

# LEGACY TOURISM AND GENEALOGICAL INQUIRY: MOTIVATING FACTORS

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## ABSTRACT

Legacy tourism has been identified as sub-segment of heritage tourism consisting of those who travel to seek out sites of genealogical significance [2]. Nicholls, Vogt, and Jun [3] described the planning and managerial implications for attracting and accommodating heritage and legacy tourists. In an anthropological account of Canadian legacy tourists who returned to their ancestral Orkney Island home off the coast of Scotland, Basu [1] ascribed a number of motivating factors or reasons for their travel. While McCain and Ray [2] explored a number distinguishing characteristics of legacy tourists, there remains a gap in the literature concerning the understanding of personal motivations for genealogical pursuits which may lead to legacy tourism.

Surveys were administered to ninety-three respondents attending two family history heritage events in the Pacific Northwest and Midwest during 2005. Motivation to do genealogical research was measured by asking respondents to check the three most important reasons for doing genealogical research from a list of 18 motives describing their internal drivers and personal motivations derived from Basu [1] and the authors' experience with genealogical research.

These preliminary results support the notion that legacy tourists' interest in genealogy is not secondary to a primary interest in travel, but rather genealogy can be the primary interest, and sometimes that interest necessitates travel in order to satisfy some personal need. The study found that the three primary motivating factors for this type of travel are: (1) Visiting places where family is from, (2) Visiting friends and relatives, and (3) Being together as a family. A greater understanding of the legacy tourism segment, specifically their motivations, may allow managers to better serve and attract customers, without compromising the integrity of the experience sought.

## REFERENCES

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