A FRAMEWORK IDENTIFYING FACTORS INFLUENCING TRAVEL MOTIVATIONS FOR SUSTAINABLE TOURISM DESTINATIONS

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Abstract

Sustainable tourism development has become a widely concerned topic for tourism sector. There is also a broad range of topics on travel motivations. However, there are rare researches identifying travel motivations for sustainable tourism destinations. This study aims at providing a tool to specify travel motivations for sustainable tourism destinations. A framework with potential factors influencing tourist choice to visit a sustainable tourism destination is presented. And the framework includes four variables, namely: socio-demographic items, travel behaviour patterns, push factors and pull factors. Future researches to answer why or why not tourists choose a sustainable tourism destination can be developed based on the framework.

Key words: *sustainable tourism, sustainable tourism destinations, travel motivations*

1. INTRODUCTION

According to the World Tourism Organization (2004), tourism has become a major sector to promote the world economy, as a means of international trade in services. The annual statistical report of UNWTO (2016) stated that in 2016 international tourist arrivals grew and reached 1,235 million, and its growth was 46 million, or 4%, over that of 2015. The average growth has reached around 4% over the past seven years. Comparing with the number of international tourist arrivals between 2008 and 2016, 300 million more people were travelling globally in 2016. Furthermore, the strongest growth was recorded in the Africa, and Asia and the Pacific regions. In 2016, the growth in advanced economy promoting by destinations was 5% which exceeded the growth of 2% in emerging economies. Figure.1 shows the situation of international tourists in different regions of the world, with the number of arrivals and the share of the total world's arrivals. Figure. 2 and 3 present the world's top tourist destinations and the world's top tourism spenders, respectively.

A destination is a physical space in which a visitor spends at least one overnight. A destination includes tourism products, such as support services and attractions, and tourism resources within one day's return travel time. Thus a sustainable tourism destination should be a destination facilitating and implementing a connotation of destination in accordance to sustainable tourism. The attractions of a sustainable tourism destination should provide motivations for a trip, whereas the facilities of a sustainable tourism destination should make it possible for tourists achieve (von Friedrichs Grängsjö, 2003).



Figure 1. International tourist arrivals in world's regions, 2016. Adapted from the UNWTO (2016).

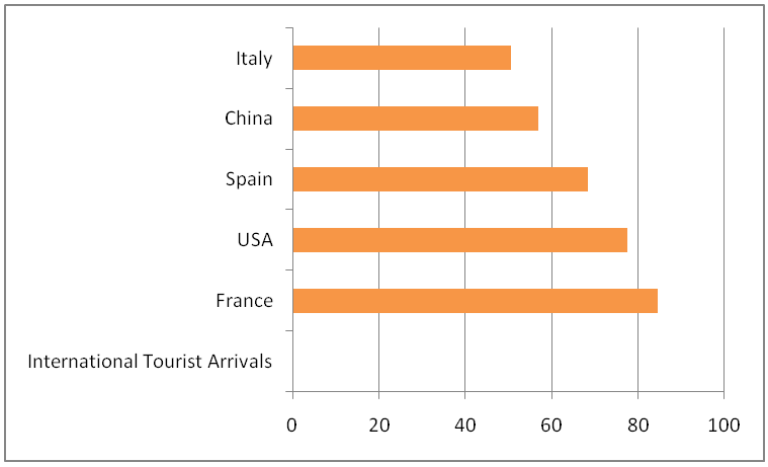

Figure 2. International Tourist Arrivals, 2015. (Unit: million)

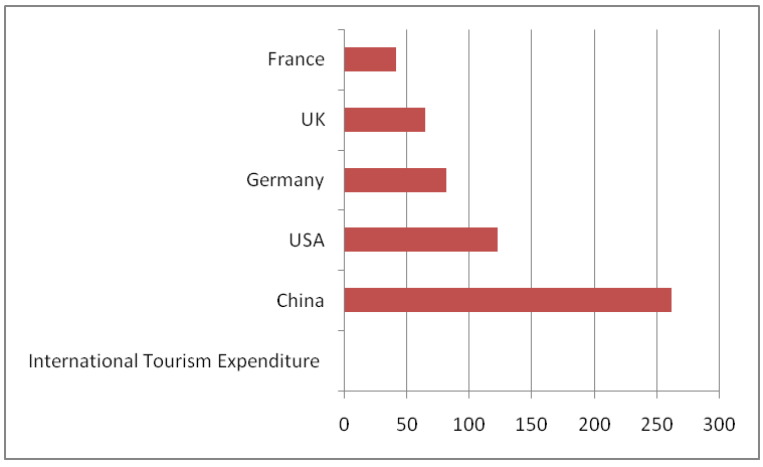

Figure 3. International Tourism Expenditure by Spenders' Nationalities, 2016. (Unit: US$ billion)

2. LITERATURE REVIEW

Sustainable development. Since 'Limits to Growth' had been published in 1972, an increasingly clear idea of the need for sustainable development has been aroused (Meadows et al., 1972). In 1972, the United Nations Conference on the Human Environment in Stockholm gave birth to the first notion 'sustainable development' which was also perceived as 'eco development' at that time. In 1987, the publication of the Brundtland Commission Report defined 'sustainable development' as 'meeting the needs of the current generation without compromising the ability of future generations to meet their needs' (WCED, 1987). In the late 1980s and early 1990s, 'sustainable development' was applied into the area of tourism (Berno & Bricker, 2001).

Sustainable tourism. The World Tourism Organization (WTO, 1998) defined sustainable tourism as tourism development that meets the needs of present tourists and host regions while protect and enhance opportunities for the future. Leading the management of all resources in a way that economic, social, and aesthetic needs is the core of sustainable tourism notion while maintaining cultural integrity, ecological processes, biological diversity, and life support systems is the essence. However, researchers and practitioners began to question the realism of 'sustainable tourism' (Butler, 1999; Hunter, 2002; Hind & Mitchell, 2004; Müller, 1994; and Wahab & Pigram, 1997). Recent definition on 'sustainable tourism' was specified as a focus on the balance of a Tripple Bottom: the environment, socio-culture, and economics (Long et al., 2014; and Torres-Delgado & Palomeque, 2014). Spindler (2013) stated the concerns of sustainable tourism with indicators of economy, environment, social, culture, and recreation in the 'Model of Sustainable Tourism'.

Travel motivations. In order to answer 'what makes tourists travel?' Dann (1977) stated 'anomie' and 'ego-enhancement' as two 'push' factors motivating tourists to travel. And these two factors were conducive to the creation of a fantasy world, resulting in a periodic escape. 'Escape' was the greatest reason for travel, escaping from the dull daily routine, the familiar, the common place, the ordinary, the problematic, etc. 'Anomie' referred to a society whose norms governing interaction had lost their integration force. Lawlessness and meaninglessness were prevail while 'ego-enhancement' were derived from personality needs for social interaction or recognition. Thus 'anomie' can be considered as a predisposing factor for travel and ego-enhancement will boost a tourist to visit a place where his social position is unknown and where he is supposed to feel superior. 'Pull' factors were those attracting tourists to a specific destination (e.g. sunshine, sea, etc.) and whose value was seen to reside in the object of travel. 'Push' factors were refer to as reasons make tourists predisposing to travel (e.g. escape, nostalgia, etc.). Crompton (1979) identified nine motives for pleasure vacations, and further classified them into 'push' and 'pull' factors. The 'push' factors were socio-psychological related and consisted seven items, namely ① escape from a perceived mundane environment; ② exploration and evaluation of self; ③ relaxation; ④ prestige; ⑤ regression; ⑥ enhancement of kinship relationships; and ⑦ facilitation of social interaction. The 'pull' factors reflected a destination's attributes, namely ① novelty; and ② education. Crompton (1979) also developed a framework to show tourists' socio-psychological change from 'disequilibrium' to 'equilibrium' by planning travels to achieve their unmet needs.

Krippendorf (1987) proposed eight sets of motivations to travel: recuperation and regeneration, compensation and social integration, escape, communication, freedom and self-determination, self-realisation, as well as happiness. Yuan & McDonald (1990) found that people travel to satisfy unmet needs, and 29 motivational items were clustered into 3 motivation-based market segments: sports seekers, novelty seekers, and family/relaxation seekers. Cha et al. (1995), Bieger & Laesser (2002) applied ten distinct motivation factors: nightlife, comfort, partner, family, nature, culture, liberty, body, sports and sun. Gnoth (1997) and Snepenger et al. (2006) both recognized motivation as an important predictor in assessing tourists' satisfaction. Kertwal (2008) stated quest of power, amusement, knowledge, networking and making money as travel motivations. Seebaluck et al. (2013) claimed that pleasure and hedonist tourists are interested in remote islands with sun, sand and clear blue sea, and the smell of exotic fruits as well as a good bed to sleep in. Beerli & Martin (2004) stated that motivation is the need that drives an individual to act in a certain way to achieve a desired satisfaction. And motivation is important for understanding how to enhance a destination's

attractiveness and gain competitive advantages (Scrogin et al. 2010). Thus it is also important for destination stakeholders to understand the driving motivations urging a tourist to choose or not to choose a destination (Sangpikul, 2008).

By reviewing the recent literature, Liu & Macerinskienė (2016) identified two models about motivations. One model presented the tourist sustainability empathy which showed the mental process from mindfulness towards place, people and wellbeing of the destination to travel motivation for sustainable tourism destinations. And the other model was a model of tourist experience integration, including pre-visit decision making, on-site experience, experience evaluation, post-visit behavioural intention and behaviours. The model showed tourists' psychological development including motivations for a sustainable tourism destination, the experience during their visit, satisfaction evaluation, and behavioural intention to recommend.

Indicators and measures of sustainable tourism destinations. The overall adoption of sustainability appeared in the Agenda 21 at the 1992 World Summit in Rio. Researchers proposed indicators and measures for evaluating sustainable tourism destinations. Sustainable tourism destination indicators were defined to be the graduate process towards the goal of sustainable tourism destinations (Blancas et al., 2016). Sustainable tourism indicators are appropriate analytical assessment tools that measure the characteristics of the destinations. Blancas et al. (2016) introduced an approach with indicators to examine the sustainability of tourism destinations, shown in Table 1.

Table 1. Sustainable tourism evaluation chart. Adapted from Blancas et al. (2016).

Dimension I: Sustainable tourism indicators for the social dimension	
Baseline aspects	**Sustainability issues**
1. Sociocultural effects of tourism	1.1 Capacity of health services
	1.2 Capacity of transport services
2. Safety of the destination	2.1 Level of crime
	2.2 Investment in local public safety
	2.3 Provision of local public safety services
	2.4 Safety of mobility of the demand
3. Conservation of cultural heritage	3.1 Destinations which are recognised as structures
	3.2 Monuments and historical sites
	3.3 Effort of the institutions by increasing the protection of heritage
4. Effects on national population structure	4.1 Increase in the young population
	4.2 Aging of the population
	4.3 Population density
	4.4 Sustaining population levels
5. Social carrying capacity of the destination	5.1 Imposition of foreign culture (pressure on host culture)
	5.2 Social carrying capacity
6. Effects on level of well-being in the local population	6.1 Effects on living conditions that affect population longevity
	6.2 Effects on the reduction of social exclusion and marginalisation of disadvantaged groups
	6.3 Effects on the unequal distribution of income among the population
	6.4 Educational levels of the resident population (host of the visitor population, taking advantage of the cultural exchange)
	6.5 Effects on levels of dependency of the resident community
	6.6 Integration and reduction of gender inequalities

Dimension II: Sustainable tourism indicators for the economic dimension	
Baseline aspects	**Sustainability issues**
1. Economic benefits of tourism for the host community and destination	1.1 Volume of tourism demand
	1.2 Length of stay
	1.3 Tourism revenues
	1.4 Employment generated by the service sector
	1.5 Quality of employment generated in the service sector
	1.6 Influence of tourism activity on unemployment
	1.7 Information technologies in the economic system
	1.8 Online communications
	1.9 Available income per inhabitant
	1.10 Contribution of tourism to GDP
2. Sustaining tourist satisfaction	2.1 Measuring the impact of satisfaction levels in the sector and in the destination
	2.2 Evaluation of the prices of tourism services
3. Development control	3.1 The land-use planning including for tourism
4. Tourist offers - providing a variety of experiences to visitors	4.1 Official tourism accommodation on offer
	4.2 Quality of official tourism accommodation on offer
	4.3 Using official tourism accommodation by demand
	4.4 Restaurant services on offer
	4.5 Range of variety of tourism experiences
5. Seasonality of tourism activity	5.1 Seasonality of tourist demand
	5.2 Seasonality of tourism employment
6. Economic benefits of tourism for the host community and destination	6.1 Volume of tourism demand
	6.2 Reinforcement of the tourism in low-medium season
7. Tourism employment	7.1 Volume of direct tourism employment
	7.2 Contribution of tourism employment to total employment in the country
	7.3 Quality of tourism employment
	7.4 Job security
	7.5 Durability of the employment
	7.6 Economic payment
8. Tourism-related transport	8.1 Capacity of passenger transport services by road and rail
	8.2 Capacity of passenger transport services by air
	8.3 Infrastructure for road and rail passenger transport
	8.4 Infrastructure for passenger transport by air
	8.5 Access to the destination by airport
	8.6 Access to the destination by railway
	8.7 Access to the destination by road
9. Destination competitiveness	9.1 Occupancy rates for official accommodation establishments

Dimension III: Sustainable tourism indicators for the environmental dimension	
Baseline aspects	**Sustainability issues**
1. Protection of the nature ecosystems	1.1 Protection of valuable natural assets
2. Energy management	2.1 Energy
	2.2 Renewable energy
	2.3 Energy intensity
3. Water management	3.1 Water consumption
4. Wastewater management	4.1 Treatment installations
	4.2 Population connected to wastewater treatment systems
5. Management of social urban waste	5.1 Volume of waste generated
	5.2 Volume of waste treated
	5.3 Volume of recycle packaging waste
6. Atmospheric pollution	6.1 Noise pollution
	6.2 Total air pollution
	6.3 Air pollution by CO2
7. Management of the visual impact of facilities and infrastructure	7.1 Impact of construction
	7.2 Landscape conservation
8. Intensity of tourist use	8.1 Intensity of tourist use
9. Pubic administrations' expenditure on environmental protection	9.1 Total general government expenditure on environment protection
10. Use of resources	10.1 Use of resources

Nilnoppakun and Ampavat (2016) proposed a framework to evaluate the sustainable tourism destination Pai in Thailand. The study proposed the indicators from tourists' perceptions towards the destination's tourism settings. And these perceptions include the friendless of local people, the natural settings of the local, the adequate signposts, tourism information, and a learning centre, the environmental conservation activities, cultural and heritage, building and landscape, and concerns of well-being of the local. Choi and Sirakaya (2006) found six dimensions to measure community tourism development (CTD) within a sustainable framework, and these dimensions are political, social, ecological, economic, technological and cultural.

3. MAIN THEORETICAL FINDINGS

One of the common theories examining tourist motivations is the theory of push and pull motivations (Crompton, 1979; Dann, 1977; Klenosky, 2002; Sangpikul, 2008; and Yuan & McDonald, 1990). Push motivational factors are to search internal needs, reasons, or desire for travelling while pull motivational factors present destination-based attributes to group the tourists on the basis of similar perception of destination attractions. Thus in this study, the push factors will be developed based on Crompton's (1979) push factors while the pull factors will be developed based on the indicators and measures of sustainable tourism destinations. Besides, socio-demographic features with travel behaviour patterns will be included. Thus a table to explore factors influencing tourists' motivations to choose a sustainable tourism destination is presented below.

Table 2. A general framework to identify factors influencing tourists' motivations for sustainable tourism destinations (STDs)

Factors influencing travel motivations for Sustainable Tourism Destinations (STDs)			
Socio-demographic variables	**Travel behaviour patterns**	**Push factors**	**Pull factors**
Gender	**Mode of travel**	Escape	Economic dimension
Male	Package tour	Exploration	Social dimension
Female	Independent tour	Relaxation	Cultural dimension
Age	**Travel purpose**	Prestige	Ecological dimension
18-25	Sightseeing	Regression	Political dimension
26-35	Shopping	Enhancement of kinship relationships	Technological dimension
36-45	Visiting friends and relatives	Social interaction	
46-55	Gaming		
55 or above	Cultural heritage		
Marital status	Natural settings		
Married	Business		
Single	Others		
Divorced/widowed	**Spending**		
Education	Accommodation		
High school or lower	Transportation		
Technical/vocational school	Catering		
Bachelor's degree	Entertainment		
Master's degree or above	Shopping		
Occupation	**Outbound travel experience**		
Company employee	Once a month		
Business owner/self-employed	Four times a year		
Government sector	Twice a year		
Professionals and technicians	Once a year		
Housewife	Once every 2 years		
Retired	Never		
Others	**Trip budget/person (RMB as an example)**		
Annual household income (RMB as an example)	Less than 10,000		
Less than 20,000	10,001-20,000		
20,000-49,999	20,001-50,000		
50,000-99,999	50,001-100,000		
100,000-149,999	100,000 or above		
150,000-199,999	**Length of stay**		
200,000 or above	1-3 days		
Number of visits to STDs	4-7 days		
One time	8-10 days		
Two-three times	10 days or above		
Four times or more			

4. DISCUSSION AND IMPLICATIONS

There are many researchers studying travel motivations, and there are also a wide range of researches about sustainable tourism, but there are rare researches exploring travel motivations for sustainable tourism destinations. This study aims at exploring a framework to identify potential factors that may influence tourists' travel motivations for sustainable tourism destinations.

This study can be further developed. First of all, nationality can be added into the framework. The framework is an open and dynamic system to explore all potential push and pull motivation factors together with socio-demographic variables as well as travel behaviour patterns. Nationality can be added as an additional variable into the framework as demographic profile is an important factor influencing tourist travel motivations. Furthermore, the push and pull factors can be further developed. Push factors can be further developed based on tourists' intrinsic reasons to travel while pull factors can be further developed according to the attributes, measures, and features of sustainable tourism destinations. Last but not least, factor analysis can be applied as a methodology to extract the exact variables motivating tourists to choose sustainable tourism destinations. The correlation between or among variables can also be explored.

5. CONCLUSION

Tourism has aroused concerns of researchers and practitioners not only because of the economic benefits brought by tourism but also the side effects. Sustainable tourism and its development have become main themes of tourism sector. There were many researches about sustainable tourism, and a lot of tourists' motivational researches as well but few of them combined travel motivations with sustainable tourism destinations. This study aims at presenting a framework to further explore motivational factors for tourists to choose sustainable tourism destinations among various types of destinations. The framework can be applied for future researches answering why or why not tourists choose a sustainable tourism destination, and researches for sustainable tourism destination images.

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