



# Developing the Marijuana Tourist Motivation Scale

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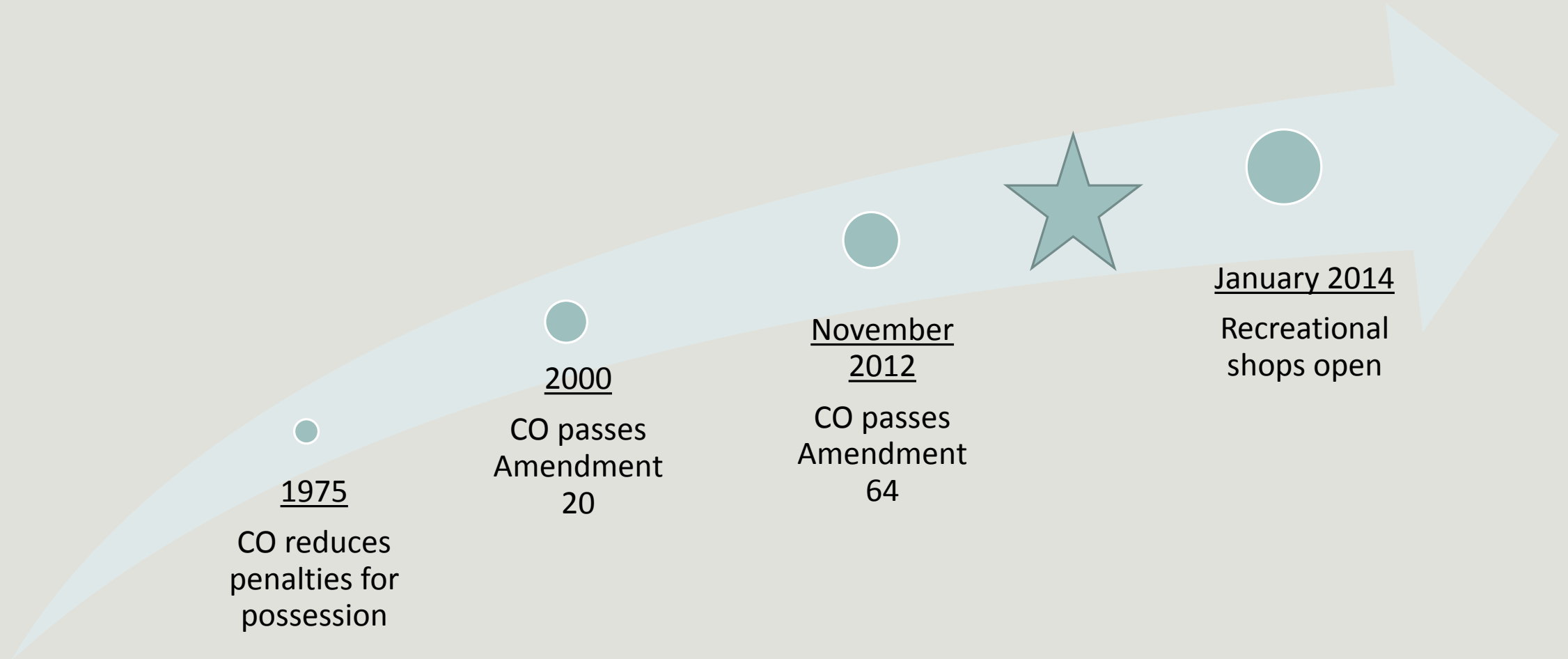
GWTTTRA

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# History of Marijuana Tourism in CO

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# October 2013

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The Colorado Governor's Tourism Conference in Telluride



# Phase 1- Qualitative Results

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Fall 2014

Interviewed 6 owners/managers

Located in three counties in SW Colorado

Shared experience:

- Industry regulations
- Maintaining competitive advantage
- Staffing and training
- Security
- Marketing
- Community support
- Tourism as a niche market

# Tourism

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“We definitely get people who stop, who wouldn’t have stopped, for marijuana on their way to other places. It’s **rare that people come here solely for marijuana**. They’re here to go **mountain biking** and want marijuana; they’re here to go **skiing** and want marijuana. So maybe they chose us over Utah. Maybe they chose us over northern California. Maybe they **chose us over another location**, but they’re **coming here to do something else and marijuana is probably the icing on the cake** that brought them here.”

# Definitions

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## Tourism

- The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Hunt & Layne, 1991)

## Marijuana Tourism

- The act of traveling or vacationing to a place because of the ability to use marijuana legally (Cartier & Lowry, 2017)

# Proposed Definitions

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## Marijuana Tourism

- Purchasing with the intent to consume cannabis products while temporarily traveling away from their normal place of work and residence (Taylor, 2018?)

## Marijuana Tourist

- One who purchases with the intent to consume cannabis while temporarily traveling away from their normal place of work and residence (Taylor, 2018?)

# Literature on Drug Tourism

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The annual estimate is that 4-5 million tourists who visit Amsterdam visit a “coffeeshop” and 10% cite that as the reason they came (MacCoun, 2011)

Drug related tourist experiences are heterogenous and might involve the pursuit of mere pleasure or a quest for profound and meaningful experiences (Uriely & Belhassen, 2005)

There are four umbrella groups of motivations to consume cannabis (Belhassen, Santos, & Uriely, 2007)



# Four Dimension Scale

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## Experimentation

- Open to new experiences
- Give in to temptation
- Right place to try it
- Safer than at home

## Pleasure and Diversion Seeking

- Escape the boredom of real life
- Fun-seeking on vacation
- Please experiences on vacation
- It is legal here

## Quest for Authenticity

- Place is a must for marijuana users
- Want to be in company of other marijuana users
- Outcome of my free choice
- Try it here at least once

## Accessible Purchasing

- Risk of being caught at home
- Easier to access than at home
- Don't want to be associated with marijuana at home
- Don't want to deal with drug dealers at home

# Validity Checks (DeVellis, 2017)

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Have initial item pool reviewed by experts

- Face validity check with Belhassen

Administer items to a development sample

- Students in Economics of Crime class for pre-test

# Phase 1- Quantitative Results

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Spring 2015

Survey of 325 customers at retail shops in SW Colorado

Participants included tourists and local residents

Develop a customer profile

- Demographics
- Purchasing behavior
- Motivations

# Motivations- All Customers

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	N	Min	Max	Mean	SD
I wanted to be one of the first to purchase it legally	310	1	7	4.04	2.152
Since it is legal now, I might as well try it	306	1	7	3.88	2.163
I have nowhere else to purchase it	307	1	7	3.39	2.195
I wanted access to higher quality products	307	1	7	5.31	1.870
I wanted to access to safe products that have been tested	308	1	7	5.35	1.982
I wanted to purchase it to make a political statement	306	1	7	3.85	2.349

# Motivations- Tourists

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Average: 4.7 out of 7

# Motivations- Tourists

Theme/Statement	N	Min	Max	Mean	SD
<b>Experimentation</b>					
When I am traveling I am more open to new experiences	158	1	7	4.87	1.888
I feel like I can give into temptation when I travel	159	1	7	3.35	1.997
I feel like this is the right place to try it	159	1	7	5.07	1.839
It is legal here so it is safer than at home	158	1	7	5.22	2.002
<b>Pleasure and Diversion Seeking</b>					
I wanted to escape the boredom of my real life	159	1	7	3.70	2.002
I see it as a part of the fun-seeking on vacation	158	1	7	4.15	2.102
I am seeking pleasure experiences on vacation	159	1	7	4.36	2.069
I chose this destination because it is legal here	158	1	7	5.09	1.946
<b>Quest for Authenticity</b>					
This place is a “must” for marijuana users	160	1	7	5.44	1.783
I want to be in company of other marijuana users	159	1	7	4.19	2.121
This is an outcome of my free choice	159	1	7	5.74	1.740
I wanted to try it here at least once in my life	158	1	7	3.94	2.170
<b>Accessible Purchasing</b>					
I don't want to take the risk of being caught at home	158	1	7	3.59	2.183
It is easier to access than at home	159	1	7	5.03	2.039
I don't want to be associated with marijuana in my hometown	159	1	7	3.48	2.175
I don't want to deal with drug dealers in my hometown	159	1	7	4.65	2.211

**Pattern Matrix<sup>a</sup>**

	Component		
	1	2	3
E_New			.724
E_Temptation	.804		
E_Place		.391	.484
E_Safer		.702	
P_Escape	.640		
P_Fun	.647		
P_Pleasure	.635		.442
P_Legal		.634	
Q_Must			.758
Q_Identify	.484		
Q_Freechoice	-.433	.566	.522
Q_Once	.704		
A_Risk	.649	.373	
A_Access		.667	
A_Associated	.647		-.302
A_Drugdealers		.629	

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser

Normalization.

a. Rotation converged in 9 iterations.

# Results of Initial Exploratory Factor Analysis

# Phase 2- Quantitative Results

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Spring 2016

Survey of 249 tourists at retail shops in SW Colorado

## Profile

- Demographics
- Tripographics
- Spending behavior

## Motivations



# Literature on Motivations

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Intrinsic motivations are based on the internal drive to do an activity for the inherent satisfaction of the activity

Extrinsic motivations are based on an external drive to do an activity to obtain a separable outcome

(Ryan & Deci, 2000)

# Motivation Scale Dimensions

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Intrinsic Motivation		Extrinsic Motivation
Escape real life		Easier Access
Fun-seeking		Free choice
Once in my life		Right place to try it
Give in to temptation		Safer than home
Pleasure seeking		It is legal here

# Motivations

	N	Min	Max	Mean	SD
I wanted to escape the boredom of my real life	245	1	7	2.75	1.97
I see it as a part of the fun-seeking on vacation	243	1	7	4.72	1.98
It is easier to access than at home	243	1	7	4.94	2.15
I wanted to try it here at least once in my life	246	1	7	3.99	2.29
This is an outcome of my free choice	243	1	7	5.91	1.72
I am seeking pleasure experiences on vacation	244	1	7	5.06	2.07
I feel like this is the right place to try it	246	1	7	4.96	1.96
It is safer here than at home	247	1	7	4.70	2.22
I chose this destination because it is legal here	246	1	7	5.25	1.99
I feel like I can give in to temptation when I travel	245	1	7	3.87	2.13

**Pattern Matrix<sup>a</sup>**

	Component	
	1	2
I_Escape		.884
I_Fun		.694
I_Once		.743
I_Temptation		.514
I_Pleasure	.487	.390
E_Access	.641	
E_Free	.774	
E_Right	.640	
E_Safer	.811	
E_Legal	.676	

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

# Results of Initial Exploratory Factor Analysis

**Pattern Matrix<sup>a</sup>**

	Component	
	1	2
I_Escape		.865
I_Fun		.694
I_Once		.730
I_Temptation		.521
E_Access	.653	
E_Free	.751	
E_Right	.631	
E_Safer	.802	
E_Legal	.689	

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 3 iterations.

# Results of Respecified Exploratory Factor Analysis

# Cronbach's Alpha is Angry

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## INTRINSIC MOTIVATIONS

### Reliability Statistics

Cronbach's Alpha	N of Items
.686	4

## EXTRINSIC MOTIVATIONS

### Reliability Statistics

Cronbach's Alpha	N of Items
.761	5

# Future Research

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For this particular study:

- Develop and testing validity of items
- Applying scale in new locations

For Marijuana Tourism literature on motivations:

- Defining levels within the marijuana tourist spectrum
- Serious leisure applications

# Questions & Comments

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