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### WHEN AMERICANS AND CANADIANS VISIT A CITY: CROSS-CULTURAL CONTRASTS IN SOURCES OF TOURIST SATISFACTION

by

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Working Paper No. 355

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This study was supported by Grant No. 494-85-0010 to the author from  
The Social Sciences and Humanities Research Council of Canada

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**Abstract**

What aspects of the big city determine whether visitors to a city will come away with pleasant emotions and memories? The premise of this empirical study of 500 visitors to Toronto is that sources of tourist satisfaction are culture-dependent. American visitors are thrilled or disenchanted on the basis of their ability to walk and stroll about, the city's scenic beauty, opportunities for self-indulgence and standards of accommodation. Canadian visitors are less affected by such aspects than by the friendliness and helpfulness of locals, safety from crime, and social relationships. These distinctions arise from basic differences in national character.

Differences in American and Canadian values have been the subject of many studies, treatises and debates (Arnold and Barnes 1979; Atkinson and Murray 1982; Clark 1968; Lipset 1990). On the one hand, it is tempting to view Canada and the United States as two very similar countries comprising most of North America. They share the world's longest undefended border and form the world's largest trading partnership. Both countries are relatively young, capitalist, politically stable, predominantly English-speaking democracies that emerged as nations from British colonialism, hence, "Brethren Dwelling In Unity--Children Of A Common Mother" (Goldberg and Mercer 1986, pp. 1-2). Both have huge land masses that have been settled by immigrants, initially from Europe. Moreover, since Canada's population is about a tenth that of the United States, Canada is often regarded as a small version of America.

On the other hand, from important differences in the developmental, economic, political, and social histories of the two nations, Canadians and Americans have acquired divergent experiences and perspectives on life (Newman 1989). These have given Canadians and Americans distinct and separate identities which are apparent from their respective cultural (as distinct from personal) values (Lipset 1985; 1990). When such collective values are taken into account, they support the notion that the two countries have quite dissimilar national characters.

Since values color a person's outlook on life and determine individual attitudes, priorities and behavioral tendencies, cross-national differences in values will translate into divergent economic behavior (Arnold and Barnes 1979; Grunert and Scherhorn 1990; Kahle, Beatty, and Homer 1989; Kindra, Laroche, and Muller 1989, pp. 214-228; Plummer 1977). In terms of value-

driven economic behavior, this study singles out the touristic experience of visiting a large city. Its chief premise is that Canadians and Americans perceive a destination city differently and their urban tourism experience is filtered through their respective cultural values.

The purpose of this study was to test hypotheses about the origins of overall satisfaction with the urban visit. It sought to demonstrate that differences in national character determine the specific sources of pleasure and satisfaction (or displeasure and dissatisfaction) arising from such a visit. As such, this study might contribute to knowledge about the relationship between cross-cultural differences in values and satisfaction/dissatisfaction in an area of increasing economic importance: urban tourism. It might also suggest some decision-making tools or strategies for marketers, planners or policymakers in the tourism industry.

Residents of the United States and Canada visiting Metropolitan Toronto were surveyed before they left home, and again after returning home, to determine their urban touristic priorities, personal values, satisfaction with sixteen aspects of their visit to the city, overall satisfaction with the visit and demographic profile. The study hypotheses were tested with these data.

### **Canadian and American Values**

The following paragraphs explore the dimensions of value differences between Canadians and Americans. Goldberg and Mercer (1986, p. 18) find it useful to think of Canada as an organic society where "mutual interest and dependence and the idea of a common good transcending individuals' self-

interest" predominate. This kind of collectivism is in sharp contrast to the American philosophy of individualism, where individual rights, equality and freedom of choice are paramount and where government is widely viewed as a barrier to the individual's aggressive pursuit of personal goals in a system of competitive free enterprise. In Canada, the rights of individuals are secondary to the maintenance of order and the public peace. "Canadians are more constrained than Americans by [laws] designed to protect the larger collectivity. Americans have considerably more freedom to pursue their individual goals protected by a fabled constitution based on individual rights. Canadians, as a consequence of Britannic continuity, are more respectful of authority and hold a greater conviction that governments will act responsibly on their behalf" (Goldberg and Mercer 1986, p. 16).

Compared to Americans, Canadians are less strongly attached to individual achievement, private property and work, and expect more reciprocity in their rewards for effort (Fearn 1973).

In a study of social responsibility in six nations (Stark 1976), Americans scored the lowest of six groups (Canada, China, India, Japan, Norway and the U.S.) on self-restraint and concern for others, and the highest in self-indulgence. Canadians scored the lowest of all on self-indulgence and were higher than Americans on self-restraint and concern for others. The study also revealed that the dominant American value orientation was individual progressive action, whereas Canadians most strongly espoused a societal orientation.

Atkinson and Murray's (1982) study of personal values in Canada and the United States also revealed that social relationships are more highly valued in Canada and this implies a greater level of caring for others. In addition,

they found that, as a contributor to Canadians' overall quality of life, the love/marriage (family) value domain far outweighs financial concerns. Among Americans, however, financial concerns are given as much weight as family, work and leisure.

There is also some evidence that Canadians are less conservative in value orientation than Americans. In a study based on large national samples, Arnold and Barnes (1979) found that Americans were significantly more non-permissive and morally conservative, and placed a greater emphasis on spiritual values. Finally, Goldberg and Mercer (1986) conclude that Canadians are less status conscious and achievement oriented than are Americans; they summarize their findings from comparative analyses of value differences, as follows (p. 14):

Canada		United States
Deferential Behavior	vs.	Assertive Behavior
Collective	vs.	"Frontier" Individualism
Respect for Authority	vs.	Distrust of Authority
Elitist/Oligarchic	vs.	Egalitarian/Democratic
Self-restraint	vs.	Self-indulgence
Social Liberalism	vs.	Economic Conservatism
Cautious/Evolutionary	vs.	Dynamic/Experimental
Peace/Order/Good Government	vs.	Life/Liberty/Pursuit of Happiness

With respect to the structure and form of cities, Goldberg and Mercer's (1986) analyses point to some very interesting cross-cultural differences.



The American ethic of individual self-interest and privatization is also reflected in the way cities are viewed and urban solutions sought. Americans' strong desire for suburban and quasi-rural living, combined with a desire to withdraw from urban blight, urban crime, and the residentially segregated central city has led to cities that are much more decentralized in form than they are in Canada. The extensive and federally funded U.S. urban freeway system supports this desire (compared to the Canadian urbanite, four times as many lanes of freeway available to the average American metropolitan resident), as does the fact that Americans own and operate 50 percent more automobiles than do Canadians. Americans are much more reliant on the private automobile to commute than are Canadians. Thus, American cities are more spread out than in Canada, reflecting the flight of middle-income families to the outer city, which develops under its own economic base and leaves lower-income inhabitants in the central city.

Canadian cities are much denser and more compact, and there is less desire to shun central residential districts. The central areas in Canadian cities still have a strong attraction for a broad range of demographic and social groups. Canadians see their central city as a more livable place, partly because they have a greater tolerance of residential racial mixing and a greater desire to sustain a rich ethnic life in cities. In addition, residents have available--and take advantage of--public transit facilities that are much better developed than in the typical U.S. city; per capita patronage of public transit in Canadian urban regions is 2.5 times higher than in the U.S.

Also, whereas Canadian collectivist tendencies tend to be at the regional, provincial and national levels, Americans have a stronger sense of

localism and municipal autonomy, a reflection of their highly privatized society. This fragmentation and balkanization in American central cities has led to a "proliferation of special-purpose districts, [and] American urban regions are difficult to govern, and to finance. In contrast, in Canada there has been a much greater tendency to regionalize urban functions and to centralize them in urban mini-federations, such as Metro Toronto" (Goldberg and Mercer 1986, p. 253). "In many U.S. municipalities, the scope of public services is limited, and private contracting for what are more commonly public services in the Canadian case, such as garbage collection or even fire protection, is more widespread, especially in suburban districts. The relative absence of public parks in these districts is compensated for by large, private, single-family lots complete with a range of private recreational paraphernalia" (p. 144).

### Hypotheses

The above review of Canadian-American cultural differences suggests several hypotheses about what aspects of a city would contribute to satisfactory touristic experiences for a visitor from the two cultures:

- H<sub>1</sub>: Walking and strolling about the city, scenic beauty, and standard of hotel accommodation are important sources of satisfaction to Americans, but not to Canadians.
- H<sub>2</sub>: The cleanliness and orderliness of the city, and perceptions of safety from crime are not important sources of satisfaction to Americans.

- H<sub>3</sub>: Canadians take for granted the cleanliness and orderliness of the city, safety from crime, and adequate standard of accommodation, and these aspects become a source of dissatisfaction only when they perceive otherwise.
- H<sub>4</sub>: The friendliness of the locals and not feeling like a stranger in the city are important sources of satisfaction to Canadians, but not to Americans.
- H<sub>5</sub>: Perceptions that it is easy to find and get to places of interest, and that the city is not crowded and congested, are taken for granted by Americans and Canadians, but are an important source of dissatisfaction to Americans when they experience otherwise.
- H<sub>6</sub>: Perceptions that there is lots of interesting nightlife and entertainment is an important source of satisfaction to Canadians, but not to Americans.
- H<sub>7</sub>: Indulging in shopping and choosing from a large variety of good restaurants are important sources of satisfaction to Americans, but not to Canadians.
- H<sub>8</sub>: Perceptions that the city has much arts and culture is an important source of satisfaction to Canadians, but not to Americans.
- H<sub>9</sub>: Satisfactory price levels are an important source of satisfaction to Americans, but not to Canadians.

### **Research Design**

#### **Survey Design**

United States and Canadian residents planning a pleasure trip to

Metropolitan Toronto during the summer months were surveyed at home, about a week before their departure. Names and telephone numbers were obtained from the reservation lists of nine hotels in the Metro Toronto area. The hotels were sampled systematically, so that their room rates ranged from medium to high and their locations varied from downtown to highway sites near the fringes of the city. Budget hotels were excluded.

In scanning the hotel reservations, all entries giving a U.S. or Canadian home address and telephone number, for a stay of at least two nights, with an arrival date at least one week away, were included in the sample. The person named on the reservation was the person interviewed. For reservations naming couples, interviews alternated between females and males, within couples, once telephone contact had been made with that household. This produced a sample of 49% male and 51% female respondents.

Respondents were screened to ensure that this was a visit for pleasure, not for business. Interviewing was done from central research facilities and the entire interview was computer assisted, with answers being entered directly on the keyboard. To negate any response bias due to question order, multiple items within blocked questions always appeared in a different randomized order, from interview to interview. During this phase, data were obtained on the respondent's importance ratings on 16 aspects of the city visit, personal values, number of prior visits (if any) to Toronto, expected duration of visit, demographic background, self-rated knowledge of Toronto and experience as a traveller, and amount of effort put into planning the visit.

A week or so after respondents returned home, they were reinterviewed and asked about the quality of their experience on the same 16 aspects, their emotional reactions to the visit, and their intentions to recommend Toronto to

others and to visit again. In all, 429 Americans and 70 Canadians completed the first part of the survey, and of these, 364 Americans and 63 Canadians completed both parts.

### Visit-Experience Attributes

Attributes chosen to embody the touristic experience in a large city should be salient to a broad cross-section of urban tourists and include urban environmental factors which would likely affect the visitor. A set of 16 attributes with these properties was developed after consulting several sources: (a) touristic attractiveness criteria that have been found to correlate highly with travel behavior (Gearing, Swart & Var 1974; Var, Beck & Loftus 1977); (b) the most important experiential variables from a nationwide study of potential United States pleasure travellers to Canadian cities (Tourism Canada 1986); and (c) Boyer and Savageau's (1985) urban livability measures are relevant to big-city visitors. The attributes used were

1. Safety from crime during your visit
2. Hotel accommodation meeting your standards
3. Being in a clean, well-kept city
4. Being able to walk/stroll about the city
5. Ease of finding/reaching places of interest
6. Availability of good health care in emergencies
7. Friendliness and helpfulness of citizens
8. Seeing a city with great scenic beauty
9. Attractiveness of price levels
10. Large choice of good restaurants
11. Pleasantness of city's weather during visit
12. Avoiding the feeling of being a stranger

13. Experiencing artistic/cultural offerings
14. Shopping in stores during visit
15. Avoiding crowds and congestion
16. Experiencing city's nightlife/entertainment.

The importance of each attribute in making the visit to Toronto enjoyable was elicited on a 10-point rating scale. When respondents were reinterviewed upon their return home from Toronto, the quality of their experience on these same 16 variables was elicited via 10-point rating scales which measured whether they "disagree completely" or "agree completely" with statements indicating that Toronto had satisfied these criteria.

#### Personal-Value Measures

A 10-point rating scale was also used to elicit the importance to a respondent of each of nine values (self-respect, security, warm relationships with others, a sense of accomplishment, being well respected, fun and enjoyment in life, a sense of belonging, self-fulfillment, excitement) that comprise the List of Values (see Kahle 1983).

#### Dependent Measures

A tourist's overall satisfaction with the experience of visiting a city can be measured separately from satisfaction with specific aspects of the visit; and this can be done in several ways. Considering various approaches taken in the consumer satisfaction/dissatisfaction and related literatures (e.g., Holbrook & Hirschman 1982; Pizam, Neumann & Reichel 1978; Woodruff, Cadotte & Jenkins 1983), four measures of global satisfaction were obtained. Specifically, satisfaction was assessed from two emotional perspectives and from two expressions of behavioral intention. On a 10-point scale, visitors

were asked whether they "disagree completely" (1) or "agree completely" (10) with the statements: "My visit to Toronto leaves me [touched or moved; delighted; contented; angry; frustrated; disappointed]." The mean score across the first three items later served as a measure of a respondent's positive emotions about the visit; the mean across the last three items became a measure of negative emotions. Degree of agreement with the statements: "I would recommend to my friends and relatives that they visit Toronto" and "Given my experiences during this visit, I intend to make another pleasure visit to Toronto" served as the two intention measures of satisfaction.

### Findings

To test whether any cross-national value differences would be captured by the personal-value measures, the Canadian and American samples were compared on their mean importance scores for each of the nine values. American visitors scored higher than Canadians (9.46 vs. 9.06) on self-respect ( $p < .005$ ) and on a sense of accomplishment (9.05 vs. 8.77), though the latter difference was marginally significant ( $p < .10$ ). No other differences were significant. These findings tend to support the earlier discussed notion that Americans are more status conscious and achievement oriented than Canadians.

The next set of analyses was intended to reveal cross-cultural differences in the stated importance of each of 16 attributes that can contribute to making the visit to Toronto enjoyable. A two-group (U.S. vs. Canadian) discriminant analysis, using all 16 variables as discriminators, produced a low rate of correct classifications in a hold-out sample (13% improvement over chance). On this basis, the decision was made to explore

differences between Canadians and two groups of Americans--first-time visitors to Toronto and repeat visitors. The rationale for this was that, if U.S. first-time visitors are different from U.S. repeat visitors, comparisons in all later analyses should concentrate only on Canadians (who presumably have a greater familiarity with Toronto) and U.S. repeat visitors (who, likewise, will be more familiar with the city). The U.S. sample was split into 279 visitors who had been to Toronto at least once before the present trip (median no. of past visits = 4) and 150 visitors whose present trip to Toronto was their very first one. Eleven Canadians who had never before visited Toronto were retained in the Canadian sample of 70 (median past visits = 10), since two-sample t tests showed no significant differences between first-timers and repeat-visitors on all but three of 43 subjective measures (16 attribute importances, 16 experiential scores, 8 satisfaction measures, experience as a traveller, knowledge of Toronto, and visit planning effort). Appendix Table A1 gives behavioral and demographic profiles of the three visitor groups.

A three-group discriminant analysis produced the classification results shown in Table 1 on a hold-out sample of the three visitor types. The improvement over chance in this classification of cases is 30%. As a next step, all 499 cases were used to derive the two functions in a second 3-group discriminant analysis with the same 16 importance measures as discriminators. Both functions were significant at  $p < .0001$ , and the univariate  $F$  ratios of 10 of the predictors were significant at  $p < .05$ . Figure 1 displays the discriminant analysis solution where vectors representing 10 importance measures have been inserted into the discriminant space. The vectors have been differentially stretched to indicate the relative discriminating power of each attribute (see Dillon & Goldstein 1984, p. 415). Group centroids were



Table 1

## Classification Results for Hold-Out Sample From 3-Group Discriminant Analysis

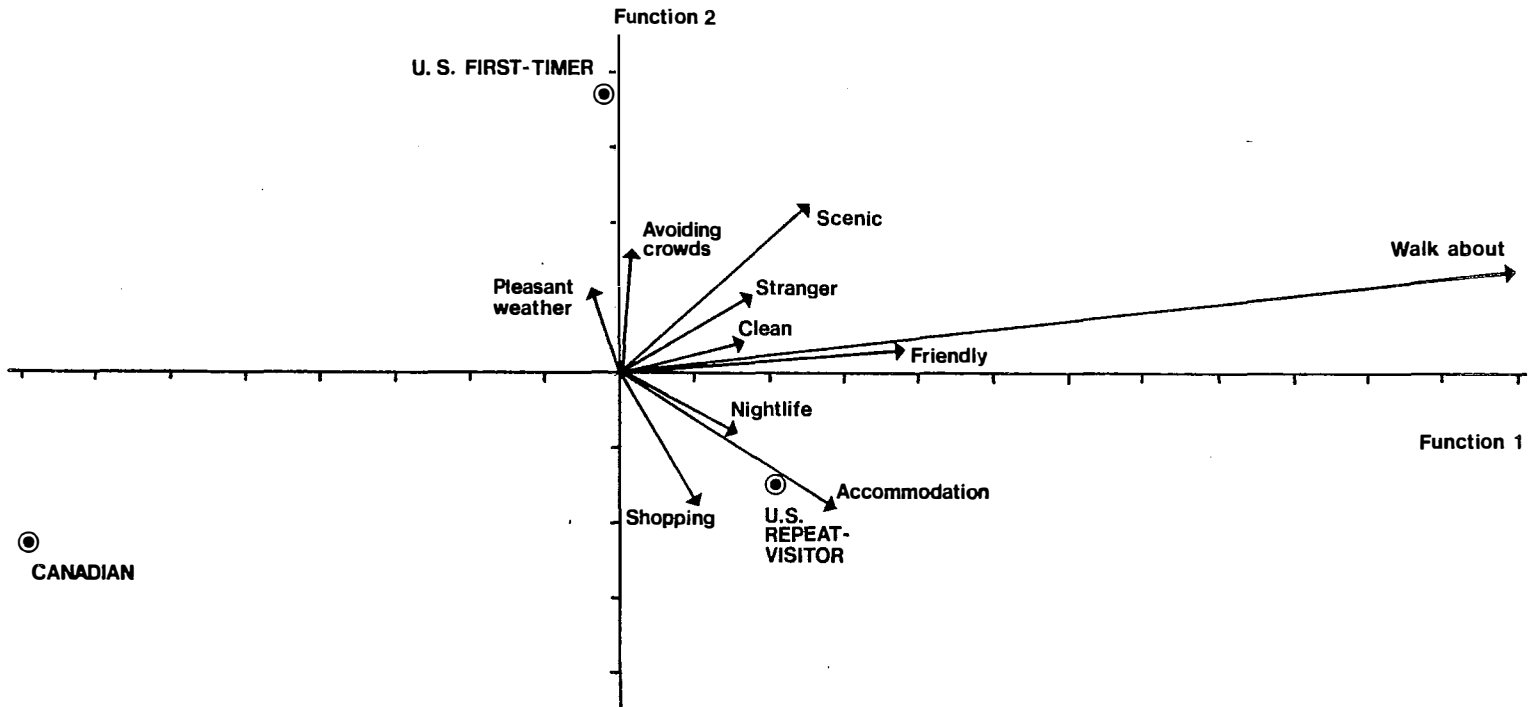
Actual group	Total cases	Predicted group (No. of cases & percent of actual)		
		U.S. repeat-	U.S. first-	Canadian
		visitors	timers	visitors
U.S. repeat-visitors	149	115	25	9
		77.2%	16.8%	6.0%
U.S. first-timers	68	44	22	2
		64.7%	32.4%	2.9%
Canadian visitors	38	22	10	6
		57.9%	26.3%	15.8%
Proportional chance criterion, $C_{pro.}$ , = .43				
Overall rate of correct classifications = 56%				

similarly stretched apart to reflect that Function 1 encompasses 56% of the accounted-for variance and Function 2 captures the remaining 44%. Each vector points toward visitor groups giving that attribute a relatively high priority and away from groups giving it a low priority.

Canadians are similar to American repeat-visitors (and both differ from American first-time visitors) on Function 2, which appears to capture the importance of "avoidance" aspects of a visit--namely, avoiding crowds, congestion and unpleasant weather, and the importance of shopping in stores.

Figure 1

Plot of Stretched Attribute Vectors and Group Centroids in Discriminant Space  
(10 Importance Attributes and Three Tourist Groups)



Canadians are different from both American groups on Function 1, which is dominated by the importance of being able to walk and stroll about the city. This latter finding indirectly supports  $H_1$  although it is not a complete test.

With the above result in mind, the final set of analyses focused on the 16 measures that captured the quality of the visitor's experience, in order to reveal cross-cultural differences in the sources of satisfaction with the visit. These analyses were limited to the two comparable visitor groups--the 219 American repeat-visitors and 60 Canadians who completed both interviews and had no missing data on any variables. Because there were many missing observations on the variable "You think Toronto had good healthcare

facilities, in case you ever needed medical attention," this item was dropped from the ensuing analyses.

In checking for an underlying structure in the 15 remaining experiential measures, a factor analysis revealed that these attributes reduce to three factors explaining 51% of the variance in the measures. Thus, in Tables 2 and 3, the 15 experiential attributes have been blocked and ordered according to their loadings on these three factors. From the factor loadings (see Appendix Table A2), it appears that the topmost block of seven attributes represents the urban-livability aspects of a city experience, the middle block of five attributes captures the experiential (sensory) aspects, and the bottom block of three measures could be labeled the avoidance aspects of a visit.

For the tests of  $H_1$  to  $H_9$ , the object was to determine which of these 15 potential sources of satisfaction explained the variation in the four global satisfaction measures, as revealed by stepwise multiple regressions. For each visitor group, four, separate regression equations were derived. Only predictor variables whose coefficients were significant at  $p < .05$  are included in an equation. Tables 2 and 3 show the results for U.S. repeat-visitors and Canadian visitors, respectively. The relative magnitude of the absolute values of the beta coefficients within each equation reveal the most important sources of visitor satisfaction.

$H_1$  is supported by the findings. Americans' perceptions that Toronto was great for walking and strolling about, was scenic and had adequate accommodation, were important sources of positive emotions, intentions to revisit and to recommend the city. To Canadians, these attributes were not sources of satisfaction, although Toronto's amenability to walking does induce them to recommend the city to others.  $H_2$  is also supported: cleanliness of

Table 2

## Fifteen Predictors of Four Satisfaction Measures:

U.S. Repeat-Visitors (N = 219)

Predictor variable	Global satisfaction measure			
	Would recommend Toronto to my friends	Intend to revisit Toronto	Mean of three positive emotions	Mean of three negative emotions
	Beta	Beta	Beta	Beta
Was a very clean, well-kept city				.19
I felt quite safe from crime				
People were very friendly and helpful	.16			-.15
Was great place for walking/strolling	.29	.29	.20	-.22
Had great scenic beauty		.18	.25	
Hotel accommodation met my standards	.12	.15	.16	-.24
Easy to find/get to place of interest				-.18
Interesting nightlife/entertainment				
Had much to offer in arts and culture			.19	
Was a great place to go shopping	.18	.12	.14	
Had large variety of good restaurants	.20	.14		
Prices in the city were reasonable			.10	
Was a very crowded and congested city				.13
As a visitor, I felt like a stranger			-.12	.20
Weather was very unpleasant			-.11	
R square =	.51	.43	.57	.37

the city and safety from crime are not sources of satisfaction to Americans.

H<sub>3</sub> is only partially supported. The finding that cleanliness of the city and accommodation standards do not figure in the satisfaction equations supports the notion that these aspects are taken for granted by Canadians who have faith that their governments will monitor standards and take corrective

Table 3

Fifteen Predictors of Four Satisfaction Measures: Canadian Visitors (N = 60)

Predictor variable	Global satisfaction measure			
	Would recommend Toronto to my friends	Intend to revisit Toronto	Mean of three positive emotions	Mean of three negative emotions
	Beta	Beta	Beta	Beta
Was a very clean, well-kept city				-.24
I felt quite safe from crime			.31	
People were very friendly and helpful			.36	
Was great place for walking/strolling	.30			
Had great scenic beauty				
Hotel accommodation met my standards				-.34
Easy to find/get to place of interest				
Interesting nightlife/entertainment			.27	
Had much to offer in arts and culture	.31	.34		
Was a great place to go shopping		.47		
Had large variety of good restaurants				
Prices in the city were reasonable				
Was a very crowded and congested city				
As a visitor, I felt like a stranger	-.29			.22
Weather was very unpleasant	-.20			.30
R square =	.61	.48	.49	.61

action. Moreover, as signalled by the negative betas for these two predictors of negative emotions, they become a source of dissatisfaction only when Canadians perceive that cultural expectations have not been met. A surprising reversal is that perceptions of safety from crime were an important source of positive emotions for Canadians. In hindsight, this is plausible if Canadian visitors to Toronto, accustomed to the public safety in smaller towns and cities, are pleasantly surprised by the relative safety encountered in a big

city, especially if these visitors typically sample the city's nightlife.

H<sub>4</sub> was supported. The friendliness and helpfulness of locals was the strongest predictor of positive emotions among Canadians and not an important source of satisfaction for Americans. Moreover, not feeling like a stranger in the city was the third strongest predictor of a Canadian's intention to recommend Toronto, but one of the weakest sources of Americans' positive emotions. H<sub>5</sub> was weakly supported given that a perceived lack of crowds and congestion and the ease of finding places of interest were not sources of satisfaction for either nationality, and when Americans perceived otherwise, these turned out to be relatively weak sources of negative emotions.

H<sub>6</sub> was supported, in that an acknowledgement of Toronto's interesting nightlife and entertainment was one of three predictors of positive emotions for Canadians, but not a predictor of satisfaction among the more morally conservative Americans. In line with the American desire for many choices and for self-indulgence, H<sub>7</sub> predicted that Americans rather than Canadians would make Toronto's shopping and dining opportunities important sources of satisfaction. The data in Tables 2 and 3 support this notion, though an important predictor of Canadians' intent to revisit Toronto is its allure for shopping.

Given the greater cultural pluralism and tolerance of ethnicity among Canadians, it was hypothesized (H<sub>8</sub>) that the city's perceived richness in arts and culture is an important source of satisfaction to Canadians but not to Americans. This hypothesis was not supported, since both nationalities found some measure of satisfaction from this attribute. Finally, H<sub>9</sub> was supported. The greater relative importance given by Americans to financial concerns should make "reasonable" prices in the city a source of satisfaction to Americans but not to Canadians. This is confirmed in the tables, though it is

the weakest of all sources of positive emotions among Americans.

### Conclusion

In short, six of the nine hypotheses about cross-cultural differences in sources of touristic satisfaction were supported, two were partially confirmed and one was not upheld. The main differences between Canadian and American visitors are highlighted, below, and accentuate the effects of the disparities in national character that have been identified by other researchers.

Walking and strolling about the Canadian city, its scenic beauty, and the standard of hotel accommodation are more important sources of satisfaction to Americans than they are to Canadians, since Americans are accustomed to urban sprawl, private automobile transport, unregulated or de-regulated private enterprise (like hotels), and cities that have been undermanaged. However, two other aspects of a city's infrastructure--the cleanliness and orderliness of the city and perceptions of safety from crime--are not important sources of satisfaction to Americans, who have been nurtured on the principle of individual freedom, including freedom from government interference and a laissez-faire attitude toward urban management.

Canadians, on the other hand, are more accepting of good government, tolerate controls on the activities of free enterprise, and value law and order, so they take for granted the cleanliness and orderliness of the city and adequate standard of accommodation; these aspects become a source of dissatisfaction only when they perceive that expectations have not been met. Given that Canadian cities are generally acknowledged to be safer from crime than their U.S. counterparts, it was surprising to find that Canadians'

feelings of safety from crime was a relatively important source of positive emotions about the big city. A possible explanation is that, within Canada, large metropolises like Toronto are perceived to be less safe than smaller cities, and when a visit disconfirms this notion it results in positive emotions about the big city.

In keeping with the cultural difference that social relationships and a concern for others are more highly valued in Canada than they are in the U.S., the friendliness of locals and not feeling like a stranger in the city are important sources of satisfaction to Canadians, but not to Americans.

Perceptions that it is easy to find and get to places of interest, and that the city is not crowded and congested, are taken for granted by Americans and Canadians, but, because Americans are more self-indulgent, dynamic, aggressively goal-oriented and more lax in self-restraint, these factors do become a source of discontent and frustration to American tourists when they experience otherwise.

To the more morally conservative American, the availability of nightlife and entertainment in the city is not a source of satisfaction, whereas the Canadian visitor finds this amenity of the big city to be a source of pleasure; conversely, the perception of a good variety of dining opportunities enthruses the typically self-indulgent and free-choice-oriented American visitor, but is not a specific source of satisfaction to the Canadian visitor.

Finally, Canadian-American differences surface in the economic aspects of urban tourism. To the more economically conservative and financially concerned American visitor, favorable price levels are a source of positive feelings about the big-city visit, but do not figure in the satisfactions derived by Canadian visitors.



Appendix Table A1

## Behavioral and Demographic Profiles of the Three Visitor Groups

	Canadian visitors (n = 70)	U.S. repeat- visitors (n = 279)	U.S. first- timers (n = 150)
Percentage who had never before been in Toronto	16	0	100
Median number of repeat visits to Toronto	20	4	0
Mean self-rated experience as a visitor of cities <sup>a</sup>	5.8 <sup>1</sup>	6.7 <sup>1</sup>	6.6
Mean self-rated knowledge about Toronto <sup>b</sup>	6.2 <sup>1</sup>	6.8 <sup>12</sup>	5.9 <sup>2</sup>
Percent of sample who are: male	41	50	45
female	59	50	55
Median age group	36-45	36-45	36-45
Median before-tax household income group (\$'000)	40-55	40-55	40-55
Percent: with up to high school completion, only	33	22	19
w/some or completed junior college, only	31	32	37
with bachelor's degree, only	31	23	21
with post-graduate degree	4	23	23
Percent in: professional occupations	30	41	37
semi-pro/mid-mgmt/skilled clerical & sales	30	29	33
skilled crafts/trades/semi-skilled clerical	10	9	14
Percent of visitors from: Michigan	0	40	19
New York State	0	27	21
Ohio	0	14	10
other U.S. origins	0	19	50
Percent of visitors from: Ontario	57	0	0
Quebec	30	0	0
Manitoba	3	0	0
Other Canada	10	0	0

<sup>a</sup>On rating scale, where "1" is "inexperienced" and "10" is "very experienced;" pair of means with common superscripts is significantly different at  $p = .05$ .

<sup>b</sup>On rating scale, where "1" is "not at all well informed about Toronto" and "10" is "extremely well informed about Toronto;" pairs of means with common superscripts are significantly different at  $p = .05$ .

Appendix Table A2

## Visit Experience Satisfaction Variables and their Loadings on Three Factors

Variable	Factor labels: Level of satisfaction with...		
	Urban- livability aspects	Experien- tial aspects	Avoidance aspects
Was a very clean, well-kept city	.76	.12	-.09
Felt quite safe from crime	.76	.15	-.03
People were very friendly and helpful	.70	.23	-.19
Was a great place for walking, strolling	.70	.31	-.06
Had great scenic beauty	.60	.41	.10
Hotel accommodation met my standards	.49	.19	-.29
Was easy to find, get to places of interest	.47	.24	-.16
Had lots interesting nightlife/entertainment	.14	.76	-.04
Had much to offer in arts and culture	.19	.71	-.02
Was a great place to go shopping	.33	.68	.07
Had a large variety of good restaurants	.31	.66	-.08
Prices in the city were reasonable	.27	.32	-.16
Was a very crowded and congested city	-.23	.25	.64
As a visitor, I felt like a stranger in city	-.26	-.04	.62
Weather was very unpleasant during my visit	.25	-.34	.62

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