

Analyzing The Tourist's Age Groups and Environment Education Indicators

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Abstract

People's lifestyle has moved towards a more casual direction. Started more tourism and leisure activities. More and more tourists, under the reminder of environmental protection awareness, are gradually being paid more attention to the protection of the environment and related issues during the travel process.

Keywords: environment education indicator

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Background

The lifestyle was changes in the world, and Taiwan too.

People often have consecutive holidays during holidays. Coupled with factors such as more and more perfect transportation and communication facilities, the compact life in the metropolitan area, people flock to the suburbs or areas for specific leisure activities during holidays. Therefore, for certain tourist areas that need to be protected, tourists must have sufficient awareness of environmental protection.

However, the educational function on the tourism, that let visitors can to respect the ecological conservation, environmental protection, and other social responsibility

on their visiting.

It is often seen in the information media that the ecological environment of some tourist areas has been damaged by tourists; and some natural environments cannot be restored. This means that there are still many tourists who are enjoying the benefits of the environment and are not fully aware of environmental protection. And this kind of protection issue, to a certain extent, requires legal regulation to ensure that the environment continues to be destroyed.

Thus, the aim of this study is to be observed the relationship map between different tourists age groups and percept of environmental education indicators.

Items Development

Researchers Hsiao (2009) and Palmer (1988) thinks that environment education is a process, the subject included the course and actives to teaching the students obtains both of correct knowledge and build positive attitude to be concern environment, and use various skill to practicing the behavior to protect environment, and also to solve related the environment problem.

This study was use the items of questionnaire related the environment education indicators from “Investigating the difference between tourist age groups with environment education indicators” by the Chou and Wang (2016)’s study.

And the environment education is this study explore issue, the as following:

1. It is necessary to understand all of the environmental problems.
2. It is necessary to understand the hazards of all kinds of environments.
3. Protecting the environment is an important responsibility.
4. Environmental protection is the responsibility of the whole people.
5. It is need to promote the protection of the environment.
6. Need to understand the relevant ways to protect the environment.

7. Environmental regulations is need to be understood.
8. Damage to the environment is subject to legal penalties.
9. Different domestic environment, the need to have different environmental protection knowledge.
10. Environmental education must be done.

Multidimensional Scaling Analysis and Result

After the questionnaires were received, the analysis steps were followed. Respondents were dived into eight groups which according to their ages, there are: <21 years group, 21-25 years group, 26-30 years group, 31-35 years group, 36-40 years group, 41-45 years group, 46-50 years group, and >50 years group, respectively.

Then, this study used the Multidimensional Scaling technique. Multidimensional Scaling (MDS) is frequently used in consumer research where researchers have measures of perceptions about brands, tastes, or other product indicators. MDS is applicable to many other areas where one is interested in visualizing the proximity of objects based on a set of indicators or proximities.

This study further use the data of Table 1 transformed by perceptual map, the indicators of each environment education by the tourists' perception can to acquire they were point of fall in where on the map.

Table 1 Multidimensional scaling table

Age groups		Coordinates	
		Dimensional 1	Dimensional 2
Ga	16-20 years group	1.18	-0.19
Gb	21-25 years group	-1.11	0.60
Gc	26-30 years group	-1.11	0.60
Gd	31-35 years group	-0.72	0.32
Ge	36-40 years group	-2.04	-0.92
Gf	41-45 years group	1.22	0.30
Gg	46-50 years group	1.71	-0.01
Gh	>50 years group	0.87	-0.70

As shown in Figure 1, the Gc, Gb, and Gd age groups were each other close in there, that presented that tourists perception the level of satisfaction of the three age groups provide environment education indicators were to be close.

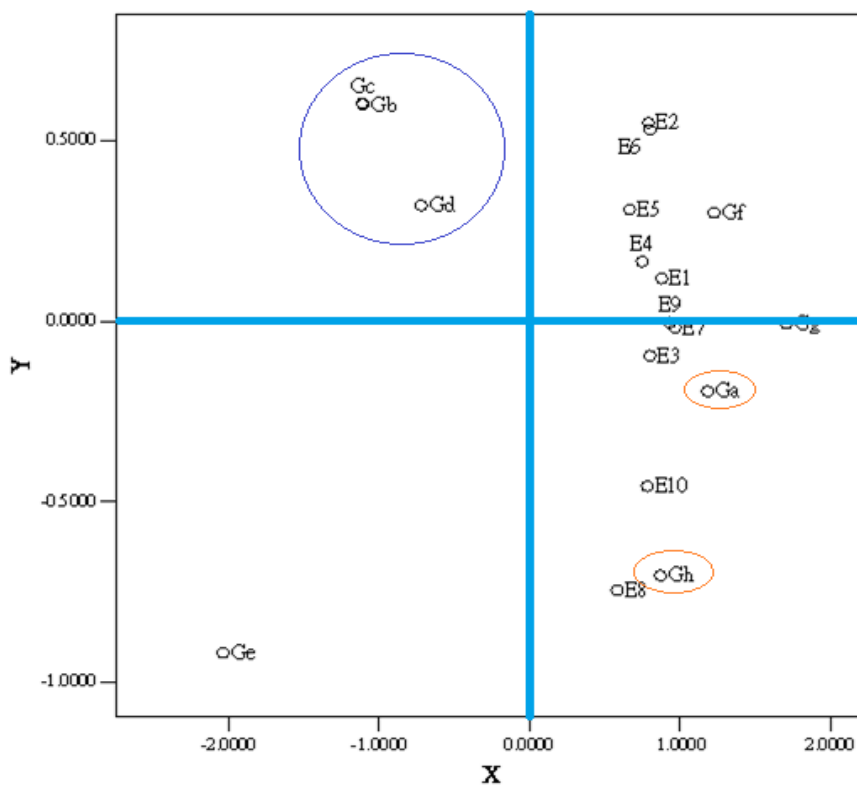


Figure 1 Environment education indicators in MDS distribution figure

Conclusion

This study analysis eight tourists age groups whose percept the related environment education and use the MDS technique whether their difference among indicators.

The result map found that, the Gb · Gc · Gd three age groups were sets of landing points are close and are in the same quadrant. The mains these groups belong to a younger ethnic group they perceived the environment education indicators the point of view were closed.

In addition, Ga and Gh the two sets of landing points are close and are also in the same quadrant. And this study results present that the related both of younger age groups and middle-aged group tourists thinking protecting the environment is an important responsibility and somebody to damage to the environment need have to subject to legal penalties. Meanwhile, they also consider the environmental education must be done.

Reference

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