

Travel Motivation and Choice of Destination Attributes: Empirical Evidences based on Tourist Perceptions

¹. Dr Pinky Pawaskar ².Dr. Nandakumar Mekoth ³.Albino Roshan Thomson

¹. Assistant Professor - Goa Business School

Goa University, Goa, India

². Professor- Goa Institute of Management

Goa, India

³. Assistant Professor - Goa Business School

Goa University, Goa, India

Abstract

Purpose: The purpose of this paper is to unearth the dimensions in travel motives as well as destination attribute sought by tourists and to relate specific dimensions of travel motives with destination attributes.

Design/methodology/approach: Data have been gathered from four hundred tourist visiting Goa, a popular destination in India using a structured questionnaire. The data were analysed using structural equations modelling.

Findings: Travel motives were classified into exploration motive, learning motive and escape motive while destination attributes were classified into culture, image and services. All the three motives were strongly associated with seeking of cultural attribute while explore and escape had a significant positive association with image and learning motive was negatively associated with image seeking. While explore and escape motives had significant positive relation with seeking of services at the destination, learning motive was not associated with seeking of services at the destination.

Research implications: The study extents travel motivation research by unearthing dimensions in motivations and tourist choice by finding dimensions in attributes. The research also matches specific types of motives with seeking of specific attributes.

Practical implications: The study has practical implications for destination development and positioning and also for targeting and promoting specific tourist groups.

Social implications: The study has implications for management of socio-cultural interactions between residents and tourists in terms of directions for social development.

Originality/value: The study found new dimensions in travel motivations and destination attributes establishing diverse extent of predictions in terms of matching different motives with varied destination attributes.

Keywords: travel motivation, destination attribute, tourist perception, seeking services, tourist choice.

Introduction

The previous decade has seen a tremendous growth in the tourism industry making it an economic pillar and the trend is expected to grow over the coming years (World Travel and Tourism Council, 2019). This increase in tourism can be an outcome of the changing economic structure and related lifestyle choices. A dual income household and increasing working class sector has led to greater spending on consumption and recreational activities. The rise in demand for recreation has witnessed mushrooming of varied sights for tourism. This growth in service providers has given a potential tourist several alternatives to choose from, leading to severe competition amongst the service providers for a larger share of the tourism pie. Tourism marketing and demand is largely guided by the prediction of travel behaviour and knowledge of travel motivation (March & Woodside, 2006; Decrop, 2006; Mazanec et al., 2001; Holloway, 2004). Shaw and Williams (2002) added that the understanding of tourist motivation and decision-making process are the key to strong economic considerations as it relates to promotion of tourism and tourism planning. With choices in hand, the

decision-making process of the tourist gets importance and thereby gives rise to the need of comprehending and understanding critical factors that influence decision making. Motivation is like the steppingstone for travel which initiates desire to act. Usually people travel to take time off their day to day activities whereas some make time to visit places that create interest. One might classify these behavioural choices into motives and destination attributes or push and pull factor approach as coined by Dann (1977). Many studies have highlighted the influence of these motives on destination choice decisions (Bindu, 2013; Giddy, 2015; Kim, Lee, & Klenosky, 2003; Naidoo et al., 2015; Pomfret, 2006; Pomfret & Bramwell, 2014; M. Caber & T. Albayrak, 2016). This study would try and identify the relation between motives and destination attributes by highlighting how tourists make specific destination attribute choices based on their needs and wants.

Tourist motivation

Travel motives are driven by need and want fulfilment which many a-times are a consequence of individual lifestyle choices. Motives guide destination choice decisions, making marketing of any product or service largely depend upon comprehension of the consumer decision making process. There is no standard model that defines consumer decision making in its entirety and this is due to the fact that there are several aspects like impulse, previous experience, income, family, perception etc that need consideration and which also differ across nations, societies and especially across individuals (Schmoll 1977, Wahab, Crompton, Rothfield 1976). This has given ‘consumer decision making’, though a widely researched topic, the scope of addressing issues through many different dimensions.

According to Gartner, (as cited by Pike, 2008) motivation initiates the decision-making process. The purpose of travel arises due to some need fulfilment that acts as a trigger to venture into the act. This need of the tourist acts as a motivator and gets the ball rolling. Bieger & Lasser, (2004) highlighted that “motivation receives a great deal of attention from tourism academics, given its importance in marketing decisions such as segmentation, product development, advertising and positioning”. It would be fairly easy to understand a tourist if there was one universally accepted motive, but tourist motives differ based on various factors like society, income, lifestyles, family etc. Yoon and Uysal, (2005) stated that “as tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy”. Every individual has different motives at different phases in life that also alter with situational conditions. This gives the concept of motivation several dimensions and complexities.

Over the years travel motivation has been studied by several scholars in disciplines of sociology, anthropology, and psychology (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997). There have been quite a few number of theories or models in motivation like that of Plog's (1974) “allocentric-psychocentric”, Dann's (1977) “push-pull”, Pearce's (1988) “travel career ladder” Murphy's (1985) “four basic motivators” and Ross and Iso-Ahola's (1991) “escape seeking” to mention a few with literature in Maslow's hierarchical theory of motivation (1970) being the one most discussed. Modern studies (Pearce & Lee, 2005; Snepenger, King, Marshall & Uysal, 2006; Tran & Ralston, 2006) validate the application of earlier models (mainly) to pleasure seeking tourists through empirical tests and analysis.

Motives in the context of tourism have been traditionally divided into push motivation and pull motivation. Generally speaking, tourists decide to travel because they are pushed by internal factors and/or pulled by a set of destination attributes that enhance their desires to visit a certain place (Whyte, 2017; Michael, Wien, Reisinger, 2017; Caber, Albayrak, 2016; and Xu, Chan, 2016) Push and Pull motives are synonymous with motives and destination attributes (terms used to address these concepts in this study). While individual's need fulfilment is initiated internally, extrinsic motives are more destination specific. Research on motives and destination attributes has helped understand the

factors that influence tourist to travel as well has helped service providers to incorporate ideas to attract tourist towards their destination.

Tourist motivation has several dimensions and many have been researched for comprehending tourist behaviour. This study emphasises tourist motives for travel and attraction towards destination attributes, engaging into a discussion on whether these factors correlate. In this research an attempt is made to examine whether certain motives lead to seeking different benefits/ attributes at the destination, thereby influencing the choice of destination. The desire to fulfil a certain motive can encourage the selection of a particular destination attribute, for eg, an individual with need for relaxation would prefer a less crowded and accommodating destination environment.

Motivation and destination attributes

Middleton and Clark, 2001 defined psychological factors at work within individuals, expressed as needs, wants, and desires that influence tourism choice as internal motivation. Several studies have identified motives into broad categories of independent needs (Correia and Pimpa~o, 2008; Crompton, 1979; Dann, 1977, 1981; Uysal and Jurowski, 1994). Yoon and Uysal (2005) state, push motivations are related with the emotional and internal desires such as self-actualization, rest, leisure or social interaction.

Choice of destination based on the attractiveness of a destination as it is perceived by the travellers, are considered as pull factors (Goossens 2000). Attributes such as location, climate, hospitality and related services play a significant role in destination choice and travel satisfaction. These physical characteristics of a destination are perceived as factors that could help tourist to fulfil their underlining need for travel, thereby making destination attributes important for destination choice decisions (C. Eusébio and A. L. Vieira, 2013, Wu and Pearce, 2013). They include tangible resources and wanderers' perception and expectation such as novelty, benefit expectation and marketed image of the destination (Baloglu &Uysal, 1996). Several studies have found that natural and historic environments, cost, facilities, safety, and accessibility are the most frequently seen pull factors.

The earlier researchers made an attempt to identify whether motivation factors and/or destination attributes influenced destination choice decisions (Whyte 2017, Michael, Wien, Reisinger, 2017; Caber, Albayrak, 2016; and Xu, Chan, 2016, Correia and Pimpa~o, 2008; Correia et al., 2007; Yoon and Uysal 2005). In this paper we would like to identify individual motives that encourage the choice of a destination, based on destination attributes that would help enhance the possibilities of fulfilling the tourists' travel motives. With application of the structural equation model we propose to analyse the relationship between motives and destination attributes choices, the results of which would help improve the marketing efficiency of service providers. Thus by having adequate knowledge and understanding of tourist behaviour, strategies and policies can be developed and implemented to increase the demand for tourism (March & Woodside, 2005: Law et al., 2004:361; Papatheodorou, 2006).

Methodology

Instrument Development

The methodological process adopted plays a vital role in discovering new facts and insights which help expand knowledge and solve problems (Bryman, A., & Bell, E. (2003). The study adopted a quantitative method for data collection. A structured instrument to measure the constructs relevant to the study has been developed and administered to the respondents. Previous literature studies on motives and destination attributes were used to frame questions for the survey. A research by Hanqin, and Lam (1999), found 22 motivations by five factors: relaxation (refreshment body and mind),

prestige (going to visit friends and relatives), enhancement of human relation (meeting new people), knowledge (increasing knowledge about new destination), and novelty (finding thrills or excitement). Jang and Wu (2006) suggested that knowledge-seeking, relaxation, and family togetherness were some of the common internal factors found in most of the studies. Lundberg (1971), one of the earliest studies on what motivates people to travel, developed a bundle of 18 motivations assumed to influence travel. Crompton (1979) later identified nine motivations based on further analysis: i) escape from a daily/mundane environment; ii) self-evaluation and exploration iii) relaxation and refreshment of body and mind; iv) prestige, in social circles due to travel; v) regression; vi) improving kinship relationships; vii) social interaction and knowing more new people; viii) novelty, and ix) education in-terms of improving culture based knowledge and learning. After thoroughly analysing, contributions made by the previous researchers, a set of 26 statements were prepared to identify factors that motivate tourist travel and a set of 19 statements helped construct the section under destination attributes.

Every statement under the sections of motives and destination attributes were to be rated on a five-point Likert scale ranging from not important (5) to extremely important (1). Background information was gathered through questions eliciting nominal and ordinal data. The section on demographic details included questions about nationality of origin, education, age, gender, marital status, income, tourist's daily budget for holiday spend and an average duration of stay.

Pilot testing of the instrument with 40 respondents was done to test the comprehensibility, relevance, ease and time taken to administer a questionnaire. Major themes were delineated by looking at number of words repeated with the context in which they were spoken. Revisions were incorporated based on the responses and comprehension of questions as per the investigator's objectives.

Prior to analysis the tabulated data was put through case screening and variable screening for validating its completeness and usability. Basic percentages were calculated for nominal and ordinal data. With respect to Likert-scale data, descriptive statistics were first generated that included central tendency using the mean, standard deviations, and basic counts.

Study Area

Goa, a popular tourist destination in India, is also called 'the West of the East'. This identity of Goa has been developed through its 450 years of Portuguese rule and adaptation to their culture. Known for its Gothic churches, heritage forts, palm-fringed beaches, coconut groves, ferry rides, and bubbly folk music this leisure destination was the chosen for the purpose of data collection. With its 131km long coastline; sun, sand and sea are the major attractions making Goa a perfect haven for tourists. Goa has a high potential for attracting tourists and the tourism industry is a major engine for the economic growth of the state.

Data Collection and Analysis

The sample size for the survey was calculated at 384 respondents (Hoe, 2008). Data have been gathered from 450 tourists out of which 400 questionnaires were suitable. Respondents included both domestic and foreign tourists in the ratio of 4:1 which is the ratio of total domestic to foreign tourist visiting the state (Department of tourism, Goa 2019) from the North and South districts of Goa. Tourists were approached with the survey instrument at various tourist attractions like churches, beaches, museums and temples they visit as well as the hotels they were staying. The method of data collection was convenience sampling.

Exploratory Factor Analysis (EFA), helps the data reduce into smaller sets of inter-correlated general variables making the output useful for further analysis (Field 2000; Rietveld & Van Hout 1993). Data analysis has been done using Principle Component analysis with Varimax rotation being the method

of extraction. This choice of Orthogonal rotations was based on the need to identify uncorrelated factors with variables that load heavily on each factor (Fabrigar, Leandre R., et. al. 1999). The acceptable values of tests like KMO, communalities, total variance explained, pattern matrix, reproduced correlations and component correlation matrix were considered while choosing the factors for further analysis.

A two staged Structural Equations Modelling (SEM) technique was used to test hypothesised relationships between the constructs developed post factor analysis (Hair, et al. 2014). At stage one a measurement model was developed after successfully testing for discriminant and convergent validity along with reliability which confirmed model applicability. At the second stage structural model assessed associations between the theoretical constructs developed and tested for hypothesized relationships. The model fit criteria and acceptable range adopted for the study is as per acceptable levels (Hu and Bentler, 1999; Bentler & Bonett, 1980). Inferences have been drawn by examining the significance of coefficients and by comparing the critical ratios.

Results and discussions

This section is prepared in the following order of analysis. First section of the questionnaire gathers demographic details of the respondents which are followed by a discussion of the results under factor analysis of internal motives and destination attributes. The factors are then used to construct the measurement model which finally leads us to our relationships analysis in the structural model.

Demographic Details of Respondents

Majority of the tourists surveyed were in the age group of 20-30, 66% of whom were male respondents. 57% of the total respondents were married. A major percentage of people who were surveyed had an annual income level of less than 5 lakh (52%), and budget/spend per day was less than Rs.5 thousand (73.75%). We find that people visit Goa, mostly in groups of 2-4 (56%) and the usual duration of stay in Goa is 2-5 days for 52.25%. 54% of the respondents had visited Goa before and (92.5%) indicated that the purpose of their visits to Goa was to spend their holidays, relax and/or enjoy family time.

Table 1. Demographic Analysis

Demographic Profile of Respondents	Descriptions	Percentage
Gender	Male	66
	Female	34
	Other	0
Age in years	10-20	3.5
	20-30	51
	30-40	30.5
	40-50	12
	50 >	3
Marital status	Single	37.25
	Married	57
	Widowed	5.75
Income (annual, in rupees)	less than 5 lakh	52
	5-10 lakh	33.5
	more than 10 lakhs	14.5
Budget spend per day in rupees	less than 5 thousand	73.75

	5-10 thousand	24.5
	more than 10 thousand	1.75
People accompanied	0	3
	1	15
	2-4	56
	5-10	23.75
	10>	2.25
Duration of stay (in Goa)	1 day	0.75
	2-4 days	52.25
	5-10 days	39.5
	11-15 days	5.25
	16> days	2.25

Factor Analysis for Motivation and Destination Attributes

The results of EFA were adopted in the measurement model after adjusting factors for a good model fit. The criterion of Kaiser-Meyer-Olkin statistic of 0.807 (> 0.7), significant Bartlett's test of sphericity ($p < 0.001$), eigenvalues greater than one, factor loadings in excess of 0.5 and varimax rotation, revealed the existence of four factors explaining 70.5% of total variance. The following factors under motivation were selected and were used for further analysis; F1- Exploration Motive, F2- Learning Motive, F3-Escape motive and F4- Social motive (refer table no 2). Cronbach's alpha values met the minimum requirement of 0.6 for internal reliability and consistency in exploratory studies (Hair et al., 2014).

Table No. 2: Travel Factors

Rotated Component Matrix^a					
	Component	1	2	3	4
Learning 1	.878				
Learning 2	.848				
Learning 3	.835				
Learning 4	.815				
Escape 1		.843			
Escape 2		.810			
Escape 3		.788			
Social 1			.904		
Social 2			.900		
Explore 1				.854	
Explore 2				.814	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.^a
a. Rotation converged in 5 iterations.

- Exploration motive: Explorers constitute a major segment of tourist. Human beings travelled from time immemorial to gain wide and varied experiences different from one's own regular environment. They seek new and diverse experiences in nature, culture and activities. Explorers are considered to be adventurous, with passion for the unknown as mentioned by Lew (1987). Exploration motive is the desire to gain new and diverse experiences and to

explore uncharted territories with some amount of adventure (Lee and Crompton, 1992, Kim and Prideaux, 2005)

- Learning Motive: Travel was traditionally considered as an integral part of education in various parts of the world particularly in Europe. Understanding different cultures and lifestyles enriches a traveler intellectually (Richards, 1996). Experiencing customs and traditions was essential in enlarging a learner's intellectual horizon (Andersen et al., 1997; Huh and Uysal, 2003; Sofield and Li, 1998). Educational tours are very much part of learning methods in many universities and colleges.
- Escape Motive: Daily work and drudgery makes people tired and they want to escape from their daily routine and rejuvenate in a different environment by relaxing (Crompton 1977). Escape is a major motive of travel. Travelers like to relax in solitude and recover emotionally and physically in a stimulating environment (Schneider and Backman, 1996, Chang, 2007). Sometimes they simply want to get away from the crowd.
- Social Motive: Many people also travel to visit their friends and relatives. They like to have social interactions (Swanson and Horridge, 2006) with known and unknown people and share ideas and feelings. These are social motives for traveling also referred to as "socialization" by Saayman, Slabbert and Van Der Merwe (2009). It is interesting to examine whether different motives make a difference in the attributes sought at the destination.

The results of EFA for destination attributes were used in the measurement model after adjusting factors for a good model fit. The usual criterion of Kaiser-Meyer-Olkin statistics 0.797 (> 0.7), significant Bartlett's test of sphericity ($p<0.001$), eigenvalues greater than one, factor loadings in excess of 0.5 and varimax rotation, revealed the existence of four factors explaining 78.5% of total variance. The following factors under destination attributes were selected and were used for further analysis; F1- Cultural factor. F2- Image factor, F3- Services factor (refer Table no 3). Cronbach's alpha values met the minimum requirement of 0.6 for internal reliability and consistency in exploratory studies (Hair et al., 2014).

Table no 3: Destination Attribute Factors

Rotated Component Matrix ^a			
	Component		
	1	2	3
Services 1	.826		
Services 2	.810		
Services 3	.760		
Services 4	.743		
Culture 1		.872	
Culture 2		.802	
Culture 3		.739	
Image 1			.868
Image 2			.842
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization. ^a			
a. Rotation converged in 5 iterations.			

- Cultural factor: Every destination has its own culture. Culture is the sum total of learned values, beliefs, customs and traditions. Culture is represented by traditional methods,

festivals, celebrations, customs, language, food, dress and many other aspects. It is difficult to exhaustively enumerate the manifestations of culture. Learning and experiencing cultural aspects of a destination is one of the motives for travelling (Backman, Backman, Uysal and Sunshine, 1995). Many people travel to understand the ways of life of people at a destination. Cultural tourism is one of the fastest growing special interest tourism. Terms like cultural exploration (Lee, Lee and Wicks, 2004) and cultural attraction (Swanson and Horridge, 2006) explain the behavior of tourist travel based on the destination's appeal or popularity.

- Image factor: Crompton (1979) defined image as the sum of beliefs, impressions, ideas, and perceptions that people hold of objects, behaviors, and events. People like to visit popular destinations as it is one of the ways to guarantee a satisfactory experience and is also a well-accepted risk reduction method. Brand value of a destination provides snob appeal to the traveler and he or she can narrate the visit with pride to the audience. Reputed destinations are many a time costly and tourists are ready to pay premium for such destinations. To visit reputed destinations tourists also expend extra time and effort. Therefore, image plays a vital role in destination choice decisions (Hyounggon Kim 2003)
- Service Factor: Tourists also want ease, comfort and convenience while travelling. They seek exotic cuisine and hospitality experience. They need timely and accurate information accompanied with proper transport and communication facilities at the destination. Good hotels, restaurants, infrastructure and services make many tourists happy. The service attribute of a destination is an important component which many tourists base their decision on (Beerli and Martin, 2004).

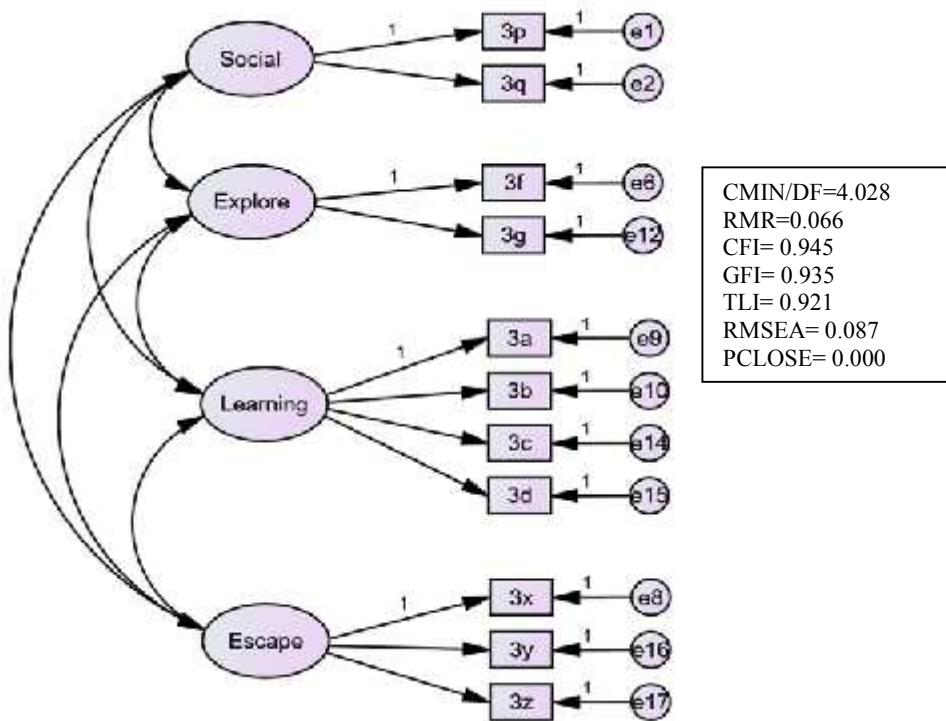
Prior to testing these relationships under SEM, the measurement model helped identified the best fit for the structural model.

The Measurement Model

In the development of the measurement model indicators loading below the required average variance extracted have been dropped as per convenience. The measurement model for travel motives had two indicators each for social motive and exploration motive. Learning motive had four indicators and escape had three. All the dimensions had sufficient average variance extracted. The measurement model for motive had a perfect fit with all the composite reliabilities above 0.7 and all the maximum shared variances below the average variance extracted. The dimensions also had required levels of discriminant validity.

The measurement model for motives is indicated in figure 1 and the validity statistics are given in table 4.

Figure 1. Measurement Model for motives



Insert Table No.4: Model fit measurement for motives

	CR	AVE	MSV	MaxR(H)	Escape	Social	Explore	Learning
Escape	0.804	0.578	0.345	0.806	0.760			
Social	0.797	0.663	0.055	0.809	0.135	0.814		
Explore	0.766	0.621	0.345	0.776	0.587	0.050	0.788	
Learning	0.900	0.693	0.335	0.903	0.463	0.234	0.579	0.832

(Composite Reliability) CR> 0.7, (Average Variance Extracted) AVE > 0.5, (Maximum Shared Variance) MSV < AVE, (Average Shared Variance) ASV < AVE, Square root of AVE greater than inter-construct correlations

Destination attribute was conceptualized as a three dimensional construct which included cultural, image and service benefits. Culture had three indicators, services had four and image had two indicators. All the dimensions had required average variance extracted above 0.5 and had excellent composite reliability, maximum shared variance below average variance and perfect discriminant validity. The measurement model had perfect fit and the values are given in table 5 and model is indicated in figure 2.

Figure 2. Measurement Model for destination attributes

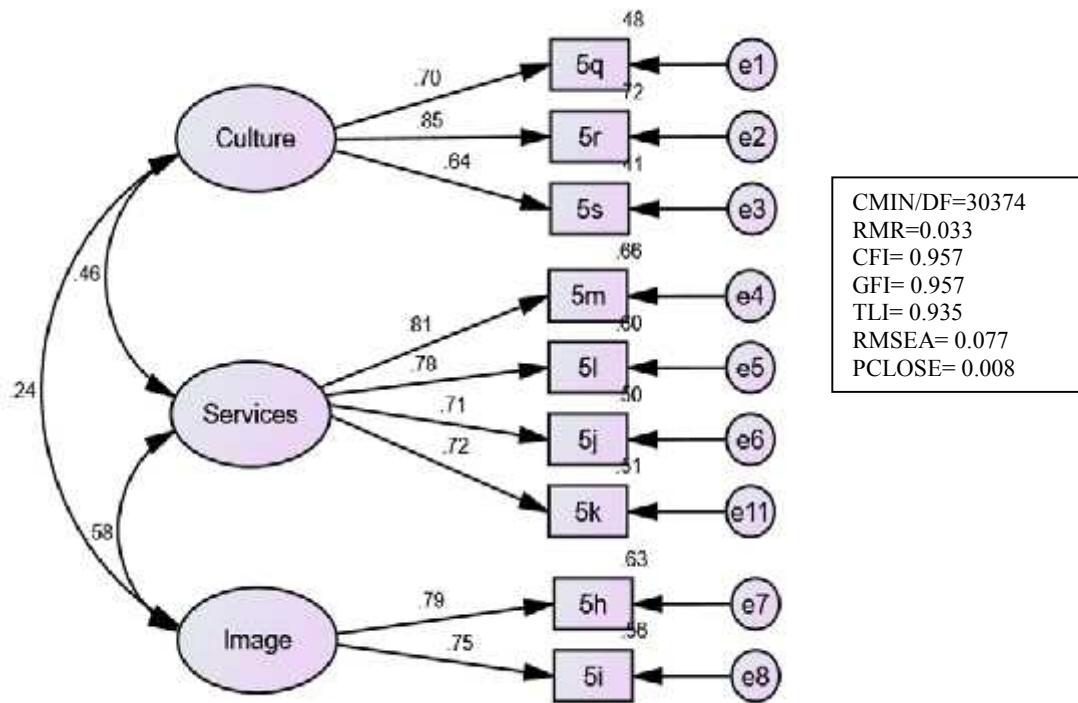


Table no. 5: model fit measurement for destination attributes

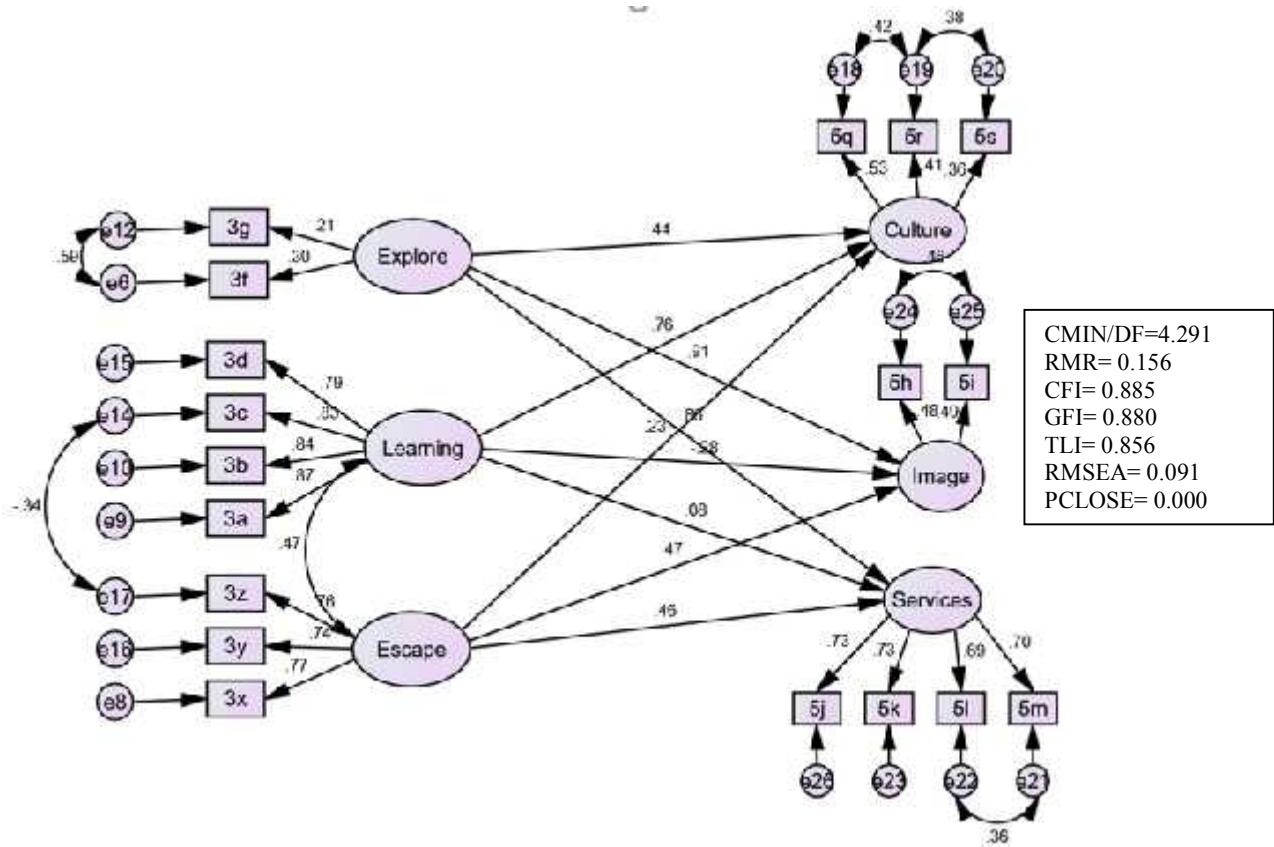
	CR	AVE	MSV	MaxR(H)	Services	Culture	Image
Services	0.840	0.568	0.334	0.846	0.754		
Culture	0.776	0.540	0.213	0.809	0.462	0.735	
Image	0.745	0.594	0.334	0.748	0.578	0.237	0.771

The Structural Model

As stated by Galloway (2002), “an analysis of travel motivation must specify the pull factors associated with given push factors”. Attempt has been made to identify the association of motives with destination attributes, which led to framing of the following relationships.

- Exploration, learning and escape motives will be positively associated with cultural attributes.
- Exploration, learning and escape motives will be positively associated with image attributes.
- Exploration, learning and escape motives will be positively associated with services attributes.

Figure no. 3: The structural model



As stated by Galloway (2002), “an analysis of travel motivation must specify the pull factors associated with given push factors”. Attempt has been made to identify the association of motives with destination attributes, which led to framing of the following relationships.

- Exploration, learning and escape motives will be positively associated with cultural attributes.
- Exploration, learning and escape motives will be positively associated with image attributes.

Exploration, learning and escape motives will be positively associated with services attributes.

Table no 6: Model fit measurement for the structural model
Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P
Culture <---	Explore	.717	.192	3.733	***
Culture <---	Learning	.364	.048	7.623	***
Culture <---	Escape	.126	.053	2.384	.017
Image <---	Explore	1.334	.296	4.510	***
Image <---	Learning	-.122	.049	-2.476	.013
Image <---	Escape	.231	.060	3.827	***
Services <---	Explore	1.752	.349	5.022	***
Services <---	Learning	.046	.038	1.211	.226
Services <---	Escape	.314	.050	6.294	***

The structural model had an acceptable fit and the regression weights and associated statistics are given in table 6. Learning motive had the highest relation with the seeking of cultural attribute and escape had the lowest. Supporting the relationship statements drawn, all the motives had significant

relation with the seeking of cultural attributes. While exploration motive and escape motive had a significant positive association with image seeking, learning motive had a significant negative association with image seeking. As exploration and escape motives had significant positive relation with service seeking learning had no significant relation with service seeking.

Learning motive had the highest positive relation with cultural attribute seeking. Goeldner et al. (2000) indicated that tourists are mainly motivated by the desire of learning and being educated about the destination through organizing several festivals and events. This is quite expected as the objective of seeking cultural benefits is learning. However, exploration as well as escape also had significant relation with cultural seeking. The indication is that the cultural tourism is appropriate for satisfying all the three types of motives.

The negative relation of learning with image shows that those who seek image benefits did not have learning motive. One could also understand it as more the learning motive, less is the seeking of image benefits. Tourists with higher learning motive avoided seeking brand image. In other words learning motive was associated with lower brand image.

So was the case with services benefits. Learning motive did not have any relation with services. However, exploration and escape were very much positively related with service seeking.

It is clear that learning motive is the motive which differentiates different types of seeking. It is also true that escape motive was highly associated with services and exploration motive was highly associated with image seeking.

Managerial Implications

With globalisation, mass transportation and economic mobility, many countries have dissolved their boundaries and become cross-cultural hubs that have completely overshadowed native cultures and traditions (Cleveland & Laroche, 2007). On one hand cosmopolitanism has led to dilution of culture, but on the other hand it has also developed the need to revive culture. The uniqueness of an attribute (culture) makes it all the more valuable and attracts consumers who are inclined to learn more about fading customs and cultures. The findings of this study indicate that destinations with cultural attributes should focus on learning motive to enhance the experience of their customers. Targeting tourists with learning motive and communicating learning value by including traditional food, beverages and stay, in their tour packages, will add substantial value to the trip. Entertainment related to the history of the place and highlighting golden eras of the past can create a feeling of added knowledge to the tourist fulfilling his need for learning.

Tourists with escape motives travel for the sole purpose of relaxation and reduction in any stressful activity. All they look for is a comfortable stay and convenience in mobility. They probably would appreciate pure relaxation in beautiful and comfortable natural surroundings, but without any adventurous, physically challenging, or mentally demanding experiences (Iversen, Hem & Mehmetoglu, 2015). Market communication directed at these customers could be by offering them guaranteed services of welcoming hospitality, sumptuous meals, ease of travel and connectivity, which would boost their comforts and laid back attitude.

Exploratory motive comprises of travel for the purpose of experiencing uncharted territories, adventures and visiting popular places which help build social status. These individuals strongly emphasize materialism, competition, and social prestige. Targeting these customers with image benefits through commercial mediums, like movies, mass media coverage by news or literature would enhance the popularity of the destination and help attract their attention (Kim and Richardson, 2003). These mediums of disseminating information are also viewed as unbiased and thereby create a trust factor in the minds of consumers. Service providers must incorporate personalisation of packages,

luxurious settings and pampering services as they would be well appreciated by a prestige seeking tourist.

This study helps in segmenting tourist market based on their motive for travel and suggest differentiated offerings that are suitable to its destination attributes. Thus by having adequate knowledge and understanding of tourist behaviour, strategies and policies can be developed and implemented to increase the demand for tourism.

Directions for Future Research

Research on comparison between domestic and international tourist motives and their choice of destination attributes towards motive satisfaction would give a deeper insight to the understanding of tourist behaviour. Future research can be directed to developing of tourist profiles with different needs and different attribute seeking based on demographic factors. This would help in identifying and targeting specific segments of tourists with customised tour packages. Media and communication preferences of the tourist segments will be another area which will add to the findings of this study.

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