



## TRAVEL MOTIVATION AND DESTINATION CHOICE OF CROSS RIVER STATE, NIGERIA

Frederick Bassey<sup>1</sup>, Vivian Mbaze-Ebock<sup>1</sup> and Hodo Eko<sup>1</sup>

<sup>1</sup>Department of Marketing  
University of Calabar, Nigeria

**Corresponding Author:** fredhakens@yahoo.com

### ABSTRACT

This study examined the effect of travel motivations on destination choice of Cross River State, Nigeria. In particular, the study examined the effect of internal travel motivations and external travel motivations on destination choice. The study adopted the cross-sectional survey design on 400 samples. Copies of the survey instrument were distributed to both on-site and online tourists. The data obtained were analyzed using multiple regression analysis. The result revealed that both internal and external travel motivations generally affect destination choice in Cross River State, Nigeria. Although on a very close examination, it was discovered that certain external factors which are beyond the control of the tourists such as safety and security of the destination as well as prices and shopping available at the destination did not really play a significant role in the travelers' destination choice in contrast to existing literature. The recommendations were that information boards containing historic information should be provided; musical shows, concerts and art and craft exhibitions, ekpe festivals and food festivals should be organized. It also recommended that tour guides should be trained to help engage the tourist while in the destination and bus shuttles, helicopter should be provided to aid movement within the destination.

**Keywords:** Travel, motivation, destination, choice, push-pull factor

**JEL:** Z300, Z320, Z330

### INTRODUCTION

The focal point of every marketing effort is to provoke a behavior or response from its target i.e. purchase, choice etc. An extensive search of literature on the definition of marketing has revealed that marketing is concerned with the identification of consumer needs and wants and as such providing such needs, either through production or by sourcing those products to meet the consumer's needs. Similarly, tourist as consumers have needs and wants, and these needs are regarded as travel motivation. According to Business Dictionary (2017), motivation comprises internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal. Uysal and Hagan (1993) emphasized that motivation is a dynamic concept; it may vary from one person to another, from one segment to another, from one destination to another, as well as from one decision-making process to the next. Dann (1981) defined travel motivation as "a meaningful state of mind which adequately disposes an individual or a group of individuals to travel and which is subsequently interpretable by others as a valid explanation for such decision" Hence, travel motivation is anything that stimulates an interest in the tourist to travel or act in a certain way.

Different researchers in tourism have made an attempt to establish what motivates people to travel to destinations and what engage them in tourism activities provided by destinations. In tourism



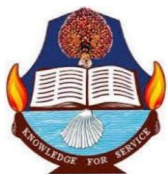
research, the concept of travel motivation can be divided into two factors, which indicate that people travel because they are pushed and pulled to do so by “some forces” (Dann, 1977, 1981). A review of the literature on travel motivation reveal that people travel because they are “pushed” into making travel decisions by internal and psychological forces, and “pulled” by the external forces such as destination attributes (Crompton, 1979; Dann, 1977; Uysal & Jurowski, 1994). It can therefore be said that tourists have certain internal and external motivations for traveling.

The tourists’ decision-making process in selecting or choosing destinations is influenced by a variety of factors such as travel motives (purpose of the travel), age, gender, personality, education, family life-cycle, income, cost, travel distance (Wang, 2016). Their behavior could also be influenced by a variety of factors such as cultural backgrounds, social influences, perception, economic situations and religious inclinations (Jang, Bai, Hu & Wu, 2009). Among these factors, travel motivation has been considered as the most important and the starting point of the destination choice process.

However, despite these internal and external factors, it is still a very complex proposition to investigate why people travel and what they want to enjoy (Yoona & Uysal, 2005). This is because tourists’ decisions are complex, multi-faceted and different elements are interrelated. Also, due to rising competition in the tourism industry, it is becoming increasingly important to investigate the variables related to attracting and retaining tourists especially in Cross River State. This is most pertinent at this time where major plays in destination Cross River are experiencing a shortfall in demand as well as sales. This is in tandem with the report by Cross River State Tourism Bureau report on tourist inflow. The report showed that the inflow of tourist into the destination has over the years reduced drastically (CRSTB, 2015). Therefore, it is important for the tourism destinations in Cross River State to comprehend travelers’ motivations in order to meet their needs and requirements as well as increase patronage.

Consumer behavior in the tourism sector has without any doubt attracted the attention of many researchers, policy-makers and marketers, who in turn endeavor to understand and possibly simulate the underlying motivational processes underpinning the prospective consumer decision-making; and what factors come into play, when it comes to deciding when a vacation is needed and/or when it comes to opting for a particular destination (Swarbrooke & Horner, 2007). This has resulted in a plethora of research on tourist motivation and choice of destination. Such research include Goh 2012; Solnet et al 2014; kim, Hallab & Kim 2012; Phau, Quintal, & Shanka 2014; Balogu & Mcclary 1999; Mohammad & Som 2010; Tawil & Tamimi 2013; Dayour & Adongo 2015; Lofreda 2015; Khuong & Ha 2014; Tsai & Sakulsinlapakron 2016; Wang 2016. Interestingly, these researches adopted the push-pull otherwise known as internal or external structure in their research. As a result of this consensus, credence has been given to the push-pull theory in the study of tourist motivation to travel. It is now generally accepted that tourist motivations fall under two broad dimensions which are push and pull factors (Yuan & McDonald, 1990; Uysal & Hagan, 1993). The concept behind this model proposed that typically (a) people travel because they are pushed by their own internal forces or needs and (b) pulled by the external forces of destination attributes or perceptions

Notwithstanding the plethora of research on tourist motivation and destination choice an obvious gap is evident, that is, research data was collected in specific setting which particularly hinders



generalization of research findings. This is substantiated by the argument in literature and theory that in reality, there can never be a uniform model, a one-size-fits-all approach or structure for such studies (Lofreda, 2015). This was hinged on the fact that destinations differ one from another in their attribute as well as tourists in their motivation perspectives. Tourist motivators that are critical in one destination may not be across all destinations. It is therefore empirically necessary for destinations specific studies to be conducted to identify different specific motivators.

Furthermore, there is no research on the area of tourist motivation and destination choice in the Nigerian setting as well as destination Cross River. Also, due to rising competition in the tourism industry and proliferation of tourism product in neighboring states, there has been a reduction of the number of tourist inflow to the state. It is becoming increasingly important to investigate the variables related to attracting and retaining tourists especially in Cross River State.

Therefore, it is expedient that destination specific research be carried out in the Nigerian setting to ascertain the tourist motivation to choose destination Cross River. This therefore forms the foundation for this study to identify specific motivation for tourist choice of destination Cross River using the push and pull construct.

The general objective of the study is to examine the effect of travel motivations on destination choice of Cross River State. The specific objectives were to:

1. identify to what extent each of the internal travel motivators influence tourists' choice of Cross River State
2. identify to what extent each of the external travel motivators influence tourists' choice of Cross River State

The following research questions were considered in this study:

1. To what extent does each of the internal travel motivators significantly influence tourists' choice of Cross River State?
2. To what extent does each of the external travel motivators significantly affect tourists' choice of Cross River State?

The following research hypotheses were formulated for the study. They are expressed in the null form:

1. Internal travel motivators do not significantly affect destination choice of Cross River State.
2. External travel motivators do not significantly affect destination choice of Cross River State.

## **THEORETICAL FRAMEWORK AND LITERATURE REVIEW**

### Theoretical framework

The study is anchored on two major motivation theories. They are; escaping and seeking motivation of Iso-Ahola, and Maslow's hierarchy of needs theory.

### Conceptual framework

#### The concept of motivation

Motivation is defined as "a state of need, a condition that serves as a driving force to display



different kinds of behavior toward certain types of activities, developing preferences, arriving at some expected satisfactory outcomes” (Backman, Backman, Uysal & Sunshine, 1995). Motivation is the driving force behind behavior or behavioral intentions. The internal needs create a tension or discomfort level in the mind and body of an individual, who tries to act to satisfy these needs to reduce the tension (Chen, Bao & Huang 2014). Motivation is one of the main driving forces used to interpret the behavior of an individual. It contributes to explain why an individual does something, not others. In the tourism context, travel motivation is defined as a set of attributes that cause a person to participate in a tourist activity in order to achieve his or her goals and expecting satisfaction (Beerli, & Marti’n, 2004). It is considered as the starting point and one of the most important psychological influences to understand tourist behavior.

Different researchers in tourism have made an attempt to establish what motivates different people to travel to different destinations and what engages them in tourism activities provided by different destinations. Actually, a majority of studies that emphasize the importance of tourists’ motivation based on the concept of push motivation (psychological needs) and pull motivation (attraction of the destination) in choosing vacation destination choices have been generally accepted (Kim, Holland & Han 2013).

Travel motivations (internal and external)

Dann (1981) defined travel motivation as “a meaningful state of mind which adequately disposes an individual or a group of individuals to travel and which is subsequently interpretable by others as a valid explanation for such decision”. Motivations mirror an individual’s intrinsic and extrinsic travel needs and wants (Kim, Sun & Mahoney 2008). Travel motivations can thus be classified into Internal travel motivation (push motives) and External travel motivation (Pull motives). The push motives explain tourist desire to travel while the pull motives explain the choice of destination relative to its attributes (Dayour, 2013). Push motivation is considered as the personal driver which allures an individual to travel under one’s reasons such as escape from the daily routine, a need to spend quality time with the family, or the lust for adventure. It is the cause of the travel decision-making which will satisfy the internal motives of the travelers (Niemelä, 2010). On the other hand, pull motivation is stimulated by the destination forces including attractions of scenery, historical sites, recreation facilities, cultural attractions, etc. (Kanagaraj & Bindu, 2013). Pull motivation is the factor that attracts tourists to select the destination site. Furthermore, a tourist’s view of a particular destination can be perceived as pull motivation (Niemelä, 2010).

According to Van der Merwe, Slabbert, and Saayman (2011), travel motives can be further classified into Leisure travel motives; Events or festival travel motives; Shopping travel motives; Relaxation travel motives; and Nature or heritage travel motives. These motivations are the push motivations, which are used for classification of travelers and are linked with the kind of images that are formed. According to Chon (1991), the construction of primary destination images based on push factors associated with the destination relates to the Maslow’s hierarchy of needs. In comparison, the pull factors are described as the attractiveness of a region and its various elements and help formation of the destination image. Most tourism studies agree that at the pre-visit stage, motivation plays a major role in determining tourists’ decisions regarding when, where and what type of tourism to pursue (Pizam & Milman 1993).

### Concept of destination choice

Destination is defined by United Nations World Tourism Organization (2014) as a place visited by tourists and is central to the decision to take the trip. Therefore, the tourist destination represents the ultimate end of tourism (Leiper, 1979). Destination is the main reason of tourism and final product. It can be a place, region or a country. The definition also covers special places, which can be different from the everyday locations due to their cultural, historic, archaeological or natural significance (Urry & Rojek 1997). Berman (2005) also defines the destination as a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit. Leiper's work had a considerable influence on the tourism literature. In his model, tourists are pushed towards destinations by the factors in the generating region. Then the destination is the final end of this tourism movement. These destinations try to attract travelers and the strategies were suggested by Leiper.

Destinations have certain features, which can be called destination attributes. These attributes can be classified as attractions, amenities and the accessibility. There are many types of destinations which includes base destination, centered destination, urban destination, natural destination, man-made destinations, etc. The definition adopted by this research is that destination is a location which has attractions, tourism infrastructure and accessibility (Madden, Rashid & Zainol, 2016).

Decision-making is the procedure of recognising and choosing from among available solutions of a problem according to the demands of the circumstance (Al-Tarawneh, 2012). Choice set approach has been used to explain how this process happens (Sirakaya & Woodside, 2005), as the key problem of consumer behaviour is choice. Therefore, decision-making presupposes making a choice between two, or more than two options (Djeri, Plavša & Čerovic, 2007). Choice deals with the change of motivation into buying process and it is the major stage directly related with activity. A decision happens when a solution to a problem is chosen for realisation.

Generally, tourists follow a funnelling process of choices among different destinations. Commonly, decision-making is divided into five stages: problem recognition, alternative information search, alternative evaluation and selection (choice), selection and purchase, and post purchase process (Sirakaya & Woodside, 2005). Djeri et al. (2007) propose four basic phases concerning decision-making about a tourist destination: introspective, retrospective, prospective and prescriptive. According to Um and Crompton (1990), there are three core stages in a tourism destination choice. The first stage is called the awareness set; the second is a disposing of some of those destinations to form a late consideration or evoked set; and the last destination chosen from those in the late consideration set. Tourists are exposed to the vast amount of information that they have to analyse and, consequently, consumers choose a destination they need (Crompton, 1992).

Destination choice is also a function of tourist satisfaction derived from the destination. Tourist satisfaction is "the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfill the visitor's desires, expectations and needs in relation to the trip" (Chen & Tsai, 2007). It is the mental evaluation and comparison between what customers expected to receive and what they actually receive (Kim, Suh, & Hwang, 2003). In specific, tourists' destination satisfaction is based on the comparison of their pre-travel expectations and images about the destination and their post-travel experiences at this destination (McDowall, 2010; Chen & Chen, 2010).



While destination expectations are formed by visitors' past experience, recommendation of friends and family, tourist information and promises of destination marketers, tourists' real experiences are based on what they see, feel, and achieve at this destination (Yoon & Uysal, 2005). Based on the expectation – disconfirmation theory, if the actual performance is better than customers' expectation, this leads to positive disconfirmation and high satisfaction; on the other hand, if the actual performance is worse than their expectations, this leads to negative disconfirmation and dissatisfaction (Oliver, 1980).

#### Travel motivation and destination selection

Travel motivation is a precursor to destination selection hence insight on destination choice determinants would go a long way aiding service providers, especially tour operators and travel agents in packaging tailored tours to prospective tourists. Again, considering the marked competitive strive by destinations for the tourist dollar with each presenting itself as the ultimate entity through which the vacation requirements of the tourist can be met, understanding the motives behind an individual's purchase behavior marks the core basis upon which sound market appraisals can be built by destination marketing organizations (Dayour & Adongo, 2015).

Why and how a tourist selects a particular destination is a crucial part of the study of tourism. A tourist's destination selection has been understood as a sequential process and has been used to explain the process of determining the final destination choice. Matzler and Siller (2003) argue that to understand the consumer decision making process it is crucial to link the perception of a destination to the travelers' motivations. "If a destination is perceived to meet the motivations it is more likely to be chosen by the potential guests and eventually it will satisfy them" Matzler and Siller (2003). According to Crompton (1992) there are three types of criteria that affect this process: personal motivations (push factors), destination attributes (pull factors), and situational inhibitors (constraints).

#### Empirical review

Mohammad & Som (2010) sought to identify motivation factors (push and pull factors) of foreign tourists to Jordan as different tourist markets demonstrate different domains of behavior. A four-part self-administered survey was carried out on 615 foreign respondents. The data were analysed using mean rating and factor analysis. The results of the study provided tenable evidence that tourist motivation is closely associated with destination's competitive advantage and image. First, looking into factors identified as push attributes, the study claimed that the needs for prestige and social interactions are among important motives which trigger the need to travel. The pull attributes, on the other hand, demonstrated that Jordan, understandably, has a variety of offerings which could potentially extend visitors' stay and expenditures and promote repeat visits.

Tawil & Al Tamimi (2013) used cluster analysis on a sample of 177 Chinese tourists to study the theory of push-pull motivations and travel motivations of Chinese tourists to Jordan showed that it is possible to segment Chinese tourists to Jordan based on push and pull motivational factors. The three segments regarding push factors were labeled as 'Novelty & Knowledge seeking', 'Rest & relaxation' and 'Prestige & Ego-enhancement'. While the three segments regarding pull factors were labeled as 'Weather, Safety, and Cleanliness', 'Cultural & historical attractions' and 'Travel arrangements & Convenience'. The results showed that Jordan's attributes matched Chinese tourists' preferences such as novelty, culture and historical attractions. However, in spite of

Jordan's negative attributes of distance and cost, security at the destination was considered as a positive aspect which differentiated Jordan from other neighboring destinations.

Dayour & Adongo (2015) undertook a survey of 650 international tourists in Northern Ghana in a bid to examine international tourists' motivation and revisit intention. Ordinary Least Squares (OLS) regression technique was adopted to estimate the influence of tourists' motivations on their overall satisfaction, likewise the Binary Logistic regression was used to test the influence of tourists' satisfaction on their revisit intention to northern Ghana. The study showed that four key factors made up of two pull and two push factors. Culture, destination attractions as pull factors and social contact and adventure-novelty as push factor influence tourist decision to visit northern Ghana. The study established that tourists' motivation has relationship with their satisfaction; likewise, satisfaction is a determinant of their revisit intentions. It recommended that service providers and destination managers should work at ensuring tourists satisfaction in order to ensure repeat visits while enhancing the factors evident in the study.

#### Conceptual model

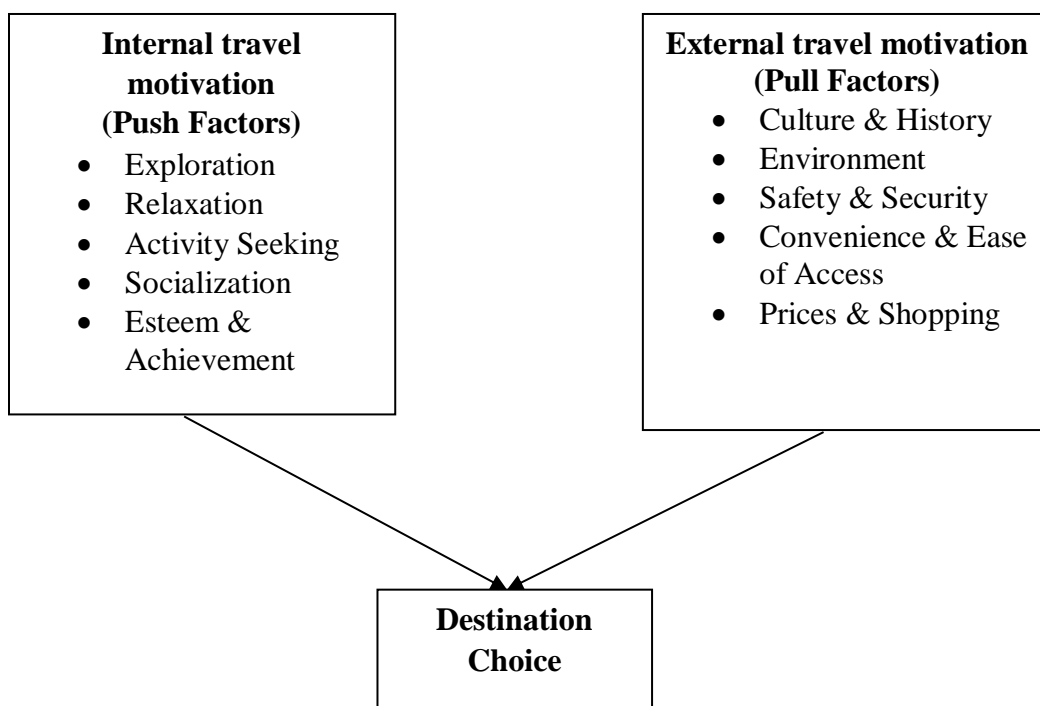


Fig. 1: Conceptual model of travel motivation on destination choice.

Source: Adapted and modified from Madden, Rashid & Zainol (2016)

The conceptual model of this study is illustrated in figure 1. From the figure, it can be observed that travel is motivated by two factors- internal (push factors) and external (pull factors). Based on existing literature, the internal factors consist of five major attributes which are the need for exploration, relaxation, activity seeking, socialization and to display one's esteem and achievement. On the other hand, the external factors include the destination's culture and history, the environmental appeal of the destination, safety and security, convenience/ease of access to the destination and the prices of tourist goods and services at the destination.



These travel motivation a expected to have an impact on the travelers' destination choice in Cross River State. Destination choice in this study is measured by how exciting the traveler finds the destination and if he finds it worth visiting. It is also measured by the traveler's preference of the destination to others as well as the recommendation of the destination by family and friends. These factors can motivate the traveler to choose or avoid a particular destination.

## METHODOLOGY

The cross-sectional survey design is adopted for this study. This is chosen because it can study both small and large populations by selecting and studying samples chosen from the population. The study area is Cross River State. Cross River State is one of the States in the South-South region of Nigeria, with 18 Local Government Areas. However, the study concentrates on major tourism destinations in Calabar, Cross River State.

### Population of the study

The population of the study comprised of travelers to major tourism destinations in the State from 2015 to 2017. This population was projected because the available data for visitors in Cross River State were last collected from 2012 to 2013. According to the Cross River State Tourism Bureau Statistical Report (2014), the total number of visitors to the State as at the end of 2013 was nine hundred and thirty-one thousand, four hundred and fifty-eight (931,458). Therefore, the projected population for visitors as at 2017 is calculated as follows:

$$P_p = (k_p \cdot r/d)t + k_p$$

Where;

$P_p$	=	Projected population
$k_p$	=	Estimated known population
$r/d$	=	Population growth rate
$t$	-	Time interval between the base year and projected year.

Thus

$k_p$	=	931,458
$r/d$	=	2.47%
$t$	=	4 years

Substitute;

$$\begin{aligned} & (931,458 \times 0.247) 4 + 931,458 \\ & = (230,070.126) 4 + 931,458 \\ & = (920,281.04 + 931,458) \\ & = 1,851,739.04 \end{aligned}$$

Projected population of travelers to major tourism destinations as at 2017 is 1,851,739.

### Sample size determination and sampling procedure

The Taro Yamane formula for known population was employed with an error margin of 5 percent. This resulted to a sample of 400 travelers. The convenience sampling procedure was employed because the survey was carried out on visitors who booked ticket and accommodation via online



platforms.

Sources/method of data collection

Primary data were gathered for the study. The questionnaire was distributed via email to visitors who booked airline tickets and accommodation via online platform. The visitors were contacted via email gotten from travel agents and hotels online reservation database system. Data was collected within a two-month time lag.

Instrumentation

The instrument for data collection was a 27 item 5-points Likert scale questionnaire with response categories of the independent variable ranging from “very unimportant (1) to very important (5)”. The dependent variable (destination choice) made up of four items, ranged from “strongly disagree (1) to strongly agree (5)”. The instrument was produced in soft copies using google doc.

Validity and reliability of the instrument

The researcher made use of the content validity method by taking into consideration the observations and opinions of two tourism professionals (one from the academia and one from the industry) on the content of the survey instrument to ascertain its appropriateness to the research.

The Cronbach Alpha was used to determine the reliability of the survey instrument with a pilot survey of 35 respondents.

Table 1: Reliability Result of the Survey Instrument (n=35)

S/N	CONSTRUCT	NO OF ITEMS	Cronbach's Alpha Based on Standardized Items	Mean
<b>Internal Travel Motives</b>				
1.	Exploration	2	0.712	3.322
2.	Relaxation	2	0.841	3.399
3.	Activity Seeking	2	0.969	3.484
4.	Socialization	2	0.751	3.586
5.	Esteem and Achievement	2	0.778	2.269
<b>External Travel Motives</b>				
6.	Culture and History	2	0.726	3.338
7.	Environment	2	0.698	4.038
8.	Safety and Security	2	0.859	4.588
9.	Convenience and Ease of Access	2	0.827	4.036
10.	Prices and Shopping	2	0.730	3.795
11.	<b>Destination Choice</b>	4	0.706	3.980

Source: SPSS Output, 2022

Data analysis technique

Frequency and percentages were used to profile biographic details of the respondents. To establish the effect of travel motivations on destination choice, mean score rating and multiple regression analysis were employed. The mean scores were defined as follows:



1 – 1.75	=	Very unimportant
1.76 – 2.5	=	Unimportant
2.6 – 3.0	=	Fairly important
3.1 – 4.0	=	Important
4.1 – 5.0	=	Very Important

## DATA PRESENTATION AND ANALYSIS

The presentation of data obtained and the analysis are contained in this section.

### Data presentation

400 copies of the questionnaire were distributed, 348 were completed and returned, while 52 copies of the questionnaire were not returned. This yielded a response rate of 87 percent. The following are the analysis and interpretation of the field survey for this study:

Table 2: Demographic representation of the respondents

<i>Demographic</i>	<i>Total</i>	<i>Percent (%)</i>
<b>Gender</b>		
Male	176	50.6
Female	172	49.4
Total	348	100.0
<b>Age</b>		
18 - 35 years	80	23.0
36 - 45 years	210	60.3
46 – 55 years	58	16.7
55 years and above	0	0
Total	348	100.0
<b>First time at this destination</b>		
Yes	114	32.8
No	234	67.2
Total	348	100.0

Source: Fieldwork, 2022

The demographic distribution of the respondents as seen in Table 2 shows that 176 males (50.6 percent) and 172 females (49.4 percent) participated in the survey. 80 (23.0 percent) of the respondents were between 18 to 35 years of age; 210 respondents (60.3 percent) were aged 36 to 45 years; 58 (16.7 percent) were between the ages of 46 and 55 years; and no respondent aged 55 years and above participated in the survey. The table also presents that 114 respondents (32.8 percent) were visiting the destination in Cross River State for the first time. 234 respondents (67.2 percent) were not first timers at the destinations.

Test of hypotheses

Hypothesis 1 (H<sub>0</sub>): Internal travel motivations do not significantly affect destination choice of Cross River State.

Test Statistics = Multiple Regression Analysis

Table 3: Model summary of the relationship between internal travel motivation and destination choice in Cross River State

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.820 <sup>a</sup>	.672	.666	1.240

a. Predictors: (Constant), ESTEEM\_ACHIEVEMENT, SOCIALIZATION, RELAXATION, ACTIVITY SEEKING, EXPLORATION

Source: SPSS output, 2022

Table 4: Analysis of variance (ANOVA) result on the effect of internal travel motivation on destination choice in Cross River State

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	988.086	5	197.617	128.482	.000 <sup>b</sup>
	Residual	482.961	314	1.538		
	Total	1471.047	319			

a. Dependent Variable: DESTINATION CHOICE

b. Predictors: (Constant), ESTEEM & ACHIEVEMENT, SOCIALIZATION, RELAXATION, ACTIVITY SEEKING, EXPLORATION

Source: SPSS output, 2022

Table 5: Coefficients table for the effect of internal travel motivation on destination choice in Cross River State

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	23.839	.995		23.953	.000
	EXPLORATION	1.230	.066	1.142	18.611	.000
	RELAXATION	-.838	.098	-.337	-8.537	.000
	ACTIVITY SEEKING	.192	.050	.204	3.844	.000
	SOCIALIZATION	-.815	.105	-.389	-7.757	.000
	ESTEEM & ACHIEVEMENT	-.951	.051	-1.055	-18.540	.000

a. Dependent Variable: DESTINATION CHOICE

Source: SPSS output, 2022

The regression tables (Table 3, 4 and 5) show internal travel motivations being evaluated for its ability to affect destination choice in Cross River State. Table 3 which is the model summary reveals that the relationship between both variables is 82.0 per cent (as seen in the R column) which indicates a very strong degree of correlation. The adjusted R<sup>2</sup> value (0.666) signifies that up to 66.6 percent of tourists' destination choice is caused by internal travel motivations when other variables are held constant.



The F-test (128.482,  $p < 0.05$ ) of the relationship in Table 4 indicates that the overall prediction of the independent variable to the dependent variable is statistically significant, therefore, the regression model is a good fit for the data and provides sufficient evidence to conclude that internal travel motivations significantly affect destination choice of Cross River State.

Table 5 is the coefficients table, which provides the necessary information on the ability of each attribute of internal travel motivations to predict destination choice. This will help us to know which internal attribute contribute significantly to the model. From the table it can be seen that all the five internal motivations (need for exploration, relaxation, activity seeking, socialization and esteem/achievement) significantly affect destination choice in Cross River State as they all have p-values less than 0.05 significance level. However, it is important to note that the need for relaxation, socialization and esteem/achievement negatively affect traveler's destination choice as seen in the t-values of each attribute. On the other hand, the need for exploration and activity seeking positively affects destination choice.

Furthermore, from the beta column it is seen that the need for exploration made the strongest unique contribution to the model (Beta = 1.142), followed by the need for esteem and achievement (Beta = -1.055), need for socialization (Beta = 0.389) and then the need for relaxation (Beta = 0.337), while activity-seeking made the least contribution in explaining the dependent variable (Beta = 0.204). Therefore, we reject the null hypothesis and conclude that internal travel motivators significantly affect destination choice of Cross River State.

Hypothesis 2 ( $H_0$ ): External travel motivations do not significantly affect destination choice of Cross River State.

Test Statistics = Multiple Regression Analysis

Table 6: Model summary of the relationship between external travel motivation and destination choice in Cross River State

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.777 <sup>a</sup>	.604	.598	1.362

a. Predictors: (Constant), PRICES & SHOPPING, CONVENIENCE & EASE OF ACCESS, ENVIRONMENT, CULTURE & HISTORY, SAFETY & SECURITY

Source: SPSS output, 2022

Table 7: Analysis of variance (ANOVA) result on the effect of external travel motivation on destination choice in Cross River State

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	888.786	5	177.757	95.860	.000 <sup>b</sup>
	Residual	582.261	314	1.854		
	Total	1471.047	319			

a. Dependent Variable: DESTINATION CHOICE

b. Predictors: (Constant), PRICES & SHOPPING, CONVENIENCE & EASE OF ACCESS, ENVIRONMENT, CULTURE & HISTORY, SAFETY & SECURITY

Source: SPSS output, 2022

Table 8: Coefficients table for the effect of external travel motivation on destination choice in Cross River State

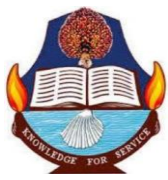
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	11.392	1.117		10.203	.000
	CULTURE & HISTORY	1.283	.130	.453	9.850	.000
	ENVIRONMENT	.197	.077	.106	2.561	.011
	SAFETY & SECURITY	-.134	.104	-.065	-1.294	.197
	CONVENIENCE & EASE OF ACCESS	.781	.063	.514	12.457	.000
	PRICES & SHOPPING	-.051	.091	-.029	-.567	.571

a. Dependent Variable: DESTINATION CHOICE

Source: SPSS output, 2022

The regression tables (Table 6, 7 and 8) show external travel motivations being evaluated for its ability to affect destination choice in Cross River State. Table 6 which is the model summary reveals that the correlation between both variables is 77.7 per cent (as seen in the *R* column) which indicates a very strong degree of correlation. The adjusted *R*<sup>2</sup> value (0.598) signifies that up to 59.8 percent of tourists' destination choice is caused by external travel motivations when other variables are held constant. The F-test (95.860, *p*<0.05) of the relationship in Table 7 indicates that the overall prediction of the independent variable to the dependent variable is statistically significant, therefore, the regression model is a good fit for the data and provides sufficient evidence to conclude that external travel motivations significantly affect destination choice of Cross River State.

Table 8 is the coefficients table, which provides the necessary information on the ability of each attribute of external travel motivations to predict destination choice. From the table it can be seen that not all the five external motivations significantly affect destination choice in Cross River State. Culture & History of the destination, destination environment and convenience/ease of access to the destination significantly affect destination choice positively as they all have *p*-values less than 0.05 significance level with positive *t*-values. Contrastingly, safety and security of the destination as well as prices and shopping do not significantly affect destination choice (*p*-value greater than 0.05). Furthermore, from the beta column it is seen that the convenience and ease of access to the



destination made the strongest unique contribution to the model (Beta = 0.514), followed by the culture and history associated with the destination (Beta = 0.453), destination's environment (Beta = 0.106) and then safety and security available at the environment (Beta = 0.065). On the other hand, prices and shopping at the destination made the least contribution in explaining the dependent variable (Beta = 0.029). Therefore, we reject the null hypothesis and conclude that external travel motivators significantly affect destination choice of Cross River State.

#### Discussion of findings

The result of the first hypothesis reveals that internal travel motivators such as the need for exploration, relaxation, activity seeking, socialization and esteem/achievement accounts for a 66 percent tourists' choice of destination Cross River. Specifically, the study sought to identify which of the internal motivators influence tourists' choice of destination Cross River. It was revealed that the need for explorations significantly influences tourists' choice. This finding agrees with that of Dayour and Adongo (2015) which showed that activity seeking such as events, boat cruise, partying and adventure-novelty are some of the key internal factors that influence tourist decision to visit a destination. This can be attributed to the fact that Cross River State has several natural and man-made tourism products which motivates exploration. Similarly, activity seeking was found to significantly influence tourists' choice. Interestingly, the findings reveal that relaxation, socialization and esteem (otherwise known as prestige) negatively influence the tourist behavior. This finding does not corroborate with the study of Mohammad and Som (2010), which found that the need for prestige and social interaction are among important motives that triggers the need to travel. This clearly shows that what will motivate a tourist to travel to one destination might necessarily not motivate another to travel to another destination. In reality the finding portrays the Cross River State situation. For instance, if a tourist needs to relax or take a break from work and study, he prefers to do so within his comfort zone instead of traveling to Cross River because it takes so much effort to travel to certain destinations in Cross River State e.g. Obudu Cattle Ranch. Again, the more one has the need to socialize, the less he chooses to travel. He may prefer to so in his or her usual place of residence with his friends and /or family rather than travel to Cross River.

From the test of hypotheses, it is revealed that external motivators such as culture & history of the destination, destination environment and convenience/ease of access positively influence tourists' choice of destination Cross River. This result collaborates with the study of Tawil and Al Tamimi (2013) which revealed that three segments of pull (external) factors- 'Weather, Safety, and Cleanliness', 'Cultural & historical attractions' and 'Travel arrangements & Convenience' significantly affected travel decisions of the tourists. This is in line with a previous study by Bassey (2017) on Analyzing Tourism Products in Cross River which revealed that Cross River State is blessed with unique cultural products. Interestingly, the study also reveals the present level of cultural product development as compared to few years back as culture and history made the strongest contribution to the model. Similarly, the finding is in contrast with the findings of Esu (2006). According to the study carried by Esu (2006) it was revealed that there is a weak relationship between Ecotourism marketing and cultural resources of destination Cross River.

Although the study is in agreement with the findings of this study, the result of hypothesis two presents a variation from that of Tawil and Al Tamimi (2013) as regards safety and security at the destination. This shows that tourists who visit Cross River State are not moved by how safe the destination is neither are they moved by the prices of items at the destination. This could be



attributed to the fact that destination Cross River has been known for its long lasting peace and calmness and tourist can afford to patronize local shops, roadside food stores etc. Hence, safety is hardly an issue neither is price as there are few sites where admission fee is required.

## CONCLUSION

The study examined the effect of internal and external travel motivations on destination choice in Cross River State, Nigeria. Understanding how these factors interplay is pertinent towards helping destination managers tailor tourism products to meet tourist motivation. This study considered five factors for each travel motivations- exploration, relaxation, activity seeking, socialization and esteem/achievement (internal motivations); and culture & history, environment, safety & security, convenience & ease of access, prices & shopping (external motivations). Interestingly, the research results have shown that both travel motivations generally affect destination choice in Cross River State, Nigeria. Specifically, in the context of destination Cross River, two internal factors (Need for exploration and need for esteem and achievement) and three external factors (culture and history of destination, destination environment and convenience and ease of access) are the strongest motivation for choosing destination Cross River.

Although on a very close examination, it was discovered that certain external factors which are beyond the control of the tourists (such as safety and security of the destination as well as prices/shopping available at the destination) did not really play a significant role in the travelers' destination choice in contrast to existing literature. This can be attributed to the fact that destination Cross River has been known for its peace and tranquility.

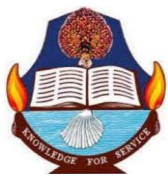
## Recommendations

Based on the result of this research, the following recommendations are suggested:

1. Tourist sites in Cross River State should have information board which contains vital historic and significant information. This will facilitate the tourist need for exploration and generate tourist engagement.
2. Destination management organizations should collaborate with local artist such as musicians, performing artist etc. in organizing shows, music festivals, arts and craft exhibitions. These activities will engage the tourist while at the destination and satisfy their need for activity seeking.
3. In order to attract more tourists to choose Cross River State as their destination, cultural products such as native dances festivals, Ekpe Masquarades festivals, and native food festivals should be developed.
4. Historical sites in the destination should be preserved, maintained and developed to encourage tourist visit. Similarly, tour guides should be trained to help engage tourist to maximize value and return intentions.
5. The tourism management organizations should ensure that the existing sites in the State are easily accessible for the tourist by re-introducing the bus shuttle services, helicopter service to various sites in destination Cross River.
6. The environment should be enhanced with street lightings, road signs and marking and direction.

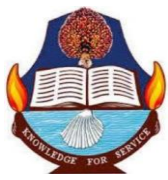
## Suggestion for Further Research

Future research can use destination image variable to investigate relationship on destination choice.

**REFERENCES**

- Akyeampong, O., & Asiedu, A. (2008). *Tourism in Ghana: A modern synthesis*. Accra: Assemblies of God Literature Centre.
- Al-Tarawneh, H. A. (2012). The main factors beyond decision making. *Journal of Management Research*, 4(1), 1-23.
- Amuquandoh, F. E. (2011). International tourists' concerns about traditional foods in Ghana. *Journal of Hospitality and Tourism Management*, 18(1), 1-9.
- Backman, K. F., Backman, S. J., Uysal, M., & Sunshine, K. M. (1995). Event tourism: an examination of motivations and activities. *Festival Management & Event Tourism*, 3 (1), 15-24.
- Berli, A. & Marti'n, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- Berman, B. (2005). How to delight your customers. *California Management Review*, 48(1), 129-151.
- Bigne, J. E., Sanchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103-115.
- Brown, S., & Lehto, X. (2005). Travelling with a purpose: Understanding the motives and benefits of volunteer vacationers. *Current Issues in Tourism*, 8(6), 479-496.
- Business Dictionary (2017). What is motivation? Definition and meaning. Retrieved from <http://www.businessdictionary.com/definition/motivation.html>
- Callander, M., & Page, S. J. (2003). Managing risk in adventure tourism operations in New Zealand: A review of the legal case history and potential for litigation. *Tourism Management*, 24(1), 13-23.
- Chen, G., Bao, J & Huang, S. (2014). Segmenting Chinese backpackers by travel motivations. *International Journal of Tourism Research*, 16, 355-367.
- Chen, C. & Chen, F. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Chen, C. & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28( 4), 1115-1122.
- Chon, K.S. (1991). Tourism destination image modification process. Marketing implications. *Tourism Management*, 12(1), 68-72.





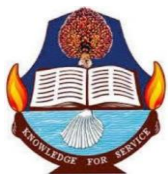
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism principles and Practices* (4th ed.). London: Pearson Education.
- Crompton, J. (1992). Structure of vacation destination choice sets. *Annals of Tourism Research*, 19(3), 420-434.
- Crompton, J.L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Crompton, J. L. & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425–439.
- Dann, G. M. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Dann, G. M. (1981). Tourism motivations: An appraisal. *Annals of Tourism Research*, 8 (2), 189–219.
- Dann, G. (1996). *The language of tourism*. Wallingford, Oxon: CAB International
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4, 184–194.
- Dayour, F. (2013). Are backpackers a homogeneous Group? A study of backpackers' motivations in the Cape Coast-Elmina conurbation, Ghana. *European Journal of Tourism, Hospitality and Recreation*, 4(3), 69-94.
- Dayour, F. & Adongo, C. A. (2015). Why they go there: international tourists' motivations and revisit intention to Northern Ghana. *American Journal of Tourism Management*, 4(1), 7-17.
- Djeri, K, Plavša, J. & Čerovic, S. (2007). Analysis of potential tourists' behaviour in the process of deciding upon a tourist destination based on a survey conducted in Bačka region. *Geographica Pannonica*, 11, 70-76
- Elsrud, T. (2001). Risk creation in traveling: Backpacker adventure narration. *Annals of Tourism Research*, 28(3), 597-617.
- Gnanapala, W. K. A. (2008). *An empirical study on travel motives and the factors affecting the destination selection*. Paper presented at the Second International Symposium, Sabaragamuwa University of Sri Lanka, Sri Lanka.
- Gnanapala, W. K. A. (2012). Travel motivations and destination selection: a critique. *International Journal of Research in Computer Application & Management*, 2 (1), 49-53.



- Godfrey, J. L. E. (2011). The grass is greener on the other side: What motivates backpackers to leave home and why they choose New Zealand. (Master's thesis, The University of Otago, Dunedin, New Zealand). Retrieved March 5, 2014, from <http://www.otago.ourarchive.ac>.
- Goodall, B. (1991). Understanding holiday choice. In Cooper, C. P. (eds.) *Progress in Tourism, Recreation and Hospitality Management*, 3, 58-77.
- Grimm, K. E., & Needham, M. D. (2012). Moving beyond the "I" in motivation attributes and perceptions of conservation volunteer tourists. *Journal of Travel Research*, 51(4), 488-501.
- Gunn, C. A (1972). *Vacation scape: Designing tourist region*. Austin Texas: Bureau of Business Research, University of Texas.
- Hjalager, A. (2003). What do tourists eat and why? Towards a sociology of gastronomy and tourism. In J. Collen & G. Richards (Eds.), *Gastronomy and Tourism, Academie Voor de Streekgebonden Gastronomie*, Belgium: Gravenwezel/Schilde.
- Hsu, C. H., Cai, L. A., & Li, M. (2010). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research*, 49(3), 282-296.
- Iso-Ahola, S.E. (1982). Towards social psychology theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256-262.
- Jang, S. S., Bai, B., Hu, C., & Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research*, 33 (1), 51-73.
- Jarvis, J., & Peel, V. (2010). Flashpacking in Fiji: Reframing the global nomad in a developing destination. In K. Hannam & A. Diekmann (Eds.), *Beyond backpacker tourism: Mobilities and experiences* (pp. 21-39). Toronto: Channel View.
- Jonsson, C., & Devonish, D. (2008). Does nationality, gender, and age affect travel motivation? A case of visitors to the Caribbean Island of Barbados. *Journal of Travel and Tourism Marketing*, 25(3-4), 398-408.
- Kanagaraj, C., & Bindu, T. (2013). An analysis of push and pull travel motivations of domestic tourists to Kerala. *International Journal of Management and Business Studies*, 3(2), 112-118.
- Khuong, M. N. & Ha, H. T. T. (2014). The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam — A mediation analysis of destination satisfaction. *International Journal of Trade, Economics and Finance*, 5(6), 490-496



- Kim, J. H., & Ritchie, B. W. (2012). Motivation-based typology: An empirical study of golf tourists. *Journal of Hospitality and Tourism Research*, 36(2), 251-280.
- Kim, J., Suh, E. & Hwang, H. (2003). A model for evaluating the effectiveness of CRM using the balanced scorecard. *Journal of Interactive Marketing*, 17(2), 27-28.
- Kim, K., Sun, J., & Mahoney, E. (2008). Roles of motivation and activity factors in predicting satisfaction: Exploring the Korean cultural festival market. *Tourism Analysis*, 13(4), 413-425.
- Kim, S. H., Holland, S. & Han, H. S. (2013). A Structural Model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando”, *International Journal of Tourism Research*, 15, 313-328.
- Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management*, 33(2), 1458-1467.
- Kim, Y. G., Eves, A., & Scarles, C. (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. *International Journal of Hospitality Management*, 28(3), 423-431.
- Klenosky, D. B. (2002). The pull of tourism destinations: a means-end investigation. *Journal of Travel Research*, 40(4), 385-395.
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3), 221 – 232.
- Krippendorf, J. (1987). *The holiday markers: understanding the impact of leisure and travel*. Heinemann: England.
- Leiper, N. (1979). The framework of tourism. *Annals of Tourism Research*, Oct-Dec, 390-407.
- Leonard, R., & J. Onyx. (2009). Volunteer tourism: The interests and motivations of grey nomads. *Annals of Leisure Research*, 12, 315-32.
- Lofreda, N. (2015). *An Analysis of push and pull factors of foreign tourists travelling to the Maltese Islands*. A Long-Essay in the Institute for Tourism, Travel & Culture, University of Malta
- Lopes, S. D. F. (2011). Destination image: origins, developments and implications. *PASOS:Revista de Turismo y Patrimonio Cultural*, 9(2), 305-315.
- Lubbe, B. (1998). Primary image as a dimension of destination image: an empirical assessment. *Journal of Travel & Tourism Marketing*, 7(4), 21-43.



- Madden, K., Rashid, B. & Zainol, N. A. (2016). Beyond the motivation theory of destination image. *Tourism and Hospitality Management*, 22(2), 247-264.
- Mak, A. H., Wong, K. K., & Chang, R. C. (2009). Health or self-indulgence? The motivations and characteristics of Spa-Goers. *International Journal of Tourism Research*, 11(2), 185-199.
- Mansfeld, Y. (1992). From motivation to actual travel. *Annals of Tourism Research*, 19(3), 399-419.
- Maoz, D. (2007). Backpackers' motivations: The role of culture and nationality. *Annals of Tourism Research*, 34, 122–140
- Matzler, K. & Siller, H. J. (2003). Linking travel motivations with perceptions of destinations: the case of youth travellers in alpine summer and winter tourism. *Tourism Review*, 58(4), 6- 11
- McDowall, S. (2010). International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand. *Asia Pacific Journal of Tourism Research*, 15(1), 21-42.
- McIntosh, R. W., Goeldner, C. R., & Ritchie, J. R. B. (1995). Pleasure travel motivation. *Tourism: Principles, Practices. Philosophie*, 7, 167-190.
- Mohammad, B. A. M. & Som, A. P. M. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management*, 5(12), 41-50.
- Niemelä, T. (2010). Motivation factors in dark tourism. Case: House of terror (Bachelor's thesis, Lahti University of Applied Sciences, Finland). Retrieved from [http://publications.theseus.fi/bitstream/handle/10024/14984/Niemela\\_Titta.pdf](http://publications.theseus.fi/bitstream/handle/10024/14984/Niemela_Titta.pdf)
- Niggel, C., & Benson, A. (2007). *Exploratory motivation of backpackers: The case of South Africa*. London: Channel View.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Ooi, N., & Laing, J. H. (2010). Backpacker tourism: Sustainable and purposeful? Investigating the overlap between backpacker tourism and volunteer tourism motivations. *Journal of Sustainable Tourism*, 18(2), 191-206.
- Park, S. H., Mahony, D. F., & Kim, Y. K. (2011). The role of sport fan curiosity: A new conceptual approach to the understanding of sport fan behaviour. *Journal of Sport Management*, 25(1), 46-56.
- Park, D. B., & Yoon, Y. S. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management*, 30(1), 99-108.



- Pearce, P. L., & Caltabiano, M. L. (1983). Inferring travel motivation from travelers' experiences. *Journal of Travel Research*, 22(2), 16-20.
- Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226-237.
- Pizam, A. & Milman, A. (1993). Predicting satisfaction among first time visitors to a destination by using the expectancy disconfirmation theory. *International Journal of Hospitality Management*, 12(2), 197-209.
- Pollard, J., Kirk, S., & Cade, J. E. (2002). Factors affecting food choice in relation to fruit and vegetable intake: A Review. *Nutrition Research Reviews*, 15(2), 373-387.
- Pratminingsih, S. A Rudatin, C. L., & Rimenta, T. (2014). Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung – Indonesia. *International Journal of Innovation, Management and Technology*, 5(1), 19-24.
- Prayag, G., & Ryan, C. (2010). The relationship between the push and pull factors of a tourist destination: The role of nationality-an analytical qualitative research approach. *Current Issues in Tourism*, 14(2), 121-143.
- Ritchie, B. W., Tkaczynski, A., & Faulks, P. (2010). Understanding the motivation and travel behaviour of cycle tourists' using involvement profiles. *Journal of Travel and Tourism Marketing*, 27, 409-425.
- Seyidov, J. & Adomaitienė, R. (2016). Factors influencing local tourists' decision-making on choosing a destination: A case of Azerbaijan. *Ekonomika*, 95(3), 112-127
- Sirakaya, E. & Woodside, A. G. (2005). Building and testing theories of decision making by travelers. *Tourism management*, 26(6), 815-832.
- Siripen Yiamjanya, Kevin Wongleedee. International Tourists' Travel Motivation by Push-Pull Factors and the Decision Making for Selecting Thailand as Destination Choice. <https://pdfs.semanticscholar.org/d9f7/b2d7352a40039f733a012b958417f3fda029.pdf>
- Smith, V. (2001). The Nature of Tourism. In Smith, V. and Brent, M. (eds.) *Hosts and Guests Revisited: Tourism Issues of the 21st Century*. New York, Sydney, Tokyo: Cognizant Communication Corporation, 53-68.
- Snepenger, D., King, J., Marshall, E. & Uysal, M. (2006). Modeling Iso-Ahola's motivation theory in the tourism context. *Journal of Travel Research*, 45, 140-149.
- Stoddart, H., & Rogerson, C. M. (2004). Volunteer tourism: The case of habitat for humanity South Africa. *Geo Journal*, 60(3), 311-318.



- Tawil, R. F. & Al Tamimi, A. M. (2013). Understanding Chinese tourists' travel motivations: Investigating the perceptions of Jordan held by Chinese tourists. *International Journal of Business and Social Science*, 4(17), 164-170
- Trauer, B., & Ryan, C. (2005). Destination image, romance and place experience: An application of intimacy theory in tourism. *Tourism Management*, 26(4), 481-491.
- Tsai, L. M. & Sakulsinlapakorn, K. (2016). Exploring tourists' push and pull travel motivations to participate in Songkran Festival in Thailand as a tourist destination: A case of Taiwanese visitors. *Journal of Tourism and Hospitality Management*, 4(5), 183-197.
- Um, S., & Crompton, J. L. (1990). Attitude determinants in tourism destination choice. *Annals of Tourism Research*, 17, 432-448.
- UNWTO (2014). *Tourism highlights*, World Tourism Organization, Madrid.
- Urry, J. & Rojek, C. (1997). *Touring cultures: transformations of travel and theory*. Taylor & Francis.
- Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. *Annals of Tourism Research*, 21(4), 844-846.
- Van der Merwe, P., Slabbert, E. & Saayman, M. (2011). Travel motivation of tourists to selected marine destination. *International Journal of Tourism Research*, 13, 457-476.
- Wandering Earl (2013). What Does Travel Mean To You? Retrieved from <http://www.wanderingearl.com/what-does-travel-mean-to-you/>
- Wang, C. (2016). *University Students' Travel Motivation, Memorable Tourism Experience and Destination Loyalty for Spring Break Vacation*. Master thesis of Auburn University, Alabama.
- Yoon, Y. & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56.