

Leisure Travelers' Variety-Seeking Behaviour: Scale Development and Validation for the Hotel Sector

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Abstract

Hotels are a key sector in the tourism industry. Even though visitor loyalty has been much discussed in the hotel sector, variety-seeking behaviour (VSB), which may cause switching, has been given limited attention by scholars. Utilizing a sample of Australian leisure travellers who have been to the same international destination two or more times within the last five years, this study developed a scale to measure VSB in the hotel context. The scale validation process resulted in a two-factor solution comprising of intrinsic and extrinsic factors. The intrinsic factors were: curiosity about other hotels, interest in experiencing a range of hotels, wanting a new experience, and a lack of interest in visiting the same hotel. The extrinsic factors were travelling with different people and travelling for different purposes. While these factors are considered unique to hotels, this scale provides a tool to hotels to identify true variety seekers from switchers, and to implement strategies to match the loyalty expectations of the hotels as well as the expectations of variety seekers who switch for diversity rather than for other reasons.

Keywords: Variety-seeking behaviour, Intrinsic, Extrinsic, Hotels, Leisure travellers, Scale development

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DOI: <https://doi.org/10.33939/SLJM.26.01.03.2021>