on a 7-point Likert scale ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (7). Odd numbered items correspond to the respondent’s heritage culture and even numbered items correspond to mainstream Canadian culture.

Table 3.4

VIA Scales

1	I often participate in my <i>heritage cultural</i> traditions.
2	I often participate in mainstream Canadian cultural traditions.
3	I enjoy social activities with people from the same <i>heritage culture</i> as myself.
4	I enjoy social activities with ‘typical’ Canadian people.
5	I am comfortable interacting with people of the same <i>heritage culture</i> as myself.

Continued from Table 3.4

6	I am comfortable interacting with ‘typical’ Canadian people.
7	I enjoy entertainment (such as dance, music, movies, literature) from my <i>heritage culture</i> .
8	I enjoy mainstream Canadian entertainment (such as dance, music, movies, literature).
9	I often behave in ways that are typical of my <i>heritage culture</i> .
10	I often behave in ways that are ‘typically’ Canadian.
11	It is important for me to maintain or develop the practices of my <i>heritage culture</i> .
12	It is important for me to maintain or develop Canadian practices.
13	I believe in the values of my <i>heritage culture</i> .
14	I believe in mainstream Canadian values.
15	I enjoy the jokes and humour of my <i>heritage culture</i> .
16	I enjoy mainstream Canadian jokes and humour.
17	I am interested in having friends from my <i>heritage culture</i>
18	I am interested in having Canadian friends.

Finally, some of the immigrant-specific scale items may overlap with items being used to measure acculturation strategy.

Section E: Socio-demographic information.

The fifth section of the questionnaire covered socio-demographic information including questions to determine gender, age, relationship status, dependent children, language use, country of birth, as well as year immigrated to Canada, and subjective socio-economic status. These items are standard in survey research and are useful in testing for variability due to socio-demographic differences. They also help establish limitations to how the findings of this study may be generalized.

Section F: Open-ended questions.

The last section of the survey asked two open-ended questions. The first asked if there is anything else the respondent would like to share about the questions in the survey and the second asked if there is anything else they would like to share about their past or future travel. These questions were intended to provide the opportunity for the respondent to add anything he/she feels was not addressed in the survey and also communicate to the participant that their input is valued.

Consent

Consent for this study was implied by respondents' voluntary participation in completing the survey. The survey introduction briefed respondents on the study and explained that they can decline to participate at any time without consequence. The phrase "By agreeing to complete this questionnaire you are giving your consent" was included in the introduction.

Translation Process

The questionnaire and the Participant Information Letter (PIL) were each translated twice. According to Marin and Marin (1991) double translation is one of the best methods for translating documents. For this study, double translation involved translating the questionnaire and PIL from English into Spanish by one person and then translating from Spanish back into English by another person. After the back-translation was complete, the original English version and the back translated English version were compared and assessed for any inconsistencies. This was followed by revisions necessary to correct any such inconsistencies.

Because words can mean different things in different languages, the translation was not literal, but rather it attempted to create a culturally equivalent version of the questionnaire and PIL (Marin & Marin, 1991). Marin and Marin held that "a culturally equivalent version of the

original instrument is one that has equivalent connotative meaning” (p. 82). Ensuring the equivalent connotative meanings are captured in translation requires that the implied or intended meaning of the scales is taken into account. Therefore, before any translation occurred, words which may have multiple meanings or which have no equivalent in Spanish were clarified. Translators were asked to identify words that could be translated in several ways and to identify items, words, or sentences that seemed awkward in Spanish when translating back into English (Marin & Marin). In regards to the word ‘leisure’ specifically, there was no Spanish equivalent. Therefore, instead of using this term to qualify the type of travel being focused on, travel was defined by using the terms vacation, holiday, visiting family and friends, attending festivals or events, and recreation, which is consistent with how leisure travel is being defined in the English version of the questionnaire. This decision helped avoid any confusion that might be caused by substituting the word leisure with a non-equivalent term.

In order to assist in the translation process, this study considered guidelines Marin and Marin (1991) suggest researchers follow in order to produce translatable instruments (p. 87):

- a. Use simple English
- b. Utilize when possible words that have Latin roots
- c. Use nouns rather than pronouns
- d. Avoid metaphors and colloquialisms
- e. Avoid possessive forms
- f. Avoid words that may indicate vagueness regarding some event (e.g., probably or frequently)
- g. Use short and simple sentences fewer than 16 words
- h. Utilize the active rather than the passive voice

- i. Avoid the subjunctive (e.g., verb forms with could or would)
- j. Avoid adverbs and prepositions telling where and when (e.g., beyond or often)
- k. Use redundant wording to clarify the context and meaning of a phrase wherever possible

Immigrant-specific Motivation Scales Validity and Reliability Testing

Three methods were employed to test the validity of the immigrant-specific motivation scale items. The first was an assessment of the scale items by my supervisory committee to determine their content validity. The second was a pre-test of the questionnaire which helped identify if there were items that did not belong, needed to be revised, or were missing and should be included. The third method utilized was exploratory factor analysis to test construct validity. Factor analysis provides evidence for validity if the factor structures are consistent with content evidence (Vaske, 2008).

Lastly, reliability or internal consistency was measured using a well known reliability estimate, Cronbach alpha (Cronbach, 2004). No statistical significance was expected.

Before Data Analysis

Before the data were analyzed, there were several procedures that were conducted to address key statistical issues: missing data, ineligible responses, outliers, accuracy, and correlations among variables. SPSS software was the statistical software used for analyses in this study.

Accuracy.

Data were analyzed for accuracy by computing the distributional characteristics (i.e., frequency and descriptive) of each variable. This included central tendency (mean, mode, and median), dispersion (standard deviation and variance), and shape (skewness and kurtosis). Graphic representations were included as part of the analyses.

Missing data.

Missing data may occur for several reasons: (a) the respondent may be reluctant to answer sensitive questions (e.g., income); (b) instructions may be misread; (c) the respondent may simply fail to answer some questions; (d) respondent fatigue; and (e) data entry errors (Vaske, 2008, p. 533). Depending on the type, amount, and the pattern of missing data, one of the following solutions for dealing with missing data were used (Vaske, 2008): (a) delete respondent solution; (b) delete items solution; (c) sample means solution; or (d) group means solution.

Outliers.

Outliers occur because a data entry error was made or a respondent is substantially different than the rest of the sample (Vaske, 2008). Data were scanned for outliers by identifying cases where over 90% of the responses in any one section of the survey had the same value. These cases were treated as extreme values and deleted.

Research Questions and Analyses

Research Question 1.

RQ 1: Is there a significant difference between the importance of immigrant-specific leisure travel motivations in comparison with non-immigrant-specific leisure travel motivations?

Analysis.

There are two groups of interest in regards to the independent variable for this research question: immigrant-specific travel motivations and non-immigrant-specific travel motivations. The non-immigrant-specific motivations are the REP scales and the immigrant-specific motivations are the new scales proposed as part of this study. The dependent variable is the level of importance as measured for each scale item. To compare immigrant-specific motivations to

REP motivations, the grand mean for each group was compared using a dependent t-test or what is also referred to as a paired t-test. A significance level of 0.05 was set for this analysis.

Research Question 2.

RQ2: Are there significant differences between the overall importance of each leisure travel motivation?

Analysis.

To gain insight into what *specific* motivations may vary, the means for each motivation were rank ordered following Sheldon and colleagues (2001) example. This was followed by a series of dependent t-tests performed using stringent significance levels following the Bonferroni multiple significance test guidelines. Use of stringent significance levels was felt necessary to protect against Type II errors that could result because of the large number of t-tests being performed.

Research Question 3.

RQ3: Do travel motivations vary by acculturation strategy?

Analysis.

The independent variable, acculturation strategy, was determined by employing cluster analysis (using SAS Fastclus procedure) to find the groupings that best reflected respondents acculturation strategy. This was followed by Chi-square tests of independence to determine if the three acculturation strategies differed across certain demographic variables, performed at a significance level of 0.01. One-way MANOVAs were then conducted to determine whether there were any significant differences acculturations strategies and both non-immigrant and immigrant-specific leisure travel motivations. The MANOVA tests were conducted at a

significance level of 0.01. If the results were found to be significant, follow-up ANOVA's were performed.

Research Question 4.

RQ4: Are there significant differences between the importance of travel motivations and country of origin?

Analyses.

A one-way MANOVA was conducted with country of origin by travel motivations, followed by a series of ANOVA's if the latter was significant at a level of 0.05. It was expected that there would be several country of origins; however, as there were more than four countries, tests were conducted using the largest countries of origins and regions (e.g., Central America and South America).

Research Question 5.

RQ5: Are there similarities and differences between the importance of travel motivations and number of years residing in Canada?

Analysis.

Number of years was divided into three groups: (a) before 1995; (b) 1996-2003; and (c) 2004-2012. Originally five groups were planned, however, some of these groups were too small for comparison and thus, were combined and reduced to three. To determine if there was a significant difference between number of years and travel motivations, a one-way MANOVA at a significance level of 0.05 was conducted, after which follow-up ANOVA's were also conducted.

Research Question 6.

RQ6: Are there differences between socio-demographic characteristics and travel motivations?

Analyses.

A one-way MANOVA was carried out at a significance level of 0.05 with each socio-demographic variable: age, gender, language use, marital status, dependent children, and subjective socio-economic status. Follow-up ANOVA's were conducted for MANOVA's with significant results.

Summary

In summary, this chapter has reviewed the quantitative survey method employed for this study including a survey in both English and Spanish conducted online, on-site, and by mail with a desired sample size of 200 Latin American immigrants in Edmonton and Calgary, Alberta. The next chapter reports the results of this study.

Chapter Four: Results

This thesis explores why Latin American Canadian immigrants travel within Canada and how these leisure travel motivations may be related to settlement into Canadian society. This chapter includes reports pertaining to data collection, demographic information, descriptive statistics, and analyses of leisure travel motivations and acculturation.

Data Collection

Surveys were disseminated over a period of 6 months (June through November, 2012) using a mixed-mode method that included: online, on-site, and mail-in versions of the survey, each available in either Spanish or English. Because a sample size over 200 was determined to provide sufficient power for the planned statistical analyses, recruitment was closed after reaching a total of 222 survey respondents. Data were subsequently inputted, reviewed for accuracy, and coded into SPSS for analysis. Of the total of 222 surveys, 80.6% were conducted online, 7.2% on-site, and 12.2% were mailed.

Data Scanning

Before answering my research questions, data scanning was performed to address key statistical issues including missing data, ineligible responses, and outliers.

Missing data and ineligibility.

Data were first examined for missing and ineligible responses. For missing data the delete respondent solution was applied. This entailed deleting cases with more than 10% of their responses missing in any one section of the survey. Before the delete respondent solution was applied, however, it was important to first check for any patterns in the missing data. This was an important first step as Tabachnik and Fidell (2007, p. 62) held that the overall pattern of the missing data is more important than the amount missing.

Visual inspection along with frequency distributions was used to determine if there were any patterns of missing data. This method of identifying patterns was utilized in the absence of Missing Values Analysis software for SPSS. I checked the data to see if missing data occurred more frequently in certain sections of the survey, for certain questions, or for the mode or language of the survey. Visual inspection included looking at responses coded as missing and carefully looking at each response in relation to other responses for that question and section of the survey. Although no specific missing data pattern was found, visual inspection revealed that for those online respondents with missing data, the majority dropped out before reaching the acculturation scale items. I contemplated why this happened and concluded this pattern was most likely due to survey fatigue.

Survey fatigue may have occurred while completing the online survey because of its length (approximately ten to fifteen minutes) and because of the number of motivation items (i.e., 44) preceding the acculturation items. This, in combination with no prompts to tell the respondents what percentage of the survey they had completed, was most likely the reason for missing data for these online respondents, rather than any pattern of bias towards the questions themselves. Regardless, respondents who dropped out had more than 10% percent missing data and were therefore deleted.

In total, the delete respondent solution was applied to nine cases (eight online and one mail-in). For those respondents with less than 10% missing in either the motivation or acculturation scale sections of the survey, a basic technique known as mean substitution was utilized. Mean substitution was not conducted for ordinal or nominal data. A total of 18 mean substitutions were performed.

Of the remaining data there were 29 online respondents who were ineligible to participate because they did not meet one or more of the eligibility criteria (i.e., not a Spanish-speaking immigrant, were born in Brazil or Spain, were not living in either Calgary or Edmonton, or were not taking a future leisure trip within Canada). The total number of respondents deleted due to missing data and ineligibility was 38, leaving 184 cases remaining before scanning for outliers.

Outliers.

Data were subsequently scanned for outliers which were detected by identifying cases where over 90% of the responses in any one section of the survey had the same value (e.g., giving all the acculturation scale items a rating of 7). In total there were six respondents who fell into this category, two online and four on-site, and they were therefore deleted.

Conclusion.

After data scanning was completed, the total number of surveys decreased from 222 to 178 (-19.8%). According to Cohen (1988) and Lauter's (1978) statistical tables, however, this number still provided sufficient power for the planned analyses, with the exception that it may have been too small to conduct exploratory factor analysis.

Survey Distribution

Survey mode.

Of the three survey modes utilized in this study, online surveying was clearly the most successful and on-site surveying proved to be the least (see Table 4.1). Despite the numerous days I spent at key locations, very few surveys were actually completed on-site. This most likely occurred for two reasons. First, as the primary researcher collecting data for this study, the fact that I was not a Spanish-speaking Latin American may have acted as a barrier to engaging potential participants. I did not have the ability to fluently converse in the heritage tongue of the

specific population of interest which made gaining rapport difficult. In such cases I referred to the Spanish version of the Participant Information Letter and recruitment tools (i.e., recruitment poster and business cards) to assist with communication. This communication attempt most often resulted in the person choosing to take a business card with the on-line information. This choice of response could be interpreted as a gesture of politeness to appease my efforts as they most likely could see I was trying; however it is also an indication that completing the survey on-site was not a preferable option for potential participants.

Lack of Spanish fluency also, on occasion, called my authenticity/intentions as a researcher into question. The approach taken by potential respondents was to start speaking to me in Spanish. There was a strong assumption that because the study was with Latin Americans I was also Latin American and therefore also spoke Spanish. Upon realizing that I was not Spanish-speaking, the question of my ethnic background was often raised. In response to my explanation that I was not Latin American, questions in regard to why I wanted to work with this population often arose. The discussion raised around my ethnic background may have influenced a potential respondent's decision not to complete the survey on-site but rather take it home to review the materials and spend more time deciding whether or not it was worthwhile participating.

The second reason that on-site surveying may not have been the preferred choice was because of the length of the survey itself. Potential participants stopped to hear about and look at the survey, but upon assessing its length more often than not decided they did not have the time to complete it at that moment. In spite of this challenge, in almost every situation where someone declined to participate they opted to take the online information or mail-in version of

the survey as an alternative. Distribution of this material may have contributed to the popularity of the on-line survey.

Another aspect worth noting in regard to the survey mode is that for those that were coded 'on-site', the majority were conducted by invitation to meet with a person at their home or a public place such as at a café or on campus. This reflects the need for a more personal approach to participant recruitment and may also reflect the highly social nature of Latino culture. In the end, only a few surveys were filled out at the locations selected for on-site surveying.

Because of the challenges posed by on-site surveying, I decided that in addition to my advertisements and recruitment posters, taking a community approach to participant recruitment was necessary. Consequently, I modified my participant recruitment plan to focus on building trust and intersections into the Latino community. Specifically, I extended my timelines to attend five major community Latino events in Edmonton, I volunteered two days at a Latino pavilion at Edmonton's Heritage Days festival, and I used informal community conversations to build trust and interest in my study. Some of the last activities included attending Hispanic churches, assisting with resumes, playing/watching children while a parent reviewed the survey, and arranging dates and times that worked for a person to meet me later to discuss my research. All of these activities were performed with no expectation that the survey would be completed on-site and, rather more commonly, I left the person with the information to complete on their own or to pass on to others. I also mailed information to groups in Calgary and had phone discussions and e-mail conversations with Latinos living in that city. In addition, I met with representatives of immigrant service providers and, through networking, built relationships with community gatekeepers such as a coach for a Latino soccer team. Taking a community approach

to participant recruitment helped build trust between myself and members of the Latino community. As a result, I was able to more widely distribute the on-line version of the survey which helps to explain why over three quarters of the total data collected was completed online.

Given that the majority of surveys were completed online, it is important to note here that one-way MANOVAs were performed on both key variables (i.e., leisure travel motivations and acculturation). There were no significant differences between survey modes on either variable.

Survey language and city of residence.

Given the choice between English and Spanish, almost two-thirds of survey respondents chose to complete the survey in the latter language (see Table 4.1). Based on this outcome, one might speculate that respondents spoke Spanish better than English. However, to the contrary, 91.2% indicated that they spoke Spanish and English equally. Table 4.1 also reports respondents' city of residence, with, not surprisingly, the majority being completed in Edmonton where I focused my recruitment efforts.

Table 4.1

Frequency Distribution of Survey Respondents' Characteristics

Variable	<i>F</i>	%
Survey Mode (<i>N</i> = 178)		
Online	140	78.7
On-site	12	4.0
Mail-in	26	14.6
Survey Language (<i>N</i> = 178)		
English	66	37.1
Spanish	112	62.9
City of Residence (<i>N</i> = 177)		
Edmonton	140	79.1
Calgary	37	20.9

Socio-Demographic Information

Sample distribution.

Recent data profiling the Latin American community in Canada indicates there are slightly more females (51.4%) than males overall (Statistics Canada, 2001). This study's sample is similarly distributed for gender (see Table 4.2). In terms of age, 51.9% of the Latino population in Canada is between the ages of 15 and 44 years (Statistics Canada). Only 15.8 % are from ages 45 to 64 whereas 2.2% are 65 and older. This study did not examine the same age ranges as Statistics Canada in that it purposely did not include anyone under the age of eighteen years. Taking this into account, my sample seems consistent with the overall population in that the majority of participants are young to middle-aged adults (i.e., 81.4% of participants were ages 18 to 45 years). Although at first glance this is a higher percentage than population parameters might indicate, it is expected that young to middle aged adults would make up a higher proportion of the survey because children were not included.

Participants' reported marital status is somewhat consistent with that of the Latino-Canadian population. Results show that my study may be slightly skewed towards Latinos that are married/have partners. According to Statistics Canada (2001) 46% of Latin Americans reported being married and 7% in a common-law relationship. As reported in Table 4.2, almost two thirds of my sample indicated their marital status as 'married/partner', which is slightly higher than Statistics Canada's population distribution.

Table 4.2 also reports respondents' country of birth. The majority of immigrants came from Mexico (26.1%), Colombia (24.4%), and Chile (13.1%). The remainder came from a range of Latin American countries as displayed in this Table. For Edmonton, the 2011 National Household Survey (Statistics Canada, 2011) reported Salvadorians were the largest Latin

American immigrant group. In my study, however, they made up only 6.3% of the total. It can therefore be concluded that Salvadorians are underrepresented in this sample. Salvadorians were followed in rank by Colombians, Chileans, and Mexicans, respectively (Statistics Canada). Similarly, the three largest groups found in this study are also Colombians, Chileans, and Mexicans. As only a small proportion of respondents were from Calgary, census data for this city was not reviewed.

Statistics Canada (2001) reported that almost all those reporting Latin American origins in Canada (94%) can converse in either English or French, however the majority also speak their mother tongue (defined as the language first learned as a child and still understood), which for Latino Canadians is mainly Spanish. This is not unlike what I found in that 98.2% indicated speaking both languages, however to varying degrees of ability in general use (see Table 4.2).

The majority of immigrants in this study arrived between 2004 and 2012. This is consistent with immigration trends reported in 2001 in that the majority of Latin Americans at that time were also recent arrivals (Statistics Canada, 2001). It is worth noting that Central and South American immigrants were one of the three largest sources of immigration to Canada between 2001 and 2006 (Statistics Canada). Given the latter, it is not surprising to find my sample is made up of immigrants who predominantly arrived within the last decade and a half. Table 4.2 provides further information regarding when they came to Canada.

Table 4.2

Frequency Distribution of Socio-demographic Variables

Variable	<i>F</i>	%
Gender (<i>N</i> = 176)		
Male	83	47.2
Female	93	52.8

Continued from Table 4.2

Age (<i>N</i> = 177)		
18 to 29 years	62	35.0
30 to 45 years	82	46.3
> 45 years	33	18.6
Marital Status (<i>N</i> = 174)	174	
Single	61	35.1
Married/Partner	107	61.5
Separated	3	1.7
Divorced	3	1.7
Dependent Children (<i>N</i> = 173)		
Yes	76	43.9
No	96	55.5
Country of Birth (<i>N</i> = 176)		
Colombia	43	24.4
Mexico	46	26.1
Chile	23	13.1
Peru	7	4.0
Cuba	6	3.4
Nicaragua	3	1.7
Venezuela	8	4.5
Argentina	12	6.8
El Salvador	11	6.3
Guatemala	8	4.5
Costa Rica	1	0.6
Ecuador	2	1.11
Dominican Republic	1	0.6
Honduras	4	2.3
Latin America	1	0.6
Language Use (<i>N</i> = 171)		
Only Spanish	2	1.2
Spanish Better	39	22.8
Both Equally	115	67.3
English Better	14	8.2
Only English	1	0.6
Year Came to Canada (<i>N</i> = 174)		
Before 1995	23	13.2
1996-2003	57	32.8
2004-2012	94	54.0

Leisure Travel Characteristics

This study is concerned with motivations for future overnight leisure travel within Canada. To provide insight into my sample's travel tendencies, and to help orient respondents toward thinking about their motivations for future leisure travel, participants were asked about their next leisure trip within Canada. A large percentage (71.8%, see Table 4.2) of Latinos stated that the main purpose of their next leisure trip in Canada was vacation/holiday. Travelling with family, followed by friends, were the two main types of travel parties. In regard to the timeframe for this travel, over three quarters planned to take their trip in the 6 months following completion of the survey. This demonstrates a fairly well established intention for future leisure travel within Canada. Behavioural theory (Kleiber, Walker, & Mannell, 2011) posits that motivations are linked to one's intention, and therefore establishing that there is intent to travel helps provide validity to the leisure travel and immigrant-specific motivation scale items measured in this study.

Table 4.3

Frequency Distribution of Major Leisure Travel Characteristics

Variable	<i>F</i>	%
Leisure Travel Purpose (<i>N</i> = 177)		
Vacation/Holiday	127	71.8
Recreational	33	18.6
Visit Friends/Family	14	7.9
Special Event/Festival	2	1.1
Personal	1	0.6
Leisure Travel Party (<i>N</i> = 171)		
Family	93	54.4
Friends	41	24.0
Spouse/Partner	26	15.2
Boyfriend/Girlfriend	6	3.5
By oneself	5	2.9

Continued from Table 4.3

Leisure Travel Timeframe ($N = 177$)		
Next 6 Months	141	79.7
Next 12 Months	31	17.5
Next 2 Years	5	2.8

Descriptive Statistics

Tables 4.4, 4.5 and 4.6 report the study's key variables' descriptive statistics. The information presented in Tables 4.4 and 4.5 include REP (recreation experience preference) and ISM (immigrant specific motivations) scale items before exploratory factor analysis (EFA) was conducted. These scale items are listed under their respective hypothesized domains.

Table 4.4

Means and Standard Deviations for the Proposed REP Scale Items

Scale Items	<i>M</i>	<i>SD</i>
Achievement/stimulation ($N=178$)		
To have a stimulating and exciting travel experience	6.21	1.22
To have others think highly of me for travelling	2.97	2.20
Risk Taking ($N=178$)		
To experience an adventure	5.62	1.56
To experience the uncertainty of not knowing what will happen on a trip	4.27	1.99
Family Togetherness ($N=178$)		
To do something with my family	6.10	1.37
To bring my family closer together	5.71	1.78
Similar People ($N=178$)		
To spend time with friends	5.63	1.53
To be with people who enjoy the same types of activities that I do	5.94	1.39
New People ($N=178$)		
To talk to new and varied people	4.92	1.90
To meet new people	4.86	1.82

Continued from Table 4.4

Learning ($N=178$)		
To learn more about things during travel	5.82	1.60
To experience new and different things on a trip	6.28	1.17
Enjoy Nature ($N=178$)		
To view the scenery	6.38	1.04
To be close to nature	6.15	1.29
Introspection ($N=178$)		
To grow and develop spiritually	5.15	1.99
To learn more about myself	4.89	1.94
Physical Rest ($N=178$)		
To give my body a rest	6.02	1.33
To relax physically	6.24	1.18
Escape personal-social pressures ($N=178$)		
To help release or reduce built up tensions	5.93	1.53
To get away from the usual demands of life	5.98	1.48

Note. REP = Recreation Experience Preference. Responses were measured on a Likert-like scale ranging from 1 = extremely unimportant to 7 = extremely important.

Table 4.5

Means and Standard Deviations for the Proposed ISM Scale Items

Scale Items	<i>M</i>	<i>SD</i>
Culture Learning-General ($N=178$)		
To discover more about Canadian culture	5.45	1.80
To experience the Canadian lifestyle	5.02	1.92
Culture Learning-English Language ($N=178$)		
To practice speaking English during a trip	4.13	2.36
To practice speaking English in new and different places	4.15	2.40
Culture Learning-Being Canadian ($N=178$)		
To feel more like a Canadian	3.95	2.11
To gain a sense of belonging to Canada	4.67	2.02
To do/try a popular Canadian activity	4.74	2.02
To visit a famous Canadian place	5.47	1.72

Continued from Table 4.5

Intergroup Interaction (<i>N</i> =178)		
To interact with mainstream Canadians	4.49	2.01
To meet people outside of my ethnic group	4.42	2.05
To spend time with my Canadian friends during a trip	4.60	2.04
Intra-ethnic Interaction (<i>N</i> =178)		
To meet other Latin Americans living in Canada	4.11	2.10
To participate in Latin American cultural activities	4.12	2.17
To spend time with my Latin American friends	4.51	2.11
Opportunity (<i>N</i> =178)		
To do something I did not have the opportunity to do in my home country	4.92	2.00
Because I have seldom or never take a trip within Canada before	4.60	2.20
Coping (<i>N</i> =178)		
To better cope with life in Canada	4.87	1.98
To feel better about living in Canada	5.10	2.08
To have a rest from the challenges of adjusting to Canada	4.34	2.17
Nostalgia - Home Country (<i>N</i> =178)		
To recreate experiences from my home country	4.31	2.01
To visit a place that reminds me of my home country	4.17	2.07
To do the same types of activities I did before moving to Canada	4.29	2.01
Family Reunification (<i>N</i> =178)		
To re-unite with family living elsewhere in Canada	4.18	2.16
To visit family in other parts of Canada	4.11	2.08

Note. ISM = Immigrant Specific Motivations. Responses were measured on a Likert-like scale ranging from 1 = extremely unimportant to 7 = extremely important.

Table 4.6

Means, Standard Deviations and Cronbach Alphas for the VIA Scale Items

Scale Items	<i>M</i>	<i>SD</i>	<i>a</i>
Heritage (<i>N</i> =178)	5.71	1.22	0.92
I often participate in my Latin American cultural traditions	4.73	2.03	
I enjoy social activities with typical Latin American people	5.38	1.73	
I am comfortable interacting with typical Latin American people	5.89	1.45	
I enjoy Latin American entertainment (such as dance, music, movies, literature)	6.2	1.35	
I often behave in ways that are typically Latin American	5.58	1.64	
It is important for me to maintain or develop Latin American cultural practices	5.66	1.58	
I believe in Latin American values	5.93	1.55	
I enjoy Latin American jokes and humour	6.36	1.04	
I am interested in having Latin American friends	5.69	1.72	
Mainstream (<i>N</i> =178)	5.40	1.17	0.90
I often participate in mainstream Canadian cultural traditions	5.01	1.73	
I enjoy social activities with typical Canadian people	5.54	1.51	
I am comfortable interacting with typical Canadian people	5.97	1.21	
I enjoy mainstream Canadian entertainment (such as dance, music, movies, literature)	5.71	1.51	
I often behave in ways that are typically Canadian	4.72	1.82	

Continued from Table 4.6

It is important for me to maintain or develop Canadian practices	5.20	1.65
I believe in mainstream Canadian values	5.38	1.66
I enjoy mainstream Canadian jokes and humour	5.10	1.76
I am interested in having Canadian friends	5.98	1.33

Note. VIA = Vancouver Index of Acculturation. Responses were measured on a Likert scale ranging from 1 = strongly disagree to 7 = strongly agree.

Exploratory Factor Analysis

Separate exploratory factor analyses (EFA) were performed using all 20 REP (recreation experience preference) scale items, and all 24 ISM (immigrant-specific motivations) scale items, to test the construct validity of the 19 proposed scales (see Table 4.7). The Kaiser stopping rule, a common non-statistical strategy, was used to determine the number of factors for this test. This rule states that only factors with eigenvalues greater than one should be included in analysis (Tabachnik & Fidell, 2007). The best solution was therefore a ten-factor EFA.

After the number of factors was determined, factor loadings were assessed. According to Comrey and Lee (1992), factor loadings of .55 or higher are considered 'good' and provide evidence for a factor's existence, whereas loadings less than .55 are considered fair to poor. Based on Comrey and Lee's criteria, scale items with factor loadings .55 and higher were examined and subsequently grouped into revised scales. Items were subsequently grouped into a revised scale only if a common underlying and interpretable pattern emerged. In most cases this meant the scale items loaded together similarly to the proposed scales. When an item seemed questionable as to whether or not it should be included in a revised scale, the standardized Cronbach Alpha for the scale was computed and the delete item values inspected to determine

the suitability of that item within the scale. If internal reliability increased, the item remained as included in the scale, however if the opposite were true, the item was deleted. Based on this method of analyzing the EFA results, the original 19 proposed scales (10 REP and 9 ISM) were reduced to 12 revised scales (7 REP and 5 ISM) including (a) Enjoy Nature; (b) Escape Personal-Social Pressures; (c) Family Togetherness; (d) New People; (e) Learning-General; (f) Novel; (g) Physical Rest; (h) Intra-ethnic Interaction; (i) Family Reunification; (j) Adjusting to Canadian Life; (k) Nostalgia – Home Country and; (l) Culture Learning – English Language. The revised scales are presented in Tables 4.8 and 4.9.

Table 4.7

EFA (with Varimax Rotation) Loadings for the 44 Administered ISM and REP Scale Items

Scales (<i>N</i> = 178)	Factors									
	1	2	3	4	5	6	7	8	9	10
To participate in Latin American cultural activities	.79	.12	.15	.10	.15	.11	-.06	.18	.25	.11
To spend time with my Latin American friends	.75	.04	.15	.16	.07	.21	-.16	.14	.26	.04
To meet other Latin Americans living in Canada	.74	.22	.16	.13	.11	.22	-.08	.16	.28	.14
To recreate experiences from my homecountry	.73	.21	.33	.09	.03	.21	.12	.06	-.04	.05
To visit a place that reminds me of my home country	.68	.26	.33	.04	.03	.06	.12	.08	-.08	-.20
To do the same activities I did before moving to Canada	.63	.22	.30	.17	-.01	.06	.20	-.07	-.14	-.30
To have a rest from the challenges of adjusting to Canada	.55	.19	.41	.31	-.13	.18	.09	-.06	.05	.03
<i>Continued from Table 4.7</i>										
Because I have seldom or never taken a trip within Canada before	.52	.35	.18	-.09	-.08	.06	.35	.05	-.01	.25
To meet people outside of my ethnic group	.52	.37	.31	-.09	.22	.02	.02	-.06	.26	.02
To talk to new and varied people	.33	.71	.23	.18	.27	.09	-.14	.03	.06	-.09

To meet new people	.36	.69	.18	.12	.17	.14	-.12	-.07	.18	.09
To learn more about things during travel	.15	.65	.00	.29	.22	-.04	.31	-.01	-.07	.17
To grow and develop spiritually	.10	.62	.15	.18	.14	.17	.22	.01	.13	-.18
To practice speaking English during a trip	.46	.60	.32	-.02	.07	.15	.14	.06	-.09	.02
To discover more about Canadian culture	.09	.60	.30	.04	-.04	.12	.36	.15	.21	.09
To practice speaking English in new and different places	.50	.59	.39	-.10	.12	.13	.10	.01	-.11	.09
To experience the Canadian lifestyle	.13	.54	.52	.02	-.03	.04	.15	.03	.06	.04
To interact with mainstream Canadians	.29	.53	.49	-.12	.14	.18	.07	-.00	.11	.07
To learn more about myself	.17	.49	.26	.07	.40	.25	.26	.00	.15	-.13
To gain a sense of belonging to Canada	.24	.16	.76	.12	.18	.18	.11	.11	.03	-.04
To feel better about living in Canada	.33	.19	.75	.12	.24	.09	.03	.07	.05	-.09
To feel more like a Canadian	.30	.14	.68	.13	.11	.20	.11	.10	.09	.12
To better cope with life in Canada	.40	.24	.67	.19	.09	.02	.07	.09	.07	-.05
To do/try a popular Canadian activity	.40	.27	.64	.04	.19	.01	.13	.16	.10	.12
To do something I did not have the opportunity to do in my home country	.04	.23	.56	.06	.19	.19	-.08	.14	.13	.45
To help release or reduce built up tensions	.24	.02	.18	.77	.08	-.08	.14	-.05	.03	.05
To get away from the usual demands of life	-.01	-.05	.17	.76	-.01	.06	.05	.07	.25	-.13
To give my body a rest	.10	.21	-.08	.72	.05	.16	-.14	.16	-.23	-.03
To relax physically	.05	.13	.05	.66	.03	.01	.30	.16	-.05	.04
To experience an adventure	.07	.04	.17	.10	.76	.16	.19	-.05	-.07	-.08
To have a stimulating and exciting travel experience	.05	.18	.15	.02	.72	.02	.10	.15	.09	.11
<i>Continued from Table 4.7</i>										
To experience new and different things on a trip	.05	.44	.13	.01	.61	-.02	.06	.33	-.03	.02
To visit family in other parts of Canada	.28	.17	.20	.07	.06	.78	-.16	.24	.12	.08
To re-unite with family living elsewhere in Canada	.28	.13	.17	.05	.13	.73	-.10	.31	.16	-.02

To experience the uncertainty of not knowing what will happen on a trip	.36	.29	.22	-.13	.34	.47	.28	-.17	.16	-.03
To have others think highly of me for travelling	.25	.34	.38	.12	.01	.46	.16	-.19	-.07	-.11
To view the scenery	.06	.19	.14	.18	.16	-.14	.74	.08	-.00	.13
To be close to nature	.01	.16	.10	.18	.33	.00	.68	.21	-.05	-.07
To do something with my family	.06	.00	.09	.09	.04	.17	.27	.81	-.09	.04
To bring my family closer together	.22	.00	.18	.20	.17	.10	.01	.69	.05	-.06
To spend time with friends	.20	.09	.05	.07	.02	.12	-.03	-.08	.81	-.14
To spend time with my Canadian friends during a trip	.22	.40	.34	-.16	-.00	.19	.04	.12	.53	.10
To be with people who enjoy same types of activities I do	.11	.32	.14	.09	.23	-.06	-.22	.26	.22	-.61
To visit a famous Canadian place	.28	.31	.32	-.01	.17	-.08	.03	.13	-.09	.59
Eigenvalue	6.08	5.40	5.20	2.81	2.51	2.27	2.17	1.92	1.72	1.42
% of Variance	13.81	12.28	11.80	6.39	5.70	5.17	4.92	4.36	3.91	3.24

Note. Factor loadings $\geq .55$ are in boldface. EFA = Exploratory Factor Analysis; ISM = Immigrant Specific Motivations; REP = Recreation Experience Preference.

Table 4.8

Means, Standard Deviations, and Cronbach Alpha for the Revised ISM Scales

Scales	<i>M</i>	<i>SD</i>	<i>A</i>
Adjusting to Canadian Life	4.56	1.74	0.88
To feel more like a Canadian	3.95	2.11	
To better cope with life in Canada	4.74	2.02	
To do/try a popular Canadian activity	4.87	1.98	
To gain a sense of belonging to Canada	4.67	2.02	
Nostalgia – Home Country	4.28	1.73	0.86
To recreate experiences from my home country	4.31	2.01	
To visit a place that reminds me of my home country	4.17	2.07	
To do the same types of activities I did before moving to Canada	4.29	2.01	

Continued from Table 4.8

To have a rest from the challenges of adjusting to Canada.	4.34	2.17	
Intra-ethnic Interaction	4.25	1.97	0.92
To meet other Latin Americans living in Canada	4.11	2.10	
To participate in Latin American cultural activities	4.12	2.17	
To spend time with my Latin American friends	4.51	2.11	
Family Reunification	4.15	2.02	0.90
To re-unite with family living elsewhere in Canada	4.18	2.16	
To visit family in other parts of Canada	4.11	2.08	
Culture Learning - English Language	4.14	2.27	0.90
To practice speaking English during a trip	4.13	2.36	
To practice speaking English in new and different places	4.15	2.40	

Note. Factor loadings > 0.55 were used to determine the revised scales. ISM = Immigrant Specific Motivations

Table 4.9

Means, Standard Deviations, and Cronbach Alpha for the Revised REP Motivation Scales

Scales	<i>M</i>	<i>SD</i>	<i>A</i>
Enjoy Nature	6.26	1.05	0.75
To be close to nature	6.15	1.29	
To view the scenery	6.38	1.04	
Physical Rest	6.13	1.09	0.67
To give my body a rest	6.02	1.33	
To relax physically	6.24	1.18	
Novel	6.03	1.05	0.72
To have a stimulating and exciting travel experience	5.62	1.56	
To experience an adventure	6.21	1.22	
To experience new and different things on a trip	6.28	1.17	

Continued from Table 4.9

Escape personal-social pressures	5.95	1.34	0.74
To help release or reduce built up tensions	5.93	1.53	
To get away from the usual demands of life	5.98	1.48	
Family Togetherness	5.90	1.38	0.69
To do something with my family	6.10	1.37	
To bring my family closer together	5.71	1.78	
Learning – General	5.47	1.45	0.73
To learn more about things during travel	5.82	1.60	
To grow and develop spiritually	5.15	1.99	
To discover more about Canadian culture (ISM)	5.45	1.80	
New People	4.89	1.76	0.87
Talk to new and varied people	4.92	1.90	
To meet new people	4.86	1.82	

Note. Factor loadings > 0.55 were used to determine the revised scales. REP = Recreation Experience Preference

Research Questions and Analyses

Research Question 1.

The first research question asked: “Is there a significant difference between the importance of immigrant-specific leisure travel motivations in comparison with non-immigrant specific leisure travel motivations?” To address this question, a two-tailed paired t-test was performed comparing the average of the revised ISM scales ($M = 4.27$, $SD = 1.59$) to the average of the revised REP scales ($M = 5.8$, $SD = 0.85$). The result indicated a significant difference, $t(177) = 17.01$, $p < .05$, with the REP motivations being overall more important to Latin American Canadian (LAC) immigrants’ travel than the ISMs. Also worth noting here is that the Pearson correlation between the two types of travel motivations paired scores is $.67$, $p < .05$.

Research Question 2.

The second research question asked: “Are there significant differences between the overall importance of each leisure travel motivation?” Two-tailed paired t-tests conducted on all revised REP scales showed some significant differences in the importance of these motivations. In total, 21 tests were performed and therefore, following the Bonferroni multiple significance test guidelines, a more stringent significance level was applied, $p < 0.0002$. Results of the paired t-tests are reported in Table 4.10. ‘*Learning – General*’ was a significantly less important travel motivation than ‘*Enjoy Nature*’, ‘*Physical Rest*’, ‘*Novel*’, and ‘*Escape Personal-Social Pressures*’. The motive ‘*New People*’ was significantly less important to L.A.C immigrants’ leisure travel than all the other motives, while ‘*Enjoy Nature*’, ‘*Physical Rest*’, ‘*Novel*’, ‘*Escape Personal-Social Pressures*’ and ‘*Family Togetherness*’ did not significantly differ in their importance.

Table 4.10

Paired T-Test Results for the Revised REP Scales

Scales	<i>M</i>
Enjoy Nature	6.26 _a
Physical Rest	6.13 _a
Novel	6.03 _a
Escape Personal-Social Pressures	5.95 _a
Family Togetherness	5.90 _{ab}
Learning – General	5.47 _b
New People	4.89 _c

Note. Responses ranged from 1 = extremely unimportant to 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.0002$) differences between scales.

Two-tailed paired t-tests were also conducted on all revised ISM scales. These tests also showed some significant differences in the importance of motivations. In total, 10 tests were performed and therefore, following Bonferroni's guidelines, a more stringent significance level of $p < 0.005$ was applied. Results of the paired t-tests are reported in Table 4.11. '*Adjusting to Canadian Life*' was significantly more important to Latinos' leisure travel than '*Nostalgia – Home Country*' and '*Culture Learning – English Language*'.

Table 4.11

Paired T-Test Results for the Revised ISM Scales

Scales	<i>M</i>
Adjusting to Canadian Life	4.55 _a
Nostalgia – Home Country	4.28 _b
Intra-ethnic Interaction	4.25 _{ab}
Family Reunification	4.15 _{ab}
Culture Learning – English Language	4.14 _b

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.005$) differences between scales.

Research Question 3.

The third research question asked: “Do travel motivations vary by acculturation strategy?” To answer this question, cluster analysis (using the SAS Fastclus procedure), was performed on the Vancouver Index of Acculturation (VIA) scales to find groupings that would best reflect respondents' acculturation strategy. The three cluster solution had the highest Pseudo-F test statistic (151.77) and was therefore selected (Milligan & Cooper, 1985). A descriptive summary of the clusters, including the labels assigned to each cluster, is provided in Table 4.12.

Table 4.12

Heritage and Mainstream Acculturation Scales' Means and, Standard Deviations, and Number of Participants, by Cluster

Assigned Cluster Name	Heritage		Mainstream		<i>f</i>	%
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Highly Integrated	6.29	0.61	6.00	0.65	114	64.0
Separated	6.40	0.51	3.25	0.70	18	10.10
Moderate Mainstream	4.01	0.95	4.77	0.97	46	25.80

Note. 1 = strongly disagree; 7 = strongly agree.

Chi-square tests of independence were performed to determine if the three acculturation clusters differed across certain demographic variables. Results indicated that the clusters did not vary significantly at $p < 0.01$ in terms of age, gender, year came to Canada, socio-economic status, marital status, language use, or dependent children. The three acculturation clusters did differ on country born, $X^2(8, N=175) = 34.74, p < 0.01$. Cramer's V was 0.32, which according to Cohen (1988) is a moderate association. LACs falling into the 'Separated' cluster were predominantly from Colombia. 'Highly Integrated' LACs originated from numerous areas of Latin America, with Mexicans being the largest group and Colombians the smallest. 'Moderate Mainstream' LACs' country of origin was also diverse. Overall, the chi-square tests revealed that the clusters were largely socio-demographically comparable.

To answer research question three, I analyzed acculturation and travel motivations using one-way multivariate analysis of variances (MANOVAs) on both the five ISM scales and seven REP scales, by cluster. For the revised ISM scales, the MANOVA result was significant, Wilk's Lambda = .75, $F(5, 178) = 5.21, p < .01$, and the effect size was large, 0.25 (Weinfurt, 1999). Results of the follow-up ANOVAs are reported in Table 4.13. As shown, all five ISM scales

varied significantly, with effect sizes ranging from almost medium (i.e., *Family Reunification*, *Culture Learning – English Language*) to large (i.e., *Intra-Ethnic Interaction*) (Cohen, 1988).

Tukey Post Hoc tests further indicated that the ‘Highly Integrated’ cluster differed from the ‘Moderate Mainstream’ cluster across all five scales. In contrast, the ‘Separated’ cluster differed from the ‘Moderate Mainstream’ cluster only on the ‘Intra-ethnic Interaction’ scale.

Table 4.13

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Cluster, for the Revised ISM Scales

Scales	Highly Integrated		Separated		Moderate Mainstream		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Adjusting to Canadian Life	4.96 _a	1.61	4.26 _{ab}	1.67	3.68 _b	1.77	9.99*	.09
Nostalgia – Home Country	4.59 _a	1.73	4.44 _{ab}	1.38	3.45 _b	1.60	7.67*	.07
Intra-ethnic Interaction	4.61 _a	1.86	5.33 _a	1.46	2.91 _b	1.75	18.48*	.17
Family Reunification	4.46 _a	1.89	4.31 _{ab}	2.02	3.29 _b	2.14	5.88*	.05
Culture Learning - English Language	4.55 _a	2.29	3.50 _{ab}	2.00	3.38 _b	2.11	5.38*	.05

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.01$) differences between clusters.

* $p < 0.01$.

The MANOVA result was also significant for the revised REP scales, Wilk’s Lambda = .68, $F(7, 178) = 5.21$, $p < .01$. The effect size was 0.32, which Weinfurt (1999) defined as large. Results of the follow-up ANOVAs are reported in Table 4.14. As shown, three REP scales varied significantly, with effect sizes ranging from small (i.e., *Escape Personal-Social Pressures*) to medium (i.e., *Learning General*, *Family Togetherness*) (Cohen, 1988). Tukey Post Hoc tests further indicated that, whereas the ‘Highly Integrated’ and ‘Moderate Mainstream’ clusters differed in terms of three REP scales (i.e., *Learning General*, *Family Togetherness*, and *Escape*

Personal-Social Pressures), the ‘Highly Integrated’ and ‘Separated’ clusters differed only in terms of the *Learning General* scale. Notable possibly for future research was that, although the ‘Highly Integrated’ and ‘Moderate Mainstream’ clusters did not significantly differ at the chosen probability level of $p < .01$ in terms of the *Physical Rest* and *New People* scales, both did do so at the more customary probability level of $p < .05$.

Table 4.14

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Cluster, for the Revised REP Scales

Scales	Highly Integrated		Separated		Moderate Mainstream		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Physical Rest	6.29	0.96	5.56	1.14	5.97	1.26	4.36	.04
Enjoy Nature	6.30	1.08	5.72	1.46	6.38	0.63	2.83	.02
New People	5.14	1.64	4.75	1.96	4.35	1.85	3.46	.03
Family Togetherness	6.25 _a	1.13	5.70 _{ab}	1.68	5.13 _b	1.49	12.46*	.12
<i>Continued from Table 4.14</i>								
Escape Personal-Social Pressures	6.21 _a	1.09	5.56 _{ab}	1.59	5.48 _b	1.64	6.04*	.05
Novel	6.11	1.08	5.94	0.99	5.88	1.00	0.88	.00
Learning General	5.84 _a	1.28	4.39 _b	1.66	4.99 _b	1.45	12.71*	.12

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.01$) differences between clusters.

* $p < 0.01$.

Research Question 4.

My fourth research question, “Are there significant differences between the importance of travel motivations and country of origin?” was answered by employing a one-way multivariate of analysis of variance (MANOVA) on the five ISM scales, by the five most frequently mentioned countries of birth. The MANOVA result was significant, Wilk’s Lambda =

.81, $F(5, 175) = 2.63, p < .05$. The effect size was 0.19, large by Weinfurt's (1999) standards. Results of the follow-up ANOVAs are reported in Table 4.15. Only one ISM scale (i.e., *Family Reunification*) was found to vary significantly, with this effect size being small (Cohen, 1988). The Tukey Post Hoc test suggested that respondents from Mexico and Central America differed in terms of this scale. A one-way MANOVA was also conducted for the REP scales. The results of this analysis were not significant, Wilk's Lambda = 0.82, $F(7, 175) = 1.17, p < .05$.

Table 4.15

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Country of Birth, for the Revised ISM Scales

Scales	Colombia		Mexico		Chile		South America		Central America		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Adjusting to Canadian Life	4.33	1.86	4.27	1.64	4.48	1.66	4.55	1.74	5.26	1.72	1.92	0.02
Nostalgia – Home Country	4.07	1.87	4.14	1.38	4.40	1.58	4.44	1.88	4.51	2.04	0.46	0.01
Intra-ethnic Interaction	4.08	2.21	3.99	1.63	4.45	2.03	4.32	1.93	4.69	2.08	0.76	0.01
Family Reunification	3.93 _{ab}	2.18	3.82 _a	1.69	3.83 _{ab}	2.11	4.22 _{ab}	1.84	5.12 _b	2.13	2.63*	0.04
Culture Learning - English Language	3.81	2.43	4.70	2.08	3.89	2.14	3.78	2.06	4.29	2.61	1.19	0.00

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.05$) differences between countries.

* $p < 0.05$.

Research Question 5.

My fifth research question asked, “Are there similarities and differences between the importance of travel motivations and numbers of years residing in Canada?” This question was addressed by conducting a one-way multivariate analysis of variance (MANOVA) on the seven REP scales, by year came to Canada. The MANOVA result was significant, Wilk's Lambda = .86, $F(7, 174) = 1.90, p < .05$. The effect size was 0.14, which by Weinfurt's (1999) standards is a large effect size. Results of the follow-up ANOVAs are reported in Table 4.16. Two scales

were found to significantly vary (i.e., *New People* and *Learning General*) with each of their effect sizes being small (Cohen, 1988). The Tukey Post Hoc test indicates that the scale *New People* is significantly less important for LACs who arrived to Canada between 1970 and 1995 than for those who arrived later. The test also suggests that LACs who arrived between 1970 and 1995 significantly differ from LACs who arrived between 2004 and 2012 for the scale *Learning General*.

Similarly, a one-way MANOVA was performed on the five ISM scales and this result was also significant, Wilk's Lambda = .86, $F(5, 174) = 2.56, p < .05$. The effect size, 0.14, was large (Weinfurt, 1999). Results of the follow-up ANOVAs are reported in Table 4.17. Two scales were found to vary with effect sizes ranging from small (i.e., *Nostalgia – Home Country*) to medium (i.e., *Culture Learning - English Language*) (Cohen, 1988). The Tukey Post Hoc test revealed that Latinos who came to Canada between 1970 and 1995 rated *Nostalgia – Home Country* significantly lower than those who came in subsequent years. The same group of Latinos also rated *Culture Learning - English Language* significantly less important than immigrants who arrived between 2004 and 2012.

Table 4.16

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Year Came to Canada, for the Revised REP Scales

Scales	1970-1995		1996-2003		2004-2012		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Physical Rest	5.91	1.43	6.14	1.04	6.13	1.02	0.40	0.00
Enjoy Nature	6.09	1.19	6.15	1.03	6.34	1.03	0.88	0.00
New People	3.96 _a	1.99	5.12 _b	1.59	4.96 _b	1.76	3.89*	0.03
Family Togetherness	6.26	1.08	6.04	1.30	5.69	1.48	2.18	0.01

Continued from Table 4.16

Escape Personal-Social Pressures	5.71	1.40	5.93	1.42	6.0	1.29	0.41	0.01
Novel	5.81	0.90	5.89	1.20	6.13	0.99	1.49	0.01
Learning General	4.88 _a	1.44	5.31 _{ab}	1.63	5.69 _b	1.33	3.30*	0.01

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.05$) differences between the years came to Canada.

* $p < 0.05$.

Table 4.17

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Year Came to Canada, for the Revised ISM Scales

Scales	1970-1995		1996-2003		2004-2012		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Adjusting to Canadian Life	4.01	2.10	4.55	1.73	4.68	1.68	1.35	0.00
Nostalgia – Home Country	3.37 _a	1.89	4.45 _b	1.67	4.38 _b	1.72	3.64*	0.03
Intra-ethnic Interaction	3.67	2.16	4.66	1.87	4.18	1.99	2.29	0.02
Family Reunification	4.00	2.46	4.46	2.08	4.0	1.91	0.95	0.00
Culture Learning - English Language	2.85 _a	2.29	3.90 _{ab}	2.30	4.58 _b	2.16	6.05*	0.06

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.05$) differences between groups.

* $p < 0.05$.

Research Question 6.

The last research question asked was: “Are there differences between socio-demographic characteristics and travel motivations?” To answer this question, one-way multivariate analysis of variances (MANOVA) were conducted for each demographic variable (i.e., gender, language use, age, marital status, and subjective socio-economic status).

Gender.

A one-way MANOVA conducted on the five ISM scales, by gender, was significant, Wilk's Lambda = .92, $F(5, 176) = 2.97$, $p < .05$. The effect size was 0.08, a small effect size (Weinfurt, 1999). Results of the follow-up ANOVAs are reported in Table 4.18. Three scales were found to vary with effect sizes ranging between small (i.e., *Nostalgia – Home Country*, *Culture Learning – English Language*) and medium (i.e., *Intra-ethnic Interaction*) (Cohen, 1988). The results suggest that LAC males consider all three ISMs more important to their travel in Canada than LAC females.

Table 4.18

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Gender, for the Revised ISM Scales

Scales	Male		Female		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Adjusting to Canadian Life	4.72	1.66	4.38	1.81	2.88	0.00
Nostalgia – Home Country	4.53	1.63	4.02	1.78	3.90*	0.02
Intra-ethnic Interaction	4.74	1.78	3.77	2.03	11.13*	0.06
Family Reunification	4.41	1.94	3.88	2.07	3.03	0.01
Culture Learning - English Language	4.60	2.25	3.71	2.24	6.85*	0.03

Note. 1 = extremely unimportant; 7 = extremely important.

* $p < 0.05$.

A one-way MANOVA was also performed on the seven REP scales, by gender. The result was significant, Wilk's Lambda = .89, $F(7, 176) = 2.96$, $p < .05$. The effect size was 0.11, a medium effect size according to Weinfurt's (1999) standards. Results of the follow-up ANOVAs are reported in Table 4.19. Only one scale varied (i.e., *New People*) which according

to Cohen (1988) had a medium effect size. The result suggests that LAC males consider *New People* a stronger motivator for travel than LAC females.

Table 4.19

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Gender, for the Revised REP Scales

Scales	Male		Female		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Physical Rest	6.08	1.10	6.16	1.09	.25	0.00
Enjoy Nature	6.30	0.88	6.22	1.18	.30	0.00
New People	5.36	1.62	4.46	1.78	12.20*	0.06
<i>Continued from Table 4.19</i>						
Family Togetherness	5.72	1.42	6.05	1.34	2.56	0.01
Escape Personal-Social Pressures	5.85	1.38	6.04	1.32	.86	0.00
Novel	6.16	1.01	5.90	1.09	2.56	0.01
Learning General	5.61	1.38	5.33	1.52	1.55	0.00

Note. 1 = extremely unimportant; 7 = extremely important.

* $p < 0.05$.

Language use.

A one-way MANOVA conducted on the five ISM scales, with language use, was significant, Wilk's Lambda = .85, $F(5, 171) = 2.76$, $p < .05$. The effect size was 0.15, which is considered by Weinfurt (1999) to be a medium effect size. Results of the follow-up ANOVAs are reported in Table 4.20. Two scales were found to vary with close to medium (i.e., *Nostalgia-Home Country*) and medium (i.e., *Culture Learning – English Language*) effect sizes (Cohen, 1988). A Tukey Post Hoc test was conducted and revealed that those LACs who spoke only English/English better than Spanish significantly differed from those who spoke both languages equally or spoke only Spanish/Spanish better than English. For the scale *Culture Learning –*

English Language, those who spoke only Spanish/Spanish better than English significantly differed from those who spoke both equally or English better/only.

A one-way MANOVA was also conducted for the seven REP scales, however this result was not significant, Wilk's Lambda = 0.88 (7, 171) = 1.58, $p > .05$.

Table 4.20

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Language Use, for the Revised ISM Scales

Scales	Only Spanish/Spanish better than English		Both Equally		Only English/English better than Spanish		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Adjusting to Canadian Life	5.01	1.44	4.37	1.75	3.98	2.14	2.76	0.02
Nostalgia – Home Country	4.55 _a	1.58	4.25 _a	1.64	2.87 _b	2.10	5.76*	0.05
Intra-ethnic Interaction	4.43	1.67	4.19	1.99	3.33	2.36	1.75	0.01
Family Reunification	4.18	1.97	4.20	1.99	3.10	2.30	2.04	0.01
Culture Learning - English Language	5.01 _a	2.07	3.91 _b	2.22	2.53 _b	2.21	7.85*	0.08

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.05$) differences between language uses.

* $p < 0.05$.

Age.

A one-way MANOVA performed on the five ISM scales, by age, was significant, Wilks' Lambda = .88, $F(5, 177) = 2.30$, $p < .05$. The effect size was 0.12, which according to Weinfurt (1999) is a medium effect size. Results of the follow-up ANOVAs are reported in Table 4.21 and, as shown, no significant differences within any scale were identified.

Table 4.21

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Age, for the Revised ISM Scales

Scales	18 to 29 years		30 to 45 years		46 or older		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Adjusting to Canadian Life	4.35	1.71	4.66	1.88	4.70	1.47	0.69	0.00
Nostalgia – Home Country	4.63	1.73	3.98	1.81	4.33	1.44	2.55	0.02
Intra-ethnic Interaction	4.61	1.81	4.01	2.14	4.14	1.78	1.70	0.01
Family Reunification	4.23	1.94	4.07	2.23	4.17	1.68	0.11	0.01
Culture Learning - English Language	4.29	2.15	3.97	2.45	4.26	2.09	0.42	0.01

Note. 1 = extremely unimportant; 7 = extremely important.

A one-way multivariate of analysis of variance (MANOVA) with the seven REP scales, by age, was also significant, Wilk's Lambda = .87, $F(7, 177) = 1.73$, $p < .05$. The effect size was 0.13, which according to Weinfurt (1999) is a medium effect size. Results of the follow-up ANOVAs are reported in Table 4.22. Only one scale, *Enjoy Nature*, was found to vary and had a small effect size (Cohen, 1988). A Tukey Post Hoc test revealed that 18 to 29 year olds rated *Enjoy Nature* significantly higher than 30 to 45 year olds. Those LACs who were 46 or older rated *Enjoy Nature* the highest of the three age categories, however, not significantly.

Table 4.22

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Age, for the Revised REP Scales

Scales	18 to 29 years		30 to 45 years		46 or older		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Physical Rest	5.94	1.24	6.20	0.96	6.29	1.05	1.41	0.01
Enjoy Nature	5.93 _a	1.27	6.43 _b	0.85	6.44 _{ab}	0.87	4.95*	0.04

Continued from Table 4.22

New People	5.07	1.63	4.77	1.91	4.86	1.63	0.53	0.01
Family Togetherness	5.72	1.56	5.85	1.24	6.35	1.30	2.33	0.02
Escape Personal-Social Pressures	6.02	1.28	5.83	1.46	6.14	1.14	0.74	0.00
Novel	6.02	1.23	6.04	1.00	6.03	0.85	0.01	0.01
Learning General	5.33	1.58	5.54	1.42	5.58	1.32	0.47	0.01

Note. 1 = extremely unimportant; 7 = extremely important. Different subscripts in the same row indicate significant ($p < 0.05$) differences between groups.

* $p < 0.05$.

Marital status.

A one-way MANOVA was also conducted on the seven REP scales, albeit in this case using marital status. The result was significant, Wilk's Lambda = .78, $F(7, 174) = 7.92$, $p < .05$. The effect size was 0.25, which according to Weinfurt (1999) is a large effect size. Results of the follow-up ANOVAs are reported in Table 4.23. Four scales were found to vary with effect sizes ranging from small (i.e., *Physical Rest*, *Enjoy Nature*, and *New People*) to medium (i.e., *Family Togetherness*). LACs whom reported being married or having a partner rated *Enjoying Nature*, *Physical Rest* and *Family Togetherness* higher than those who reported being single or divorced. On the other hand, single or divorced LACs rated *New People* higher.

A one-way MANOVA was also conducted for the ISM scales with no significant result being found, Wilk's Lambda = .94, $F(5, 174) = 2.16$, $p > .05$.

Table 4.23

Means, Standard Deviations, and One-Way Analysis of Variance (ANOVA) Results, by Marital Status, for the Revised REP Scales

Scales	Single/Divorced		Married/Partner		ANOVA	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>R</i> ²
Physical Rest	5.82	1.23	6.31	0.94	8.87*	0.04
Enjoy Nature	6.01	1.20	6.39	0.92	5.32*	0.02

Continued from Table 4.23

New People	5.34	1.50	4.58	1.86	7.96*	0.04
Family Togetherness	5.36	1.63	6.22	1.10	16.92*	0.08
Escape Personal-Social Pressures	5.80	1.39	6.06	1.31	1.52	0.00
Novel	6.18	1.01	5.92	1.08	2.61	0.01
Learning General	5.46	1.54	5.45	1.42	0.001	0.01

Note. 1 = extremely unimportant; 7 = extremely important.

* $p < 0.05$.

Subjective socio-economic status.

Subjective socio-economic status, a combined measure of education, employment, and income, was measured on a scale ranging from one to ten. A median-split was performed in order to transform the variable into two categories. This was followed by conducting one-way MANOVAs; neither the one-way MANOVA conducted for the REP scales, nor the one-way MANOVA conducted for the ISM scales, were significant (Wilk's Lambda = .98, $F(7, 178) = 0.51$, $p > .05$ and Wilk's Lambda = .96, $F(5, 178) = 1.62$, $p > .05$, respectively).

Conclusion

This chapter described how I developed my Latin American Canadian immigrant sample, my participants' key descriptive information, and the results of my statistical analyses in terms of each of my research questions. The next chapter discusses these findings in detail and explores how they relate to the existing literature. In addition, the theoretical and practical implications of my research, its limitations, as well as future research recommendations, are outlined.

Chapter Five: Discussion and Conclusion

In this chapter I discuss the results of my analyses as they relate to the literature and contribute to our understanding of Latin American Canadian (LAC) immigrants, leisure travel motivations (LTM), and acculturation. I begin by discussing how the revised Recreation Experience Preference (REP) and Immigrant-Specific Motivations (ISM) scales differed from the scales I originally proposed, and what this suggests about LACs' leisure travel motivations. I then address the key findings for each of my six research questions including possible explanations, how the literature does or does not support these, and remaining gaps in our understanding. This is followed by a discussion of my overall findings where I summarize and relate back the results to my main research question. The chapter concludes with a discussion of the theoretical and practical implications of my research, its limitations, as well as potential future research recommendations.

Revised REP and ISM Scales

A total of nineteen scales were included in my survey to measure leisure travel motivations. The first set of proposed scales was selected from Driver's (1983) master list of Recreation Experience Preference (REP) scales to capture non-immigrant specific motivations for travel. This included ten REP scales encompassing twenty items measuring the domains of: achievement/stimulation, risk taking, family togetherness, similar people, new people, learning, enjoy nature, introspection, physical rest, and escape personal-social pressures. The second set of proposed scales, developed as part of this thesis to measure immigrant-specific travel motivations (ISMs), included nine scales with a total of twenty four items representing the domains of: culture learning, intergroup interaction, intra-ethnic interaction, opportunity, coping, nostalgia-home country, and family reunification.

Based on the exploratory factor analysis results, the proposed scales were reduced from nineteen to twelve. The revised scales largely represent the proposed scales, however, some scales were deleted all together. In other cases, scale items were combined to form a revised scale to which a new title was given. The following discusses the latter for both REP and ISM scales.

REP scales.

The revised REP scales varied little in structure from the proposed scales. Each of the scales *'Enjoy Nature'*, *'Physical Rest'*, *'Escape Personal-social Pressures'*, *'Family Togetherness'*, and *'New People'* demonstrated strong internal consistency and items that loaded on the same factor. A total of four scales did not meet these standards and were therefore omitted from further use including the following: *'Achievement/Stimulation'*, *'Risk Taking'*, *'Similar People'*, and *'Introspection'*. Although the scale *'Learning'* would appear to have been kept, this scale was revised and re-titled to *'Learning- General'* to reflect its new composition. *'Learning – General'* retained one original scale item, *'To learn more about things during travel'* while the other original item *'To experience new and different things on a trip'* became part of a new scale (i.e., *Novel*). Two new items were added to *'Learning – General'* including, *'To grow and develop spiritually'* from the scale *'Introspection'* and *'To discover more about Canadian culture'*. The latter item was originally part of the proposed immigrant-specific scale *'Culture Learning – General'*, which was omitted from further analyses. It would seem following these results that 'culture' is a better fit with the general concept of learning rather than a culture-learning specific dimension. As such, future leisure research incorporating immigrants may benefit from adding culture-learning related items to measure the construct of learning, not only to be more comprehensive, but also to be more relevant. Overall, the revised *'Learning –*

General' scale elucidates the motivation to learn as an impetus for growth, development, and discovery.

The remaining REP scale, '*Novel*', is a new scale and combines items from '*Achievement/stimulation*', '*Risk Taking*' and '*Learning*'. This scale reflects the motivation to experience that which is out of the ordinary such as excitement, adventure, and the new and different, often associated with leisure travel. The addition of this scale suggests that part of the appeal of domestic leisure travel for LAC immigrants may be the novelty of travel in Canada itself; the sense of newness and excitement leisure travel may satisfy. Many aspects of travel are of a novel nature (Weaver, McClary, Han, & Blosser, 2009), but perhaps even more so, when one considers it within the context of settlement. That is to explain, there may be a greater, or at least a slightly different, sense of novelty for immigrants' domestic leisure travel than for those travelling within the same country in which they were born and raised. On the whole, the revised REP scales remain relatively consistent with the proposed scales. They also reveal some interesting topics for future investigation, not least of which are the relationships of novelty and culture-learning to immigration and domestic leisure travel.

ISM scales.

The proposed ISM scales were reduced and revised to a greater degree than the REP scales. Three scales, '*Culture Learning – English Language*', '*Intra-ethnic Interaction*', and '*Family Reunification*' remained the same. In contrast, the remaining scales were either omitted from further analyses (i.e., '*Culture Learning – General*', '*Intergroup Interaction*', '*Opportunity*', and '*Coping*') or revised.

The first revised scale was '*Culture Learning – Being Canadian*'. This scale retained three of its four original items (i.e., '*To visit a famous Canadian place*' was deleted) and had one

item, *'To better cope with life in Canada'*, added from the scale *'Coping'*. In order to distinguish its new composition, the scale was re-titled *'Adjusting to Canadian Life'*. The revised scale speaks to the desire to cope with, feel part of, and to participate in Canadian life through leisure travel. Immigrants motivated to travel in Canada as a way of adjusting to mainstream society may be driven to do so for several reasons. Though speculative, through leisure travel it is plausible that one may gain an increased sense of belonging to Canada; one may also feel they are connecting to Canada by doing an activity thought of as 'being Canadian' and lastly; through leisure travel, one may also feel that they are better able to cope with and subsequently adjust to a new way of life. The idea that leisure travel offers a way to engage with Canadian society is an area worthy of further exploration.

The second and final revised ISM scale was *'Nostalgia – Home Country'*. All three original items remained while one item, *'To have a rest from the challenges of adjusting to Canada'* was added from the scale *'Coping'*. This item was added not only because it loaded on the same factor, but also because it represents a departure from the mainstream (i.e., away from adjusting to Canada) and thus in the context of immigration, towards one's heritage. It may be that a rest from the challenges of adjusting to Canada means shifting one's focus to the comfort of things that are familiar and known, which is evident in the other items included in the scale (e.g., *'To recreate experience from my home country'*).

In summary, the revised ISM scales are exploratory in nature. Further validation is necessary to not only better understand these scales, but also to expand and/or refine them.

Research Question One and Two: Importance of Leisure Travel Motivations

Immigrant and non-immigrant specific motivations.

My first research question addressed whether there was a significant difference between the importance of immigrant-specific leisure travel motivations compared with non-immigrant specific leisure travel motivations. On average, REP scales (i.e., non-immigrant specific) were found to be significantly more important than ISMs. It should be noted here that this is the first time to my knowledge that REP scales, or indeed any leisure travel motivations, have been compared to a set of scales designed to be immigrant-specific. There is, therefore, a gap in the literature and consequently, very little research from which to draw upon to directly or indirectly explain these findings. Despite this gap, some potential explanations are posited.

First, REP scales are the product of extensive research conducted to identify a comprehensive, valid, and reliable list of the main (or in other words, most common) motives that drive leisure behavior (Driver, Tinsley, & Manfreda, 1991). Given this, it is not surprising that REP scales are generally more important than ISM scales; REP scales represent motives that exist broadly and widely and may therefore be important regardless of what other motives may exist. This does not mean ISM scales are not important, it simply indicates that REP scales may be more important on average because they are more applicable *generally*. ISM scales on the other hand represent a narrower set of motivations and, consequently, they would not necessarily apply widely or have general applicability. Furthermore, because this research question focuses on the overall comparative difference between the two sets of scales, it does not discriminate the specific instances in which ISMs may tell us something important about the nature of travel for immigrants.

Second, the REP scales may have been more important because my sample included participants who had a wide range of settlement backgrounds (e.g., varying number of years in Canada, level of acculturation, and English language speaking capabilities). As such, the extent to which immigration may influence leisure travel motivations was not necessarily well captured. Thus, if my first research question was applied in a narrower context with a more specific group of immigrants (e.g., only recent immigrants to Canada), it is plausible that ISMs would have been more important or that there would have been no significant difference between the ISM and REP scales. The latter, though speculative, is given some credence based on my cluster analysis results which, are discussed more fully later in this chapter. Having said this, overall the REP scales were more important than ISM scales. This supports the continued use of the former as a psychometric measure for leisure travel motivations.

Individual leisure travel motivations.

While my first research question addressed the overall difference in importance between ISM and REP scales, my second question examined whether there were significant differences between the overall importance of *each* leisure travel motivation (LTM). The results indicated that five of the seven REP scales and four of the five ISM scales did not significantly differ from each other. It is not clear within the literature why the majority of REP and ISM scales (respectively) were on average equally important. Perhaps this finding is an indication that leisure travel is usually (i.e., withholding other variables and forms of travel) driven by a 'set' of key motives. Leisure travel can satisfy a variety of psycho-social needs; one can therefore expect that motivations for engaging in leisure travel are reflective of a combination of key motives that each contributes towards a person's overall motivation. My speculation is that the REP scales in

this study are, broadly speaking, the key leisure travel motives. Previous travel motivation research is consistent with this proposition, as outlined below.

Even though there is no common theoretical understanding of travel motivation (Dann, 1981; Pearce & Lee, 2005) travel motivation research (Crompton, 1975; Iso-Ahola, 1985; Pearce & Lee, 2005) demonstrates a consistent set of ‘key’ motives. For instance, Pearce and Lee (2005) found that “a core of travel motivation factors including escape, relaxation, relationship enhancement, and self-development seem to comprise the central backbone of motivation for all travelers” (p. 226). The latter are not conceptually different from the ‘push’ factors (i.e., socio-psychological travel motives) identified by Crompton (1979): escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction.

Given that there does appear to be a set of core travel motives, albeit dispersed across various theories and research, it is plausible that because I selected those REP scales which are representative of the key motives identified within the tourism literature, statistically significant differences between each motive were less likely. Moreover, my findings for this research question are consistent with my first research question in that all the non-immigrant specific LTMs (i.e., REP scales) had higher rank ordered mean scores than the remaining ISMs. This supports my proposed explanation that REP scales may represent core LTMs. Lastly, it is also plausible that few differences were found because I applied a very stringent significance level to the paired t-tests.

The highest LTM mean score was for *‘Enjoy Nature’*. This LTM was significantly more important than *‘Learning-General’* and *‘New People’*. This finding suggests that LAC immigrants’ leisure travel in Canada is strongly motivated by the desire to see and experience

nature. Interestingly, 95% of international Mexican tourists to Canada indicated they want to enjoy Canada's beautiful landscapes and unspoiled nature which suggests, at least for Mexicans, enjoying nature may be an important motive (Canadian Tourism Commission, 2007). This finding is also congruent with the observation put forward by researchers such as Carr and Williams (1993) and Floyd, Bocarro, and Thompson (2008) that outdoor recreation (performed in nature-based settings) is an increasingly popular form of leisure amongst Hispanic Americans (i.e., Spanish-speaking Latinos). In Carr and William's (1993) study, which examined ethnicity (i.e., Hispanics and Anglos) and outdoor recreation experiences in national forests in Southern California, the authors found that one of the three primary reasons Hispanics indicated for visiting a national forest was to '*enjoy the place itself*'. Other studies have reported similar results (e.g., Hunt & Ditton, 2001) but, these studies examined outdoor recreation outside the context of domestic leisure travel.

Stodolska and Shinenw's (2014) work provided another possible explanation. Stodolska and Shinenw explained that Hispanics' (albeit in America, not Canada) preference for nature-based leisure is not necessarily related to enjoying nature itself, but can be attributed to *familism*. Stodolska and Shinenw posited that nature-based settings accommodate Hispanics who, because of the importance imparted to family, tend to recreate in large multi-generational groups. Nature-based destinations are therefore 'attractive' to the Latino population. Iso-Ahola's (1982) tourist motivation theory provides further insight to Stodolska and Shinenw's conclusions. According to Iso-Ahola's framework we can understand the importance of '*Enjoy Nature*' as the simultaneous 'push' (i.e., the internal socio-psychological factor) related to family and the external 'pull' (i.e., the external motive) related to nature-based destinations. Notably, '*Enjoy Nature*' did not

significantly differ from *'Family Togetherness'* which only goes to further highlight the plausibility of the latter explanation.

A third reason *'Enjoy Nature'* may be a main driver of leisure travel for LAC immigrants, is that 'to enjoy' something is intrinsically motivating (Deci & Ryan, 1985). Walker and Wang (2008) found that intrinsic motivations were the most important leisure motives for Chinese and Canadian students. Despite that the latter does not directly represent Latinos, Walker and Wang explained that enjoyment is an integral aspect of intrinsic motivation that is important across cultures and thus, also possibly why *'Enjoy Nature'* is highly important here.

Despite having lower mean scores, four other REP scales were not significantly different in importance from *'Enjoy Nature'*. In rank order these included: (2) *Physical Rest*, (3) *Novel*, (4) *Escape Personal-Social Pressures* and (5) *Family Togetherness*. Empirical studies of leisure motivation tend to result in a similar list and ordering of motives. For example, Pearce and Lee (2005) found that for both Western and Eastern cultural contexts there were fourteen motivation factors for leisure travel. In order of importance they were: novelty, escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involvement), stimulation, and self-development. Noticeably, the top five LTMs for this study are reflected in Pearce and Lee's findings. These findings seem to repeat themselves, with minor variations in order of importance depending on which items were included in the study and the specific leisure context /activity (e.g., Crompton, 1979; Dolnicar, Lazarevski, & Yanamandrum, 2012; Hunt & Ditton, 2001; Ryan & Glendon, 1998). In brief, the rank-ordered results for the REP scales appear to be consistent with the literature.

In terms of immigrant-specific leisure travel motivations (ISMs), my results indicated that the highest rated motive was *'Adjusting to Canadian Life'*. This motive was significantly

more important than *'Nostalgia – Home Country'* and *'Culture Learning – English Language'*, however, did not differ from *'Intra-ethnic Interaction'* or *'Family Reunification'*. As noted earlier, one of the reasons relatively few differences were found may have been because of the stringent significance level applied to the paired t-tests. Despite finding few differences, the scale *'Adjusting to Canadian Life'* stood out as the highest ranked ISM and as such, warrants further discussion.

'Adjusting to Canadian Life' was measured with four scale items: coping with life in Canada, feeling more like a Canadian, doing/trying a popular Canadian activity, and gaining a sense of belonging to Canada. These scale items are indicative of acculturation outcomes related to what the field of cross-cultural psychology terms psychological (i.e., feeling well) and sociocultural (i.e., doing well) adaptation. Berry, Poortinga, Breugelmans, Chasiotis, and Sam (2011) explained that adaptation in the context of acculturation includes outcomes such as communication competence, self-awareness, stress reduction, feelings of acceptance, and culturally skilled behaviors (p. 324). *'Adjusting to Canadian Life'* is congruent with the latter outcomes in that *coping* is related to stress reduction, *gaining a sense of belonging* and *feeling like a Canadian* with feelings of acceptance, and *doing/trying a popular Canadian activity* with culturally skilled behaviors. The importance and relevancy of adaptation to the immigration experience offers a strong explanation for why *'Adjusting to Canadian Life'* had the highest ISM mean-score. In short, domestic leisure travel is one way Latin American Canadian immigrants may seek and find ways to adjust to Canadian society, and hence, why *'Adjusting to Canadian Life'* may be a principal motive for immigrants' leisure travel.

In summary, results from research question one and two suggest that non-immigrant leisure travel motivations are the core motives driving LAC immigrants domestic leisure travel,

whereas immigrant-specific leisure travel motivations are on average less important. *'Enjoy Nature'* was the highest ranked leisure travel motivation possibly due to Latinos' preference for nature-based recreation, familism, and the intrinsic nature of the motive. Although not the highest ranked motivation, *'Adjusting to Canadian Life'* was the highest ranked immigrant-specific motivation, potentially because it reflects immigrants' need for psychological and sociocultural adaptation as they settle into Canadian society.

Research Question Three: Leisure Travel Motivations and Acculturation Strategies

Acculturation strategies of Latin American Canadian immigrants.

The Latin American Canadian (LAC) immigrants who participated in this study were found to follow one of three acculturation strategies: (a) Highly Integrated; (b) Separated; or (c) Moderate Mainstream. As explained in my literature review, acculturation strategies reflect two basic issues facing all acculturating peoples; the degree of preference held towards maintaining one's heritage culture and identity (e.g., Latin American culture) versus the relative preference held towards participating and seeking relationships in the larger "mainstream" society (e.g., the predominant cultural environment encompassing Canadians) (Berry, 2008). The orthogonal intersection of these two preferences defines the four acculturation strategies (i.e., assimilation, integration, separation, and marginalization) set out in Berry's (1997) framework. In terms of how these four strategies are reflected by LAC immigrants, my results demonstrated that marginalization was not a preferred strategy. This is congruent with findings from an extensive study conducted by Berry, Phinney, Sam, and Vedder (2006) that found, across multiple ethnic groups, marginalization was the least preferred strategy. In contrast, the strategy most preferred by LAC immigrants in this study was integration, a finding also consistent with that of Berry and colleagues (2006).

Integration in this study was titled “Highly Integrated” because respondents in this group emphasized both heritage and mainstream scale items. This means that the majority of Latino immigrants highly value both their Latin American culture and identity and participation in mainstream Canadian society. It is plausible the majority of Latinos were highly integrated because Canada supports multiculturalism and as Berry, Poortinga, Breugelmans, Chasiotis, and Sam (2011) explained, “the kinds of attitudes members of the larger society have towards immigrants, or the kinds of settlement policies the larger society has toward acculturating groups, can influence the adopted strategy” (p. 322). In sum, Canada’s support for immigrants’ participation in mainstream society while maintaining their ethnic identities possibly explains why Latin American Canadians were high on both dimensions.

There was also a sizeable group of Latinos whom did not clearly follow assimilation or integration strategies and were alternatively categorized as “Moderate Mainstream”. Although maintaining Latino culture was relatively important to this group, this group had a moderately stronger orientation towards mainstream Canadian society. This finding suggests that acculturation strategies may not always neatly fit the conceptual “boxes” outlined by Berry (1997). Rather, there may be a number of combinations possible in how acculturation strategies are actualized. Indeed, one of the critiques of Berry’s (1997) model is that the four strategies may be over simplistic (Padilla & Perez, 2003; Ward, 2008).

The last acculturation strategy was “Separation” which represented only a small portion of respondents in this study. For this group of Latinos, acculturation is characterized by a strong orientation towards one’s Latin American heritage and the opposite towards participation in mainstream Canadian society. Berry and colleagues (2011) explained that the relative preference for separation seems to vary with respect to ethnic group, the society of settlement, and

situational domains. It would seem that for separated Latinos, ethnicity may have indeed played a role. Immigrants following the separation strategy were almost entirely from Colombia, with just a few combined from Mexico, Chile, and Central America. Moreover, my analysis demonstrated that when compared with immigrants' country of birth the three acculturation strategies significantly differed. The greatest visible difference between strategies was for separated immigrants who, as mentioned before were mainly of Colombian descent. Why this may be the case is not entirely clear, but it is possible that there is relationship between Colombian ethnicity, experiences of discrimination, and the moderating effect of 'separation' on discrimination. In Cislo's (2007) dissertation, the researcher found that a stronger American (albeit not Canadian) orientation was detrimental for Colombian immigrants' psychosocial health. At the same time, Caplan (2007) indicated that "experiences of discrimination may contribute to Latinos desire to live in ethnic enclaves where the effects of stress may be moderated because Spanish is the dominant language and people can remain closely tied to their culture of origin" (p. 99). Given Cislo's and Caplan's findings, is it reasonable to hypothesize that for some of the Colombians in this study, experiences of discrimination may have influenced their preference for separation. Perceived discrimination was not a variable assessed in this study, however, is an area deserving of future attention.

In brief, LAC immigrants were found to be either highly integrated, separated, or following a moderate mainstream acculturation strategy. Canada's multicultural environment was most likely a factor contributing towards Latinos' high integration, and although speculative, ethnicity and discrimination may have influenced the predominantly Colombian composition of separated immigrants. Assimilation and marginalization were not preferred orientations towards acculturation, although, those immigrants who were moderate mainstream suggest there is a

sizeable group of Latinos who have a slightly stronger orientation towards mainstream Canadian society. Whether or not and how the three acculturation strategies described above influence leisure travel motivations is the focus of research question three and will be discussed next.

Acculturation strategies and immigrant-specific motivations.

An interesting finding was that the importance of immigrant-specific leisure travel motivations varied depending on the acculturation strategy employed. Moreover, because these differences in effect size ranged from almost medium to large, their practical importance seems considerable.

The greatest difference, observed across all five immigrant-specific motivations, was between highly integrated and moderate mainstream Latin American Canadian immigrants. Immigrant-specific motivations were significantly more important for highly integrated Latinos than for moderate mainstream Latinos. A plausible explanation for this finding is the parallel found between the heritage and mainstream dimensions of acculturation strategies and the reflection of these dimensions in immigrant-specific motivations. Based on the latter and by extrapolation, an immigrant's relative preference for these two dimensions (i.e., their acculturation strategy) and how these dimensions are viewed in relationship to a particular motive may in turn influence the importance imparted upon that motive.

I speculate that the motives '*Adjusting to Canadian Life*' and '*Culture Learning-English Language*' are reflective of the desire for participation in broader Canadian society (i.e., the 'mainstream' dimension of acculturation). Along the same line, the motives '*Nostalgia – Home Country*', '*Intra-ethnic Interaction*', and '*Family Reunification*' seem to be reflective of the desire to maintain one's cultural heritage. One can therefore reasonably expect, as was demonstrated in my findings, that highly integrated immigrants would find all five ISMs

important. In sum, all five ISMs were significantly more important for highly integrated LAC immigrants than for moderated mainstream LACs because the ISMs actualize integrated Latinos' strong preference for both acculturative dimensions.

As I proposed earlier, if an immigrant's relative preference for participating in Canadian society and cultural maintenance influence their leisure travel motivations, it would seem at first glance slightly counter-intuitive that '*Culture Learning – English Language*' and '*Adjusting to Canadian Life*' (i.e., reflections of the desire to participate in mainstream society) were not more important for moderate mainstream LACs than for highly integrated. However, the qualifier "moderate" is necessary to understand this finding. Highly integrated Latinos were "high" on both dimensions, whereas "moderate" mainstream Latinos were comparatively lower on both. Furthermore, when I reviewed the mean-scores for each ISM under moderate mainstream the results appeared to be consistent with my earlier proposition; that is, the highest-mean scores under moderate mainstream were for the two mainstream oriented motives identified above. This finding provides further support for the proposition that the relative importance of a motive tends to be congruent with a person's acculturation strategy. I suspect that if ISMs were assessed with a group of assimilated Latinos, a similar pattern to that above would emerge.

In regard to highly integrated and separated Latinos, my findings indicated that there were no significant differences between these two groups. On the other hand, there does appear to be value in a more in-depth discussion of the separated group's ISM mean-scores. According to Berry (1997), separated immigrants value cultural maintenance more than contact and participation in mainstream society. In parallel, the highest mean-score for separated immigrants in this study was for '*Intra-ethnic Interaction*', or in the other words, spending time with other Latinos during leisure travel. Spending time with other Latinos is something that is predictable

of separated immigrants. The second highest mean-score was for *'Nostalgia – Home Country'*. This is also befitting of separated LACs because this motive is explicitly about one's relationship with their home country and how this can be expressed through leisure travel. In contrast, the lowest mean-score was for *'Culture Learning – English Language'* and given that speaking English is tied to participation in Canadian society one can understand why this ISM would be of lower importance. Overall, it appears evident that separated Latinos place a greater importance on motives related to their desire for cultural maintenance.

The last finding which I will discuss in regards to ISMs and acculturation strategies is the significant difference found between the importance of *'Intra-ethnic Interaction'* for separated and moderate mainstream immigrants. No differences other than the latter mentioned were otherwise found between separated and moderate mainstream immigrants. The question then must be asked, why for this particular motive, was there a significant difference? The answer I believe relates to my previous point regarding the parallel between the two dimensions of acculturation strategies and the degree to which ISMs align with the former. Separated and moderate mainstream immigrants are near opposites in terms of their preference for maintaining relationships with members of their own ethnic group; separated immigrants are more likely to prefer interacting with those within their ethnic group whereas moderated mainstream immigrants are more likely to prefer interacting with other Canadians. In fact, *'Intra-ethnic Interaction'* was the least important motive for moderate mainstream immigrants. In contrast, it was the most important for separated immigrants. Therefore, one of my conclusions is that this difference is at least in part a result of the difference in preferences towards the heritage and mainstream dimensions of acculturation.

Another possible explanation for this finding is the association between culture and self-construal, and the effect the latter may have on a people's motivations. Walker, Deng, and Dieser (2005), citing Markus and Kitayama's (1991) seminal research, stated that "the type of self-construal a person has affects his or her emotions, cognitions, and motivations" (p. 77). For example, a person who leans towards an individualistic self would prefer being unique and a person who leans toward an interdependent self would prefer to belong and relate to others (Walker et al.). Caplan (2007) stated that Latinos place a "cultural emphasis on collectiveness rather than individualism" (p. 97); with Walker et al. positing that individualism could be more important for those in mainstream Canadian society. Thus, it is possible that separated Latinos emphasize collectiveness (i.e., interdependence) and moderate mainstream Latinos emphasize individualism. Based on the latter, '*Intra-ethnic Interaction*' may be more important to separated Latinos because of the emphasis placed on maintaining relationships indicative of an interdependent self-construal. The opposite, however, would hold true for moderate mainstream immigrants because of their need to reflect the predominant self-construal associated with mainstream Canadian society.

In summary, my results indicated all five ISMs were significantly more important to highly integrated Latinos than moderate mainstream immigrants. They also indicated that '*Intra-ethnic Interaction*' was significantly more important to separated immigrants than moderate mainstream immigrants. This suggests that immigrant-specific domestic leisure travel motivations vary depending on acculturation strategy. This phenomenon may be explained by my proposition that immigrants are motivated by desires which reflect their orientation towards the mainstream and heritage dimensions of acculturation.

Acculturation strategies and non-immigrant-specific motivations.

Earlier in this chapter I suggested that non-immigrant specific motivations (i.e., REP scales) may represent the core leisure travel motivations *generally* important to Latino immigrants. My results appear to be consistent with this proposition given that only three of the seven non-immigrant specific motivations significantly varied on acculturation strategy, compared with all five for immigrant-specific motivations. This finding suggests that Latino immigrants are somewhat more similar in their non-immigrant specific travel motives than they are different. In particular, the travel motives *'Physical Rest'*, *'Enjoy Nature'*, *'New People'*, and *'Novel'* were all found to be quite important to Latinos. Previous research (e.g., Crompton, 1979; Yuan & McDonold, 1990; Kozak, 2002; Jang, Bai, Hu & Wu, 2009) has reported similar findings; however, none of these studies were with Latinos and a review of the literature has revealed a paucity of research otherwise. That being said, LAC immigrants' course of acculturation did affect *some* non-immigrant specific motives including *'Family Togetherness'*, *'Escape Personal-Social Pressures'*, and *'Learning General'*.

'Family Togetherness' was significantly more important for highly integrated Latinos than for moderate mainstream Latinos. The Latino concept of *familism* is one explanation for this finding. *Familism* "has been widely described as a core value of Latino culture" (Stodolska & Shinew, 2014, p. 84). One aspect of *familism* is *familial interconnectedness* defined as "the belief that family members must remain close both physically and emotionally" (Neimeyer, Wong, & Westerhaus, 2009, p. 617). The meaning of *'Family Togetherness'*, to do something with one's family and to bring one's family closer together, is akin to the meaning of *familial interconnectedness*. Understanding that *familism* is an important Latino cultural value and that *'Family Togetherness'* echoes this value, we can begin to understand why integrated Latinos,

who highly value Latino culture, would regard this motive to be more important to their leisure travel in Canada than would moderate mainstream Latinos.

A second reason for my finding ties back to my earlier proposition that the differences between motivations and acculturation strategies may reflect the differences between orientations towards mainstream and heritage acculturation dimensions. *'Family Togetherness'* represents a core Latino cultural value (i.e., familism) and is thus a reflection of Latino heritage. This may explain why it was more important for integrated Latinos than moderate mainstream Latinos. A third possible reason stems from the literature on acculturative stress. Caplan (2007) found that "separation from family and lack of a community was the most often cited stressor" for Latino immigrants (p. 93). Family togetherness may therefore act as a kind of buffer to this acculturative stress. For integrated immigrants, the retention of family and opportunity to spend time with family during travel could be part of a support system that helps balance the demands of both mainstream and heritage values.

'Escape Personal-Social Pressures' was the second non-immigrant specific motive to vary on acculturation strategy. This travel motivation was significantly more important for highly integrated Latinos than for moderate mainstream. Because many scholars (e.g., Berry, Kim, Minde, & Mok, 1987; Berry, 2005; Caplan, 2007, Torres, 2010) contend that integration is the acculturation strategy most strongly associated with positive adaptation outcomes, this finding was somewhat surprising. Research (e.g., Berry, Kim, Minde & Mok, 1987) has typically recorded higher levels of acculturative stress for situations in which one culture is emphasized more than the other; thus one would assume the need to escape personal and social pressures would be more important for moderate mainstream immigrants rather than integrated immigrants. One possible explanation for this is that the demands of trying to balance

mainstream participation and heritage maintenance may increase the need for temporary reprieve from this psychological balancing act, especially in cases where social supports may be lacking. Travel could be a very important form of leisure for highly integrated immigrants because travel can provide a space where identities are allowed to be more fluidly expressed and where the traditional demands of life (e.g., work, chores) are not forwardly present. It is also a time when everyday expectations to conform, perform, or act a certain way are typically reduced because travel occurs outside of a person's regular physical and social environment. In sum, for a person who is faced with the duality of integration, the motive to *'Escape Personal-Social Pressures'* may be of greater importance than for a person who is faced with the relative singularity of assimilation. It should, however, be noted here that there is no current research exploring if and how acculturative stress may be connected to travel motivations and acculturation. Therefore, my explanation for the above is speculative. Future leisure tourism research with immigrants should consider the relationship of acculturative stress to travel motivations.

The third and last non-immigrant specific motive to significantly differ was *'Learning General'*. This motive was more important for highly integrated than for both separated and moderate mainstream immigrants. Interestingly, *'Culture Learning – English Language'* was also more important for highly integrated immigrants. Within a domestic leisure travel setting, it may be that integrated LACs are more interested in learning (e.g., about things, about their own spiritually, about Canadian culture) because integration involves building trust, a sense of place, and cross-cultural understanding of the society of settlement. As noted by Tarasoff (1989), “tourism is an important mechanism for increasing international understanding, for crossing cultural and ideological boundaries and ultimately for building trust, global thinking and peace” (p. 18). As such, learning while travelling is one way in which travel may contribute towards

integration; learning to be more adaptive to Canada through one's domestic leisure travel experiences. However, the nexus between travel and learning is, as Falk, Ballantyne, Packer, and Benckendorff (2012) suggested "an area of investigation long neglected by tourism researchers" (p. 908). I would add that this assertion is even more so true when applied to immigrants and how learning and travel may be related to settlement. In brief, current research offers little to explain LAC immigrants' differences towards *'Learning – General'*, although one thought is that the learning opportunities provided through travel may be a mechanism that assists the integration process and, hence, why it is more important to this group.

To summarize, LAC immigrants' course of acculturation did affect some non-immigrant specific motives including *'Family Togetherness'*, *'Escape Personal-Social Pressures'*, and *'Learning General'*. *'Family Togetherness'* was significantly more important for highly integrated Latinos than for moderate mainstream Latinos. *'Escape Personal-Social Pressures'* was also significantly more important for highly integrated Latinos than for moderate mainstream. And lastly, *'Learning General'* was more important for highly integrated than for both separated and moderate mainstream immigrants. Similar to ISMs, the differences between acculturation strategies and REP scales appear to reflect differences in orientations towards mainstream and heritage acculturation dimensions. These differences may also be related to *familism*, the relationship of travel motivations to acculturative stress, as well as learning through travel as a mechanism for integration.

Research Question Four: Leisure Travel Motivations and Country of Origin

It is generally well understood within the literature (e.g., Marin & Marin, 1991; Stodolska & Shinew, 2014; Tann, 2005; Triandis, 1989) that Latin Americans share certain cultural traits (e.g., familism and collectivism). Marin and Marin (1991) explained that “this common background is based on at least 500 years of shared cultural influences predicted on a common language, the historical influence of a colonizing nation (Spain), and the shaping of values and world views by Roman Catholicism” (p. 3). Despite this common background, and as previously outlined in my literature review, it is also acknowledged that because Latino immigrants come from numerous countries, they are also ethnically heterogeneous (Marin & Marin, 1991; Stodolska & Shinew, 2014). This ethnic heterogeneity may result in intragroup differences in leisure travel behaviour. To account for these possible differences, my fourth research question focused on whether or not there were significant differences between the importance of leisure travel motivations and immigrants’ countries of origins.

No significant differences were found between non-immigrant specific motivations and country of origin. In other words, no matter what country/region of Latin America an immigrant came from, her or his general reasons to travel in Canada did not vary. This finding is somewhat consistent with a study (Gobster, 2002) that found few differences in outdoor recreation patterns and preferences amongst twelve Latino ethnic groups in a large urban park in Chicago. Minor activity preferences were noted between Mexicans, Puerto Ricans, and Central and South Americans. Specifically:

The biggest difference of these was soccer, played by 26% of Central and South Americans, 14% of Mexicans, and no Puerto Ricans. In other activities, basketball was played more by Puerto Ricans (7%) and Central and South Americans (6%) than by

Mexicans (1%); there was more swimming among Puerto Ricans (47%) than Mexicans (31%) or Central and South Americans (23%); and more picnicking by Mexicans (40%) and Central and South Americans (32%) than by Puerto Ricans (13%). (Gobster, p. 153)

In regard to immigrant-specific motivations, there was only one scale that varied significantly: *'Family Reunification'*. This scale speaks to the desire to travel based on one's need to re-unite with family living elsewhere in Canada. Central Americans (e.g., Costa Ricans, Salvadorians, Hondurans, and Guatemalans) were significantly more motivated to travel for this reason than Mexicans. Perhaps this finding is simply an indication of the geographical spread of Central American family members in Canada versus Mexicans. It could also be related to the degree to which each group has become established. Mexicans seem to have a more established community in Edmonton and Calgary (based on my personal knowledge and interaction with these communities) in comparison to Central Americans. A more established community can offer a network of social support as well as connection to one's roots, and may therefore help buffer the effects of separation from family which, as Caplan (2007) found, is one of the most often cited stressors for Latino immigrants in the United States. The degree of establishment of an immigrant community is therefore one possible explanation for why *'Family Reunification'* was less important to Mexican immigrants' leisure travel. In order to more fully explain these findings, further research in this area is needed. Overall, it is clear for both immigrant and non-immigrant specific leisure travel motivations that Latinos of varying ethnic backgrounds are more similar than different. It can therefore be concluded that country of origin has little effect on leisure travel motivations.

Research Question Five: Leisure Travel Motivations and Numbers of Years in Canada

My fifth research question addressed whether there were significant differences between leisure travel motivations and number of years residing in Canada. Because this is not a longitudinal study and therefore does not capture changes over time, this research question offers a snapshot into the differences that may exist between more recent immigrants versus longer-term immigrants. To date, little to no research has examined immigrants' domestic leisure travel motivations and their relationship to the number years residing in a country of settlement. According to my findings, however, leisure travel motivations, both non-immigrant and immigrant specific, did vary depending on the number of years an immigrant has resided in Canada.

The two non-immigrant specific motives that varied were: *New People*' and *Learning General*'. *New People*' was significantly more important for immigrants who arrived between 1996 and 2012 (i.e., the last sixteen years at the time data were collected for this study) than for immigrants who arrived prior (i.e., between 1970 and 1995). Presumably, immigrants who have been in Canada for a longer period of time will have formed some degree of a social network (although for marginalized immigrants this may not be true). The literature indicates that establishing a social network is a crucial aspect of settlement, especially in regards to employment and economic opportunity, as well as learning the social skills of a new culture (Potocky- Tribodi, 2004; Searle & Ward 1990; Xue, 2007). Thus, for more recent LAC immigrants, meeting new people during travel may not only be important for the development of friendships, but also because meeting new people may broaden connections for employment and provide opportunities to develop the social skills necessary for negotiating a new social environment.

'Learning General' was also significantly more important for recent Latino immigrants who arrived between 2004 and 2012 (i.e., less than a decade in Canada) when compared with those who arrived between 1970 and 1995. I speculate this finding may be related to cultural distance and the role learning can play in negotiating cultural distance (Searle & Ward, 1990). Research (e.g., Fairley & Tyler, 2009; Van Winkle & Lagay, 2012) has demonstrated that leisure travel can provide a fertile learning environment, as it is often immersive and experiential in nature, and offers both planned and unplanned learning experiences. At the same time, when Latin Americans come to Canada, the cultural distance between that of their home country and Canada is at its most apparent. Thus, the impetus to travel in order to generally learn about things in this country would be of greater importance to LAC immigrants' in their first decade of settlement than in subsequent years. In sum, for more recent Latino immigrants, the motivation to learn while travelling in Canada may be because travel offers a rich learning environment through which an immigrant can gain a better understanding of their country of settlement. A better understanding of their country of settlement can in turn help immigrants better negotiate cultural distance.

Similar to *'Learning General'*, the immigrant-specific motive *'Culture Learning – English Language'* was also significantly more important to immigrants who arrived between 2004 and 2012 than for those who arrived between 1970 and 1995. This result seems reasonable because more recent immigrants have probably had less opportunity to learn and practice English, than those who have been in Canada for a long time. It is common knowledge that English language fluency can help immigrants navigate the social, educational, and professional arenas of Canada. Thus, the opportunity leisure travel provides to use English in new and

different environments can help explain why this motive is more important for recent immigrants.

The last motive to vary by number of years living in Canada was '*Nostalgia – Home Country*'. This motive was significantly more important for immigrants who arrived between 1996 and 2012 than for those who arrived earlier. This suggests that nostalgia and its expression through leisure travel may become less important as time passes. Nostalgia, according to Chikisheva (2009), involves comprehension of the past in order to understand the present and become clear about the future. Thus, those seeking to re-create experiences from their home country are essentially integrating their past with the present. Presumably, immigrants who have been in Canada longer have fewer ties to life before immigrating and therefore less of a need to integrate their past with the present during travel.

Overall, it is clear that there are differences in Latinos' travel motivations depending on the number of years they have resided in Canada. My results suggest that more recent immigrants are concerned with the immediacies of settlement, such as meeting new people, learning about things, practicing English, as well as integrating aspects of their home country into the travel experience. This finding is important because it infers that over the course of settlement, the motives that drive an immigrant to travel in Canada may change. More research into this area is needed.

Research Question Six: Leisure Travel Motivations and Socio-demographics

Research question six addressed whether socio-demographic variables contribute to differences in the importance of leisure travel motivations. My findings indicated that socio-demographic variables do contribute to differences, specifically, when gender, language use, age, and marital status are considered.

Both non-immigrant and immigrant specific leisure travel motivations varied by gender. Interestingly, male participants rated all five immigrant-specific motives higher than females. Three of these motives were significantly more important for males (i.e., *'Nostalgia – Home Country'*, *'Intra-ethnic Interaction'*, and *'Culture Learning – English Language'*). My speculation is that the traditionally defined gender roles within Latin American culture may be at least in part, responsible for some of these differences. Within Latin American culture, gender roles are fairly well defined (Marin & Marin, 1991). Although there are varying perspectives on gender in Latino culture, there does seem to be the general assertion that men are traditionally the heads of the family, responsible for family welfare and honour (Comas-Diaz, 1987) and are expected to assert and maintain their masculinity through demonstrations of such behaviors and attitudes as authority, assertiveness, strength, honour, and pride (Kirschner, 2005; Lorenzo-Blanco, Unger, Baezconde-Garbanati, Ritt-Olson, & Soto, 2012; Stodolska & Shiner, 2014). It is therefore possible that because the Latino male gender role is intimately tied to being proud of one's identity as a Latin American man, immigrant males may seek to display and incorporate aspects of their heritage into their leisure travel. Hence, this could explain why spending time with other Latinos (i.e., *'Intra-ethnic Interaction'*) and visiting places that remind one of their home-country (i.e., *'Nostalgia - Home Country'*) were important leisure travel motivations. In contrast, Latina immigrants may have less of a need to maintain their traditional gender identity

during travel because as Gil and Vazquez (1996) postulated, there is more freedom for women in less traditional gender roles. Latina gender roles are often associated with being selfless, nurturing, and submissive (Gil & Vazquez, 1996). It is therefore possible that Latinas' travel motivations emphasize seeking a break or departure from these traditional elements. If Latinas are seeking this escape, they are less likely to want to spend their travel time with other Latinos or doing things they used to do in their home country. And as will be discussed shortly, rest and escape from pressures were very important leisure travel motives for Latin American women.

The second and last immigrant-specific motive to vary by gender was '*Culture Learning – English Language*', with males finding this motive significantly more important than females. This may have been because speaking English in Canada is associated with greater stature and economic and social mobility. Speaking English would therefore assist Latin American males in maintaining their authority/status and place as head of the family within a predominantly English-speaking country. As discussed above, asserting oneself is important to the Latino male gender identity.

Of the non-immigrant specific motivations included this study, only one REP scale varied: '*New People*'. This motive was significantly more important for males than females. This too could be related to gender roles. The traditional male role may require getting to know more people in order to increase one's outer social circle, not only to exercise and maintain status, but also because it would be the responsibility of the male to deal with external matters. It therefore makes sense that while males are travelling, they would be more interested in meeting new people. Interestingly and as noted beforehand, females rated '*Physical Rest*', '*Family Togetherness*', and '*Escape Personal-Social Pressures*' higher (although not significantly) than their male counterparts. Although these gender differences were not statistically significant, they

are worth mentioning here. Latin American women are traditionally expected to provide strength to their families and put their own needs last (Stodolska & Shinew, 2014). One can therefore understand that if socialized to constantly perform in this way, why the need for rest and escape would be important reasons for Latina women to travel, while at the same time, still valuing the importance and reflecting their role of keeping the family together.

The second socio-demographic characteristic to affect travel motivations was language use, however, only for immigrant specific travel motivations. My findings revealed that those immigrants who easily conversed in Spanish (i.e., only spoke Spanish, spoke Spanish better than English, or spoke both English and Spanish equally) were more interested in travelling in Canada for nostalgic reasons than those immigrants who primarily spoke English. This finding is noteworthy because it infers there is a positive association between the heritage dimension of acculturation, nostalgia, and Spanish language use. That is, the Spanish language is a reflection of Latin American heritage, nostalgia is a yearning for one's heritage, and preference for one's heritage dimension is associated with separated and integrated acculturation strategies. This finding seems to be supportive of my earlier proposition that motivations which are reflective of one's heritage dimension are more likely to be important to immigrants who prefer to maintain their heritage, in this case, language use as a proxy for that preference.

'Nostalgia – Home Country' was not the only motive to vary on language use; the motive *'Culture Learning – English Language'* also varied, however, this finding is self-explanatory. Those Latinos who spoke only Spanish/Spanish better than English rated *'Culture Learning – English Language'* significantly more important than for those Latinos who spoke both languages equally or English better. In other words, a Latin American immigrant who does not

speak English very well is motivated to travel in Canada in order to practice their English language speaking skills.

The third socio-demographic variable I addressed was age. Both immigrant and non-immigrant-specific motivations varied. Although the MANOVA for the immigrant-specific motivations was significant and the effect size medium, no specific scales significantly differed. This finding may simply be a statistical anomaly; a review of the mean scores did not reveal anything further insightful. As such, I recommend that future research on immigrant-specific motives include age as a test variable in order to clarify this finding.

Of the non-immigrant specific travel motivations, *'Enjoy Nature'* was significantly more important to Latin American immigrants aged 30 to 45 years than immigrants aged 18 to 29 years. This finding is consistent with the literature and may be explained by leisure behavior changes that occur over the lifespan. Early adulthood is often characterized by active leisure pursuits (Kleiber, Walker, & Mannell, 2011). Payne, Mowen, and Orsega-Smith, (2002) noted the same trend for leisure performed in nature-based settings (i.e., physically active outdoor recreation). It may therefore be the case that, because *'Enjoy Nature'* is a measure of the desires to view scenery and be close with nature, it is a passively oriented leisure travel motive. Thus, due to *'Enjoy Natures'* passive rather than active meaning, the younger cohort of immigrants in this study found it less important than their older counterparts.

The last socio-demographic variable to contribute to differences in travel motivations was marital status. Marital status did not affect immigrant-specific motivations, but did affect non-immigrant specific motivations, namely, *'Physical Rest'*, *'Enjoy Nature'*, *'New People'*, and *'Family Togetherness'*. Married or partnered Latin Americans indicated that *'Physical Rest'*, *'Enjoy Nature'*, and *'Family Togetherness'* were more important motives for their leisure travel

in Canada than single or divorced Latinos, while those who were single or divorced indicated that '*New People*' was a more important motive for their leisure travel. It seems that married or partnered Latinos may be more concerned with family and passive nature-based leisure during their travel in Canada. A review of the literature provides some interesting parallels. For example, Stodolska and Shinenw (2014) summarized previous research on Latinos leisure participation preferences and style and found that in general, Latinos prefer family-oriented, relaxing, social, and oftentimes passive leisure activities. This seems to be consistent with the travel motivations of married and partnered Latinos. Single or divorced Latin American immigrants on the other hand, may be more motivated to travel in Canada to meet people, not only by virtue of the fact that they are single, but also because as single immigrants they may feel more isolated and lonely, and as such, may use leisure travel in Canada as a way to meet others. Stodolska and Shinenw explained that Acevedo (2009) found that Mexican immigrants in the United States who felt segregated, lonely, and isolated "used leisure to make new friends" (p. 89). The same may be said for single Latinos and their leisure travel in Canada.

Overall, it is clear that socio-demographic variables contributed to differences in the importance of leisure travel motivations for Latin American immigrants in Canada. Differences were found in regards to gender, language use, age, and marital status, with varying reasons for these differences including such factors as traditional gender roles, lifespan changes, and the preferred style of leisure for Latinos.

Conclusion

This thesis' main research question was: "*Why do Latin American Canadian immigrants engage in leisure travel within Canada and how are these travel motivations affected by immigrants' settlement into Canadian society?*"

In regard to the first part of this question (i.e., the '*why*'), my research revealed that a core set of non-immigrant specific travel motivations (i.e., REP scales) generally drive Latin American immigrants' leisure travel within Canada. Of these core motivations, the primary five were to: enjoy nature, physically rest, have a novel experience, escape personal-social pressures, and bring the family together. These core motivations were also found to vary on the number of years an immigrant has resided in Canada and a few socio-demographic variables, namely, gender, age, and marital status.

Another part of understanding the '*why*' was to determine if the immigrant-specific motives, developed as part of this thesis, were important to Latin American Canadian immigrants' leisure travel. Although not representative of the 'core' motivations for leisure travel in Canada, immigrant-specific motivations were discovered to be somewhat important; the most important of these being the desire to adjust to Canadian life. Immigrant-specific motives were also found to significantly vary on country of origin, the number of years an immigrant has resided in Canada, and socio-demographic variables including gender, language use, and age.

In regard to the second part of my research question (i.e., the '*how*'), it is evident that leisure travel motivations *are* affected by immigrants' settlement into Canadian society. They are affected by virtue of the course of acculturation an immigrant takes, that is to say, their acculturation strategy. Motivations that aligned with the degree of preference held towards the heritage and mainstream dimensions of an immigrants' acculturation strategy, seemed to be more

important than motives which were contradictory to this preference. In other words, leisure travel motivations acted as a reproduction of those values expressed through Latinos' orientations towards Latin American culture and mainstream Canadian society.

The above conclusions have theoretical and practical implications for the leisure and tourism fields. There are also limitations and areas where future research is recommended. The following discusses these implications, limitations, and areas of future research.

Theoretical implications.

The theoretical implications of this thesis are most apparent in its contributions towards a sparse, but growing body of literature on immigration and tourism. Because this area of study is dearth of research on immigrants' leisure travel in general (Gibson, 2014; Stodolska & Floyd, 2014), and more specifically Latin American immigrants, my thesis helps to increase our understanding of the most basic of questions regarding Latin American immigrants' leisure travel, and that is the question of 'why'. For example:

Crompton (1979) noted that it is possible to describe the who, when, where, and how of tourism, together with the social and economic characteristics of the tourist, but not to answer the question "why," the most interesting question of all tourist behaviour.

(Fodness 1994, p. 556)

It was, therefore, the aim of my research to try and begin to understand leisure travel within the context of immigration, by examining leisure travel motivations. Motivations are a critical component of leisure travel behavior as they set the stage for travel intentions and subsequently, travel satisfaction. Given this, it was encouraging to find a relatively stable set of core motives (i.e., overall few differences in their importance) for Latinos leisure travel that were also consistent with previous research. This implies that within the field of tourism, there is value in

understanding those travel motives which are similar in importance and that are generally applicable to all.

In addition to understanding Latinos general motives for leisure travel, my research helps extend the tourism literature by diversifying how travel motivations are conceptualized within the context of immigration. Firstly, the destination defined in this study was Latino immigrants' country of settlement, Canada. Previous research has not considered the relationship of an immigrants' destination to their motives. Framing leisure travel within the 'country of settlement' changes the way in which motivations are understood. For illustration purposes, the motivation to learn takes on added meaning when the element of settlement is considered. In this case, it can be argued that the motive to learn also reflects an immigrants' desire to gain knowledge about their country of settlement (e.g., to discover more about Canadian culture).

Secondly, immigrant-specific issues were reflected in the scales developed as part of this thesis. These immigrant-specific scales help build a better picture of the complexity of motivations because they take into account the needs and pressures that dispose an immigrant towards future leisure travel, and as discovered, for certain groups of immigrants, these motives were fairly important. Although specific to leisure travel, there is also the possibility that these motives could be modified for application in studies of public recreation and other forms of leisure (e.g., community recreation programs, sport participation). However, I would caution that because these motives were generally more important to immigrants who were recent, Spanish-speaking, and following highly integrated or separated strategies, they do not necessarily apply to immigrants who have been in Canada for an extended period of time or who are more assimilated. Thus, their implication is limited.

A third, and possibly the most critical theoretical implication, is the extension of Berry's (1997) acculturation framework, specifically in terms of its acculturation strategies, to the study of leisure travel motivations. This thesis identified that motivations vary depending on the acculturation strategy employed. Thus, in addition to the current body of tourism research that has assessed travel motivations using push and pull factors, and seeking and escaping forces, amongst other frameworks (e.g., Travel Career Ladder), this thesis validates the importance of settlement as a contextual factor and acculturation strategies as an independent variable in the investigation of immigrants' travel motivations. My hope is that through this work, leisure and tourism scholars will develop an increased awareness and appreciation of acculturation as a fundamental aspect in the study of immigrants' leisure travel behavior. Inversely, it is also my hope that scholars in disciplines such as cross-cultural psychology will develop an increased awareness of how leisure studies may contribute to our understanding of acculturation.

In addition to acculturation strategies, there are implications related to the role of ethnicity in this study. Factors related to ethnicity provided valuable insight into explaining variations amongst certain leisure travel motivations, underscoring the importance of integrating ethnicity into tourism research. These factors included Latin Americans' collectivistic self-construal, the core value of familism, and traditional gender roles. These factors imply that future research with immigrants should not only incorporate a person's country of origin, but should also include measures of self-construal and core cultural values.

Overall, this thesis demonstrates that there is an intersection between motivations, acculturation, ethnicity, and immigration. It calls for us to expand our current thinking towards a more comprehensive integration of these constructs into theory, research, and subsequently practice. Relative to the body of leisure and tourism literature, research on this topic remains

limited. My thesis is therefore a contribution to a growing, yet not fully explored area. Based on this, there are substantial practical implications.

Practical implications.

The results of my research may be practically applied to a variety of leisure and tourism settings and practitioners. Practitioners, such as tour operators delivering the on-site experience, immigrant-service providers designing and delivering programs, and planners and marketing experts, may all benefit from an increased understanding of immigrants' motivations, both generally, as well as specifically for Latin Americans.

It is first and foremost a point worth recognizing and applying in practice, that the leisure travel motivations of immigrants are complex. There are differences based on how long they have lived in Canada, the acculturation strategy they follow, as well as many socio-demographic variables. Practitioners should therefore apply their planning, development, marketing, evaluation, and service delivery activities accordingly. For example, it helps to ask the right questions. Based on the results of this research, practitioners can gain insight into delivering on the needs of immigrants if they determine the answer to questions such as, 'How many years have our clients typically been in Canada?' 'What Latin American heritage-based values are reflected/incorporated into our tourism products/service provision?' 'Which non-immigrant specific and immigrant specific-motives do/can we deliver on best?' By incorporating these types of questions, practitioners will be enabled to plan for, attract, serve, and better understand the needs of immigrants. It will help focus efforts and position their programs/products in such a way that both immigrants' general motivations for leisure travel may be met (i.e., REP scales), but also that immigrant-specific motivations also have the opportunity to be satisfied.

A good place for practitioners to start is to address considerations for more recent immigrants versus longer-term immigrants, and for immigrants following particular acculturation strategies. For more recent immigrants and immigrants following an integrated acculturation strategy (notably the largest group of Latino immigrants in this study), practitioners should consider incorporating opportunities for expression of one's ethnic heritage, occasions for learning about and participating in Canadian life (e.g., providing a travel host program or cultural attractions access passes), and places where there is space for both interacting with those from one's ethnic group and meeting new people. For example, leisure travel experiences for integrated Latino immigrants can be enhanced and better targeted to this group by incorporating aspects of Latino heritage into offerings (e.g., offering bilingual staff) and/or providing spaces where practice of Latino culture is welcomed (e.g., settings where larger groups may gather) and activities/services that are family-friendly. Latin American heritage may even be promoted as part of certain leisure travel offerings (e.g., culinary tourism/festivals that incorporate Latin American food and dance). Because *'Family Togetherness'* was significantly more important to integrated Latinos, destinations, attractions and activity providers that are family-friendly, may be interested in directing some of their marketing activities towards Latin American Canadians.

For less recent immigrants (i.e., those here longer than fifteen years) and those following a moderate mainstream strategy, the focus should be on maximizing and appealing to core motivations (e.g., to enjoy nature). Focusing on core motivations and differentiating offerings based on appealing to subsets of these core motivations, is useful in practice as it can apply to a wider range of immigrants. As demonstrated through my research, non-immigrant specific motivations were generally applicable to all Latino Canadians. This is an important practical implication, as there are many instances in which practitioners are limited in their capacity to

diversify their products, programs, and services. In the face of this challenge, understanding immigrants' core motivations will allow practitioners to plan for a wider, yet still relatively targeted audience.

For immigrants who follow a separated acculturation strategy, my results indicated that they are less motivated to learn about and participate in Canadian society. Practitioners, whose goals are to reach this group, should consider leisure travel options/activities (e.g., programs, tours, products) which allow for increased intra-ethnic interaction, for example, time for just Latinos to be together on a tour.

In addition to understanding the practical implications of acculturation strategies and more recent versus longer-term immigrants, there are also practical implications associated with language use. For Latino immigrants who are primarily Spanish-speakers, an important reason for travelling was to practice their English while travelling. For this cohort of Latino immigrants, there are some very practical implications. English language programs could incorporate leisure travel into their programs in order to offer new and different settings and encounters for learning English. Attractions and activity providers could create specific offerings that are geared towards enhancing English language speaking skills. Most importantly, agencies hoping to attract and serve this population should consider if the environment they provide is welcoming and encouraging of English-as-a-second language speakers.

Practitioners, particularly immigrant-service providers and public/non-for-profit agencies, may also consider how leisure travel in Canada may assist in new Canadians' settlement into Canadian society. Indeed, because my research demonstrates that what motivates one to travel in Canada is influenced by acculturation and does relate to immigrant-specific issues, there may be opportunities for leisure travel to assist immigrants. Leisure travel may assist by not only helping

recent immigrants to learn more about and experience Canada, but also by providing them a space away from the daily stressors of settlement (i.e., to better cope with life in Canada and to have a rest from the challenges of adjusting to Canada) and time to recreate and visit places that remind them of their home country. If these things are important to immigrants and travel helps provide them, perhaps they should be better supported for immigrants.

In summary, leisure and tourism practices can be enhanced by thinking about what to offer and how to offer it within the unique context of immigration. Understanding that motivations vary by acculturation strategy and that various other factors come into play will help both scholars and practitioners be more conscious of what they can do to better serve immigrants, and in particular for this study, Latin American immigrants.

Limitations and recommendations for future research.

As with all research, my study has certain limitations. Many of these issues could, however, be addressed in subsequent studies, and thus in this section I provide recommendations for future research.

The most apparent limitation of this study is that it was a convenience sample. Despite that efforts were made to be as random and representative as possible, it is not a random sample of the Latino population in Canada. Thus, my results should not be over-generalized to the broader Latino Canadian population without further research to substantiate their external validity. I would also caution generalizing my results to Latin American immigrants in the United States. As highlighted in my literature review, the context of immigration and the Latino population in Canada is very different than the context of immigration and the Latino population in the United States. My results, therefore, do not necessarily apply to the latter. Additionally, in

regard to sample size, despite that I had sufficient power to perform the required analyses, some groupings were quite small and may have affected my results.

Another limitation of my research is that it was cross-sectional in design. As such, my results do not account for possible variations in immigrants' leisure travel behavior over time (i.e., changes in motivations, acculturation etc.), nor do they assess differences pre and post leisure travel. Future research on this topic utilizing longitudinal research is recommended to understand and track how motivations change over the course of settlement.

The immigrant-specific motivations developed as part of this thesis also require a cautionary note. Substantial research is required to prove they are reliable and valid by repeating and refining their structure in future studies. How well they transfer to different leisure contexts, international travel, or more specific forms of leisure travel (e.g., eco-tourism) are areas where comparative research is needed. It is also important that future research considers how well immigrant-specific motivations apply to various ethnic groups. Immigrant-specific motivations need to be examined cross-culturally with a spectrum of ethnic groups. They also need to be applied to studies with more recent immigrants, as they seem to be more applicable to this group. In addition to the latter, it is unknown how immigrant-specific motivations would apply in a non-immigrant specific context. In brief, because the immigrant-specific motivations in this study were only tested for Latin American Canadian immigrants and for leisure travel in general, they will need to be tested with different ethnicities, with non-immigrants in comparison to immigrants, and tested with different forms of leisure and more specific types of leisure travel.

Another issue concerns the immigrant-specific motivation scales deleted after the exploratory factor analysis was conducted. For example, in regard to the '*Opportunity*' scale, although this scale was subsequently deleted it was initially rated fairly high when compared

with the other scales. Potentially, this scale may be more relevant for understanding differences in leisure travel behavior before an immigrant came to Canada versus after they came to Canada. My rationale for this proposition is that this scale includes not only the desire to travel based on one's travel behavior before coming to Canada, but also on travel behavior recently afterwards (i.e., 'To do something I did not have the opportunity to in my home country' and 'Because I have seldom or never taken a trip within Canada before'). Therefore, differences between pre- and post-immigration leisure travel behavior warrants future research.

My results also suggested that acculturative stress, perceived discrimination, self-construal, and core ethnic values (i.e., familism) play a role in immigrants' leisure travel motivations. Thus, future research should also consider including measures of these variables in order to more fully explore how they may influence immigrants' desires for domestic leisure travel.

It is also worth noting that this study focused on travel within one's country of settlement. For immigrants, understanding travel back to one's home country also seems worthy of future investigation. Not only may travel back to one's home country be related to subsequent generations of immigrants (i.e., roots travel), it may influence the types and frequency of trips taken in Canada.

Finally, I performed my research using a quantitative approach. One of the limitations of doing so is that I may have missed out on certain phenomena that I would have otherwise uncovered using a qualitative approach. Ideally, I would have employed a mixed-method, longitudinal study design with a large, representative, and random sample. However, given limited time and other feasibility concerns, this approach was not taken. Future research should consider qualitative approaches (e.g., ethnographic studies to capture in-depth narratives of

immigrants' travel experiences) as this may reveal enriching information regarding the travel experiences of immigrants and may provide further context and understanding to the findings in this study. I strongly believe based on my own personal experiences with immigrants that there are stories to be told around immigrants' travel experiences, both in their country of settlement and life prior to immigration, which will reveal more about the nature of travel for immigrants.

In brief, there are several limitations to my study including its convenience sample, cross-sectional design, and quantitative approach. In regards to future research, there is great potential to expand our scholarly understanding of immigration and tourism, and certainly no shortage of opportunities or lack of areas warranting our attention. As my research represents a small window into this burgeoning field of inquiry and given that immigration is a trend that is likely to stay within the foreseeable future, research on tourism and immigration is most definitely needed.

Concluding summary.

This thesis began with an introduction to my research question, followed by an exploration of the literature, a description of the methods used to conduct my research, a reporting of the results, and lastly a discussion of those results. Overall, this research has demonstrated that there are core motives for Latin American Canadian immigrants' leisure travel in Canada, but also that leisure travel motivations are affected by settlement into Canadian society. Although there has been past research on motivations and leisure travel, seldom has the course of immigrants' settlement into the host society been taken into account. As such, this thesis has made two major contributions to the literature on this topic: the development of immigrant-specific motivations which take into account immigrant-specific issues, and the knowledge that acculturation strategies do seem to affect leisure travel motivations. It also

extends our understanding of motivations by proposing that leisure travel motivations can be better understood from an immigrants' perspective when we understand how they fit into the context of an immigrants' heritage, as well as the context of mainstream society. In sum, I have examined Latin American Canadian immigrants' leisure travel motivations in a new and different way and set the stage for further research in this area. Similar to the experiences that led me to pursue this research, the experiences I have gained as a result of this thesis will carry forward with me as I embark upon new academic, professional, and personal horizons.

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Appendix A: English – Mail and Online

PARTICIPANT INFORMATION LETTER

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Dr. Gordon Walker
Professor, Recreation and Leisure Studies
Faculty of Physical Education and Recreation
University of Alberta
Edmonton, AB T6G 2H9
gordon.walker@ualberta.ca
1-780-492-0581

Study Purpose: This study is being conducted as part of my Master's thesis. The purpose of this study is to learn more about why Latin American immigrants travel within Canada during their free time.

Background: Research suggests that we do not understand Latin American immigrants travel motivations. This study examines some possible new travel motives and how these motives may be related to the process of settlement.

Study Benefits: This study provides the opportunity for participants to think about their future travel, and in addition, will help researchers better understand why immigrants engage in travel.

Study Risks: There are no anticipated risks.

Informed Consent: By agreeing to complete and return this questionnaire, you are giving your consent.

Confidentiality: To ensure participants remain anonymous, personal information will be coded and stored in a locked office at the University of Alberta. Only the researcher and supervisor will have access to the data and this office. Participants will **NOT** be identified in any future presentations or publications.

Data storage: Normally, information is kept for a period of five years after publication. It is then destroyed.

Participation and Freedom to Withdraw: You can choose whether or not to participate in this study. You may decline to continue or withdraw from the study up to August 31, 2012. To do so, please indicate to the researcher, verbally or in writing, you wish to withdraw.

Study Findings: If you would like to learn more about the study's overall findings, please contact Maria Lynn, University of Alberta, at 1-780-298-8012 or mlynn@ualberta.ca.

Additional Contacts: If you have any concerns about this study or your rights as a research participant, please contact the Research Ethics Office, University of Alberta, at 1-780- 492-2615. This office has no affiliation with the study investigators.

Thank you for participating in this study.

Sincerely,

Maria Lynn

Appendix A: English – Onsite

PARTICIPANT INFORMATION LETTER

Title of Study: Travel Motivations of Latin American Canadian Immigrants

Research Investigator:

Maria Lynn
Masters Student, Recreation and Leisure Studies
Faculty of Physical Education and Recreation
University of Alberta
Edmonton, AB T6G 2H9
mlynn@ualberta.ca
1-780-298-8012

Supervisor:

Dr. Gordon Walker
Professor, Recreation and Leisure Studies
Faculty of Physical Education and Recreation
University of Alberta
Edmonton, AB T6G 2H9
gordon.walker@ualberta.ca
1-780-492-0581

Study Purpose: This study is being conducted as part of my Master's thesis. The purpose of this study is to learn more about why Latin American immigrants travel within Canada during their free time.

Background: Research suggests that we do not understand Latin American immigrants travel motivations. This study examines some possible new travel motives and how these motives may be related to the process of settlement.

Study Benefits: This study provides the opportunity for participants to think about their future travel, and in addition, will help researchers better understand why immigrants engage in travel. Regardless if you complete the survey or not, you will receive an Alberta Historic Sites Pass.

Study Risks: There are no anticipated risks.

Informed Consent: By agreeing to complete and return this questionnaire, you are giving your consent.

Confidentiality: To ensure participants remain anonymous, personal information will be coded and stored in a locked office at the University of Alberta. Only the researcher and supervisor will have access to the data and this office. Participants will **NOT** be identified in any future presentations or publications.

Data storage: Normally, information is kept for a period of five years after publication. It is then destroyed.

Participation and Freedom to Withdraw: You can choose whether or not to participate in this study. You may decline to continue or withdraw from the study up to August 31, 2012. To do so, please indicate to the researcher, verbally or in writing, you wish to withdraw.

Study Findings: If you would like to learn more about the study's overall findings, please contact Maria Lynn, University of Alberta, at 1-780-298-8012 or mlynn@ualberta.ca.

Additional Contacts: If you have any concerns about this study or your rights as a research participant, please contact the Research Ethics Office, University of Alberta, at 1-780- 492-2615. This office has no affiliation with the study investigators.

Thank you for participating in this study.

Sincerely,
Maria Lynn

Appendix A: Spanish – Mail and Online

CARTA DE INFORMACIÓN AL PARTICIPANTE

Título del Estudio: Motivos para viajar de los inmigrantes latinoamericanos en Canadá

Investigadora:

Maria Lynn
Alumna Master en estudios de Recreación y Ocio
Facultad de Educación Física y Recreación
Universidad de Alberta
mlynn@ualberta.ca
1-780-298-8012

Supervisor:

Dr. Gordon Walker
Profesor de estudios de Recreación y Ocio
Facultad de Educación Física y Recreación
Universidad de Alberta
gordon.walker@ualberta.ca
1-780-492-0581

Propósito del estudio: Este estudio es parte de mi tesis de Maestría. El propósito del estudio es aprender más sobre el porqué los inmigrantes Latinoamericanos viajan dentro de Canadá durante su tiempo libre.

Antecedentes: Las investigaciones indican que no entendemos las motivaciones de viajes de los inmigrantes Latinoamericanos. Este estudio examina nuevos posibles motivos de viaje y de como estos pudieran estar relacionados con el proceso de establecimiento en la sociedad.

Beneficios del estudio: Este estudio brinda la oportunidad a los participantes de pensar sobre su futuro viaje y además, ayuda a un mejor entendimiento de los investigadores de porqué los inmigrantes se comprometen un viaje.

Riesgos del estudio: No existen riesgos anticipados.

Consentimiento: Por estar de acuerdo en completar y devolver este cuestionario, usted da el consentimiento.

Confidencialidad: Para asegurar que los participantes permanezcan anónimos, la información personal será codificada y almacenada en una oficina bajo llave en la Universidad de Alberta. Solamente el Investigador y el supervisor tendrán acceso a la oficina y a la información. Los participantes no serán dados a conocer en ninguna presentación o publicación futura.

Fecha de almacenamiento: Normalmente, la información es guardada por un periodo de cinco años después de la publicación. Luego es destruida.

Participación y libertad de retirarse: Usted puede elegir si desea o no participar en este estudio. Usted puede decidir no continuar o salirse del proyecto antes del 31 de Agosto del 2012. Para realizar esto, por favor, informe al investigador verbalmente o por escrito que usted desea retirarse.

Resultados del Estudio: Si usted quisiera saber más sobre los resultados del estudio, por favor, contacte a Maria Lynn, Universidad de Alberta, al 1-780-298-8012 o mlynn@ualberta.ca

Contactos adicionales: Si usted tiene algún interés acerca de este estudio o sus derechos como participante de estudio, por favor contacte la Oficina de Éticas de Investigación, Universidad de Alberta, al 1-780-492-2615. Esta oficina no tiene afiliación con los investigadores del estudio.

Gracias por su participación en este estudio.

Sinceramente,
Maria Lynn

Appendix A: Spanish - Onsite

CARTA DE INFORMACIÓN AL PARTICIPANTE

Título del Estudio: Motivos para viajar de los inmigrantes latinoamericanos en Canadá

Investigadora:

Maria Lynn
Alumna Master en estudios de Recreación y Ocio
Facultad de Educación Física y Recreación
Universidad de Alberta
mlynn@ualberta.ca
1-780-298-8012

Supervisor:

Dr. Gordon Walker
Profesor de estudios de Recreación y Ocio
Facultad de Educación Física y Recreación
Universidad de Alberta
gordon.walker@ualberta.ca
1-780-492-0581

Propósito del estudio: Este estudio es parte de mi tesis de Maestría. El propósito del estudio es aprender más sobre el porqué los inmigrantes Latinoamericanos viajan dentro de Canadá durante su tiempo libre.

Antecedentes: Las investigaciones indican que no entendemos las motivaciones de viajes de los inmigrantes Latinoamericanos. Este estudio examina nuevos posibles motivos de viaje y de como estos pudieran estar relacionados con el proceso de establecimiento en la sociedad.

Beneficios del estudio: Este estudio brinda la oportunidad a los participantes de pensar sobre su futuro viaje y además, ayuda a un mejor entendimiento de los investigadores de porqué los inmigrantes se comprometen un viaje. Considerando si usted desea completar el cuestionario o no, igual recibirá un boleto de algún sitio histórico de Alberta

Riesgos del estudio: No existen riesgos anticipados.

Consentimiento: Por estar de acuerdo en completar y devolver este cuestionario, usted da el consentimiento.

Confidencialidad: Para asegurar que los participantes permanezcan anónimos, la información personal será codificada y almacenada en una oficina bajo llave en la Universidad de Alberta. Solamente el investigador y el supervisor tendrán acceso a la oficina y a la información. Los participantes no serán dados a conocer en ninguna presentación o publicación futura.

Fecha de almacenamiento: Normalmente, la información es guardada por un periodo de cinco años después de la publicación. Luego es destruida.

Participación y libertad de retirarse: Usted puede elegir si desea o no participar en este estudio. Usted puede decidir no continuar o salirse del proyecto antes del 31 de Agosto del 2012. Para realizar esto, por favor, informe al investigador verbalmente o por escrito que usted desea retirarse.

Resultados del Estudio: Si usted quisiera saber más sobre los resultados del estudio, por favor, contacte a Maria Lynn, Universidad de Alberta, al 1-780-298-8012 o mlynn@ualberta.ca

Contactos adicionales: Si usted tiene algún interés acerca de este estudio o sus derechos como participante de estudio, por favor contacte la Oficina de Éticas de Investigación, Universidad de Alberta, al 1-780-492-2615. Esta oficina no tiene afiliación con los investigadores del estudio.

Gracias por su participación en este estudio.

Sinceramente,

Maria Lynn

Appendix B

Participants Needed
Se Necesitan Participantes

Are You Latin American? ¿Es Usted Latinoamericano(a)?

Are you a Latin American immigrant over 18 years of age living in Edmonton or Calgary?

If yes, please consider taking 10 to 15 minutes of your time to participate in this brief survey exploring your motivations to travel within Canada.

Interested?!

Visit: www.travelmotivation.blogspot.ca

E-mail: mlynn@ualberta.ca

¿Es usted un emigrante Latinoamericano(a) mayor de 18 años que vive en Edmonton o Calgary?

Si usted lo es, por favor considere tomar de 10 a 15 minutos de su tiempo y participe en este breve cuestionario acerca de sus motivos para viajar dentro de Canada.

¿Interesado(a)?

Visite: www.travelmotivation.blogspot.ca

E-mail: mlynn@ualberta.ca

This project was reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Alberta.

Appendix C



Faculty of Physical Education and Recreation

W1-34 Van Vliet Centre
University of Alberta
Edmonton, AB T6G 2H9

Permission to Conduct On-site Surveying

To Whom it May Concern,

My name is Maria Lynn and I am a graduate student from the Faculty of Physical Education and Recreation at the University of Alberta. I am conducting a Master's research study entitled *Travel Motivations of Latin American Canadian Immigrants* under the supervision of Dr. Gordon Walker. The purpose of this study is to learn more about why Latin American immigrants travel within Canada during their free time and is part of my graduate thesis.

With your permission, I would like to conduct surveys at your location. There is little involvement on your part other than allowing me to stand at your location (inside or outside) with a clip board to approach possible respondents. Specific times and dates to conduct these surveys will be set up when it is most convenient for you and every effort will be made to avoid interrupting your day to day business. Should an issue arise due to my presence I will work with you to resolve it in a timely and respectful manner.

Please understand that your participation in this study is entirely voluntary. In addition, you may withdraw your permission at any time verbally or written to cease surveying at your location. This project has been approved by and received ethics clearance through, the Office of Research Ethics at the University of Alberta. If you have any questions or concerns, please contact me at 780-298-8012 or mlynn@ualberta.ca. You may also contact my supervisor, Dr. Gordon Walker, at 780-492-0581 or gordon.walker@ualberta.ca or the Office of Research Ethics at 780-492-2615.

Sincerely,

Maria Lynn
Masters Student, Recreation and Leisure Studies
Faculty of Physical Education and Recreation
University of Alberta
mlynn@ualberta.ca
1-780-298-8012

I give permission for the principal researcher, Maria Lynn, to conduct surveys at my location.

Signature

Date

Appendix D: English – Mail

Travel Motivations of Latin American Canadian Immigrants

Hello!

to better understand why Latin American immigrants travel within Canada during their free time. This study will examine travel motivations and the results will help improve understanding of immigrants and travel.



Your participation is completely voluntary and it is greatly appreciated. **The questionnaire will take approximately 15 minutes to complete. By agreeing to complete this questionnaire, you are giving your consent to participate.** You are free to decline to participate at any time without consequence.

In order to ensure your privacy, questionnaires are only identifiable by a numerical code. All answers will remain anonymous. If you have any further questions, please see the *Participant Information Letter* provided to you.

Thank you in advance for taking the time and effort to complete this survey.

Section A

A1 Are you an immigrant who was born in a Spanish-speaking Latin American country (for example, Argentina, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Honduras, Mexico, Peru, Puerto Rico, Venezuela, or other) **and** now permanently live in Canada? **(Please circle the single best answer.)**

1. Yes. Please continue to the next question.
2. No. At this time I am only focusing on Latin American immigrants. Please return the questionnaire to the researcher.

A2 In which city do you currently live, Edmonton or Calgary? **(Please circle one answer.)**

1. Edmonton
2. Calgary
3. Other. Please return the questionnaire to the researcher.

Important Note:

In this survey refers to any trips that occur during your free-time and where you stay at least one night in the destination away from home. **This includes trips where the primary purpose is vacation, holiday, recreation, visiting family and friends, sightseeing, traveling to festivals or events, and all other types of leisure-related travel.** This does **NOT** include personal or work-related travel such as commuting to work, business meetings, doctor appointments, conventions or conferences, or moving to a new home.

Section B

B1 Are you planning to take an overnight trip within Canada **anytime** in the future? **(Please circle one answer.)**

1. Yes. Please continue to the next question.
2. No. At this time I am only focusing on people who plan to travel within Canada in the future. Please return the questionnaire to the researcher.

B2 Please write down a place or places outside of Edmonton that you plan to go on your NEXT overnight leisure trip within Canada.

B3 What is the main purpose of this trip? **(Please circle ALL that apply)**

1. Vacation or holiday
2. Recreational (e.g., a skiing or fishing trip)
3. Visit friends or family
4. Special event or festival (e.g., Calgary Stampede)
5. Other (please specify) _____

B4 Please write down the types of activities you want to do on this trip.

1. _____ 2. _____
3. _____ 4. _____

B5 Who will you travel with on this trip? (Please circle ALL that apply)

1. With family
2. With friends
3. With spouse/partner
4. With boyfriend/girlfriend
5. By Myself
6. Other (please specify): _____

B6 When are you most likely to take this trip? (Please circle one answer)

1. In the next 6 months
2. In the next 12 months
3. In the next two years
4. In the next three years or more

Section C

Please tell us how important the following reasons are why you want to travel within Canada in the future. (Please remember that this study focuses on overnight travel that occurs during your free-time, for example, a vacation). Circle the number that best represents how you feel.

Extremely Unimportant	Moderately Unimportant	Slightly Unimportant	Neutral	Slightly Important	Moderately Important	Extremely Important
1	2	3	4	5	6	7

I want to travel within Canada...

1	To recreate experiences from my home country.	1	2	3	4	5	6 7
2	To spend time with friends.	1	2	3	4	5	6 7
3	To bring my family closer together.	1	2	3	4	5	6 7
4	To get away from the usual demands of life.	1	2	3	4	5	6 7
5	To spend time with my Latin American friends.	1	2	3	4	5	6 7
6	To gain a sense of belonging to Canada.	1	2	3	4	5	6 7
7	To help release or reduce built up tensions.	1	2	3	4	5	6 7
8	To have others think highly of me for travelling.	1	2	3	4	5	6 7
9	To better cope with life in Canada.	1	2	3	4	5	6 7
10	To feel more like a Canadian.	1	2	3	4	5	6 7
11	To meet new people.	1	2	3	4	5	6 7
12	To view the scenery.	1	2	3	4	5	6 7

I want to travel within Canada...

13	To relax physically.	1	2	3	4	5	6	7
14	To have a stimulating and exciting travel experience.	1	2	3	4	5	6	7
15	To experience an adventure.	1	2	3	4	5	6	7
16	To be with people who enjoy the same types of activities that I do.	1	2	3	4	5	6	7
17	To do the same types of activities I did before moving to Canada.	1	2	3	4	5	6	7
18	To experience the Canadian lifestyle.	1	2	3	4	5	6	7
19	To visit a place that reminds me of my home country.	1	2	3	4	5	6	7
20	To visit family in other parts of Canada.	1	2	3	4	5	6	7
21	To spend time with my Canadian friends during a trip.	1	2	3	4	5	6	7
22	To participate in Latin American cultural activities.	1	2	3	4	5	6	7
23	To visit a famous Canadian place.	1	2	3	4	5	6	7
24	To discover more about Canadian culture.	1	2	3	4	5	6	7
25	To learn more about myself.	1	2	3	4	5	6	7
26	To interact with mainstream Canadians.	1	2	3	4	5	6	7
27	Because I have seldom or never taken a trip within Canada before.	1	2	3	4	5	6	7
28	To meet people outside of my ethnic (e.g., Cuban, Colombian, Mexican) group.	1	2	3	4	5	6	7
29	To have a rest from challenges of adjusting to Canada.	1	2	3	4	5	6	7
30	To give my body a rest.	1	2	3	4	5	6	7
31	To practice speaking English in new and different places.	1	2	3	4	5	6	7
32	To feel better about living in Canada.	1	2	3	4	5	6	7
33	To do something with my family.	1	2	3	4	5	6	7
34	To talk to new and varied people.	1	2	3	4	5	6	7
35	To learn more about things during travel.	1	2	3	4	5	6	7
36	To be close to nature.	1	2	3	4	5	6	7
37	To do something I did not have the opportunity to do in my home country.	1	2	3	4	5	6	7
38	To practice speaking English during a trip.	1	2	3	4	5	6	7
39	To meet other Latin Americans living in Canada.	1	2	3	4	5	6	7
40	To do a popular Canadian activity.	1	2	3	4	5	6	7
41	To experience new and different things on a trip.	1	2	3	4	5	6	7
42	To re-unite with family living elsewhere in Canada.	1	2	3	4	5	6	7
43	To experience the uncertainty of not knowing what will happen on a trip.	1	2	3	4	5	6	7
44	To grow and develop spiritually.	1	2	3	4	5	6	7

Section D

The next set of questions refers to the Latin American heritage culture that you most closely identify with (for example, Colombian, Mexican, Cuban, Peruvian, or other) and mainstream Canadian culture.

Circle the number that best represents how much you agree or disagree with each of the following statements.

		Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree				
		1	2	3	4	5	6	7				
1	I often participate in Latin American cultural traditions.					1	2	3	4	5	6	7
2	I often participate in mainstream Canadian cultural traditions.					1	2	3	4	5	6	7
3	I enjoy social activities with typical Latin American people.					1	2	3	4	5	6	7
4	I enjoy social activities with typical Canadian people.					1	2	3	4	5	6	7
5	I am comfortable interacting with typical Latin American people.					1	2	3	4	5	6	7
6	I am comfortable interacting with typical Canadian people.					1	2	3	4	5	6	7
7	I enjoy Latin American entertainment (such as dance, music, movies, literature).					1	2	3	4	5	6	7
8	I enjoy mainstream Canadian entertainment (such as dance, music, movies, literature).					1	2	3	4	5	6	7
9	I often behave in ways that are “typically Latin American.”					1	2	3	4	5	6	7
10	I often behave in ways that are “typically Canadian.”					1	2	3	4	5	6	7
11	It is important for me to maintain or develop Latin American cultural practices.					1	2	3	4	5	6	7
12	It is important for me to maintain or develop Canadian cultural practices.					1	2	3	4	5	6	7
13	I believe in Latin American values.					1	2	3	4	5	6	7
14	I believe in mainstream Canadian values.					1	2	3	4	5	6	7
15	I enjoy Latin American jokes and humour.					1	2	3	4	5	6	7
16	I enjoy mainstream Canadian jokes and humour.					1	2	3	4	5	6	7
17	I am interested in having Latin American friends.					1	2	3	4	5	6	7
18	I am interested in having mainstream Canadian friends.					1	2	3	4	5	6	7

Section E

Please circle the most accurate response.

- E1 Gender: 1. Male 2. Female
- E2 Age: a) 18 to 29 years b) 30 to 45 years c) 46 or older
- E3 Are you: 1. Single 2. Married/partner 3. Other (please specify) _____
- E4 Do you have any dependent children? 1. Yes 2. No
- E5 What country were you born in? _____
- E6 What year did you move to Canada? _____
- E7 In general, what language do you speak?
1. Only Spanish 4. English better than Spanish
2. Spanish better than English 5. Only English
3. Both equally

- E8 Think of this ladder as representing where people stand in Canada.

At the *top* of the ladder are the people who are the best off, those who have the most money, most education, and best jobs. At the *bottom* are those who are the worst off, those who have the least money, least education, and worst jobs or no job. **Place an X on the rung that best represents where you think you stand on the ladder.**

Section F

- F1 Is there anything else you would like to share about the questions asked in this survey?

- F2 Is there anything else you would like to share about your past or future travel in Canada?

Please provide your e-mail address if you would like to be able to withdraw your survey from the study up to August 31, 2012. **E-mail:** _____

Once you finish this questionnaire please place it in the envelope with pre-paid postage and put it in the mail. Thank you!

Appendix D: English – Onsite

Travel Motivations of Latin American Canadian Immigrants

Hello! I am a Master's student at the University of Alberta and I am conducting a study to better understand why Latin American immigrants travel within Canada during their free time. This study will examine travel motivations and the results will help improve future travel services, programs, and information, as well as increase researchers' understanding of immigrants and travel.



Your participation is completely voluntary and it is greatly appreciated. **The questionnaire will take approximately 15 minutes to complete. By agreeing to complete this questionnaire, you are giving your consent to participate.** You are free to decline to participate at any time without consequence.

In order to ensure your privacy, questionnaires are only identifiable by a numerical code. All answers will remain anonymous. If you have any further questions, please see the *Participant Information Letter* provided to you.

After you complete the questionnaire, please return it and sign the separate sheet. As a sign of appreciation you will then receive a *Complimentary Pass* for any one of *Alberta's ten Provincial Historic Sites* (valued at \$12).

Thank you in advance for taking the time and effort to complete this survey.

Section A

A1 Are you an immigrant who was born in a Spanish-speaking Latin American country (for example, Argentina, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Honduras, Mexico, Peru, Puerto Rico, Venezuela, or other) **and** now permanently live in Canada? **(Please circle the single best answer.)**

1. Yes. Please continue to the next question.
2. No. At this time I am only focusing on Latin American immigrants. Please return the questionnaire to the researcher.

A2 In which city do you currently live, Edmonton or Calgary? **(Please circle one answer.)**

1. Edmonton
2. Calgary
3. Other. Please return the questionnaire to the researcher.

Important Note:

In this survey 'travel' refers to any trips that occur during your free-time and where you stay at least one night in the destination away from home. **This includes trips where the primary purpose is vacation, holiday, recreation, visiting family and friends, sightseeing, traveling to festivals or events, and all other types of leisure-related travel.** This does **NOT** include personal or work-related travel such as commuting to work, business meetings, doctor appointments, conventions or conferences, or moving to a new home.

Section B

B1 Are you planning to take an overnight trip within Canada **anytime** in the future? **(Please circle one answer.)**

1. Yes. Please continue to the next question.
2. No. At this time I am only focusing on people who plan to travel within Canada in the future. Please return the questionnaire to the researcher.

B2 Please write down a place or places outside of Edmonton that you plan to go on your NEXT overnight leisure trip within Canada.

B3 What is the main purpose of this trip? **(Please circle ALL that apply)**

1. Vacation or holiday
2. Recreational (e.g., a skiing or fishing trip)
3. Visit friends or family
4. Special event or festival (e.g., Calgary Stampede)
5. Other (please specify) _____

On-site Survey – English

B4 Please write down the types of activities you want to do on this trip.

1. _____ 2. _____
3. _____ 4. _____

B5 Who will you travel with on this trip? (**Please circle ALL that apply**)

1. With family 5. By Myself
2. With friends 6. Other (please specify): _____
3. With spouse/partner
4. With boyfriend/girlfriend

B6 When are you most likely to take this trip? (**Please circle one answer**)

1. In the next 6 months 3. In the next two years
2. In the next 12 months 4. In the next three years or more

Section C

Please tell us how important the following reasons are why you want to travel within Canada in the future. (Please remember that this study focuses on overnight travel that occurs during your free-time, for example, a vacation). **Circle the number that best represents how you feel.**

Extremely Unimportant	Moderately Unimportant	Slightly Unimportant	Neutral	Slightly Important	Moderately Important	Extremely Important
1	2	3	4	5	6	7

I want to travel within Canada...

	1	2	3	4	5	6	7
1 To recreate experiences from my home country.							
2 To spend time with friends.							
3 To bring my family closer together.							
4 To get away from the usual demands of life.							
5 To spend time with my Latin American friends.							
6 To gain a sense of belonging to Canada.							
7 To help release or reduce built up tensions.							
8 To have others think highly of me for travelling.							
9 To better cope with life in Canada.							
10 To feel more like a Canadian.							
11 To meet new people.							
12 To view the scenery.							

On-site Survey – English

I want to travel within Canada...

13	To relax physically.	1	2	3	4	5	6	7
14	To have a stimulating and exciting travel experience.	1	2	3	4	5	6	7
15	To experience an adventure.	1	2	3	4	5	6	7
16	To be with people who enjoy the same types of activities that I do.	1	2	3	4	5	6	7
17	To do the same types of activities I did before moving to Canada.	1	2	3	4	5	6	7
18	To experience the Canadian lifestyle.	1	2	3	4	5	6	7
19	To visit a place that reminds me of my home country.	1	2	3	4	5	6	7
20	To visit family in other parts of Canada.	1	2	3	4	5	6	7
21	To spend time with my Canadian friends during a trip.	1	2	3	4	5	6	7
22	To participate in Latin American cultural activities.	1	2	3	4	5	6	7
23	To visit a famous Canadian place.	1	2	3	4	5	6	7
24	To discover more about Canadian culture.	1	2	3	4	5	6	7
25	To learn more about myself.	1	2	3	4	5	6	7
26	To interact with mainstream Canadians.	1	2	3	4	5	6	7
27	Because I have seldom or never taken a trip within Canada before.	1	2	3	4	5	6	7
28	To meet people outside of my ethnic (e.g., Cuban, Colombian, Mexican) group.	1	2	3	4	5	6	7
29	To have a rest from challenges of adjusting to Canada.	1	2	3	4	5	6	7
30	To give my body a rest.	1	2	3	4	5	6	7
31	To practice speaking English in new and different places.	1	2	3	4	5	6	7
32	To feel better about living in Canada.	1	2	3	4	5	6	7
33	To do something with my family.	1	2	3	4	5	6	7
34	To talk to new and varied people.	1	2	3	4	5	6	7
35	To learn more about things during travel.	1	2	3	4	5	6	7
36	To be close to nature.	1	2	3	4	5	6	7
37	To do something I did not have the opportunity to do in my home country.	1	2	3	4	5	6	7
38	To practice speaking English during a trip.	1	2	3	4	5	6	7
39	To meet other Latin Americans living in Canada.	1	2	3	4	5	6	7
40	To do a popular Canadian activity.	1	2	3	4	5	6	7
41	To experience new and different things on a trip.	1	2	3	4	5	6	7
42	To re-unite with family living elsewhere in Canada.	1	2	3	4	5	6	7
43	To experience the uncertainty of not knowing what will happen on a trip.	1	2	3	4	5	6	7
44	To grow and develop spiritually.	1	2	3	4	5	6	7

On-site Survey – English

Section D

The next set of questions refers to the Latin American heritage culture that you most closely identify with (for example, Colombian, Mexican, Cuban, Peruvian, or other) and mainstream Canadian culture.

Circle the number that best represents how much you agree or disagree with each of the following statements.

		Strongly Disagree	Moderately Disagree	Slightly Disagree	Neutral	Slightly Agree	Moderately Agree	Strongly Agree										
		1	2	3	4	5	6	7										
1	I often participate in Latin American cultural traditions.					1	2	3	4	5	6	7						
2	I often participate in mainstream Canadian cultural traditions.					1	2	3	4	5	6	7						
3	I enjoy social activities with typical Latin American people.					1	2	3	4	5	6	7						
4	I enjoy social activities with typical Canadian people.					1	2	3	4	5	6	7						
5	I am comfortable interacting with typical Latin American people.					1	2	3	4	5	6	7						
6	I am comfortable interacting with typical Canadian people.					1	2	3	4	5	6	7						
7	I enjoy Latin American entertainment (such as dance, music, movies, literature).					1	2	3	4	5	6	7						
8	I enjoy mainstream Canadian entertainment (such as dance, music, movies, literature).					1	2	3	4	5	6	7						
9	I often behave in ways that are “typically Latin American.”					1	2	3	4	5	6	7						
10	I often behave in ways that are “typically Canadian.”					1	2	3	4	5	6	7						
11	It is important for me to maintain or develop Latin American cultural practices.					1	2	3	4	5	6	7						
12	It is important for me to maintain or develop Canadian cultural practices.					1	2	3	4	5	6	7						
13	I believe in Latin American values.					1	2	3	4	5	6	7						
14	I believe in mainstream Canadian values.					1	2	3	4	5	6	7						
15	I enjoy Latin American jokes and humour.					1	2	3	4	5	6	7						
16	I enjoy mainstream Canadian jokes and humour.					1	2	3	4	5	6	7						
17	I am interested in having Latin American friends.					1	2	3	4	5	6	7						
18	I am interested in having mainstream Canadian friends.					1	2	3	4	5	6	7						

Section E

Please circle the most accurate response.

- E1 Gender: 1. Male 2. Female
- E2 Age: a) 18 to 29 years b) 30 to 45 years c) 46 or older
- E3 Are you: 1. Single 2. Married/partner 3. Other (please specify) _____
- E4 Do you have any dependent children? 1. Yes 2. No
- E5 What country were you born in? _____
- E6 What year did you move to Canada? _____
- E7 In general, what language do you speak?
 - 1. Only Spanish
 - 2. Spanish better than English
 - 3. Both equally
 - 4. English better than Spanish
 - 5. Only English

A vertical ladder with 10 horizontal rungs, used for ranking responses. The rungs are evenly spaced and extend from the text area to the right edge of the page.

E8 Think of this ladder as representing where people stand in Canada.

At the *top* of the ladder are the people who are the best off, those who have the most money, most education, and best jobs. At the *bottom* are those who are the worst off, those who have the least money, least education, and worst jobs or no job. **Place an X on the rung that best represents where you think you stand on the ladder.**

Section F

- F1 Is there anything else you would like to share about the questions asked in this survey?

- F2 Is there anything else you would like to share about your past or future travel in Canada?

Please provide your e-mail address if you would like to be able to withdraw your survey from the study up to August 31, 2012. **E-mail:** _____

Once you finish this questionnaire please give it to the researcher, sign the separate sheet, and you will be given a complimentary Provincial Historic Sites Pass as a thank-you for your time.

Appendix D: Spanish – Mail

Motivos para viajar de los inmigrantes latinoamericanos en Canadá

¡Hola! Soy una estudiante de maestría de la Universidad de Alberta y estoy realizando un estudio para comprender mejor por qué los inmigrantes Latinoamericanos viajan dentro de Canadá en su tiempo libre. Este estudio investigará los motivos para viajar y sus resultados ayudarán en el futuro a mejorar los servicios, programas e información turísticos, al igual que la comprensión de los investigadores acerca de los inmigrantes y el turismo.



Su participación es voluntaria y le agradecemos. **Llenar el formulario toma aproximadamente 15 minutos. Al aceptar llenar el formulario, usted está dando su consentimiento para participar en este estudio.** Usted tiene derecho a cancelar su participación en cualquier momento sin ninguna consecuencia.

Con el fin de garantizar su privacidad, los cuestionarios se identifican únicamente con un código numérico. Todas las respuestas permanecerán anónimas. Si usted tiene alguna pregunta, por favor lea la *Carta de Información del Participante*.

Gracias de antemano por su tiempo y esfuerzo para llenar la encuesta.

Sección A

A1 ¿Es usted un inmigrante nacido en un país latinoamericano de habla hispana (por ejemplo Argentina, Chile, Colombia, Cuba, Republica Dominicana, Ecuador, El Salvador, Honduras, México, Perú, Puerto Rico, Venezuela o algún otro) y que ahora vive permanentemente en Canadá? **(Por favor seleccione sólo una de las dos respuestas.)**

1. Si. Por favor pase a la siguiente pregunta.
2. No. En esta oportunidad sólo estamos interesados en inmigrantes latinoamericanos. Por favor devuelva el cuestionario al investigador.

A2 En que ciudad usted vive actualmente, en Edmonton o Calgary? **(Por favor, seleccione una respuesta.)**

1. Edmonton
2. Calgary
3. Ninguno(a). Gracias por su tiempo. Por favor devuelva el cuestionario al investigador.

Nota importante:

En esta encuesta, las palabras "viaje" o "viajar" se refieren a cualquier desplazamiento realizado durante su tiempo libre y en el cual usted se queda en su destino, fuera de su casa, al menos una noche. **Esto incluye viajes cuyo propósito principal es vacaciones, días festivos, recreación, visitar familiares y amigos, visitar sitios turísticos, ir a festivales o eventos y todos los demás tipos de viajes de disfrute del tiempo libre.** NO incluye viajes personales o de trabajo, tales como viajes hacia el lugar de trabajo, reuniones de negocios, citas médicas, convenciones o conferencias o mudarse de casa.

Sección B

B1 ¿Tiene planes de hacer un viaje de al menos una noche dentro de Canadá **en algún momento** en el futuro? **(Por favor, seleccione una respuesta)**

1. Si. Por favor pase a la siguiente pregunta.
2. No. En esta oportunidad sólo estoy interesada en personas que piensan viajar dentro de Canadá en el futuro. Por favor devuelva el cuestionario al investigador.

B2 Por favor escriba el lugar o lugares fuera de Edmonton donde piensa pasar su SIGUIENTE viaje de placer de al menos una noche.

B3 ¿Cuál es el propósito principal de este viaje? **(Por favor seleccione TODAS las opciones que correspondan)**

1. Vacaciones o días festivos
2. Recreación (por ejemplo, esquiar, pescar, etc.)
3. Visitar amigos o familiares
4. Evento especial o festival (por ejemplo, Calgary Stampede)
5. Otros (por favor especifique) _____

B4 Por favor escriba los tipos de actividades que quiere hacer en este viaje.

1. _____
2. _____
3. _____
4. _____

B5 ¿Quién viajará con usted en este viaje?

(Por favor seleccione TODAS las opciones que correspondan)

- | | |
|-----------------------------|-----------------------------------|
| 1. Familia | 4. Novio(a) |
| 2. Amigos | 5. Nadie |
| 3. Esposo(a) / Compañero(a) | 6. Otros (por favor especifique): |

B6 En qué momento usted quisiera hacer este viaje? (Por favor, circule solo una respuesta)

- | | |
|-----------------------------|---------------------------|
| 1. En los próximos 6 meses | 3. Dentro de 2 años |
| 2. En los próximos 12 meses | 4. Dentro de 3 años o mas |

Sección C

Por favor, díganos cuan importante son las siguientes razones por las cuales usted desea viajar de turismo dentro de Canadá en un futuro. (Por favor, recuerde que este estudio está basado en viajes con al menos una noche de estancia y el cual ocurre durante su tiempo libre, por ejemplo, de vacaciones).

Seleccione el número que mejor representa lo que usted siente.

No me importa nada	No me importa casi nada	Me importa poco	Neutral	Me importa un poco	Me importa más o menos	Me importa mucho
1	2	3	4	5	6	7

Quiero viajar dentro de Canadá para/porque...

1	Revivir experiencias de mi país de origen.	1	2	3	4	5	6	7
2	Pasar tiempo con mis amigos.	1	2	3	4	5	6	7
3	Unir a mi familia.	1	2	3	4	5	6	7
4	Alejarme de las presiones de la vida diaria.	1	2	3	4	5	6	7
5	Pasar tiempo con mis amigos latinoamericanos.	1	2	3	4	5	6	7
6	Adquirir un sentido de pertenencia a Canadá.	1	2	3	4	5	6	7
7	Ayudar a liberar o reducir tensiones acumuladas.	1	2	3	4	5	6	7
8	Que los demás piensen bien de mí.	1	2	3	4	5	6	7
9	Sobrellevar mejor la vida en Canadá.	1	2	3	4	5	6	7

Quiero viajar dentro de Canadá para/porque...								
10	Sentirme más canadiense.	1	2	3	4	5	6	7
11	Conocer personas.	1	2	3	4	5	6	7
12	Disfrutar los paisajes.	1	2	3	4	5	6	7
13	Relajarme físicamente.	1	2	3	4	5	6	7
14	Tener una experiencia de viaje estimulante y emocionante.	1	2	3	4	5	6	7
15	Tener una aventura.	1	2	3	4	5	6	7
16	Estar con personas que disfrutan el mismo tipo de actividades que yo disfruto.	1	2	3	4	5	6	7
17	Hacer las mismas actividades que hacía antes de mudarme a Canadá.	1	2	3	4	5	6	7
18	Experimentar el estilo de vida canadiense.	1	2	3	4	5	6	7
19	Visitar un lugar que me recuerda mi país de origen.	1	2	3	4	5	6	7
20	Para visitar familia en otras partes de Canadá.	1	2	3	4	5	6	7
21	Pasar tiempo con mis amigos canadienses.	1	2	3	4	5	6	7
22	Participar en actividades latinoamericanas.	1	2	3	4	5	6	7
23	Visitar un lugar canadiense famoso.	1	2	3	4	5	6	7
24	Descubrir más acerca de la cultura canadiense.	1	2	3	4	5	6	7
25	Aprender más acerca de mí mismo.	1	2	3	4	5	6	7
26	Interactuar con canadienses tradicionales.	1	2	3	4	5	6	7
27	Muy pocas veces o nunca he viajado dentro de Canadá.	1	2	3	4	5	6	7
28	Conocer personas fuera de mi grupo étnico (por ejemplo, cubanos, colombianos, mexicanos).	1	2	3	4	5	6	7
29	Descansar de las dificultades de ajustarse a la vida en Canadá.	1	2	3	4	5	6	7
30	Darle descanso a mi cuerpo.	1	2	3	4	5	6	7
31	Practicar hablar inglés en lugares nuevos y diferentes.	1	2	3	4	5	6	7
32	Sentirme mejor en cuanto a vivir Canadá.	1	2	3	4	5	6	7
33	Hacer algo con mi familia.	1	2	3	4	5	6	7
34	Hablar con personas nuevas y diversas.	1	2	3	4	5	6	7
35	Aprender muchas cosas durante el viaje.	1	2	3	4	5	6	7
36	Estar cerca de la naturaleza.	1	2	3	4	5	6	7
37	Hacer algo que no tuve oportunidad de hacer en mi país.	1	2	3	4	5	6	7
38	Practicar hablar inglés durante el viaje.	1	2	3	4	5	6	7
39	Conocer otros latinoamericanos que viven en Canadá.	1	2	3	4	5	6	7
40	Hacer una actividad popular canadiense.	1	2	3	4	5	6	7
41	Tener experiencias nuevas y diferentes.	1	2	3	4	5	6	7
42	Para reunirme con familia que viven en otro lugar de Canadá.	1	2	3	4	5	6	7
43	Experimentar la incertidumbre de no saber qué va a pasar en el viaje.	1	2	3	4	5	6	7
44	Crecer y desarrollarme espiritualmente.	1	2	3	4	5	6	7

Sección D

El siguiente grupo de preguntas se refiere a la herencia cultural latinoamericana con la que usted se identifica más (por ejemplo, colombiana, mexicana, cubana, peruana, u otra) y a la cultura tradicional canadiense. **Seleccione el número que representa mejor qué tanto usted está de acuerdo o no con cada una de las siguientes frases.**

	Completamente en desacuerdo	Parcialmente en desacuerdo	Un poco en desacuerdo	Neutral	Un poco de acuerdo	Parcialmente de acuerdo	Completamente de acuerdo				
	1	2	3	4	5	6	7				
1	A menudo participo en tradiciones culturales latinoamericanas.				1	2	3	4	5	6	7
2	A menudo participo en tradiciones culturales canadienses.				1	2	3	4	5	6	7
3	Disfruto de las actividades sociales con gente típica latinoamericana.				1	2	3	4	5	6	7
4	Disfruto de las actividades sociales con gente típica canadiense.				1	2	3	4	5	6	7
5	Me siento cómodo(a) interactuando con gente típica latinoamericana.				1	2	3	4	5	6	7
6	Me siento cómodo(a) interactuando con gente típica canadiense.				1	2	3	4	5	6	7
7	Disfruto el entretenimiento latinoamericano (por ejemplo, baile, música, cine, literatura)				1	2	3	4	5	6	7
8	Disfruto el entretenimiento tradicional canadiense (por ejemplo, baile, música, cine, literatura)				1	2	3	4	5	6	7
9	A menudo muestro comportamientos “típicos latinoamericanos”.				1	2	3	4	5	6	7
10	A menudo muestro comportamientos “típicos canadienses”.				1	2	3	4	5	6	7
11	Es importante para mí mantener o desarrollar prácticas culturales latinoamericanas.				1	2	3	4	5	6	7
12	Es importante para mí mantener o desarrollar prácticas culturales canadienses.				1	2	3	4	5	6	7
13	Creo en valores latinoamericanos.				1	2	3	4	5	6	7
14	Creo en valores tradicionales canadienses.				1	2	3	4	5	6	7
15	Disfruto los chistes y el humor latinoamericano.				1	2	3	4	5	6	7
16	Disfruto los chistes y el humor tradicional canadiense.				1	2	3	4	5	6	7
17	Me interesa tener amigos latinoamericanos.				1	2	3	4	5	6	7
18	Me interesa tener amigos canadienses típicos.				1	2	3	4	5	6	7

Sección E

Por favor seleccione la respuesta más adecuada.

- E1 Género: 1. Masculino 2. Femenino
- E2 Edad: a) 18 a 29 años b) 30 a 45 años c) 46 o mayor
- E3 Estado civil: 1. Soltero(a) 2. Casado(a)/Unión libre 3. Otro (por favor especifique) _____
- E4 ¿Tiene hijos(as) a su cargo? 1. Si 2. No
- E5 ¿En qué país nació? _____
- E6 ¿En qué año se mudó a Canadá? _____
- E7 En general, que idioma usted habla?
1. Solo Español
 2. Más Español que Inglés
 3. Ambos
 4. Mas Inglés que Español
 5. Solo Inglés

E8 Piense en qué posición representar en la escalera las personas en Canadá.

En la parte superior de la escalera es donde se encuentran las personas más acomodadas: las que tienen más dinero, mejor educación y mejores empleos. En la parte inferior están las personas menos acomodadas: las que tienen menos dinero, menos educación, peores empleos o están desempleados. **Marque con una X en el escalón que usted piensa que mejor representa su posición en la escalera.**

Sección F

- F1 ¿Hay algo más que le gustaría compartir con respecto a las preguntas de esta encuesta?

- F2 ¿Hay algo más que le gustaría compartir con respecto a sus viajes en Canadá pasados o futuros?

Opcional: Por favor, ingrese su dirección de correo electrónico si desea optar retirar su encuesta del estudio antes del 31 de Agosto del 2012.

Correo electrónico: _____

Una vez completado el cuestionario por favor póngalo dentro del sobre pre-pagado y colóquelo dentro del buzón de correo. Gracias!

Appendix D: Spanish – Onsite

Motivos para viajar de los inmigrantes latinoamericanos en Canadá

¡Hola! Soy una estudiante de maestría de la Universidad de Alberta y estoy realizando un estudio para comprender mejor por qué los inmigrantes Latinoamericanos viajan dentro de Canadá en su tiempo libre. Este estudio investigará los motivos para viajar y sus resultados ayudarán en el futuro a mejorar los servicios, programas e información turística, al igual que la comprensión de los investigadores acerca de los inmigrantes y el turismo.



Su participación es voluntaria y le agradecemos. **Llenar el formulario toma aproximadamente 15 minutos. Al aceptar llenar el formulario, usted está dando su consentimiento para participar en este estudio.** Usted tiene derecho a cancelar su participación en cualquier momento sin ninguna consecuencia.

Con el fin de garantizar su privacidad, los cuestionarios se identifican únicamente con un código numérico. Todas las respuestas permanecerán anónimas. Si usted tiene alguna pregunta, por favor lea la *Carta de Información del Participante*.

Después de completar el cuestionario, por favor devuélvalo y firme la hoja adicional. Como signo de aprecio, usted recibirá un boleto gratuito para una visita a uno de los diez lugares Históricos Provinciales de Alberta (valorados en \$12).

Gracias de antemano por su tiempo y esfuerzo para llenar la encuesta.

Sección A

A1 ¿Es usted un inmigrante nacido en un país latinoamericano de habla hispana (por ejemplo Argentina, Chile, Colombia, Cuba, Republica Dominicana, Ecuador, El Salvador, Honduras, México, Perú, Puerto Rico, Venezuela o algún otro) **y** que ahora vive permanentemente en Canadá? **(Por favor seleccione sólo una de las dos respuestas.)**

1. Si. Por favor pase a la siguiente pregunta.
2. No. En esta oportunidad sólo estamos interesados en inmigrantes latinoamericanos. Por favor devuelva el cuestionario al investigador.

A2 En que ciudad usted vive actualmente, en Edmonton o Calgary? **(Por favor, seleccione una respuesta.)**

1. Edmonton
2. Calgary
3. Ninguno(a). Gracias por su tiempo. Por favor devuelva el cuestionario al investigador.

Nota importante:

En esta encuesta, las palabras "viaje" o "viajar" se refieren a cualquier desplazamiento realizado durante su tiempo libre y en el cual usted se queda en su destino, fuera de su casa, al menos una noche. **Esto incluye viajes cuyo propósito principal es vacaciones, días festivos, recreación, visitar familiares y amigos, visitar sitios turísticos, ir a festivales o eventos y todos los demás tipos de viajes de disfrute del tiempo libre.** **NO** incluye viajes personales o de trabajo, tales como viajes hacia el lugar de trabajo, reuniones de negocios, citas médicas, convenciones o conferencias o mudarse de casa.

Sección B

B1 ¿Tiene planes de hacer un viaje de al menos una noche dentro de Canadá **en algún momento** en el futuro? **(Por favor, seleccione una respuesta)**

1. Si. Por favor pase a la siguiente pregunta.
2. No. En esta oportunidad sólo estoy interesada en personas que piensan viajar dentro de Canadá en el futuro. Por favor devuelva el cuestionario al investigador.

B2 Por favor escriba el lugar o lugares fuera de Edmonton donde piensa pasar su SIGUIENTE viaje de placer de al menos una noche.

B3 ¿Cuál es el propósito principal de este viaje? **(Por favor seleccione TODAS las opciones que correspondan)**

1. Vacaciones o días festivos
2. Recreación (por ejemplo, esquiar, pescar, etc.)
3. Visitar amigos o familiares
4. Evento especial o festival (por ejemplo, Calgary Stampede)
5. Otros (por favor especifique) _____

B4 Por favor escriba los tipos de actividades que quiere hacer en este viaje.

1. _____
2. _____
3. _____
4. _____

B5 ¿Quién viajará con usted en este viaje?

(Por favor seleccione **TODAS** las opciones que correspondan)

- | | |
|-----------------------------|-----------------------------------|
| 1. Familia | 4. Novio(a) |
| 2. Amigos | 5. Nadie |
| 3. Esposo(a) / Compañero(a) | 6. Otros (por favor especifique): |

B6 En qué momento usted quisiera hacer este viaje? (Por favor, circule solo una respuesta)

- | | |
|-----------------------------|---------------------------|
| 1. En los próximos 6 meses | 3. Dentro de 2 años |
| 2. En los próximos 12 meses | 4. Dentro de 3 años o mas |

Sección C

Por favor, díganos cuan importante son las siguientes razones por las cuales usted desea viajar de turismo dentro de Canadá en un futuro. (Por favor, recuerde que este estudio está basado en viajes con al menos una noche de estancia y el cual ocurre durante su tiempo libre, por ejemplo, de vacaciones).

Seleccione el número que mejor representa lo que usted siente.

No me importa nada	No me importa casi nada	Me importa poco	Neutral	Me importa un poco	Me importa más o menos	Me importa mucho
1	2	3	4	5	6	7

Quiero viajar dentro de Canadá para/porque...

1	Revivir experiencias de mi país de origen.	1	2	3	4	5	6	7
2	Pasar tiempo con mis amigos.	1	2	3	4	5	6	7
3	Unir a mi familia.	1	2	3	4	5	6	7
4	Alejarme de las presiones de la vida diaria.	1	2	3	4	5	6	7
5	Pasar tiempo con mis amigos latinoamericanos.	1	2	3	4	5	6	7
6	Adquirir un sentido de pertenencia a Canadá.	1	2	3	4	5	6	7
7	Ayudar a liberar o reducir tensiones acumuladas.	1	2	3	4	5	6	7
8	Que los demás piensen bien de mí.	1	2	3	4	5	6	7
9	Sobrellevar mejor la vida en Canadá.	1	2	3	4	5	6	7

Quiero viajar dentro de Canadá para/porque...

10	Sentirme más canadiense.	1	2	3	4	5	6	7
11	Conocer personas.	1	2	3	4	5	6	7
12	Disfrutar los paisajes.	1	2	3	4	5	6	7
13	Relajarme físicamente.	1	2	3	4	5	6	7
14	Tener una experiencia de viaje estimulante y emocionante.	1	2	3	4	5	6	7
15	Tener una aventura.	1	2	3	4	5	6	7
16	Estar con personas que disfrutan el mismo tipo de actividades que yo disfruto.	1	2	3	4	5	6	7
17	Hacer las mismas actividades que hacía antes de mudarme a Canadá.	1	2	3	4	5	6	7
18	Experimentar el estilo de vida canadiense.	1	2	3	4	5	6	7
19	Visitar un lugar que me recuerda mi país de origen.	1	2	3	4	5	6	7
20	Para visitar familia en otras partes de Canadá.	1	2	3	4	5	6	7
21	Pasar tiempo con mis amigos canadienses.	1	2	3	4	5	6	7
22	Participar en actividades latinoamericanas.	1	2	3	4	5	6	7
23	Visitar un lugar canadiense famoso.	1	2	3	4	5	6	7
24	Descubrir más acerca de la cultura canadiense.	1	2	3	4	5	6	7
25	Aprender más acerca de mí mismo.	1	2	3	4	5	6	7
26	Interactuar con canadienses tradicionales.	1	2	3	4	5	6	7
27	Muy pocas veces o nunca he viajado dentro de Canadá.	1	2	3	4	5	6	7
28	Conocer personas fuera de mi grupo étnico (por ejemplo, cubanos, colombianos, mexicanos).	1	2	3	4	5	6	7
29	Descansar de las dificultades de ajustarse a la vida en Canadá.	1	2	3	4	5	6	7
30	Darle descanso a mi cuerpo.	1	2	3	4	5	6	7
31	Practicar hablar inglés en lugares nuevos y diferentes.	1	2	3	4	5	6	7
32	Sentirme mejor en cuanto a vivir Canadá.	1	2	3	4	5	6	7
33	Hacer algo con mi familia.	1	2	3	4	5	6	7
34	Hablar con personas nuevas y diversas.	1	2	3	4	5	6	7
35	Aprender muchas cosas durante el viaje.	1	2	3	4	5	6	7
36	Estar cerca de la naturaleza.	1	2	3	4	5	6	7
37	Hacer algo que no tuve oportunidad de hacer en mi país.	1	2	3	4	5	6	7
38	Practicar hablar inglés durante el viaje.	1	2	3	4	5	6	7
39	Conocer otros latinoamericanos que viven en Canadá.	1	2	3	4	5	6	7
40	Hacer una actividad popular canadiense.	1	2	3	4	5	6	7
41	Tener experiencias nuevas y diferentes.	1	2	3	4	5	6	7
42	Para reunirme con familia que viven en otro lugar de Canadá.	1	2	3	4	5	6	7
43	Experimentar la incertidumbre de no saber qué va a pasar en el viaje.	1	2	3	4	5	6	7
44	Crecer y desarrollarme espiritualmente.	1	2	3	4	5	6	7

Sección D

El siguiente grupo de preguntas se refiere a la herencia cultural latinoamericana con la que usted se identifica más (por ejemplo, colombiana, mexicana, cubana, peruana, u otra) y a la cultura tradicional canadiense. **Seleccione el número que representa mejor qué tanto usted está de acuerdo o no con cada una de las siguientes frases.**

	Completamente en desacuerdo	Parcialmente en desacuerdo	Un poco en desacuerdo	Neutral	Un poco de acuerdo	Parcialmente de acuerdo	Completamente de acuerdo				
	1	2	3	4	5	6	7				
1	A menudo participo en tradiciones culturales latinoamericanas.				1	2	3	4	5	6	7
2	A menudo participo en tradiciones culturales canadienses.				1	2	3	4	5	6	7
3	Disfruto de las actividades sociales con gente típica latinoamericana.				1	2	3	4	5	6	7
4	Disfruto de las actividades sociales con gente típica canadiense.				1	2	3	4	5	6	7
5	Me siento cómodo(a) interactuando con gente típica latinoamericana.				1	2	3	4	5	6	7
6	Me siento cómodo(a) interactuando con gente típica canadiense.				1	2	3	4	5	6	7
7	Disfruto el entretenimiento latinoamericano (por ejemplo, baile, música, cine, literatura)				1	2	3	4	5	6	7
8	Disfruto el entretenimiento tradicional canadiense (por ejemplo, baile, música, cine, literatura)				1	2	3	4	5	6	7
9	A menudo muestro comportamientos “ típicos latinoamericanos”.				1	2	3	4	5	6	7
10	A menudo muestro comportamientos “ típicos canadienses”.				1	2	3	4	5	6	7
11	Es importante para mí mantener o desarrollar prácticas culturales latinoamericanas.				1	2	3	4	5	6	7
12	Es importante para mí mantener o desarrollar prácticas culturales canadienses.				1	2	3	4	5	6	7
13	Creo en valores latinoamericanos.				1	2	3	4	5	6	7
14	Creo en valores tradicionales canadienses.				1	2	3	4	5	6	7
15	Disfruto los chistes y el humor latinoamericano.				1	2	3	4	5	6	7
16	Disfruto los chistes y el humor tradicional canadiense.				1	2	3	4	5	6	7
17	Me interesa tener amigos latinoamericanos.				1	2	3	4	5	6	7
18	Me interesa tener amigos canadienses típicos.				1	2	3	4	5	6	7

Sección E**Por favor seleccione la respuesta más adecuada.**

- E1 Género: 1. Masculino 2. Femenino
- E2 Edad: a) 18 a 29 años b) 30 a 45 años c) 46 o mayor
- E3 Estado civil: 1. Soltero(a) 2. Casado(a)/Unión libre 3. Otro (por favor especifique) _____
- E4 ¿Tiene hijos(as) a su cargo? 1. Si 2. No
- E5 ¿En qué país nació? _____
- E6 ¿En qué año se mudó a Canadá? _____
- E7 En general, que idioma usted habla?
1. Solo Español 4. Mas Inglés que Español
2. Más Español que Inglés 5. Solo Inglés
3. Ambos

- E8 Piense en qué posición representar en la escalera las personas en Canadá.

En la parte superior de la escalera es donde se encuentran las personas más acomodadas: las que tienen más dinero, mejor educación y mejores empleos.

En la parte inferior están las personas menos acomodadas: las que tienen menos dinero, menos educación, peores empleos o están desempleados. **Marque con una X en el escalón que usted piensa que mejor representa su posición en la escalera.**

Sección F

- F1 ¿Hay algo más que le gustaría compartir con respecto a las preguntas de esta encuesta?

- F2 ¿Hay algo más que le gustaría compartir con respecto a sus viajes en Canadá pasados o futuros?

Opcional: Por favor, ingrese su dirección de correo electrónico si desea optar retirar su encuesta del estudio antes del 31 de Agosto del 2012.

Correo electrónico: _____

Cuando termine este cuestionario, por favor, entréguelo al investigador, firme la hoja adicional y reciba un boleto gratuito para una visita a uno de los diez lugares Históricos Provinciales de Alberta en agradecimiento por su tiempo.