

Tourist Motives

Predictors of Tourist Behavior?

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Table of Content

Table of Content	2
Summary	4
Overview of Tables and Figures	5
List of tables	5
List of figures	6
Preface	7
1. Introduction	8
2. Theoretical Framework	11
2.1 Introduction into motivation, motives and behavior	11
2.2 Tourist motivation theory	14
2.3 Measurement of motives	22
2.4 Other variables that influence tourist behavior	23
2.5 Conceptual theoretical model	25
3. Methods	26
4. Results	31
4.1 Sample Characteristics	31
4.2 Factor analysis	34
4.3 Multiple regression calculations	41
5. Discussion	47
5.1 Remarks	47
5.2 Sample characteristics discussed	48
5.3 Factor analyses discussed	49
5.4 Relationships discussed	51
6. Conclusions	56
6.1 Recapitulation theoretical framework	56
6.2 Answer sub questions	58
6.3 Answer main question	59
6.3 Practical implications	60
6.4 Suggestions future research	61
Bibliography	63

Books	63
Articles	64
Web pages	65
Others	65
Appendix 1 Questionnaire	66
Appendix 2 Motive factors by Pearce (2005)	79
Appendix 3 SPSS Data	82
Characteristics last vacation	82
Exploratory Factor Analysis tourist motives	89
Exploratory Factor Analysis Activities	92
Regressions	93

Summary

This research examines, by using quantitative methods, the relationship between tourist motives and tourist behavior. While many authors assume motives explain behavior, the relationship between the two concepts has never been systematically empirically researched. This research tries to partly fill up this gap by producing empirical data about the relationship between tourist motives and tourist behavior. The following main and sub questions represent the core of this thesis report:

To what extent do tourist motives explain tourist behavior?

1. *What relationship exists between tourist motives and tourist behavior?*
2. *What relationship exists between perceived constraints and tourist behavior?*

The following topics will be addressed in the theoretical framework:

1. *Definition of tourist motives*
2. *The relationship between tourist motivation and tourist motives*
3. *Types of tourist motives*
4. *Measurement of tourist motives*
5. *Definition of tourist behavior*
6. *Other variables that influence tourist behavior*

After performing a literature study, empirical research was conducted. A questionnaire consisting of questions regarding the respondents last vacation was distributed amongst Wageningen University students that were used as research population. In total, 254 students responded. The data obtained from the returned questionnaires was analyzed with SPSS. Amongst others, factor analyses, reliability calculations, correlations and multiple regressions were performed to answer the research questions stated above.

The results of this research show that tourist motives partially explain tourist behavior. When constraints are combined with tourist motives, they do not add significant explanatory value. Therefore, constraints are not considered to be able to explain tourist behavior. In practice, these conclusions implicate that marketing managers can categorize people with the same motives as target groups for their communications. Also, social researchers might believe the results are interesting in their attempt to try to understand the meaning of travel.

Overview of Tables and Figures

List of tables

Table 1 Reproduction of Iso-Ahola's 'A social psychological model of tourism motivation' (1982, page 259)	15
Table 2 Number of students per continent (Wageningen University and Research Center, information derived on November 29th 2011)	26
Table 3 Age of respondents	32
Table 4 Male and female respondents	32
Table 5 Country of origin of respondents	32
Table 6 Number of companions during vacation	33
Table 7 Transportation to/from and at destination	33
Table 8 Types of accommodation during vacation	34
Table 9 Reliability analysis for motive factors as defined by Pearce (2005)	35
Table 10 Reliability analysis for motive factors found with exploratory factor analysis	38
Table 11 Reliability analysis for activity factors found with exploratory factor analysis	40
Table 12 Regression motive factors (independent variable) and activity factors (dependent variable)	41
Table 13 Regression motive factors (independent variable) and types of vacation (dependent variable)	42
Table 14 Regression constraints (independent variable) and activity factors (dependent variable)	43
Table 15 Regression constraints (independent variable) and types of vacation (dependent variable)	43
Table 16 Regression motive factors combined with constraints (independent variables) and activity factors (dependent variable)	44

Table 17 Regression motive factors combined with constraints (independent variables) and types of vacation (dependent variable)	45
Table 18 Standardized coefficient beta for relationship between tourist motive and activity factors	46
Table 19 Motive factors by Pearce (2005)	79
Table 20 Regression r motive factors and activity factors	93
Table 21 Regression r motive factors and types of vacation	94
Table 22 Regression r constraints and activity factors	95
Table 23 Regression r constraints and types of vacation	96
Table 24 Beta values relationships tourist motive factors and types of vacation	97

List of figures

Figure 1 Conceptual theoretical model that will be examined in this research	25
Figure 2 Theoretical model that reflects the findings of the empirical results found in this research	60

Preface

This final thesis is part of the Master of Science program 'Leisure, Tourism and Environment' at Wageningen University. It is the ultimate academic test that challenges me to use academic skills acquired during the educational program to set up, carry out and document a scientific research. Or, as described by chair group Social Spatial Analysis in the MSc Thesis Guideline, the final thesis can be considered: *"The crown of higher academic education (2008, page 5)"*. This particular thesis research will investigate whether a relationship exists between tourist motives and tourist behavior. Are tourist motives predictors of tourist behavior?

Before introducing the research subject in chapter 1 'Introduction', I would like to thank a few people who have supported me and have made a contribution to this study:

- ❖ First of all, I would like to thank Maarten Jacobs, my thesis supervisor. Thank you for your enthusiasm, good advice and help during the whole process of this research.
- ❖ Second, a big thank you to all respondents to the questionnaire. Without their answers this research would not have been possible.
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- ❖ Last but not least, thank you to all of my friends and family who have always showed their interest for the research I was conducting and who were always available for some relaxation.

1. Introduction

“**W**hat makes tourists travel? (Dann, 1977, page 185)” is a question that, according to Dann, was underexposed in 1977. Since then, multiple researchers have tried to explain why people travel, as will become evident in the introduction below. One concept that keeps recurring in relation to the question why people travel is ‘motivation’. In literature, motivation is indicated as a force that triggers behavior, whether or not in slightly different wording (Berkman & Gilson, 1986; Liebman Parrinello, 1993; Fodness, 1994; Pearce & Caltabiano, 1983; Goossens, 2000; Pearce & Lee, 2005; Krippendorff, 1987; Holloway, 1994). So it is argued that motivation is directly related to behavior.

Articles and other literary resources concerned with tourist motivation do provide different definitions of tourist motivation. Dann (1981) states that a tourist motivation is “*A meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision (page 205)*”. In another of his articles he points out that tourist motivation is linked to the question “*What makes tourists travel (Dann, 1977, page 184)*”. Liebman Parrinello (1993) agrees by arguing that tourist motivation represents why and wherefore people travel. She adds that motivation triggers all events in travel. Pearce (1982) states that motivation is concerned with “*energized changes in the behavioral stream which characterizes human action (page 49)*”. The ‘energized changes’ part indicates an active role of a person in the motivation process. And again, motivation is linked with behavior, namely ‘changes in the behavioral stream’. Berkman & Gilson (1986) view motivation from a marketing point of view and define motivation as “*the dynamic aspect of the phenomenon of personality, or the particular set of traits that characterize an individual. In other words, motivation links personality with action (page 353)*”. This definition also links motivation to behavior (which is referred to as ‘action’ in this case). All the above definitions contain words as ‘change’, ‘dynamic’, ‘makes’ and ‘disposes to travel’. These all indicate that motivation is a process. And that characteristic of motivation defines a problem of motivation research: The process of motivation can continue a long period of time (Liebman Parrinello, 1993) and is therefore difficult to measure.

A concept that is related to motivation is ‘motives’. Motives are part of the motivation process. Gnoth (1997) defines motives as lasting dispositions that contain goals of behavior with each their

own result. So motives arise within a person. Motivation arises within a person as well, but is the result of a situation-person interaction (Gnoth, 1997) and, as already mentioned, is a process.

Motives and motivation are linked to tourist behavior by several literary resources. So a relationship between tourist motives and tourist behavior seems, at least in theory, to exist. Nevertheless, the concepts of tourist motives and tourist behavior are often treated separately. Some examples are given by Pearce (1982). Also, other articles about tourist motivation do not take into account whether these motives are directly related to tourist behavior (Dann, 1977; Crompton, 1979; Gnoth, 1997). Furthermore, little empirical research is conducted regarding the relationship between the two concepts. Research that indeed investigates the relationship between tourist motives and tourist behavior is often limited to destination choice and loyalty. Four researches about destination choice and loyalty were conducted by Crompton (1979), Kozak, (2002), Bansal & Eiselt (2004) and Yoon & Uysal (2005).

Thus, while many authors assume motives explain behavior, the relationship between the two concepts has never been systematically empirically researched.

In literature, several other variables are mentioned that might influence behavior, namely internal influences like habits and traits (Gnoth, 1997), social influences (Krippendorff, 1987) and constraints (Bansal & Eiselt, 2004). Bansal & Eiselt (2004) conducted an empirical research and found that time, money, distance, conflict of interest and personal circumstances can be constraining factors.

This research will examine the relationship between tourist motives and tourist behavior. This makes the overall purpose of the research to examine the relationship between different variables or concepts, namely tourist motivation and tourist behavior. This implicates that the main research question will have an associational character: It must *“focus on how strongly two or more variables are related (Vaske, 2008, page 7)”*. To address the influence of variables other than motives on tourist behavior, the relationship between constraints and tourist behavior will be examined as well. This results in the following main and sub research questions:

To what extent do tourist motives explain tourist behavior?

1. *What relationship exists between tourist motives and tourist behavior?*
2. *What relationship exists between perceived constraints and tourist behavior?*

However, before these questions can be answered, some issues should be addressed in a theoretical framework to provide this research with a solid theoretical basis. The following topics will be addressed in this theoretical framework:

1. *Definition of tourist motives*
2. *The relationship between tourist motivation and tourist motives*
3. *Types of tourist motives*
4. *Measurement of tourist motives*
5. *Definition of tourist behavior*
6. *Other variables that influence tourist behavior*

The thesis work will have an explanatory character. According to Vaske (2008) *“Explanatory studies address the question of why things happen, and are undertaken to identify possible causal variables of a given situation or event, thereby contributing to understanding (page 5)”*. This research is concerned with the question whether there is a relationship between tourist motives and behavior. Therefore it will try to identify ‘possible causal variables’, in this case tourist motives, that cause ‘a given situation or event’, in this case tourist behavior. To examine this relationship between tourist motives and tourist behavior, quantitative research techniques will be applied. So summarized, this research can be categorized as a quantitative research with an explanatory character.

The next chapter, chapter 2 ‘Theoretical Framework’, gives an overview of how the topics mentioned above are treated in literature. It provides a theoretical framework for motivation, tourist motives, tourist behavior and other variables that may influence tourist behavior. Chapter 3 ‘Methods’ describes how the research was conducted. It lists what kinds of primary and secondary forms of research have been used and which instruments were applied to carry out the research. Also, chapter 3 gives a short description of problems encountered during the research process. Subsequently, chapter 4 ‘Results’ presents the results of the research, which is followed by chapter 5 ‘Discussion’. This chapter combines the empirical findings with the theoretical framework and discusses implications of differences and similarities between empirical data and theory. Finally, chapter 6 ‘Conclusions’ lists the conclusions that can be made based on the results of this research.

2. Theoretical Framework

As argued in the 'Introduction', tourist motivation or motivation in general is theoretically linked to (tourist) behavior. Before this relationship will be explored, it is useful to thoroughly explain what motivation, motives and behavior are and which related theories exist. Therefore this theoretical framework starts with a general introduction into motivation, motives and behavior. Then an overview is given of different motivation theories and the role of motives. Subsequently, the ways motives are measured in empirical researches are covered and other potential influences on behavior other than motives will be explored. Finally, the relationship between motives and behavior will be presented in a theoretical model based on literary resources.

2.1 Introduction into motivation, motives and behavior

Although there is no agreed-upon theory of motivation (Iso-Ahola, 1980), the different definitions of motivation show some overlap. Please see below for some of these definitions:

Motivation is concerned with "energized changes in the behavioral stream which characterizes human action (Pearce, 1982, page 49)".

"Motivation is the dynamic aspect of the phenomenon of personality, or the particular set of traits that characterize an individual. In other words, motivation links personality with action (Berkman & Gilson, 1986, page 353)."

Motivation "reflects an individual's private needs and wants (Gee et al., 1984, as cited in Pearce, 2005, page 51)".

Motivation is "a process that influences the direction, persistence and vigour of goal directed behavior (Larsen, 2011, page 3)".

Motivation "is the driving force behind all behavior (Fodness, 1994, page 555)".

Motivation in tourism "acts as a trigger that sets off all events involved in travel. In other words it represents the whys and wherefores of travel in general or of a specific choice in particular (Liebmann Parrinello, 1993, page 233)".

"Motivation occurs when an individual wants to satisfy a need (Goossens, 2000, page 302)."

Tourist motivation is "a meaningful state of mind which adequately disposes an actor or group of actors to travel and which is subsequently interpretable by others as a valid explanation for such a decision (Dann, 1981, page 205)".

All these definitions, except for Gee et al.'s (1984, as cited in Pearce, 2005, page 51) and Goossens' (2000, page 302), include concepts like behavior, action or events. So, generally said, all the above writers link behavior to motivation, whether they point at general motivation or tourist motivation. Also, the definitions contain a component of 'movement'. They describe it as 'energized changes', 'dynamic aspect', 'a process', 'disposes to travel' or 'a driving force'. Looking at these definitions it can be assumed that motivation generates movement or changes and can be indicated as a process. Dann (1981) adds that motivation should be interpretable by others as an explanation for the decision to travel. Gee et al. (1984, as cited in Pearce, 2005) and Goossens (2000) relate motivation to satisfying needs and wants. If all of the previous mentioned definitions would be combined, motivation could be described as a process and driving force that causes behavior and is steered by needs and wants of an individual.

A process is hard to measure, because it is ongoing, evolves and changes according to which stage the motivation process is in. A concept that is measured more often within the tourism motivation and behavior field is 'motive'. Not all literature is clear about the difference between 'motivation' and 'motive'. Nevertheless, Murray (1964, as cited in Iso-Ahola, 1980 and Iso-Ahola, 1982) states that most scientists agree that *"a motive is an internal factor that arouses, directs and integrates a person's behavior (page 230)"*. Berkman & Gilson (1986), who take a marketing point of view regarding motivation, describe motives as *"prime movers of human beings (page 354)"*. Goossens (2000) argues that *"a motive implies action; an individual is moved to do something (page 302)"*. When these definitions are compared to the definitions of motivation the difference between the two concepts is still rather unclear. Both motives and motivation seem to cause human behavior, action etcetera and set in motion a movement. Goossens (2000) even claims that motives directly cause behavior. As will be further explained below, motives are lasting dispositions (Gnoth, 1997). So, when Goossens' line of thought is followed, if motives imply action, an action related to a certain motive would be performed perpetually. This would mean if a person has the motive 'to relax' he would for example lay on the couch all day. However, in reality, the situation in which the person finds himself will for example make him go to work instead. So motives do not imply action or behavior, but have an influence on behavior and possibly partially explains it. This is best explained by Gnoth (1997), who makes a clearer distinction between motives and motivation. He defines motives as lasting dispositions that contain goals of behavior with each their own result. So motives arise within a person. Motivation arises within a person as well, but is the result of a situation-person interaction and, as already observed by analyzing the motivation definitions, is a process. Within this process a person chooses a certain behavior in a specific situation to gain favorable results (Gnoth,

1997). In other words, the person will adapt to the situation. Gnoth (1997) acknowledges that person specific habits, characteristics and traits influence behavior. Together with motives these characteristics define ones disposition, which determines how an individual will behave in a certain situation. This means one motive can cause different behavior, while different motives can cause comparable behavior. The influence of variables other than motives on tourist behavior will be further explained in paragraph 2.4.

As the definitions of motivation show, motivation is related to behavior in theory. Behavior is defined as all observable acts (Fishbein & Ajzen, 1975; Pearce, 2005). Berkman & Gilson (1986) define consumer behavior, to which tourist behavior belongs (Gnoth, 1997), as *“the activities of people engaged in actual or potential use of market items – whether products, services, retail environments, or ideas (page 6)”*. The definition of tourist behavior could then be the activities of people engaged in actual or potential use of tourism products, services, environments and ideas. However, this implicates that tourist behavior is more than observable acts only, because potential use is also included in the definition. Potential use is a decision still to be made about whether or not to perform a certain behavior. Motivation, although a process itself, is part of this decision-making process (Berkman & Gilson, 1986). So according to Berkman & Gilson’s (1986) definition of consumer behavior, motivation is a part of consumer behavior.

Pearce (2005) argues that one should be careful with applying consumer behavior theory to tourist behavior. He states that in contrast to other consumer oriented markets, tourism is a social business. Tourists travel in groups, make travel decisions together and share travel stories. The difference between consumer behavior and tourist behavior is also reflected in the stages of behavior they go through. According to Pearce (2005), tourists first go through an anticipation stage in which they fantasize about going away. This stage is not always present with consumer behavior. When buying a new home this stage could be present, but if the person is buying bread it would be strange to fantasize about it. Second, they travel to their destination of choice. This stage is not present in consumer behavior literature. Third, they have an on-site experience. Their behavior in this stage can have socio-environmental consequences for the place they are in, which is distinctive for tourism. Fourth, the tourists travel back to their home environment. Like the second stage, this fourth stage is not present in consumer behavior literature. Last, an extended recall and recollection stage occurs in which the tourists remember and reflect on their trip, which can take months or even years. This stage is present in consumer behavior theory about the experience economy. However, this stage will probably not be present when a person purchases a bottle of ketchup. Due to the difference

between consumer and tourist behavior, this research will primarily be based on literature and researches that specifically focus on tourist behavior.

To summarize the above, a motive is a lasting disposition that contains a goal of behavior and arises within a person and is part of the process called motivation. A motive represents a goal that could be fulfilled with certain behavior. Which behavior is favorable is chosen within the process of motivation that includes a situation specific component. The definitions of motivation show that needs and wants are also related to the process. As will become more obvious in the next paragraph, the terms 'need' and 'motive' are both used in literature. To structure the information in the remaining part of this chapter the following is assumed. As mentioned above, a motive represents a goal. This goal can be to satisfy a need or want. So it can be said that a motive includes a need or want that must be satisfied. An individual feels the need to relax, which means the motive to travel could be 'to relax'.

As indicated before, a complete motivational study is problematic, because of the length of the process. A study of motives on the other hand could be more convenient due to its lasting character. However, it is important to have a background about the motivational process to understand what role motives play. Therefore, the paragraph below will explain more thoroughly the different approaches to tourist motivation and corresponding motives.

2.2 Tourist motivation theory

Just as scientists do not agree upon a definition for motivation, numerous theories about motivation exist. Dann (1981) identified seven different approaches to tourist motivation: Travel as a response to what is lacking yet desired; Destination 'pull' in a response to motivational 'push'; motivation as fantasy; motivation as classified purpose; motivational typologies; motivation and tourist experiences and motivation as auto-definition and meaning. All of these approaches will more or less be reflected in the review of several motivational theories below.

In 1977, Dann himself argues, based on a research conducted amongst tourists visiting Barbados, that individuals are mostly motivated to travel through anomie and ego-enhancement. Anomie is a society characterized by economic instability, lawlessness, meaninglessness, strikes, wars, a feeling of isolation, etcetera. Ego-enhancement can be defined as the need to be recognized and to get an ego boost. People are pushed by anomie to get away from it all or are pushed by the desire for ego-enhancement to get away from their social position and go to a place where their social and

economic situation is unknown. These two push factors derive from the level of personality needs. In a way, tourism offers people an alternative world that offers new and more satisfying experiences as well as the opportunity to be 'someone else' (Dann, 1977). So according to Dann, the two main motives to travel are to get away from it all or to get an ego boost. Pearce (1982) links Dann's anomie motive to Maslow's love and belongingness needs (for a further explanation of Maslow's need hierarchy, please see below) and Dann's ego-enhancement motive to Maslow's self-esteem needs. He argues that Dann does not consider other travel motives. Also, according to Pearce (1982), Dann's research does not clearly state whether tourists' own views on their travel motives were considered or whether the motives were only pre-fabricated by Dann, which would make the research biased. Pearce (1982) makes a good point here, because Dann (1977) only included items in his interviews that were either indicators for anomie or ego-enhancement. He did not consider other motives to travel and therefore bases his conclusions on the two motives he decided to include in the interviews. He did not offer the interviewees the possibility to indicate other motives to travel.

Iso-Ahola (1982) states that inputs from the environment (social and/or physical) stimulates an awareness of possible satisfaction, which leads to motivated behavior. The possible satisfaction is either linked to approach (seeking, for example for learning about different cultures) or avoidance (escape, for example leave the daily routine). Both are present in tourist motivation. However, depending on the individual, the importance of the two motivational forces can differ. Iso-Ahola argues that *"in theory, it is possible that a given tourist can be placed in one of the four cells under given conditions at a given time (page 260)"* of the table below.

Table 1 Reproduction of Iso-Ahola's 'A social psychological model of tourism motivation' (1982, page 259)

		Seeking intrinsic rewards	
		Personal	Interpersonal
Escaping the everyday environments	Personal environment	1	2
	Interpersonal environment	3	4

In table 1 the personal environment can be personal failures, while the interpersonal environment can be co-workers for example. Personal intrinsic rewards are for instance rest and relaxation. Interpersonal intrinsic rewards can be increased social activity (Iso-Ahola, 1982). Like Dann (1977), Iso-Ahola (1982) also considers 'escape' as a motive. Other motives that can be derived from Iso-Ahola's theory are for example 'to get rest' or 'to increase social activity'.

Pearce & Caltabiano (1983) link their tourist motivation theory to Maslow's (1987) pyramid of needs. He orders basic human needs in an hierarchical order. The most important needs are physiological needs, like food, water, sleep etcetera. Summarized, the physiological needs comprise all factors that are needed to keep the body healthy. If the physiological needs are unsatisfied, all other needs, that will be explained subsequently, may be pushed to the background. However, if the physiological needs are satisfied, other higher needs may arise, like safety needs, belongingness and love needs, esteem needs and the need for self-actualization. Safety needs are typically the need for security, limits, free from fear, protection etcetera. Belongingness and love needs comprise all needs related to giving and receiving affection. Esteem needs are more directed towards the individuals themselves. These needs relate to the desire for strength and the desire for reputation (Maslow, 1987). The need for self-actualization is described by Maslow as the desire *"to become everything that one is capable of becoming (1987, page 22)"*. In their article, Pearce & Caltabiano (1983) argue that a motivational career exists. This means experienced travelers focus on higher order needs compared to less experienced travelers. So a motive to travel for experienced travelers could be 'to improve one's self-image', which is considered an esteem need. For less experienced travelers an important motive could be 'to relax', which is categorized as a physiological need. The existence of a motivational career was empirically sustained, as was the possibility of categorizing tourist motives into a Maslow like pyramid of motivation. One remark must be made: The traveler motives were inferred from the description travelers made about one negative and one positive travel experience. They were not directly asked about their travel motives. Although this method can avoid that people give socially accepted answers or answer the questions according to what they think the researchers would like to hear, the translation from travel experiences to travel motives is subject to the researcher's gaze.

In 2005, Pearce & Lee conducted a research to further develop the concept of a motivational career, which they call Travel Career Patterns (TCP). They identified 14 clusters of motives consisting of 69 motives in total, namely: Novelty, escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involved), stimulation, self-development (personal development), relationship (security), self-actualize, isolation, nostalgia, romance and recognition. For a detailed explanation of the method used to identify these motives, please see paragraph 2.3. The most important four key motives identified by the travelers were escape/relax, novelty, relationship and self-development. Although this research proved the existence of TCP influenced by prior travel experiences and age, *"There is a strong possibility that people may have certain dominant and constant motivations that act as a core force to travel regardless of their travel experience level"*

(Pearce & Lee, 2005, page 236)". The writers believe the key motives escape/relax, novelty, relationship and self-development are the central motivational factors of all travel career patterns. They also found that tourists can be motivated by different motives at the same time (Pearce & Lee, 2005; Pearce, 1982). This is also acknowledged by Crompton (1979). In a different source Pearce (2005) adds to this finding that one motive can be dominant.

Contrary to Pearce, Krippendorf (1987) believes the motivation to travel does not so much originate from within a person, but is mainly developed by social influences from the environment one lives in and draws norms from. Although needs like relaxation and vacations could be satisfied at home, they are nowadays linked to travel and tourism. People feel that they need to get away from their home environment to find relaxation and a vacation feeling. They feel the need to travel, because it has become a social norm. To take or not to take a vacation is linked to one's place on the social ladder. This is also acknowledged by Ross (1994). Other social forces that motivate people to travel are films, books, school holidays, the organization of work time, general information in the press about holidays, government programs to promote tourism and general advertising. All these social factors have created an environment that favors travel and makes people believe they feel the need to travel, although their need actually is to relax (Krippendorf, 1987). So their motive to travel is 'to relax'. Ross (1994) adds that tourism and travel have become a right rather than a privilege. Holidays are given to workers and obstacles in hotel are removed to provide access to all including disabled travelers.

Iso-Ahola's (1980) opinion about tourism motivation shows resemblance with Krippendorf's (1987), but is slightly different. Instead of rejecting the theory that travel is motivated from within a person, he states that motives have biological roots, but are shaped by the socialization process. Iso-Ahola (1980) makes a distinction between intrinsic and extrinsic motivation. Human actions are motivated through a system of goals and rewards, which can be short-term or long-term and intrinsic or extrinsic. When a reward is extrinsic to the activity, it is called extrinsic motivation. For example, the reward for work is money, which is an extrinsic award. This means work is extrinsic motivated with money. When the reward is not extrinsic and the activity seems to be undertaken for its own sake, it is called intrinsic motivation. Most leisure activities are intrinsic motivated (please see table 1 on page 15). Intrinsic motivation and Maslow's need hierarchy theory, also used by Pearce & Caltabiano (1983), are in some respects similar. The need to pursue happiness and self-actualization comes close to intrinsic motivation. *"This means intrinsic motivation is characteristic for higher-order needs (Iso-Ahola, 1980, page 236)."*

Pearce (1982) also acknowledges the importance of perceived intrinsic or extrinsic rewards and results within the process of travel motivation and behavior. However, just like Liebman Parrinello (1993), he argues that tourist behavior is under long-term motivational control rather than short-term. People start planning their trip months in advance and are satisfied by their trip when it is long over. This long-term motivational control of travel behavior is related to achievement motivation, which means that motivation is related to the perceived reward, success and value of future tasks. The author cites a study conducted by the Canadian Government Travel Bureau (1972, as cited in Pearce, 1982), which found that visiting friends or relations, finding a relaxing atmosphere and seeking a good climate with beautiful scenery are important motives to travel. However, the study is not based on motivational theories and does not take into account what travel means to each individual. One key characteristic of a destination can attract or pull travelers to a destination for different reasons and with different motives (these pull factors or destination specific characteristics will be explained more thoroughly on the next page). Pearce (1982) therefore concludes that the study could provide useful information for marketing purposes, but is not of a big importance to theoretical travel motivation studies. The same is applicable to studies conducted by Kozak (2000) and Bansal & Eiselt (2004) (see further below). They do not base the motives in their empirical research on existing theory, which makes their researches less important to theoretical travel motivation studies.

Fodness (1994) takes a marketing directed approach to tourist motivation: *“To market tourism services and destinations well, marketers must understand the motivating factors that lead to travel decisions and consumption behavior (Fodness, 1994, page 555)”*. His research identified 65 reasons for people to travel, which were clustered into four dimensions. The first dimension, split into the knowledge and minimization of punishment function, concentrates on escape and knowledge themes. This means people travel to get away from stress or to experience other cultures. The second dimension, the social adjustive function, is focused on social aspects of travel. Travel themes categorized within this dimension are for example to get the family together or to visit relatives. The third dimension, the value-expressive function, includes themes that relate to the expression of values. They either concentrate on the choice of vacation or the fact that the traveler likes to tell about his or her travel experience. For example, *“It’s important to show the people at work that you can afford a vacation (Fodness, 1994, page 564)”*. The fourth and last dimension, the utilitarian function, contains an element of escapism like the first dimension. However, the utilitarian function is more focused on escape by participating in activities with a recreational character. A theme

categorized in this dimension is *"I like lots of activities, like shopping (Fodness, 1994, page 564)"*. After identification of the 65 themes, a questionnaire was constructed to purify the themes. Which resulted in a list of 20 themes in five dimensions. The social adjustive function was not sustained by the empirical research and the third dimension, the value-expressive function seemed to be split up into ego-enhancement and self esteem. The two functions within the first dimension and the fourth dimension were sustained by the questionnaire. Further research proved that the questionnaire with the 20 themes is capable of identifying market segments that can be distinguished from one another by variables relevant to tourism managers. Although Fodness (1994) did not extract the motives from literature, he tested their relevance thoroughly. Quantitative and qualitative research methods both produced comparable motive dimensions and, as mentioned before, further research proved that the 20 themes are capable of identifying market segments. So even though the motives are not based on pre-existing theoretical models, they seem more or less reliable since they were tested multiple times producing comparable outcomes. However, if they are compared to Pearce's (2005) motive factors, they are less extensive. For example, motives related to autonomy, nature and isolation were not found.

Further empirical research about tourist motives was conducted by Crompton (1979). Using unstructured interviews, he identified nine motives that influence the choice of destination. The first seven (Escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction) are categorized as social-psychological motives, which are not related to destination characteristics but are related to the destination as a medium to satisfy needs. The last two motives (novelty and education) are cultural motives and are *"at least partially aroused by the particular qualities that a destination offered"* (Crompton, 1979, page 408)". The socio-psychological motives can be seen as push factors that arouse within a person. In contrast, the cultural factors are pull factors, like destination attributes (Crompton, 1979). The distinction between social-psychological motives and cultural motives can be argued about. When we look at the novelty and education motives, these could be classified as push factors as well. Although the respondents indicated that these motives made them choose a particular destination, the motive has to emerge within these respondents first. Subsequently, the attributes of a destination make them choose a specific destination. The attributes do not trigger the novelty or education motive, but these motives trigger the respondents to look at destination attributes that will satisfy them. Authors that do not categorize the motives into pull and push factors are Fodness (1994) and Pearce (2005). Holloway (1994) recognizes the principle of push and pull factors described by Crompton (1979), but names

them differently. Individual needs that arise within a person, push factors, are indicated as general motivation. Destination specific characteristics, like a favorable climate, are named specific motivation, which is comparable to pull factors. Looking at the previous argumentation, this distinction and these names are probably more appropriate.

Researches that link tourism motivation to choice of destination are conducted by Kozak (2002) and Bansal & Eiselt (2004). Bansal & Eiselt (2004) distributed a questionnaire amongst travelers in the Province of New Brunswick (Canada) to identify whether their choice of region was related to their motives to travel. Motives used in the questionnaire were climate, relaxation, adventure, personal and educational. The results showed that travelers with the same motive to travel did not choose the same destination. This means the main motive to travel was not related to the choice of destination. However, as they indicate themselves, the decision to categorize the motives into just five classes could have resulted in a limitation of gathered information. They are more general than for example the categories of motives identified by Crompton (1979) and Pearce (2005). Furthermore, the classes do not include all motives identified by other authors. For example, Pearce's (2005) 'Autonomy' and 'Relationship (security)' motives are not included in one of the classes. The above limitations in their study design could have resulted in missed linkages between motives and choice of destination.

Kozak (2002) also conducted a questionnaire and found that no motive could be used to differentiate between the two destinations. Motive factors that were identified were culture, pleasure-seeking/fantasy, relaxation and physical. Although tourists visiting Turkey had higher scores for the cultural and physical motives, relaxation was a motive to visit both destinations. The motive factors and associated motives were identified by distributing open-end questionnaires to staff at a British university and by distributing questionnaires that included the motives identified at the British University to British and German tourists travelling to Mallorca and Turkey. So the results of this research is based on motives indicated in the questionnaires only and does not consider motives identified in prior theoretical or empirical studies. Therefore, as Kozak (2002) self mentions, *"this research did not cover all possible tourist motivation items (page 231)"*. This implicates the same as it did for Bansal & Eiselt's (2004) research: The limited tourist motives could have caused the author to miss associations between choice of destination and the tourists' motives.

Yoon & Uysal (2005) examined the relationship between motives, tourist satisfaction and destination loyalty. By conducting a questionnaire in Northern Cyprus, they identified eight push and ten pull motives that could increase visitor satisfaction and therefore achieve destination loyalty. The eight

categories of push motives are: Exciting, knowledge/education, relaxation, achievement, family togetherness, escape, safety/fun and away from home/seeing. The ten categories of pull motives are: modern atmosphere & activities, wide space & activities, small size & reliable weather, natural scenery, different culture, cleanness & shopping, night life & local cuisine, interesting town/village and water activities. One pull motive was not named, but consisted of inexpensive restaurants and tennis. The study showed that destination managers should give special attention to relaxation, family togetherness and safety/fun, because these internal push motives are the most important factors for travel satisfaction and destination loyalty. Contrary to Kozak (2000) and Bansal & Eiselt (2004), Yoon & Uysal (2005) based their empirical research on pre-existing theory. The motives used in the questionnaire were identified in previously published literature. Thus, the motives covered are more complete. They include most of the motives identified in this theoretical framework. This suggests that the conclusion of the study has more theoretical support.

As mentioned in the beginning of this theoretical framework, motivations and motives are not the same. Motives arise within a person and are lasting dispositions (Gnoth, 1997) and motivation is a process that includes situation specific variables *“in which these motives are expressed (Gnoth, 1997, page 291)”*. Although pull factors are sometimes addressed as motives in literature too, this research will not treat them as such. They do not arise within a person, but are variables at tourist destinations (Crompton, 1979). Pull factors will be treated as destination specific attributes. So this research will focus on motives as defined by Gnoth (1997) and will thus research push factors, which explain *“the desire to go on a vacation (Goossens, 2000, page 301)”*.

To conclude, there is not one universal theory about tourist motivation and motives that is adopted by all researchers nor is one of the different theories unarguably true. However, a few concepts seem to be used in researches repeatedly. As mentioned above, the distinction between pull and push factors is one of them. The distinction between intrinsic and extrinsic rewards is also used by several authors (Iso-Ahola, 1980; Pearce, 1982). Also, Pearce & Caltabiano (1983) proved that Maslow's need pyramid is a valid tool to classify tourist motives. Important motives to travel that are described are in general escape, relationship, novelty, self development, exploration, prestige or ego-enhancement and relaxation. As mentioned in the introduction, most researches do not explore the relationship between these motives and tourist behavior other than choice of destination.

2.3 Measurement of motives

How are travel or tourist motives measured? This question could implicate two things. First, how are motives identified and second, how is measured which motives are relevant. Different measurement methods were already mentioned in the paragraph above and will be further explained below.

Researchers used different methods to identify motives to travel. For example, Pearce & Caltabiano (1983) asked travelers about prior positive and negative experiences using open-ended questions and categorized these in the needs categories defined by Maslow (1970). Their research showed that this method was practical and useful, because the motives and Maslow's categories matched.

Fodness (1994) simply asked why people traveled and what their attitudes to travel were in general in unstructured interviews. This resulted in five factors including 20 themes or motives that were appropriate as a measurement instrument by using a questionnaire. The study proved that the motives were capable of *"producing ostensibly viable market segments that can be differentiated from one another on managerially-relevant variables (Fodness, 1994, page 571)"*. Fodness' research is an example of a study that identifies motives and also measures whether they are relevant to use as tourist motives. The same counts for Pearce & Lee (2005) although they did not only use unstructured interviews, but also extracted tourist motives from literature. Eventually they tested 74 motives with a questionnaire and discovered 14 motivational factors or clusters of motives consisting of 69 motives as stated in the paragraph above. The questionnaire let the respondents choose the most suitable option from a nine-point Likert-scale. To test whether the motives are cross cultural, the same questionnaire was conducted in South-Korea. The 14 clusters of motives that could be identified from that research were quite similar to those of the previous research, which provides strong evidence for the cross-cultural patterns of the 69 motives and 14 motive factors (Pearce, 2005).

Crompton (1979) also used unstructured interviews to identify motives to go on a pleasure vacation. He identifies nine of them, which are stated in the paragraph above. However, he lacks to check whether these motives are relevant to use in other tourist motivation researches. Dann (1977) found that motives mentioned in interviews with visitors to Barbados could be described as either anomie or ego-enhancement motives. He lacks to check whether this categorization is relevant to use in other tourist motivation researches too and whether other possible tourist motives might exist.

In researches that study the relevance of certain motives, the following motives are used: Culture, pleasure seeking, relaxation, physical, climate, adventure, personal, educational, achievement, family togetherness, escape, away from home, ego-enhancement, social and luxury motive (Kozak, 2002; Bansal & Eiselt, 2004; Yoon & Uysal, 2005; Larsen et al., 2011). They mostly extracted these motives from previously conducted researches. Some of these motives will probably show some overlap and cover more or less the same kind of motives.

Difficulties with measuring motives or needs are acknowledged throughout the literature. Holloway (1994) and Krippendorf (1987) state that needs or motives are difficult to identify. Sometimes people do not consciously recognize their needs because part of them is hidden in the sub consciousness (Krippendorf (1987) or because they are unwilling to share their needs due to shame (Holloway, 1994). Also, tourists tend to answer questions in a socially accepted way (Pearce, 1982). So measuring motives is difficult in practice, because the measurement depends on the cooperation of individuals and their skills in describing their motives.

Throughout the literature on tourist motives and tourist motivation, most of the empirical researches have studied motives without studying behavioral indicators as well. Some theories are not empirically supported at all (for example Iso-Ahola, 1982 or Krippendorf, 1987). As stressed in the previous section, only two conceptually limited studies (Kozak, 2002; Bansal & Eiselt, 2004) have investigated the relationships between motives and destination choice. The neglect of empirically addressing the linkages between motives and behaviors is remarkable, since it is argued in literature that motives explain behavior. So still the question remains whether tourist behavior can be explained by tourist motives. Exploring this question empirically is crucial in order to fill an important gap in knowledge.

2.4 Other variables that influence tourist behavior

The possibility that variables other than tourist motives influence tourist behavior is acknowledged in literature (Fodness, 1994). They either call these variables constraints (Bansal & Eiselt, 2004), limiting factors (Pearce, 2005) or facilitators (Holloway, 1994). Bansal & Eiselt (2004) found that time, money, distance, conflict of interest and personal circumstances can be constraining factors. Time and money were the most important constraints. Conflicts of interest could probably be indicated as a constraint in this research, because 90% of the respondents traveled in groups of 2 or more people.

Holloway (1994) calls these constraints facilitators and defines them as not being motivating factors themselves but *“they make it possible for prospective tourists to indulge in their desires (Holloway, 1994, page 50)”*. He also mentions the availability of money, but indicates favorable exchange rates and no political borders as facilitators too. He adds that each individual reacts different to these facilitators, which implicates that tourist behavior is difficult to predict.

The difference between constraints and facilitators is that constraints imply factors that constrain travelers of doing what they actually want to do. The term ‘limiting factors’ used by Pearce (2005) means practically the same. Facilitators on the other hand make it possible for travelers to go on the trip they would like. Distance and time can be a constraint when the traveler would like to visit the USA when living in Europe and he or she has only three days of free time. Or money can be a constraint when the traveler does not have the money to buy a ticket from Amsterdam to New York. However, money can function as a facilitator when a traveler has saved enough money to go on a three week holiday to whatever tropical destination he or she dreams about.

Constraints or facilitators relate to external factors that either create a boundary or possibility to travel like money and time. Other external factors that influence tourist behavior are the image of destinations and travel companies (Bansal & Eiselt, 2004). Berkman & Gilson (1986) divide the external factors into environmental influences and other decision making influences like media communications, opinion leaders and sales communications. The environmental influences include ones socio-cultural setting, subculture, social class and family. This is in line with Krippendorff’s (1987) proposition that tourist behavior is motivated by social influences, like the social environment and individual lives in, films, books, school holidays, the organization of work time, general information in the press about holidays, government programs to promote tourism and general advertising.

Internal factors can also influence tourist behavior. Ones personality (Berkman & Gilson, 1986), specific habits, characteristics and traits (Gnoth, 1997) are also said to influence ones behavior. Therefore it could be argued that individual internal characteristics influence ones tourist behavior besides motives. Together with motives these characteristics define ones disposition, which determines how an individual will behave in a certain situation. This means one motive can cause different behavior, while different motives can cause comparable behavior (Gnoth, 1997). Pearce & Lee (2005) also found that personal characteristics like age and experience can influence tourist behavior, because they proved the existence of Travel Career Patterns (TCP).

Summarized, apart from motives other internal and external factors can influence a tourist's behavior according to previous research and existing theories. Constraints, or limiting factors, facilitators, other external influences and internal influences like personality and characteristics are all mentioned as possible influences on behavior. This research will include constraints, because they limit an individual's choices and behaviors. Also, previous research (Bansal & Eiselt, 2004) empirically uncovered the existence of such constraints. The research will include personal characteristics as well, because other empirical researches (Pearce & Caltabiano, 1983; Pearce & Lee, 2005) proved the existence of travel career patterns that evolve throughout the lives of tourists. Therefore job, age and other demographic variables could be of interest when researching tourist behavior.

2.5 Conceptual theoretical model

The figure below graphically shows the relationship that will be explored in the research. The most important is the relation between motives and tourist behavior. Do motives influence tourist behavior? The influence of constraints will be investigated too. The decision was made to measure constraints as an alternative variable that could influence tourist behavior, because the literature review identified clear examples of constraints that are empirically sustained. Personal traits and characteristics on the other hand were only mentioned and not further specified or empirically investigated. So to keep this research based on theory which is sustained by empirical research, constraints are chosen as alternative variables that may have an influence on tourist behavior.

In short, figure 1 represents the two sub questions of the research:

1. What relationship exists between tourist motives and tourist behavior?
2. What relationship exists between perceived constraints and tourist behavior?

More detailed information about which motives, constraints and behaviors will be measured, is treated in chapter 3 'Methods'.

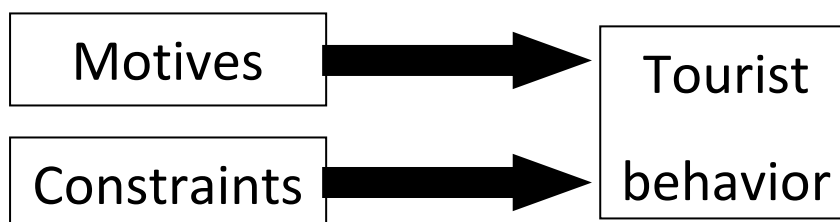


Figure 1 Conceptual theoretical model that will be examined in this research

3. Methods

As mentioned in chapter 1 'Introduction' this research has an explanatory character, because the research aims *"to identify possible causal variables of a given situation or event, thereby contributing to understanding (Vaske, 2008, page 5)"*. Primary data will be collected by carrying out quantitative research. Questionnaires can reach a large group of people within a relatively small timeframe (Vaske, 2008). Also, surveys gather data that is easy to quantify and use in statistical tests that will be employed to examine the relationship between tourist motives and tourist behavior.

The questionnaire was distributed amongst Wageningen University students to collect data about tourist motives and behavior. I chose to survey Wageningen University students, because it is an easy to reach group of people for me. I have access to the different university buildings and I can easily reach fellow students by email. Since this research examines a relationship between human concepts, namely tourist motives and tourist behavior, the group of Wageningen University students, all human beings, is considered to be adequate to address this relationship. The latest information shows that Wageningen University counts 6771 students. The students originate from 105 countries and are mostly from the Netherlands, China, Indonesia and Germany (Wageningen University and Research Center, information derived on November 29th 2011). Please see table 2 for numbers of students per continent.

Table 2 Number of students per continent (Wageningen University and Research Center, information derived on November 29th 2011)

Origin	Number of students
The Netherlands	5036
Europe (excluding the Netherlands)	825
Asia	498
Africa	255
South America	90
Central America	36
North America	27
Oceania	4

The following efforts were made to reach the students of Wageningen University. A web link of the online version of the questionnaire was sent by email to all Wageningen University students that I personally know. In addition, a former classmate sent an email with the questionnaire web link to all of his acquaintances at Wageningen University. An effort was made to get all student and study associations to send the link to their members, but none of them responded to this request. The internal communication department of Wageningen University posted a news item about the research, including the web link to the online version of the questionnaire, on the student intranet. I also posted the link on the Wall of the Wageningen University group page on Facebook (approximately 2500 members). These last two efforts seem to have generated the majority of the responses, because after the publication of the news item and the post on Facebook the responses seriously increased. The paper version of the questionnaire was handed out in an MSc Leisure, Tourism and Environment lecture of Meghann Ormond. Also, it was delivered to several hallways of student complex Marijkeweg. The paper version of the questionnaire can be found in appendix 1.

In the end, 28 paper versions of the questionnaire were returned and 229 people responded to the online version. So in total, the efforts described above generated 254 respondents.

The questionnaire focuses on the last vacation the student took. They were asked to base their answers on this vacation only. The following subjects were included in the questions:

- ❖ Demographics of the student
- ❖ Characteristics last vacation
- ❖ Type of vacation
- ❖ Activities during vacation
- ❖ Motives to go on that last vacation
- ❖ Constraints that influenced their choices related to the last vacation

The questions asked about these subjects are partially based on findings in the theoretical framework. Questions that inquire about an individual's motives to travel are based upon the motives identified by Pearce (2005). These motives were extracted from literature and unstructured interviews with travelers and tested several times. Results showed that they were relevant to use in researches concerning tourist motives. One research even identified that these motives are cross-cultural (Pearce, 2005), which is important information since Wageningen Students originate from 105 different countries (Wageningen University and Research Center, information derived on

November 29th 2011). Also, the motive factors identified by Pearce (2005) cover most of the reasons and motives to travel identified and described by others. The 'Escape/relax' factor was also described by Dann (1977) as anomie, by Fodness (1994) as minimization of punishment and by Crompton (1979) and Iso-Ahola (1982) who call it the same as Pearce (2005) does. Iso-Ahola (1982), Maslow (1987) and Crompton recognize the existence of Pearce's 'Relationship (strengthen)' motive factor and describe it respectively as increased social activity, belongingness and love needs, enhancement of kinship relationships and facilitation of social interaction. The 'Recognition' factor is described by Dann (1977) as ego-enhancement, by Maslow (1987) as esteem needs, by Fodness (1994) as self esteem and also as ego-enhancement and by Crompton (1979) as prestige. It could even be argued that the 'Recognition' factor includes Krippendorf's (1987) and Iso-Ahola's (1980) view that a person's motivation to travel originates from the social environment they live in. For example, the 'Recognition' factor includes the motive 'Having others know I've been there'. This motive indicates that the person with this motive travels to be recognized by his social environment and therefore his or her motivation to travel originates from their social environment and not so much from themselves. Motives that can be compared to motive factors 'Self-development (host-site)', 'Self-development (personal)' and 'Stimulation' are knowledge function, utilitarian function (Fodness, 1994), exploration and education (Crompton, 1979). 'Self-actualization' can be compared to evaluation of self (Crompton, 1979) and Maslow's safety needs (1987) can be categorized as a 'Relationship (Security)' factor. The matches above are probably not as black and white as indicated and show some overlap in a grey area. Still, most motives described by others than Pearce are covered in Pearce's (2005) tourist motives factors. For an overview of these factors, with corresponding reliabilities, please see appendix 2.

Questions inquiring about perceived constraints when choosing a certain kind of behavior will be based upon constraints identified by Bansal & Eiselt (2004). They found that time, money, distance, conflict of interest and personal circumstances can be constraining factors when choosing a destination. This questionnaire examines whether these constraints are also relevant for other tourist behaviors. Please see paragraph 2.5 for an explanation about the choice to include constraints in the SPSS analyses.

Most articles that link tourist behavior to tourist motives only measure the choice of destination. Other behavioral characteristics were not present in the research described in the theoretical framework of this proposal. Therefore, behavior that will be measured is not linked to other research results found in literature. However, definitions of behavior in general and tourist behavior are taken

into account. Behavior can be defined as all observable acts (Fishbein & Ajzen, 1975; Pearce, 2005). When it is more specified to tourist behavior, the following definition could be used: The activities of people engaged in actual or potential use of tourism products, services, environments and ideas. This definition was derived from Berkman & Gilson's (1986) description of consumer behavior. Two types of tourist behavior were included in the questionnaire, namely choice of vacation type and activities participated in during the vacation. These behaviors are both observable in practice and made observable by respondents' answers. Additionally, they can be categorized as activities of people engaged in actual use of tourism products, services, environments and ideas. The respondents were engaged in the actual use of tourism products, because their answers were based on a real life vacation they had taken. Also, the activities were related to their vacation (tourism products, services and ideas) and the destination they visited (environment). To conclude the argumentation for the choice of tourist behaviors, one final remark must be made: The types of vacation and activities included in the questionnaire are the result of my own interpretation of tourist behavior due to a lack of existing researches treating this subject.

The most important questions included in the questionnaire, that inquire about tourist motives, activities and types of vacation, have Likert-scale answering possibilities. The respondents could choose between 5 different values, for example varying from 'not important at all' to 'very important'. This makes it possible to run regression calculations in SPSS. More about the method of analyzing can be found below.

The quantitative data collected with the survey was analyzed in SPSS. Since the goal of this research is to examine the relationship between tourist motives and tourist behavior, which is the examination of a relation between different variables, Associational Inferential Statistics were applied. Associational Inferential Statistics is concerned with the reality of an observed relation (statistical significance), how large this possible relation is (effect size) and whether this relation is useful (practical significance) (Vaske, 2008). Statistical tests related to these subjects and used in the SPSS analysis are exploratory factor analysis, reliability calculations, correlations and (multiple) regression calculations. Also, to be able to describe the general characteristics of the sample, descriptive calculations were performed to for example calculate the average age of the respondents. All results of the calculations in SPSS can be found in chapter 4 'Results'.

A few problems occurred with gathering data for the research. First, a number of responses could not be used for the analysis in SPSS, because they were incomplete: The respondents stopped

halfway through the questionnaire and therefore did not fill out the question about whether they are a student of Wageningen University or not. I did not use these responses, because my sample group is Wageningen University students. Most respondents that did not complete the questionnaire stopped at the question about motives to travel. My guess is that they thought this question was too long, namely 69 items. This problem could maybe have been solved by splitting this question into several smaller questions. Also, the question about whether the respondent is a Wageningen University student could have been asked at the beginning of the survey. However, this would not have solved the problem of respondents not filling out the question about motives. This question is the most important one, because it is used in SPSS to calculate the relationship between tourist motives and tourist behavior. Therefore these incomplete responses would have been ignored in the SPSS regression analyses anyway. A second problem that occurred was the longer period of gathering data than anticipated. I estimated this phase of the research to take three weeks, but it took four weeks in total. A possible cause could be the response time of contact persons at the university. It would have been better if I had contacted Internal Communications of Wageningen University before the data collection phase. This way the news item could have been placed on the student intranet at the start of collecting data. Now it took almost two weeks before students were confronted with the news item and could respond to the survey by clicking the link to the online questionnaire.

4. Results

This chapter will provide an overview of the results of the questionnaire distributed amongst students of Wageningen University. First, the sample of Wageningen University students will be described by summarizing the respondents' demographics and characteristics of their last vacation. Second, the results of factor analyses performed on tourist motives and tourist activities are presented. Last, the outcome of regressions between tourist motives, constraints, tourist activities and types of vacation are listed. To keep the structure of this chapter clear, not all results of the SPSS analyses are listed in tables in this chapter. Instead, an appendix with all analysis results is included with this thesis. When information is available in the appendix, a reference is made.

In total, 254 people responded to the survey. Several questionnaires were incomplete or filled out by people that are not students at Wageningen University. The target group for this research is Wageningen University students and therefore, 46 responses were deleted before starting the analysis in SPSS. The deleted respondents were either not a student of Wageningen University or did not fill out the question about whether they were a student of Wageningen University or not. A number of 208 filled out questionnaires were used in the SPSS analyses.

4.1 Sample Characteristics

The 208 respondents that were included in the SPSS analyses had an average age of 23.7 years. The sample included a slightly larger number of females. Please see table 3 and 4 for more details.

Most of the respondents are originally from the Netherlands (67.8%). Another 6.3% of the respondents are originally from Germany. The other respondents are from countries covering every continent in the world. For all countries of origin, please see table 5. The 'total of other countries' as listed in the table are countries that were indicated as country of origin by just one respondent.

Table 3 Age of respondents

	Age
Youngest respondent	18
Oldest respondent	33
Average	23.7

Table 4 Male and female respondents

	Frequency	Percentage
Male	93	44.7
Female	115	55.3

Table 5 Country of origin of respondents

	Frequency	Percentage
Bulgaria	2	1.0
Colombia	2	1.0
Denmark	2	1.0
France	2	1.0
Germany	13	6.3
Ghana	2	1.0
Greece	6	2.9
Indonesia	5	2.4
Poland	2	1.0
Spain	5	2.4
Suriname	2	1.0
The Netherlands	141	67.8
Vietnam	2	1.0
Total of other countries: Australia, Canada, China, Curacao, Ecuador, Hungary, India, Iran, Italy, Latvia, Lithuania, Luxembourg, Macedonia, Mexico, Mozambique, Peru, Philippines, Romania, Russia, Saudi Arabia, Tanzania, United Kingdom	22	10.2

Apart from answering questions about personal characteristics, the respondents had to provide information about their last vacation. The average duration of the respondents' last vacation was 12 to 16 days. Most respondents travelled together with one companion, but on average four companions joined the respondent (table 6).

Table 6 Number of companions during vacation

	Number of companions, excl. self
Lowest number	0
Highest number	100
Average	4

A majority of respondents (51%) travelled by airplane to and from their destination. The car is also a popular form of transportation, both to/from and at the destination (respectively 26% and 37.5%). At the destination it is even the most frequently used mode of transportation. Hotels are the most common type of accommodation used by this sample of Wageningen University students.

Please see tables 7 and 8 for more detailed information about the transportation and accommodation of the respondents' vacations. For a complete overview of the vacation characteristics including choice of destination, please see appendix 3.

Table 7 Transportation to/from and at destination

		Frequency	Percentage
Transportation to and from destination	Car	54	26.0
	Bike	4	1.9
	Train	19	9.1
	Airplane	106	51.0
	Ship	5	2.4
	Other: Bus, public transport, camper, hitch hiking	19	9.1
Transportation at destination	Car	78	37.5
	Bike	16	7.7
	Train	20	9.6
	Airplane	2	1.0
	Motorcycle	3	1.4
	Ship	8	3.8
	Foot	30	14.4
	Other: Bus, camper, mopeds, none, public transport, tram, tram, underground	49	23.6

Table 8 Types of accommodation during vacation

	Frequency	Percentage
Hotel	44	21.2
Motel	3	1.4
Hostel	36	17.3
Tent	34	16.3
Ship	4	1.9
Trailer	3	1.4
RV	1	0.5
Bungalow or cottage	15	7.2
Other: Apartment, backpacker's house, barrack, bed & breakfast, cabin, camper, chalet, family, friends, guesthouses, house, hut, locals, penthouse, school, scouting building, VW bus,	65	31.3

4.2 Factor analysis

As explained in chapter 3 'Methods', the 69 motives included in the questionnaire are based on research conducted by Pearce (2005), who categorized these motives in 14 reliable factors. Pearce's factors were used to categorize the motives in the dataset of Wageningen University students. Table 9 shows the results of the reliability analysis of the factors as defined by Pearce (2005) for this sample. The Cronbach's Alpha value indicates the reliability of the factors. A value of $\alpha \geq 0.65$ is necessary for a factor to have an adequate reliability. The reliability of factors consisting of just two motives is indicated with the Pearson Correlation (r). A value of $r \geq 0.50$ means the correlation between the two motives is substantial. Therefore, a factor with two motives that have a correlation of $r \geq 0.50$ is reliable. As table 9 shows, the lowest Cronbach's Alpha value measured is 0.65 (Factor 1 'Novelty factor'), which is the lowest acceptable value for an adequate reliability of the factor. Factor 2 'Escape/relax' and factors 4 through 14 even have a good reliability, because $\alpha \geq 0.80$.

So every single one of Pearce's factors is applicable to the sample used in this research. Although the sample is very specific, namely an international group of students at Wageningen University, the motives and motive factors as stated by Pearce are all measured as reliable.

Table 9 Reliability analysis for motive factors as defined by Pearce (2005)

Factors	Motives	α
1 Novelty	Having fun	0.65
	Experiencing something different	
	Feeling the special atmosphere of the vacation destination	
	Visiting places related to my personal interests	
2 Escape/relax	Resting and relaxing	0.89
	Getting away from everyday psychological stress/pressure	
	Being away from daily routine	
	Getting away from the usual demands of life	
	Giving my mind a rest	
	Not worrying about time	
	Getting away from everyday physical stress/pressure	
3 Relationship (strengthen)	Doing things with my companion(s)	0.73
	Doing something with my family/friend(s)	
	Being with others who enjoy the same things as I do	
	Strengthening relationships with my family/friend(s)	
	Strengthening relationships with my companion(s)	
	Contacting with family/friend(s) who live elsewhere	
4 Autonomy	Being independent	0.90
	Being obligated to no one	
	Doing things my own way	
5 Nature	Viewing the scenery	0.87
	Being close to nature	
	Getting a better appreciation of nature	
	Being harmonious with nature	
6 Self-development (host-site involvement)	Learning new things	0.89
	Experiencing different culture	
	Meeting new varied people	
	Developing my knowledge of the area	
	Meeting the locals	
	Observing other people in the area	
	Following current events	
7 Stimulation	Exploring the unknown	0.91
	Feeling excitement	
	Having unpredictable experiences	

	Being spontaneous	
	Having daring/adventuresome experience	
	Experiencing thrills	
	Experiencing the risk involved	
8 Self-development (personal development)	Develop my personal interests	0.91
	Knowing what I am capable of	
	Gaining a sense of accomplishment	
	Gaining a sense of self-confidence	
	Developing my skills and abilities	
	Using my skills and talents	
9 Relationship (security)	Feeling personally safe and secure	0.90
	Being with respectful people	
	Meeting people with similar values/interests	
	Being near considerate people	
	Being with others if I need them	
	Feeling that I belong	
10 Self-actualize	Gaining a new perspective on life	0.90
	Feeling inner harmony/peace	
	Understanding more about myself	
	Being creative	
	Working on my personal/spiritual values	
11 Isolation	Experiencing the peace and calm	0.84
	Avoiding interpersonal stress and pressure	
	Experiencing the open space	
	Being away from the crowds of people	
	Enjoying isolation	
12 Nostalgia	Thinking about good times I've had in the past	r=0.79
	Reflecting on past memories	
13 Romance	Having romantic relationships	r=0.65
	Being with people of the opposite sex	
14 Recognition	Sharing skills and knowledge with others	0.86
	Showing others I can do it	
	Being recognized by other people	
	Leading others	
	Having others know that I have been there	

To investigate whether factors can be categorized differently, an exploratory factor analysis with a varimax rotation was performed. Table 10 lists the 13 new factors with corresponding Cronbach's Alpha values. These factors are an interpretation of the factors proposed by SPSS. Please see appendix 3 for the factors formed by SPSS. The first factor that was created by SPSS was split up into three factors, because the motives covered different subjects, namely 'Personal Development', 'Security' and 'Self-actualization'. It was possible to split up the factor since the three new factors are reliable as well. The 'Being creative' motive was deleted from the nature/isolation factor, because it does not match the other motives, which are all related to nature and tranquility. Also, the reliability of the factor increases with the deletion of 'Being creative'. The motive 'Contacting with family/friend(s) who live elsewhere' was deleted to increase the reliability of factor 10 'Relationship (family/friends)'. The factor created by SPSS consisting of motives 'Having fun', 'Feeling the special atmosphere of the vacation destination' and 'Visiting places related to my personal interest' was not included in table 10 because $\alpha < 0.65$. Motives 'Experiencing something different', 'Viewing the scenery' and 'Being with others who enjoy the same things as I do' were also deleted, because they could not be categorized within the other factors.

Some factors resulting from the explanatory factor analysis are exactly the same as Pearce's factors. Factor 2 'Security', factor 7 'Escape/relax', factor 9 'Autonomy', factor 12 'Nostalgia' and factor 13 'Romance' are similar to Pearce's factors and have therefore been named the same. Although the exploratory factor analysis produced reliable factors, the regressions will be performed with the factors as defined by Pearce. By using his pre-existing instrument this study can be connected and compared to other studies more easily. Therefore, the regressions in paragraph 4.3 are all calculated with the 14 tourist motive factors by Pearce (2005).

Table 10 Reliability analysis for motive factors found with exploratory factor analysis

Factors	Motives	α
1 Personal development	Developing my skills and abilities	r=0.81
	Using my skills and abilities	
2 Security	Feeling personally safe and secure	0.90
	Being with respectful people	
	Meeting people with similar values/interests	
	Being near considerate people	
	Being with others if I need them	
	Feeling that I belong	
3 Self-actualization	Gaining a new perspective on life	0.88
	Feeling inner harmony	
	Understanding more about myself	
	Working on my personal/spiritual values	
4 Nature/isolation	Being close to nature	0.90
	Getting better appreciation of nature	
	Being harmonious with nature	
	Experiencing the open space	
	Experiencing the peace and calm	
	Being away from the crowds of people	
	Enjoying isolation	
5 Learning	Learning new things	0.90
	Experiencing different culture	
	Meeting new and varied people	
	Developing my knowledge of the area	
	Meeting the locals	
	Observe other people in the area	
	Following current events	
	Exploring the unknown	
	Develop my personal interests	
6 Stimulation	Feeling excitement	0.91
	Having unpredictable experiences	
	Being spontaneous	
	Having daring/adventuresome experience	
	Experiencing thrills	
	Experiencing the risk involved	

	Knowing what I am capable of	
	Gaining a sense of self-confidence	
7 Escape/relax	Resting and relaxing	0.89
	Getting away from everyday psychological stress/pressure	
	Being away from daily routine	
	Getting away from the usual demands of life	
	Giving my mind a rest	
	Not worrying about time	
	Getting away from everyday physical stress /pressure	
8 Recognition	Showing others I can do it	0.87
	Being recognized by other people	
	Leading others	
	Having others know I have been there	
	Gaining a sense of accomplishment	
9 Autonomy	Being independent	0.90
	Being obligated to no one	
	Doing things my own way	
10 Relationship (family/friends)	Doing something with my family/friend(s)	r=0.75
	Strengthening relationships with my family/friend(s)	
11 Relationship (companions)	Doing things with my companion(s)	r=0.72
	Strengthening relationships with my companion(s)	
12 Nostalgia	Thinking about good times I've had in the past	r=0.79
	Reflecting on past memories	
13 Romance	Having romantic relationships	r=0.65
	Being with people of the opposite sex	

An exploratory factor analysis with a varimax rotation was also performed for the activities included in the questionnaire. Table 11 shows the factors that were created. For an overview of the factors that were created with SPSS, please see appendix 3. The activities 'Visit entertainment parks' and 'Participate in activities together with friends or family' were deleted, because they did not fit into one of the factors. Other motives have been combined into other factors, because they can be linked to the same type of activity, but were not categorized in the same factor by the exploratory factor analysis in SPSS. For example, 'Getting spa treatments' and 'Sunbathing' are both relaxing activities, but were not categorized in the same factor in the exploratory factor analysis. To create factors that are logical on a theoretical and practical level, the factors were adjusted to the factors as listed in

table 11. These activity factors were used in the regression calculations (see paragraph 4.3 'Regression').

All activity factors have an either adequate or good reliability (respectively $\alpha \geq 0.65$ and $\alpha \geq 0.80$), if the same rules are applied for α as they were for the motive factors, except for factor 4 'New experiences'. However, $\alpha \geq 0.60$ is viewed as an adequate value for a reliable factor by some researchers (Vaske, 2008). In that case factor 4 'New experiences' is reliable and will therefore not be rejected.

Table 11 Reliability analysis for activity factors found with exploratory factor analysis

Factors	Motives	α
1 Cultural	Visit museums or comparable cultural tourist attractions	0.84
	Visit cities, towns or villages	
	Go out for dinner at restaurants, cafés etcetera	
	Visit churches, castles or other comparable buildings/monuments	
	Cultural activities	
2 Nature	Hiking	0.83
	Watching wildlife	
	Visit national parks or other comparable nature reserves	
3 Relaxing	Sunbathing	0.70
	Swimming	
	Relaxing activities	
	Get spa treatments like massages, facials etcetera	
	Diving or snorkeling	
4 New experiences	Visit local communities	0.64
	Participate in activities together with local people	
	Participate in educational like language courses, dance courses etcetera	
	Educational activities	
5 Sports	Bungee jumping, sky diving, mountain climbing, rafting or other comparable thrill seeking activities	0.72 ($r=0.57$)
	Sports activities	

4.3 Multiple regression calculations

The ultimate goal of this research is to examine whether a relationship exists between tourist motives and tourist behavior. As explained in chapter 3 'Methods', two types of tourist behavior were included in the questionnaire, namely choice of tourist activities and choice of vacation type. To examine the relationship between tourist motives and these two types of tourist behavior, regressions were conducted in SPSS. Cases that had answers missing were deleted list-wise. Please see table 12 and 13 for the results of these regressions.

Notice that in most tables below the dependent variables are listed vertically and the independent variables are listed horizontally, because of practical reasons.

All relationships between the activity factors and motive factors are at least typical ($R \geq 0.36$). Activity factors 'Nature', 'New experiences' and 'Sports' even have a substantial relationship ($R \geq 0.51$) with motive factors. All of the relationships between activity factors and motive factors are significant at the $p \leq 0.01$ level.

Table 12 Regression motive factors (independent variable) and activity factors (dependent variable)

Activity factors	Multiple regression with motive factors (R)	Significance
Cultural	0.49	<0.01
Nature	0.63	<0.01
Relaxing	0.43	<0.01
New experiences	0.61	<0.01
Sports	0.52	<0.01

So not only are Pearce's motive factors reliable to use in this research as described in paragraph 4.2. As a construct it even has predictive potential. This is shown with the results in table 12 that confirm the existence of a relationship between these 14 motive factors and 5 activity factors. The motive factors are able to partially predict the behavior of tourists based on their motives. Together with the theoretically expressed likelihood of a relationship between the two concepts, this indicates the construct validity of Pearce's motive factors.

The relationships between types of vacation and motive factors are not all at least typical in contrary to the relationships between activity factors and motive factors. The relationship between type of

vacation 'Sun and sea vacation' and the motive factors is minimal. Furthermore, it is not statistically significant and will therefore be rejected as an existing relationship. The other relationships are statistically significant at either a $p \leq 0.01$ level or $p \leq 0.05$ level and are at least typical. Types of vacation 'A visit to family and friends', 'Sports oriented vacation', 'Nature oriented vacation' and 'Culture oriented vacation' even have a substantial relationship with the motive factors.

Table 13 Regression motive factors (independent variable) and types of vacation (dependent variable)

Types of vacation	Multiple regression with motive factors (R)	Significance
Sun and sea vacation	0.32	0.19
Cruise	0.40	0.01
City trip	0.50	<0.01
Round trip	0.42	<0.01
Winter sports vacation	0.36	0.05
A visit to family or friends	0.55	<0.01
Volunteer vacation	0.39	0.02
Sports oriented vacation	0.51	<0.01
Nature oriented vacation	0.61	<0.01
Culture oriented vacation	0.52	<0.01

The theoretical framework suggested that constraints can also influence tourist behavior. The questionnaire includes a question about constraints. These constraints (time, money, distance, personal constraints and conflicts of interest with travel companions) are, as mentioned before in chapter 3 'Methods', derived from a research by Bansal & Eiselt (2004). Whether constraints influence tourist behavior was tested by conducting regressions for the relationship between activity factors and constraints as well as types of vacation and constraints. The results can be found in table 14 and 15.

The relationships between activity factor and constraints were either non-existent ($R < 0.14$) or minimal ($R \geq 0.14$). Furthermore, no relationship between activity factors and constraints was statistically significant ($p > 0.05$). Therefore it is rejected that a relationship exists between activity factors and constraints.

Table 14 Regression constraints (independent variable) and activity factors (dependent variable)

Activity factors	Multiple regression with constraints (R)	Significance
Cultural	0.10	0.86
Nature	0.12	0.71
Relaxing	0.16	0.39
New experiences	0.16	0.40
Sports	0.20	0.15

A few relationships between types of vacation and constraints are statistically significant. The relationship between winter sports vacation and constraints as well as the relationship between sports oriented vacation and constraints is significant at the $p \leq 0.01$ level. Three other relationships (A visit to family or friends – Constraints, Volunteer vacation – Constraints and Nature oriented vacation – Constraints) are significant at the $p \leq 0.05$ level. Some relationships are not statistically significant at all ($p > 0.05$), namely between types of vacation ‘Sun and sea vacation’, ‘City trip’, ‘Round trip’ and ‘Culture oriented vacation’ and constraints. In addition, the relationships between types of vacation and constraints are just minimal ($R \geq 0.14$) and in one case even non-existent. The relationship between ‘Culture oriented vacation’ and constraints has an $R < 0.14$.

Table 15 Regression constraints (independent variable) and types of vacation (dependent variable)

Types of vacation	Multiple regression with constraints (R)	Significance
Sun and sea vacation	0.21	0.11
Cruise	0.22	0.09
City trip	0.14	0.57
Round trip	0.14	0.59
Winter sports vacation	0.32	<0.01
A visit to family or friends	0.23	0.04
Volunteer vacation	0.23	0.05
Sports oriented vacation	0.29	<0.01
Nature oriented vacation	0.23	0.05
Culture oriented vacation	0.04	1.00

Next question is whether the explanatory value of the relationship between tourist motives and tourist behavior increases when constraints are added to the multiple regression calculation. Please see table 16 and 17 for the results of these regressions. All relationships are at least statistically significant at a $p \leq 0.05$ level, except for the relationships related to type of vacation ‘Sun and sea

vacation', which is not significant whether the regression calculation is performed with only motive factors ($p = 0.19$) or with motive factors and constraints ($p = 0.13$).

Table 16 and 17 show that the addition of constraints does not dramatically increase the strength of the relationships. Most of them stay at the same effect size: Minimal ($R \geq 0.14$), typical ($R \geq 0.36$) or substantial ($R \geq 0.51$). However, some types of vacation get a higher effect size by combining motive factors and constraints. 'Sun and sea vacation' goes from a minimal relationship with motive factors of $R = 0.32$ to a typical relationship with motive factors and constraints of $R = 0.38$. The addition of constraints changes 'City trip' from a typical relationship with motive factors of $R = 0.50$ to a substantial relationship of $R = 0.53$. Although the names of the relationships change for the previous two types of vacation, the relationships themselves only increase with respectively 0.06 and 0.03.

Furthermore, the increase of the predictive potential (the strength of the relationship) by adding constraints to the model is in most cases not significant as shown with the significance of R^2 change. Only between tourist motives and the types of vacation 'Winter sports vacation', 'Volunteer vacation' and 'Sports oriented vacation' constraints add significant value to the relationships.

Table 16 Regression motive factors combined with constraints (independent variables) and activity factors (dependent variable)

Activity factors	Multiple regression with motive factors (R)/significance	Multiple regression with motive factors and constraints (R)/significance R^2 change
Cultural	0.49/<0.01	0.50/0.67
Nature	0.63/<0.01	0.64/0.43
Relaxing	0.43/<0.01	0.45/0.52
New experiences	0.61/<0.01	0.63/0.15
Sports	0.52/<0.01	0.55/0.18

Table 17 Regression motive factors combined with constraints (independent variables) and types of vacation (dependent variable)

Types of vacation	Multiple regression with motive factors (R)/significance	Multiple regression with motive factors and constraints (R)/significance of R ² change
Sun and sea vacation	0.32/0.19	0.38/0.18
Cruise	0.40/0.01	0.44/0.36
City trip	0.50/<0.01	0.53/0.39
Round trip	0.42/<0.01	0.43/0.95
Winter sports vacation	0.36/0.05	0.47/<0.01
A visit to family or friends	0.55/<0.01	0.56/0.72
Volunteer vacation	0.39/0.02	0.46/0.04
Sports oriented vacation	0.51/<0.01	0.56/0.04
Nature oriented vacation	0.61/<0.01	0.63/0.34
Culture oriented vacation	0.52/<0.01	0.53/0.88

All tables above that represent the results of the multiple regression calculations only take into account the total correlation of all motive factors or all constraints with the activity factors and types of vacation, which is reflected with the multiple correlation coefficient R. However, it is also possible to calculate the correlation of every separate motive factor or constraint with the activity factors and types of vacation. Those correlations are indicated with the value of the Pearson correlation r, which are all listed in appendix 3. However, these values can show some overlap due to possible inter-correlation of the tourist motive factors. For the standardized coefficient beta this overlap is filtered out. Please see table 18 for the beta values of the relationships between the tourist motive factors and activity factors.

In the table the highest beta value for each activity factor is marked. It shows that the motive factor with a comparable theme is most decisive for the relationship with one of the activity factors. The relationship between activity factor 'Cultural' and the motive factors is mostly explained with motive factor 'Self-development (host-site involvement)'. They both contain items that are related to culture and seeking new cultural experiences. The same applies to the other activity factors. The highest beta value for activity factor 'Nature' is for the association with motive factor 'Nature'. Motive factor 'Escape/relax' has the highest beta value for the relationship with 'Relaxing'. For activity factor 'New experiences' it is again motive factor 'Self-development (host-site involvement)'. Apart from comprising items about cultural experiences, it also includes 'Learning new things' and 'following

current events' which more or less follow the same theme as having 'New experiences'. The relationship between tourist motive factors and the 'Sports' activity factor is mostly explained by motive factors 'Stimulation' and 'Self-development (personal development)'. Again, the motive factors and activity factor follow the same theme. They all relate to experiencing thrills and knowing what an individual is capable of.

Table 18 Standardized coefficient beta for relationship between tourist motive and activity factors

		Activity factors				
		Cultural	Nature	Relaxing	New experiences	Sports
Tourist motive factors	Novelty	0.218	0.074	-0.016	-0.017	0.066
	Escape/relax	0.069	-0.073	<u>0.246</u>	-0.005	-0.048
	Relationship (strengthen)	-0.024	-0.156	0.102	0.106	0.024
	Autonomy	0.018	-0.009	0.017	-0.017	0.019
	Nature	-0.117	<u>0.509</u>	-0.069	0.038	0.100
	Self-development (host-site involvement)	<u>0.325</u>	0.087	-0.053	<u>0.464</u>	-0.334
	Stimulation	-0.168	-0.096	0.105	-0.147	<u>0.342</u>
	Self-development (personal development)	0.006	0.150	0.126	0.106	<u>0.342</u>
	Relationship (security)	-0.187	-0.049	-0.050	0.104	-0.004
	Self-actualize	0.275	-0.112	0.020	0.223	-0.175
	Isolation	-0.225	0.160	0.106	-0.145	0.085
	Nostalgia	0.128	0.067	-0.050	0.058	0.034
	Romance	0.052	0.073	0.040	-0.046	-0.003
	Recognition	0.077	-0.068	0.105	-0.094	0.014

The same applies for the highest beta values of the relationships between the tourist motive factors and choice of type of vacation as shown in table 24 in appendix 3. Only the type of vacation 'Cruise' and motive factor 'Self-development (personal development)' do not follow the same theme as the motive factor that has the highest beta value. For more detailed information about all the regression calculations above, please see appendix 3.

5. Discussion

This chapter will discuss the results by comparing them to previous researches and theories as described in the theoretical framework. First some remarks will be made about the research that are important to keep in mind. Then the results will be discussed. This discussion will continue in the same order as chapter 4 'Results' to keep a clear overview.

5.1 Remarks

The questionnaire asked respondents to base their answers on the last vacation they went on. This makes all answers retro perspective. The respondents interpret what they think were their motives to go on the last vacation looking back at that vacation. It cannot be ruled out that the respondents would have answered differently when they were asked the same questions about their motives before they went away. They could have looked back at the activities they participated in and could have derived their motives from those. For example, a respondent went for a walk in a deserted place during the vacation and thought that one of his motives to travel therefore must have been to 'be harmonious with nature', although this wasn't his motive to travel before he went. So the retro perspective nature of the answers should be kept in mind when reading the discussion below and the conclusions in the next chapter.

The retro perspective nature of the answers is not the only issue concerned with the respondent's interpretation of their motives to travel. Sometimes people do not consciously recognize their needs, because part of them is hidden in the sub consciousness (Krippendorf, 1987). Also, respondents are sometimes unwilling to share their motives due to shame (Holloway, 1994) or because they tend to answer questions in a socially accepted way (Pearce, 1982). For all the reasons above, measuring motives is difficult, because the measurement depends on the cooperation of individuals and their own interpretation of their motives to travel.

Last, the issue of sampling should be addressed to get a fair interpretation of the research results. Respondents were not sampled randomly. Therefore, and because the sample is not large enough, the results are not a representation of the entire population of Wageningen University students. However, generalizing results to all Wageningen University students was never a goal of this

research. The goal is to examine whether a relationship exists between tourist motives, constraints and tourist behavior. Thus, the results describe the relationship between these variables as found with this particular dataset of students. Although this sample is very specific, an international group of students at Wageningen University, their answers show considerable variation. All answer categories for tourist motives, types of vacation and activities are represented by several respondents. For example, the tourist motive 'Avoiding interpersonal stress and pressure' is indicated as very important, as well as somewhat important, neutral, somewhat unimportant and very unimportant, which are all answering categories. The sample consists of persons that represent all kinds of different varieties concerning their tourist motives, choice for type of vacation and activities they participated in. So although the sample consists of Wageningen students only, it shows a considerable variation in the previous mentioned motives and behaviors. Also, as will be explained more thoroughly below, convincingly strong relationships were found between tourist motives and tourist behavior. Therefore, and since the sample shows considerable variation, it can be argued that the discovered relationships between tourist motives and tourist behavior exist outside the sample used in this study as well.

5.2 Sample characteristics discussed

Information provided by Wageningen University and Research Center (information derived on November 29th 2011) showed that their students originate from 105 different countries. Students that responded to the questionnaire originate from 35 different countries, which means this questionnaire has captured one-third of the different nationalities at Wageningen University. According to Pearce (2005) the motives can be used cross-cultural, so the multicultural character of the sample is not a problem. This cross-cultural character is even confirmed by this research, since Pearce's 14 motives factors (2005) are applicable to the multicultural sample of Wageningen University students. More about the application of these motive factors will be described in paragraph 5.3 'Factor analyses discussed'.

All other sample characteristics described in chapter 4 'Results' are rather self-explanatory and serve to give a representation of the sample only. Therefore, these characteristics will not be further discussed. The same applies to the characteristics of the vacations the respondents went on. They only serve as an overview of the sample.

5.3 Factor analyses discussed

As already mentioned in chapter 4 'Results' and paragraph 5.2, Pearce's 14 motive factors can be used to create reliable motive factors for this sample. A factor represents a cluster of motives that show considerable consistency. If a respondent thinks one of the motives in that particular factor is important, he or she will probably also ascribe a high importance to another motive in that factor. The same applies the other way around. If a respondent has evaluated a motive as unimportant, he or she will most likely think that another motive in that cluster is unimportant as well.

Although all factors have a Cronbach's Alpha value (α) that is high enough for them to be reliable, some values slightly differ from the Cronbach's Alpha values Pearce found. For example, the two motive factors with the lowest α value according to Pearce's research are 'Novelty' ($\alpha = 0.70$) and 'Romance' ($\alpha = 0.78$) (2005). In this research the factors with the lowest α values are also 'Novelty' ($\alpha = 0.65$) but 'Relationship (strengthen)' ($\alpha = 0.73$) instead of 'Romance' although it has one of the lower Cronbach's Alpha values in this research, namely $\alpha = 0.79$. This value is practically the same as Pearce found. Although they differ a couple of one hundredth, the other motive factors have more or less the same α values. So apart from some minor differences, even the internal consistencies of the motive factors do not differ much between the different researches. This means the motive factors can be considered as stable and therefore reliable. So although the sample in this study was completely different from Pearce's (2005), the motive factors remain reliable. This builds a case for the following statement: The motive factors by Pearce (2005) are in general an accurate reflection of clusters of motives that a person believes are more or less equally unimportant or important reasons to go on a vacation. Probably more research is needed to be sure this statement is true and to confirm the found similarities are not a coincidence, but this research sustains the previous statement. It is also supported by the variation in this sample. It represents all kinds of different varieties concerning a person's tourist motives and choice of type of vacation and activities. Therefore, it can be argued that the results of this research will be comparable when it is duplicated with a different sample. This does not only apply to the found relationships between tourist motives and tourist behavior as stated before, but also for the reliability of Pearce's (2005) tourist motive factors.

Apart from the reliability, this research also demonstrates the validity of Pearce's (2005) construct, which implies it measures what it should be measuring (Vaske, 2008). In theory, motives are

described as variables that can explain behavior. The results of this research show that the tourist motive factors measurement instrument is indeed able to partially predict the behavior of tourists. Just one relationship, between the tourist motive factors and type of vacation 'Sun and sea vacation' was not explained. However, this is not a reason to argue against the validity of the construct since the other relationships are typical or even substantial (more about the relationships between the concepts is explained below in paragraph 5.4). So these research results demonstrate the construct validity of Pearce's (2005) measurement instrument.

To not uncritically adopt Pearce's motive factors, an exploratory factor analysis was performed in SPSS. This factor analysis created motive factors that were in some cases the same as Pearce's motive factors and in some cases different. Since the sample consists of an international group of students, these new factors are compared to the Korean sample Pearce tested the 14 motive factors on (Pearce, 2005). As described in the theoretical framework, the Korean factors show a great resemblance with the original factors, which provides *"strong empirical evidence for the cross-cultural similarity of the structure of the motivation patterns (Pearce, 2005, page 69)"*, but also include slightly different factors. However, the factors motives that are found with the Korean sample are not found with the exploratory factor analysis in this research. This is probably, because the majority of the respondents in this research are from the 'Western World' and the other respondents originate from every other continent in the world. Therefore this sample is different from the Korean sample Pearce examined in 2005.

In chapter 3 'Methods' Pearce's motive factors were compared to other theories treated in the theoretical framework. It was concluded that his factors basically covered all other motives or reasons to travel identified by others. When the new factors created with exploratory factor analysis are compared to the theoretical framework they cover basically all motives and reasons to travel as well. Although some motives as defined by Pearce were deleted to create reliable factors, the remaining ones still cover the other theories described. However, Pearce's factors are based on more research and, as mentioned in chapter 4 'Results', when this pre-existing instrument is used the study can be compared to other studies more easily. Also, results of this research show that his construct is a reliable and valid instrument to use. Therefore and because the new factors do not match the Korean sample ones, Pearce's factors still seem to be the most appropriate to use.

The above argumentation shows that both ways of categorizing the motive factors produces reliable factors, although eventually the 14 motive factors by Pearce (2005) are preferred. This shows the

importance of using existing theory and previous researches to base your own research on. If this research is not based on pre-existing theory, it is harder to compare it to other studies.

A question in the questionnaire that was not directly based on pre-existing theory was the question about the respondents' activities during their vacations. Due to a lack of information in literature, the activities were my own interpretation of tourist activities when travelling. The exploratory factor analysis showed that not all activities could be placed in an activity factor and were therefore not relevant for this research. 'Visit entertainment parks' and 'Participate in activities together with friends and family' were deleted for this reason. If literature was available that described tourist activities it would have been easier to compare it to other research results.

5.4 Relationships discussed

This paragraph discusses the core of this thesis: Does a relationship exist between tourist motives and tourist behavior? And is this relationship influenced by other variables? As explained before, tourist behavior was measured by asking questions about the type of vacation the respondents went on and what activities they participated in during that vacation. The alternative variables that influence tourist behavior are represented by perceived constraints.

First of all, the relationships between motive factors, which represent the tourist motives, and all activity factors, which represent a form of tourist behavior, were at least typical and in some cases even substantial. They were also significant at a $p \leq 0.01$ level. So based on this information, a relationship between tourist motives and tourist behavior exists. Part of this relationship is even substantial, which indicates the relationship is so strong it is likely *"that researchers and educated consumers of research would agree that there really is ... an association (Vaske, 2008, page 109)"*. However, activities were not the only tourist behaviors measured. The relationship between tourist motives and types of vacation, which also represent tourist behavior, was measured as well. Not all relationships between tourist motives and types of vacation could be sustained in this research. Type of vacation 'Sun and sea vacation' has a minimal relationship with motive factors, the relationship is not significant. Therefore the possibility of a relationship between these two variables is rejected. All other relationships between tourist motives and types of vacation are either typical or substantial.

Possibly there is no relationship between tourist motives and type of vacation 'Sun and sea vacation', but the missing relationship could also have been caused by different issues. Since the choice for

other types of vacations can partially be explained by a tourist's motives, it is assumed that the latter is the case. The missing association could have been caused by a flaw in the research design. Perhaps the term 'Sun and sea vacation' is not clear and was interpreted in different ways by the international group of students. Although it is a term that is used in Dutch culture, students with other cultural backgrounds might not be familiar with it. So possibly, the different interpretations of 'Sun and sea vacation' could have led to the missing relationship between the tourist motive factors and this type of vacation.

Although type of vacation 'Sun and sea vacation' does not have a significant relationship with tourist motives, the other tourist motives and tourist behaviors are so strongly correlated that it can be concluded that based on these research results a relationship exists between tourist motives and tourist behavior, which is even partly substantial. Tourist motives are able to partially explain tourist behavior. As described above this means it is more likely that researchers would agree that there really is a relationship between the two concepts (Vaske, 2008).

In contrary to the relationship between tourist motives and tourist behavior, the relationship between constraints and tourist behavior seems to be limited or even non-existent. No relationship between constraints and activity factors is significant, although for 'Relaxing', 'New experiences' and 'Sports' a minimal relationship was measured. However, if the relationships are not significant the existence of the relationships is rejected and for that reason no relationship exists between constraints and activity factors. The relationships between constraints and types of vacation are a little more positive. Five types of vacation have a minimal relationship with constraints and are also significant. These types of vacation are 'Winter sports vacation', 'A visit to family and friends', 'Volunteer vacation', 'Sports oriented vacation' and 'Nature oriented vacation'. The other types of vacation, five in total, do not have a significant relationship with constraints.

So only half of the types of vacation and none of the activity factors are minimally correlated with constraints. This is not very convincing in confirming a relationship between constraints and tourist behavior. Consequently, based on the results of this research, it is assumed that no direct relationship exists between constraints perceived by tourists and tourist behavior. This means that constraints alone are not able to explain tourist behavior.

The lack of or just minimal relationship between constraints and tourist behavior could explain why the multiple regression calculations of motive factors and constraints combined do not show a

dramatic increase in strength of the relationships with activity factors and types of vacation. All relationships between the combination of motive factors and constraints and tourist behavior are significant and either typical (7 relationships) or substantial (7 relationships), except for type of vacation 'Sun and sea vacation'. This type of vacation has an insignificant minimal relationship whether constraints is combined with motive factors or not. Although the addition of constraints increases the multiple regression values with a few one hundredth, the relationships do not get considerably stronger. Furthermore, the increase of explanatory value when adding constraints to the model is not significant. This implies that even though most of the tourist behaviors correlate with the tourist motives combined with constraints, constraints do not add significant explanatory value to the relationship between the concepts.

Unlike researches that examined the relationship between tourist motives and choice of destination (Kozak, 2002; Bansal & Eiselt, 2004), this research identified that a relationship exists between tourist motives and tourist behavior, in this case choice for type of vacation and activities participated in during their vacation. This either means that they did not find a relationship due to insufficient tourist motives as argued in the theoretical framework or that choice of destination is a tourist behavior that is not related to tourist motives, unlike choice for type of vacation and activities. Since this research identified tourist motives as partial predictors of tourist behavior by using the Pearce motive factors (2005) I would like to argue it is possible that the previously mentioned studies would have found a relationship between tourist motives and choice of destination if they had used a more extensive measurement instrument for tourist motives.

So indeed tourist motives can partially explain tourist behavior as is suggested in different literary resources (Murray, 1964, as cited in Iso-Ahola, 1980 and Iso-Ahola, 1982; Berkman & Gilson, 1986; Gnoth, 1997). Also theories that indicate motivation as a force that influences and sets of behavior (Pearce, 1982; Gee et al., 1984, as cited in Pearce, 2005; Larsen, 2011; Fodness, 1994; Liebman Parrinello, 1993; Dann, 1981) are partially true, because motives are part of the motivation process (Gnoth, 1997). Gnoth (1997) claims that within this process one motive can cause different behaviors in dissimilar situations, because other variables influence behavior as well. Since this research only examined the relationship between tourist motives and behavior in one situation, namely the last vacation a respondent took, this statement cannot be confirmed or rejected with this research.

Last, the results present the motive factors that have the highest influence on the relationships between motive factors, constraints, types of vacation and activity factors. The motive factors seem

to have the same kind of theme as the activity factor or type of vacation they explain the most. For example activity factor 'Nature' is mostly explained by motive factor 'Nature' and motive factor 'Escape/relax' is the most influential for the relationship between the tourist motive factors and activity factor 'Relaxing'. This means that whether a respondent evaluates the activities in activity factor 'Nature' as important can for the greater part be explained by how important he or she finds the motives in tourist motive factor 'Nature' are. This appears as a logical association. If one rates the motives related to nature as very important, it seems logical that activities related to nature are rated important as well. So a positive association exists. Type of vacation 'City trip' is mostly explained by tourist motive factor 'Isolation'. This can be indicated as a negative association. The higher a respondent values tourist motives like 'Being away from the crowds of people', the less applicable the type of vacation 'City trip' is. The previously mentioned associations could have been reinforced by the retro perspective nature of the answers. Respondents could have based their motives to take the last vacation on the activities they participated in during that vacation, which would increase the relationship between the tourist motive factors and tourist behaviors that more or less have the same theme. One type of vacation, 'Cruise', is not for the greater part explained by a tourist motive factor that is logically related to the same theme. It is mostly explained by motive factor 'Self-development (personal development)'. It is a positive association which means that the more important a respondent values motives related to 'Self-development (personal development)', the more applicable 'Cruise' is as type of vacation for that same respondents. This is surprising, because I would rather think a 'Cruise' is more likely to be positively correlated with tourist motive factors like 'Escape/relax' and 'Recognition'.

In practice, the conclusions above mean that a tourist's motive to take a vacation partially explains his or her choice for type of vacation and activities during that vacation. So indeed there is a relationship between tourist motives and tourist behavior. The percentage of tourist behavior explained by tourist motives ranges from 10% to 40% (square of multiple regression R). This does not seem as a high explanatory value for tourist motives. However, if we take into account the complexity of the human brain, these percentages, especially in the higher range, are impressive. It means that 10% to 40% of tourist behavior can be predicted by measuring an individual's tourist motives. One remark: This research is based on retro perspective answers. Respondents could have derived their tourist motives from the actual activities they participated in. Therefore, the explanatory value will probably be lower in a study that does not have the limitation of retro perspective answers.

The influence of constraints alone on tourist behavior cannot be confirmed based on the results of this research due to insignificant relationships between constraints and tourist behavior. Additionally, constraints do not add significant predictive value concerning tourist behavior when this concept is combined with tourist motives. So the question remains what other variables explain the remaining tourist behavior that is not explained by an individual's tourist motives.

6. Conclusions

First, this chapter will provide a short recapitulation of the subjects stated in the introduction and treated in the theoretical framework. Then the answers to the research questions as formulated in chapter 1 'Introduction' will be presented by considering the research results presented in chapter 4 and the subsequent discussion provided in chapter 5. After answering the research questions, a few practical implications of the research results are explained. Finally, this chapter ends with some suggestions for future research about tourist motives and behavior.

Again, please take into account the remarks made in paragraph 5.1 about retro perspective answers, respondent interpretation and sampling methods.

6.1 Recapitulation theoretical framework

The subjects treated in the theoretical framework are:

1. *Definition of tourist motives*
2. *The relationship between tourist motivation and tourist motives*
3. *Types of tourist motives*
4. *Measurement of tourist motives*
5. *Definition of tourist behavior*
6. *Other variables that influence tourist behavior*

In short, not all scientists clearly distinguish motives from motivation, but if Gnoth's (1997) work is followed, motives are lasting dispositions that contain goals of behavior with each their own results. This implicates that motives arise within a person and represent a goal that can be fulfilled by performing certain behavior (Gnoth, 1997). Motives are part of the motivation process in which a person chooses to perform a certain behavior in a specific situation that will fulfill the goal which is represented by a motive. So motives are part of the motivation process which also arises within a person, but is a situation-person interaction too. Motives to travel or go on a vacation are numerous in literature and categorized in different ways. Dann (1977) makes a distinction between ego-enhancement and anomie. Pearce & Caltabiano (1983) believe that tourist motives are comparable

to and can be categorized in Maslow's pyramid of needs (1987). Some scientists argue that the motivation to travel is stimulated by the social environment one lives in (Iso-Ahola, 1980; Iso-Ahola, 1982; Krippendorf, 1987). Fodness (1994), Crompton (1979) and Pearce (2005) identified comparable motives, which they all categorized in a different way. In this research was chosen to use the 69 motives that Pearce (2005) categorized in 14 tourist motive factors, because it covers most of the other motives and theories presented in various literary resources and has proven to be relevant in other researches. Also, when using an existing measurement instrument, this research can more easily be compared to other studies. In this research the tourist motive factors by Pearce (2005) proved to be relevant again, because the motive factors were also reliable for the international sample of Wageningen University students.

The measurement of motives either implicates how motives are identified or how is measured whether the identified motives are relevant. Dann, (1977), Crompton (1979) and Fodness (1994) used unstructured interviews in which they simply asked why people travel to identify possible tourist motives. Pearce & Caltabiano (1983) asked travelers about prior positive and negative experiences using open-ended questions. Pearce (2005) derived the tourist motives from literature and let a focus group panel review them. Kozak (2002), Bansal & Eiselt (2004), Yoon & Uysal (2005) and Larsen et al. (2011) also extracted the motives they used from literature. Only Pearce & Caltabiano (1983), Fodness (1994) and Pearce (2005) checked whether the identified motives were relevant and could be grouped in reliable motive factors or categories.

Tourist behavior can be described as activities of people engaged in actual or potential use of tourism products, services, environments and ideas when Berkman & Gilson's (1986) definition of consumer behavior is altered. Fishbein & Ajzen (1975) define behavior in general as all observable acts. When these two definitions are combined, tourist behavior can be described as all observable acts of people engaged in actual or potential use of tourism products, services, environments and ideas.

Other variables that might influence tourist behavior that were identified in the theoretical framework are either external or internal factors. Constraints or limiting factors (Bansal & Eiselt, 2004; Pearce, 2005), facilitators (Holloway, 1994), destination image and travel companies (Bansal & Eiselt, 2004), environmental influences like social class and other decision making influences like media communications (Berkman & Gilson, 1986) are examples of external factors. Internal factors that influence tourist behavior are ones personality (Berkman & Gilson, 1986), specific habits, characteristics and traits (Gnoth, 1997). In this research, constraints were measured as an alternative

variable that influences tourist behavior, because empirical examples were available to use in the questionnaire.

6.2 Answer sub questions

The two sub questions as stated in chapter 1 'Introduction' are:

1. *What relationship exists between tourist motives and tourist behavior?*
2. *What relationship exists between perceived constraints and tourist behavior?*

It can be concluded that a relationship exists between tourist motives and tourist behavior. All motive factors have a typical or even substantial relationship with types of vacation and activity factors that both represent tourist behavior, except for type of vacation 'Sun and sea vacation' that did not have a significant relationship with motive factors. However, the entire relationship between tourist motives and tourist behavior is regarded relevant based on the results of this research since the other types of vacation and activity factors have such strong correlations. Also, it is very possible that the relationship between tourist motives and tourist behavior exists outside of the sample of Wageningen University students, because the sample shows considerable variation. This means it is likely the found relationship exists in general.

So according to this research, tourist motives partially explain tourist behavior. This means that a tourist's motive or motives to travel explains his or her choice for type of vacation and activities during that vacation. It is however not possible to tell whether one motive can cause different behaviors in dissimilar situations, because just one situation was measured.

This research measured the relationship between constraints and tourist behavior, because it is empirically confirmed that constraints are perceived by tourists. The results show no convincing evidence for a direct relationship between constraints and tourist behavior. The constraints a respondent experienced when making choices regarding to his or her vacation did not seem to have influence on the type of vacation they went on or the activities they participated in during their last vacation. When the constraints are combined with the tourist motive factors the explanatory value with tourist behavior slightly increases compared to the relationship between motive factors and tourist behavior only. However, the increase caused by the addition of constraints is not significant.

Therefore, the addition of constraints does not have added explanatory value for the relationship with tourist behavior.

6.3 Answer main question

The answers to the sub questions together form the answer to the main research question. As stated in chapter 1 'Introduction' it reads as follows:

To what extent do tourist motives explain tourist behavior?

In literature, it is suggested in multiple ways that either motives or motivation can explain behavior ((Murray, 1964, as cited in Iso-Ahola, 1980 and Iso-Ahola, 1982; Berkman & Gilson, 1986; Gnoth, 1997; Pearce, 1982; Gee et al., 1984, as cited in Pearce, 2005; Larsen, 2011; Fodness, 1994; Liebman Parrinello, 1993; Dann, 1981). The results of this research confirm the suggested relationship between tourist motives and behavior. A tourist's motive or motives to go on a vacation partially explains his or her choice for type of vacation and activities during that vacation. Most relationships were either typical or substantial, which means it is likely that researchers would agree this association really exists (Vaske, 2008). As shown in chapter 4 'Results', tourist motives do not completely explain the relationship with tourist behavior. When constraints are added to tourist motives, the explanatory value of the model does not show a significant increase. Therefore it is argued that constraints are not significantly related to tourist behavior.

If we take another look at the theoretical model proposed in chapter 2 'Theoretical framework' we see that it can be slightly adjusted. Tourist motives do have a relationship with tourist behavior, since they are capable of partially explaining tourist behavior. Constraints on the other hand do not have a significant relationship with tourist behavior. They do not explain tourist behavior and do not add significant explanatory value when they are combined with tourist motive factors. Therefore, the square that symbolized perceived constraints is deleted from the theoretical model as proposed in chapter 2 'Theoretical framework'. Please see figure 2 on the next page for the adjusted model. As already mentioned it could be that more variables influence tourist behavior, so this model is open to adjustments and additions.

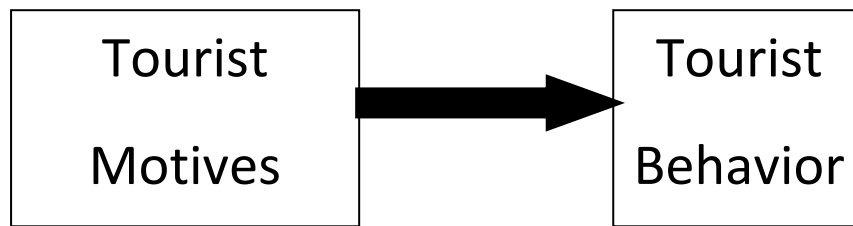


Figure 2 Theoretical model that reflects the findings of the empirical results found in this research

This research has made an empirical contribution to the field of tourist motives and behavior studies. It has provided results that partly fills up the empirical gap that exists regarding the relationship between tourist motives and behavior.

Summarized, tourist motives partially explain tourist behavior. Constraints are not directly related to tourist behavior and do not add significant explanatory value to the relationship between tourist motives and tourist behavior. The next paragraph will explain what practical implications this conclusion has.

6.3 Practical implications

The existence of a relationship between tourist motives and tourist behavior implicates that marketing managers could focus on a group of people that have the same motives to travel and will therefore behave the same way. This could mean they would all choose a similar type of vacation or participate in the same activities during their vacation. Marketing managers could target their communications to a group of people they know is interested in what they are offering according to their motives. However, the marketing managers first need to identify these groups of people. So it is advised to approach customers and ask them about their reasons to travel. This way target groups can be identified. However, it should be kept in mind that tourist motives do not completely explain tourist behavior. Other variables might influence the choices tourists make as well. So a group of people with similar motives to travel could still behave differently. Nevertheless, tourist motives are still a good starting point for marketing managers to identify their target groups since these motives are able to explain parts of tourist behavior.

Other practical implications are related to the scientific relevance of the results produced with this research. According to Pearce (2005), the information collected with tourist motivation researches is

valuable to social researchers who try to understand the meaning of travel. Since this research will provide information about tourist motives, which are a part of the motivation process, and tourist behavior, it can provide these social researchers with information. This means they now have additional empirical data about the relationship between tourist motives and tourist behavior. As mentioned before, a gap exists when it concerns this research subject, which this research tries to partially fill. Of course more research is necessary to address the existing gap, so the next paragraph presents some suggestions for future researches.

6.4 Suggestions future research

As mentioned in chapter 5 'Discussion', this research is based on retro perspective answers, which are heavily influenced by the respondent's interpretation of past motives to go on a vacation. Future research could focus on travelers that are about to go on a vacation. Questions about motives could be asked before the start of their vacation. Other questions about their behavior during the vacation can be asked after they have returned home. This way the answers about motives are not retro perspective and possibly more reliable.

This research used a sample of Wageningen University students. In future research concerning the relationship between tourist motives and tourist behavior, larger samples can be used that include an even larger variety of people. If such a future research would also confirm the association between tourist motives and tourist behavior, it would make it even more safe to argue that this relationship exists in general.

According to this study, the motive factors by Pearce (2005) are a reliable and valid construct to use in comparable researches. However, to be sure the similarities between the motive factors of his research and this one is not a coincidence, it could be more thoroughly investigated whether these motive factors are applicable to different kinds of groups of people. So a questionnaire could be made with all the motives and distributed to several samples from different cultures, different backgrounds and different social environments.

The questionnaire that was used for this research included a few questions that had Likert-scale based answers. These question, like the ones about motives, activities and types of vacation, are suitable for correlation and regression calculations that measure the strength of relationships between variables. Questions about numbers of companions and the type of accommodation and

transport they used, which are also examples of tourist behavior, could be adjusted with Likert-scale answering possibilities to make them suitable to calculate the relationship with motives. This increases the number of different kinds of behavior that have been measured and adds to the reliability of the research.

Another possibility to investigate in the future are possible other variables that influence tourist behavior. As stated before, tourist motives do not completely explain tourist behavior and the addition of constraints to the model does not add significant explanatory value. Future research could try and find an alternative variable that explains tourist behavior next to tourist motives.

Last, it was not possible to argue whether one motive sets of different behavior in another situation since this research only examined one situation. This is another subject that could be researched in the future. Possibly, two vacations of one respondent could be compared to one another.

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Appendix 1 Questionnaire

Thank you very much for participating in this research that is part of my final thesis for the MSc Leisure, Tourism and Environment. I would like you to answer some questions about the last vacation you took. Please answer the questions below based on this last vacation only.

A vacation is a trip that lasts 2 days or more with at least one overnight stay away from home. Only trips taken in your free time are considered a vacation. Therefore business trips are not treated as a vacation in this survey.

This is a completely anonymous survey. Your answers will only be used in this research and will be treated confidentially.

Please note that you can only participate in this research if you are a student of Wageningen University. If you are not a student of Wageningen University, please do not complete this survey.

1. What was the duration of your last vacation in days? Please check one box only.

- | | |
|-------------------------------------|---------------------------------------|
| ☐ 2 to 6 days | ☐ 17 to 21 days |
| ☐ 7 to 11 days | ☐ 22 or more days |
| ☐ 12 to 16 days | |

2. I went to _____ for my last vacation. Please write down the name of the **country** you visited.

3. Some types of holidays are listed below. Please **indicate for each type of holiday** to what extent this type was applicable for your last vacation. Choose between very applicable, somewhat applicable, neutral, not very applicable or not applicable at all. Please check one box only for each type.

3.1 Sun and sea vacation

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

To continue the survey, please go to the next page.

3.2 Cruise

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.3 City trip

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.4 Round trip

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.5 Winter sports vacation

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.6 A visit to family or friends

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.7 Volunteer vacation

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.8 Sports oriented vacation

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.9 Nature oriented vacation

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

3.10 Culture oriented vacation

☐ Very applicable ☐ Somewhat applicable ☐ Neutral ☐ Not very applicable ☐ Not applicable at all

4. I travelled together with _____ companions. Please write down the **number of people** you travelled with, excluding yourself.

To continue the survey, please go to the next page.

5. What means of transportation did you use to travel to and from your destination? Please check the most important one. So check one box only.

☐ Car	☐ Bike
☐ Train	☐ Foot
☐ Airplane	☐ Motorcycle
☐ Ship	☐ Other: _____

6. What means of transportation did you use at your destination? Please check the most important one. So check one box only.

☐ Car	☐ Bike
☐ Train	☐ Foot
☐ Airplane	☐ Motorcycle
☐ Ship	☐ Other: _____

7. A list of activities is listed below. Please **indicate for each activity** to what extend the activity was important during your last vacation. Choose between very important, somewhat important, neutral, somewhat unimportant, very unimportant. Please check one box only for each activity.

7.1 Sunbathing

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.2 Party and go out at night

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.3 Swimming

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.4 Visit museums or comparable cultural tourist attractions

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

7.5 Visit local communities

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.6 Visit cities, towns or villages

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.7 Hiking

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.8 Watching wildlife

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.9 Get spa treatments like massages, facials etcetera

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.10 Visit national parks or other comparable nature reserves

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.11 Go out for dinner at restaurants, cafés etcetera

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.12 Diving or snorkeling

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.13 Participate in activities together with friends or family

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.14 Participate in activities together with local people

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.15 Participate in educational courses like language courses, dance courses etcetera

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

7.16 Visit entertainment parks

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.17 Bungee jumping, sky diving, mountain climbing, rafting or a comparable thrill seeking activity

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.18 Visit churches, castles or other comparable buildings/monuments

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.19 Sports activities

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.20 Cultural activities

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.21 Educational activities

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

7.22 Relaxing activities

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

8. In what type of accommodation did you stay during your last vacation? Please check the most important one. So check one box only.

☐ Hotel

☐ Ship

☐ Motel

☐ Trailer

☐ Hostel

☐ RV

☐ Tent

☐ Bungalow or cottage

☐ Other: _____

To continue the survey, please go to the next page.

9. Several reasons to go on a vacation are listed below. Please **indicate for each reason** how important it was in motivating you to go on your last vacation. Choose between very important, somewhat important, neutral, somewhat unimportant, very unimportant. Please check one box only for each reason.

9.1 Having fun

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.2 Experiencing something different

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.3 Feeling the special atmosphere of the vacation destination

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.4 Visiting places related to my personal interest

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.5 Resting and relaxing

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.6 Getting away from everyday psychological stress/pressure

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.7 Being away from daily routine

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.8 Getting away from the usual demands of life

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.9 Giving my mind a rest

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

9.10 Not worrying about time

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.11 Getting away from everyday physical stress/pressure

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.12 Doing things with my companion(s)

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.13 Doing something with my family/friend(s)

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.14 Being with others who enjoy the same things as I do

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.15 Strengthening relationships with my companion(s)

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.16 Strengthening relationships with my family/friend(s)

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.17 Contacting with family/friend(s) who live elsewhere

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.18 Being independent

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.19 Being obligated to no one

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.20 Doing things my own way

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

9.21 Viewing the scenery

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.22 Being close to nature

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.23 Getting a better appreciation of nature

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.24 Being harmonious with nature

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.25 Learning new things

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.26 Experiencing different culture

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.27 Meeting new varied people

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.28 Developing my knowledge of the area

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.29 Meeting the locals

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.30 Observing other people in the area

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.31 Following current events

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

9.32 Exploring the unknown

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.33 Feeling excitement

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.34 Having unpredictable experiences

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.35 Being spontaneous

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.36 Having daring/adventuresome experiences

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.37 Experiencing thrills

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.38 Experiencing the risk involved

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.39 Develop my personal interest

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.40 Knowing what I am capable of

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.41 Gaining a sense of accomplishment

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.42 Gaining a sense of self-confidence

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

9.43 Developing my skills and abilities

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.44 Using my skills and talents

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.45 Feeling personally safe and secure

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.46 Being with respectful people

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.47 Meeting people with similar values/interests

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.48 Being near considerate people

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.49 Being with others if I need them

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.50 Feeling that I belong

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.51 Gaining a new perspective on life

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.52 Feeling inner harmony/peace

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.53 Understanding more about myself

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

9.54 Being creative

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.55 Working on my personal/spiritual values

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.56 Experiencing the open space

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.57 Experiencing the peace and calm

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.58 Avoiding interpersonal stress and pressure

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.59 Being away from the crowds of people

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.60 Enjoying isolation

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.61 Thinking about good times I've had in the past

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.62 Reflecting on past memories

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.63 Having romantic relationships

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.64 Being with people of the opposite sex

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

To continue the survey, please go to the next page.

9.65 Sharing skills and knowledge with others

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.66 Showing others I can do it

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.67 Being recognized by other people

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.68 Leading others

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

9.69 Having others know that I have been there

☐ Very important ☐ Somewhat important ☐ Neutral ☐ Somewhat unimportant ☐ Very unimportant

10. Constraints that could have influenced the choices you made when planning your vacation and when being on vacation are listed below. Please **indicate how constraining you think each factor** was when making your vacation decisions. You can choose between very constraining, somewhat constraining, neutral, not very constraining, not constraining at all. Please check one box only for every factor.

10.1 Time

☐ Very constraining ☐ Somewhat constraining ☐ Neutral ☐ Not very constraining ☐ Not constraining at all

10.2 Money

☐ Very constraining ☐ Somewhat constraining ☐ Neutral ☐ Not very constraining ☐ Not constraining at all

10.3 Distance

☐ Very constraining ☐ Somewhat constraining ☐ Neutral ☐ Not very constraining ☐ Not constraining at all

10.4 Personal constraints

☐ Very constraining ☐ Somewhat constraining ☐ Neutral ☐ Not very constraining ☐ Not constraining at all

To continue the survey, please go to the next page.

10.5 Conflicts of interest with travel companions

☐ Very constraining ☐ Somewhat constraining ☐ Neutral ☐ Not very constraining ☐ Not constraining at all

11. Are you a student at Wageningen University? Please check the right box.

☐ Yes

☐ No

12. I am _____ years old. Please write down your **age in years**.

13. What is your sex? Please check the right box.

☐ Male

☐ Female

14. I am originally from _____. Please write down your **country of origin**.

Appendix 2 Motive factors by Pearce (2005)

Table 19 Motive factors by Pearce (2005)

Factors and corresponding α values	Motive items
Novelty ($\alpha = 0.70$)	Having fun
	Experiencing something different
	Feeling the special atmosphere of the vacation destination
	Visiting places related to my personal interest
Escape/relax ($\alpha = 0.82$)	Resting and relaxing
	Getting away from everyday psychological stress/pressure
	Being away from daily routine
	Getting away from the usual demands of life
	Giving my mind a rest
	Not worrying about time
	Getting away from everyday physical stress/pressure
Relationship (strengthen) ($\alpha = 0.83$)	Doing things with my companion(s)
	Doing something with my family/friend(s)
	Being with others who enjoy the same things as I do
	Strengthening relationships with my companion(s)
	Strengthening relationships with my family/friend(s)
	Contacting with family/friend(s) who live elsewhere
Autonomy ($\alpha = 0.85$)	Being independent
	Being obligated to no one
	Doing things my own way
Nature ($\alpha = 0.92$)	Viewing the scenery
	Being close to nature
	Getting a better appreciation of nature
	Being harmonious with nature
Self-development (hostsite involvement) ($\alpha = 0.84$)	Learning new things
	Experiencing different culture
	Meeting new varied people
	Developing my knowledge of the area
	Meeting the locals
	Observing people in the area
	Following current events

Stimulation ($\alpha = 0.89$)	Exploring the unknown
	Feeling excitement
	Having unpredictable experiences
	Being spontaneous
	Having daring/adventuresome experience
	Experiencing thrills
	Experiencing the risk involved
Self-development (personal) ($\alpha = 0.92$)	Develop my personal interest
	Knowing what I am capable of
	Gaining a sense of accomplishment
	Gaining a sense of self-confidence
	Developing my skills and abilities
	Using my skills and talents
Relationship (security) ($\alpha = 0.87$)	Feeling personally safe and secure
	Being with respectful people
	Meeting people with similar values/interests
	Being near considerate people
	Being with others if I need them
	Feeling that I belong
Self-actualize ($\alpha = 0.89$)	Gaining a new perspective on life
	Feeling inner harmony/peace
	Understanding more about myself
	Being creative
	Working on my personal/spiritual values
Isolation ($\alpha = 0.81$)	Experiencing the peace and calm
	Avoiding interpersonal stress and pressure
	Experiencing the open space
	Being away from the crowds of people
	Enjoying isolation
Nostalgia ($\alpha = 0.92$)	Thinking about good times I've had in the pas
	Reflecting on past memories
Romance ($\alpha = 0.78$)	Having romantic relationships
	Being with people of the opposite sex
Recognition ($\alpha = 0.87$)	Sharing skills and knowledge with others
	Showing others I can do it
	Being recognized by other people

	Leading others
	Having others know I have been there

Appendix 3 SPSS Data

Characteristics last vacation

Statistics

Duration last vacation

N	Valid	208
	Missing	0
Mean		2,46
Median		2,00
Mode		1
Std. Deviation		1,437
Variance		2,066
Range		4

Duration last vacation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 to 6 days	72	34,6	34,6	34,6
	7 to 11 days	54	26,0	26,0	60,6
	12 to 16 days	28	13,5	13,5	74,0
	17 to 21 days	23	11,1	11,1	85,1
	22 or more days	31	14,9	14,9	100,0
	Total	208	100,0	100,0	

Destination country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Albania	1	,5	,5	,5
	Australia	1	,5	,5	1,0
	Austria	4	1,9	1,9	2,9
	Austria, Italy	1	,5	,5	3,4
	Belgium	11	5,3	5,3	8,7
	Bulgaria	4	1,9	1,9	10,6
	Canada	1	,5	,5	11,1
	Chile and Argentina	1	,5	,5	11,5
	China	3	1,4	1,4	13,0

Croatia	1	,5	,5	13,5
Czech Republic	1	,5	,5	13,9
Denmark	3	1,4	1,4	15,4
Dominican Republic	1	,5	,5	15,9
Ecuador	2	1,0	1,0	16,8
Ecuador, Greece, Budapest	1	,5	,5	17,3
Estonia	1	,5	,5	17,8
Finland, Sweden, Estonia	1	,5	,5	18,3
France	15	7,2	7,2	25,5
Germany	8	3,8	3,8	29,3
Germany, Austria	1	,5	,5	29,8
Greece	10	4,8	4,8	34,6
Hungary	2	1,0	1,0	35,6
Hungary, Serbia	1	,5	,5	36,1
Iceland	2	1,0	1,0	37,0
India	1	,5	,5	37,5
India, Nepal	1	,5	,5	38,0
Indonesia	4	1,9	1,9	39,9
Ireland	2	1,0	1,0	40,9
Israel	1	,5	,5	41,3
Italy	13	6,3	6,3	47,6
Italy, Switzerland	2	1,0	1,0	48,6
Kenya	2	1,0	1,0	49,5
Latvia	1	,5	,5	50,0
Macedonia	1	,5	,5	50,5
Malawi	1	,5	,5	51,0
Mexico	1	,5	,5	51,4
Montenegro	1	,5	,5	51,9
Morocco	1	,5	,5	52,4
Namibia	1	,5	,5	52,9
Norway	3	1,4	1,4	54,3
Norway, Sweden	1	,5	,5	54,8
Poland	3	1,4	1,4	56,3
Portugal	5	2,4	2,4	58,7
Russia, Mongolia, China	1	,5	,5	59,1
Serbia	1	,5	,5	59,6
Slovakia, Spain	1	,5	,5	60,1

Slovenia, Spain	1	,5	,5	60,6
Spain	20	9,6	9,6	70,2
Sri Lanka	1	,5	,5	70,7
Suriname	1	,5	,5	71,2
Sweden	2	1,0	1,0	72,1
Switzerland	4	1,9	1,9	74,0
Tanzania, Kenya, Uganda	1	,5	,5	74,5
Thailand	1	,5	,5	75,0
Thailand, Laos, India	1	,5	,5	75,5
The Netherlands	15	7,2	7,2	82,7
Turkey	2	1,0	1,0	83,7
Turkey, Greece	1	,5	,5	84,1
Uganda	2	1,0	1,0	85,1
Ukraine	1	,5	,5	85,6
United Kingdom	20	9,6	9,6	95,2
United States of America	6	2,9	2,9	98,1
Vietnam	1	,5	,5	98,6
Vietnam, Cambodia	1	,5	,5	99,0
Zambia	2	1,0	1,0	100,0
Total	208	100,0	100,0	

Statistics

Number of companions excl. self

N	Valid	208
	Missing	0
Mean		3,92
Median		1,00
Mode		1
Std. Deviation		9,273
Variance		85,988
Range		100

Number of companions excl. self

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	28	13,5	13,5	13,5
1	83	39,9	39,9	53,4
2	27	13,0	13,0	66,3

3	21	10,1	10,1	76,4
4	8	3,8	3,8	80,3
5	12	5,8	5,8	86,1
6	3	1,4	1,4	87,5
7	4	1,9	1,9	89,4
8	4	1,9	1,9	91,3
9	3	1,4	1,4	92,8
10	1	,5	,5	93,3
12	3	1,4	1,4	94,7
15	3	1,4	1,4	96,2
19	2	1,0	1,0	97,1
26	1	,5	,5	97,6
34	1	,5	,5	98,1
39	1	,5	,5	98,6
40	1	,5	,5	99,0
50	1	,5	,5	99,5
100	1	,5	,5	100,0
Total	208	100,0	100,0	

Statistics

Transportation to/from destination

N	Valid	207
	Missing	1
Mean		3,50
Median		4,00
Mode		4
Std. Deviation		1,963
Variance		3,853
Range		7

Transportation to/from destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Car	54	26,0	26,1	26,1
	Bike	4	1,9	1,9	28,0
	Train	19	9,1	9,2	37,2
	Airplane	106	51,0	51,2	88,4
	Ship	5	2,4	2,4	90,8

Other	19	9,1	9,2	100,0
Total	207	99,5	100,0	
Missing Missing	1	,5		
Total	208	100,0		

Other transportation to/from destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	189	90,9	90,9	90,9
Bus	14	6,7	6,7	97,6
Bus and public transport	1	,5	,5	98,1
Camper	2	1,0	1,0	99,0
Hitch Hiking	2	1,0	1,0	100,0
Total	208	100,0	100,0	

Statistics

Transportation at destination

N	Valid	204
	Missing	4
Mean		4,05
Median		3,00
Mode		1
Std. Deviation		3,013
Variance		9,076
Range		7

Transportation at destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Car	78	37,5	38,2	38,2
Bike	16	7,7	7,8	46,1
Train	20	9,6	9,8	55,9
Airplane	2	1,0	1,0	56,9
Motorcycle	3	1,4	1,5	58,3
Ship	8	3,8	3,9	62,3
Foot	30	14,4	14,7	77,0
Other	47	22,6	23,0	100,0
Total	204	98,1	100,0	

Missing	Missing	4	1,9		
Total		208	100,0		

Other transportation at destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	157	75,5	75,5	75,5
Bus	29	13,9	13,9	89,4
Camper	2	1,0	1,0	90,4
Mopeds	1	,5	,5	90,9
None	1	,5	,5	91,3
Public Transport	1	,5	,5	91,8
Tram	3	1,4	1,4	93,3
Tram and underground	3	1,4	1,4	94,7
Underground	11	5,3	5,3	100,0
Total	208	100,0	100,0	

Statistics

Type of accommodation

N	Valid	204
	Missing	4
Mean		5,07
Median		4,00
Mode		9
Std. Deviation		3,196
Variance		10,216
Range		8

Type of accommodation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Hotel	44	21,2	21,6	21,6
Motel	3	1,4	1,5	23,0
Hostel	36	17,3	17,6	40,7
Tent	34	16,3	16,7	57,4
Ship	4	1,9	2,0	59,3
Trailer	3	1,4	1,5	60,8
RV	1	,5	,5	61,3

	Bungalow or cottage	15	7,2	7,4	68,6
	Other	64	30,8	31,4	100,0
	Total	204	98,1	100,0	
Missing	Missing	4	1,9		
Total		208	100,0		

Other type of accommodation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	141	67,8	67,8	67,8
Apartment	10	4,8	4,8	72,6
Backpacker's house	1	,5	,5	73,1
Barrack	1	,5	,5	73,6
Bed & Breakfast	7	3,4	3,4	76,9
Cabin	1	,5	,5	77,4
Camper	3	1,4	1,4	78,8
Chalet	1	,5	,5	79,3
Family	7	3,4	3,4	82,7
Friends	21	10,1	10,1	92,8
Friends and family	3	1,4	1,4	94,2
Guesthouses	1	,5	,5	94,7
House	5	2,4	2,4	97,1
Hut	1	,5	,5	97,6
Locals	1	,5	,5	98,1
Penthouse	1	,5	,5	98,6
School	1	,5	,5	99,0
Scouting building	1	,5	,5	99,5
VW Bus	1	,5	,5	100,0
Total	208	100,0	100,0	

Exploratory Factor Analysis tourist motives

Rotated Component Matrix^a

	Component														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Having fun									,543						
Experiencing something different			,417										,704		
Feeling the special atmosphere of the vacation destination									,618						
Visiting places related to my personal interest									,696						
Resting and relaxing					,514										
Getting away from everyday psychological stress/pressure					,830										
Being away from daily routine					,835										
Getting away from the usual demands of life					,821										
Giving my mind a rest					,846										
Not worrying about time					,626										
Getting away from everyday physical stress/pressure					,755										
Doing things with my companion(s)										,831					
Doing something with my family/friend(s)								,844							
Being with others who enjoy the same things as I do															,487
Strengthening relationships with my companion(s)										,878					
Strengthening relationships with my family/friend(s)								,763							
Contacting with my family/friend(s) who live elsewhere								,525							
Being independent							,832								
Being obligated to no one							,812								
Doing things my own way							,753								
Viewing the scenery														,661	

Being close to nature	,811																		
Getting a better appreciation of nature	,808																		
Being harmonious with nature	,810																		
Learning new things		,569																	
Experiencing different culture		,771																	
Meeting new varied people		,727																	
Developing my knowledge of the area		,752																	
Meeting the locals		,658																	
Observing other people in the area		,696																	
Following current events		,629																	
Exploring the unknown		,538	,429																
Feeling excitement			,554																
Having unpredictable experiences			,584																
Being spontaneous			,534																
Having daring/adventuresome experiences			,772																
Experiencing thrills			,793																
Experiencing the risk involved			,722																
Develop my personal interest		,455																	
Knowing what I am capable of			,584																
Gaining a sense of self-confidence	,430		,548																
Developing my skills and abilities	,440					,421													
Using my skills and talents	,468					,460													
Feeling personally safe and secure	,546																		
Being with respectful people	,616																		
Meeting people with similar values/interests	,618																		
Being near considerate people	,710																		
Being with others if I need them	,712																		

Feeling that I belong	,749												
Gaining a new perspective on life	,463												
Feeling inner harmony/peace	,578	,411											
Understanding more about myself	,549												
Being creative	,419	,441											
Working on my personal/spiritual values	,519	,414											
Experiencing the open space		,694											
Experiencing the peace and calm		,646											
Avoiding interpersonal stress and pressure	,451			,425									
Being away from the crowds of people		,699											
Enjoying isolation		,650											
Thinking about good time I've had in the past									,807				
Reflecting on past memories									,825				
Having romantic relationships										,796			
Being with people of the opposite sex										,763			
Sharing skills and knowledge with others													
Showing others I can do it						,802							
Being recognized by other people						,728							
Leading others						,710							
Having others know that I have been there						,707							
Gaining a sense of accomplishment						,517							

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 18 iterations.

Exploratory Factor Analysis Activities

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Sunbathing				,900		
Party and go out at night						
Swimming				,890		
Visit museums or comparable cultural tourist attractions	,829					
Visit local communities		,452			,466	
Visit cities, towns or villages	,783					
Hiking		,797				
Watching wildlife		,846				
Get spa treatments			,559			
Visit national parks or other comparable nature reserves		,839				
Go out for dinner at restaurants, cafés etcetera	,661					
Diving or snorkeling			,547			
Participate in activities together with local people					,703	
Participate in educational courses			,783			
Visit entertainment parks			,632			
Bungeejumping, sky diving, mountain climbing, rafting or a comparable thrill seeking activity						,700
Visit churches, castles or other comparable buildings/monuments	,764					
Sports activities						,737
Cultural activities	,813					
Educational activities			,698			
Relaxing activities				,545		
Participate in activities together with friends or family					,779	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Regressions

Table 20 Regression r motive factors and activity factors

Motive factors	Activity factors		
	F1 Cultural	F2 Nature	F3 Relaxing
Factor 1	0.275	0.231	0.130
Factor 2	0.036	0.015	0.303
Factor 3	0.057	0.014	0.210
Factor 4	0.133	0.239	0.223
Factor 5	0.011	0.583	0.172
Factor 6	0.344	0.232	0.145
Factor 7	0.159	0.233	0.272
Factor 8	0.150	0.338	0.255
Factor 9	0.081	0.205	0.272
Factor 10	0.227	0.330	0.273
Factor 11	0.022	0.445	0.272
Factor 12	0.140	0.164	0.147
Factor 13	0.073	0.137	0.188
Factor 14	0.180	0.206	0.242
	F4New experiences	F5 Sport	
Factor 1	0.212	0.182	
Factor 2	0.042	0.046	
Factor 3	0.231	0.100	
Factor 4	0.238	0.252	
Factor 5	0.243	0.318	
Factor 6	0.548	0.081	
Factor 7	0.312	0.385	
Factor 8	0.402	0.389	
Factor 9	0.406	0.230	
Factor 10	0.437	0.251	
Factor 11	0.179	0.270	
Factor 12	0.183	0.105	
Factor 13	0.087	0.110	
Factor 14	0.278	0.266	

Table 21 Regression r motive factors and types of vacation

Motive factors	Types of vacation			
	Sun and sea vacation	Cruise	City trip	Round trip
Factor 1	0.005	0.065	0.144	0.216
Factor 2	0.188	0.000	0.086	0.104
Factor 3	0.113	0.141	0.067	0.016
Factor 4	0.058	0.127	0.053	0.192
Factor 5	0.121	0.155	0.179	0.279
Factor 6	0.032	0.264	0.183	0.259
Factor 7	0.047	0.283	0.018	0.212
Factor 8	0.081	0.359	0.061	0.242
Factor 9	0.109	0.261	0.023	0.097
Factor 10	0.121	0.255	0.076	0.249
Factor 11	0.122	0.119	0.228	0.218
Factor 12	0.020	0.118	0.127	0.169
Factor 13	0.191	0.063	0.063	0.079
Factor 14	0.067	0.240	0.118	0.223
	Winter sports vacation	A visit to family and friends	Volunteer vacation	Sport oriented vacation
Factor 1	0.132	0.101	0.166	0.004
Factor 2	0.033	0.129	0.150	0.039
Factor 3	0.089	0.444	0.040	0.019
Factor 4	0.005	0.078	0.006	0.116
Factor 5	0.044	0.051	0.013	0.267
Factor 6	0.065	0.021	0.216	0.051
Factor 7	0.166	0.042	0.127	0.199
Factor 8	0.223	0.036	0.165	0.346
Factor 9	0.182	0.271	0.094	0.186
Factor 10	0.095	0.100	0.133	0.198
Factor 11	0.068	0.049	0.001	0.222
Factor 12	0.029	0.250	0.007	0.031
Factor 13	0.078	0.132	0.016	0.064
Factor 14	0.143	0.049	0.159	0.193

	Nature oriented vacation	Culture oriented vacation		
Factor 1	0.058	0.275		
Factor 2	0.103	0.007		
Factor 3	0.051	0.049		
Factor 4	0.145	0.184		
Factor 5	0.517	0.107		
Factor 6	0.084	0.420		
Factor 7	0.117	0.202		
Factor 8	0.259	0.201		
Factor 9	0.112	0.060		
Factor 10	0.227	0.202		
Factor 11	0.420	0.042		
Factor 12	0.029	0.060		
Factor 13	0.095	0.038		
Factor 14	0.152	0.187		

Table 22 Regression *r* constraints and activity factors

Constraints	Activity factors		
	F1 Cultural	F2 Nature	F3 Relaxing
Time	0.070	0.092	0.087
Money	0.006	0.053	0.036
Distance	0.052	0.014	0.060
Personal constraints	0.008	0.04	0.070
Conflicts of interest with travel companions	0.014	0.038	0.105
	F4 New experiences	F5 Sport	
Time	0.012	0.005	
Money	0.134	0.090	
Distance	0.005	0.094	
Personal constraints	0.074	0.056	
Conflicts of interest with travel companions	0.024	0.107	

Table 23 Regression r constraints and types of vacation

Constraints	Types of vacation			
	Sun and sea vacation	Cruise	City trip	Round trip
Time	0.135	0.098	0.109	0.027
Money	0.048	0.029	0.039	0.040
Distance	0.108	0.060	0.066	0.007
Personal constraints	0.029	0.016	0.039	0.008
Conflicts of interest with travel companions	0.076	0.157	0.005	0.112
	Winter sports vacation	A visit to family and friends	Volunteer vacation	Sports oriented vacation
Time	0.182	0.135	0.033	0.001
Money	0.025	0.064	0.147	0.146
Distance	0.045	0.013	0.067	0.061
Personal constraints	0.043	0.093	0.117	0.000
Conflicts of interest with travel companions	0.270	0.101	0.145	0.214
	Nature oriented vacation	Culture oriented vacation		
Time	0.088	0.027		
Money	0.107	0.010		
Distance	0.039	0.009		
Personal constraints	0.041	0.020		
Conflicts of interest with travel companions	0.143	0.020		

Table 24 Beta values relationships tourist motive factors and types of vacation

		Types of vacation									
		Sun and sea vacation	Cruise	City trip	Round trip	Winter sports vacation	A visit to family and friends	Volunteer vacation	Sports oriented vacation	Nature oriented vacation	Culture oriented vacation
Tourist motive factors	Novelty	-0.077	-0.069	0.196	0.104	-0.213	-0.215	-0.293	-0.054	-0.069	0.145
	Escape/relax	0.242	-0.023	-0.057	-0.172	0.044	-0.037	-0.122	-0.053	-0.136	0.106
	Relationship (strengthen)	0.058	0.114	0.047	-0.024	0.100	0.444	0.014	0.017	-0.078	-0.010
	Autonomy	0.054	-0.089	0.022	0.053	-0.139	-0.009	-0.046	-0.068	-0.007	0.086
	Nature	0.136	-0.003	-0.222	0.119	-0.010	0.044	-0.051	0.155	0.480	0.087
	Self-development (host-site involvement)	0.025	0.063	0.148	0.134	-0.078	-0.088	0.203	-0.0405	-0.017	0.459
	Stimulation	-0.130	0.103	-0.189	-0.007	0.177	-0.081	0.099	0.102	0.121	-0.186
	Self-development (personal development)	0.109	0.349	0.102	0.042	0.322	-0.008	-0.008	0.466	0.151	0.092
	Relationship (security)	-0.075	0.005	-0.107	-0.187	0.062	0.131	-0.022	0.044	-0.088	-0.247
	Self-actualize	0.073	0.005	0.263	0.056	-0.099	0.158	0.185	-0.050	-0.104	0.110
	Isolation	-0.053	-0.075	-0.390	0.086	-0.021	-0.146	-0.041	0.058	0.289	-0.298
	Nostalgia	-0.165	0.073	0.199	0.161	-0.017	0.165	0.001	-0.119	-0.076	0.044

	Romance	0.176	-0.015	0.096	0.011	0.044	-0.016	-0.016	0.009	0.044	0.039
	Recognition	0.053	-0.049	0.072	0.024	-0.030	-0.061	0.023	0.028	-0.013	0.067