

Socio-demographic Variables and Push Travel Motivation: Tourists Visiting a Protected Area in South Africa

Nomfundo Sinethemba Mzimela, Sibusiso David Ntshangase, Ikechukwu Onyekwere Ezeuduji and Nelisile Zanele Mgabhi

Department of Recreation and Tourism, Faculty of Humanities and Social Sciences University of Zululand, South Africa

mzimela48@gmail.com

NtshangaseSD@unizulu.ac.za

Ezeuduji@unizulu.ac.za

MgabhiN@unizulu.ac.za

Abstract: This study aims to explore the key push travel motivation factors from Dann's theory of push and pull motivation and analysed the influence of tourists' socio-demographic variables on push travel motivation factors to visit protected areas (PAs). Data were collected via a structured questionnaire from 435 randomly selected tourists visiting Hluhluwe-iMfolozi park (HiP). Data analyses employed descriptive statistics to generate frequencies, mean scores and standard deviations using IBM's SPSS version 28 software. Mann-Whitney Wilcoxon test implemented in Stata software version 15 was employed. The findings revealed that the key tourists push factors are "relaxation and family togetherness". The study further indicates that demographic variables such as "nationality, residency, employment status and age" have significant effects on tourists' overall push factors (i.e., relaxation, social interaction, family togetherness, and prestige motivation). Based on the findings, the study made recommendations directed to the park management focusing on promoting and sustaining activities that address the key push motivation factors.

Keywords: Travel Motivation, Push Factors, Nature-Based Tourism, Protected Areas, Tourist's Socio-Demographic Variables

1. Introduction

Tourism in South Africa (SA) is a major driver to conserving and managing intact PAs (Leung et al, 2018). PAs contribute to biodiversity conservation, outdoor recreation, tourism opportunities, educational and spiritual experiences (Casteel & Bridier, 2021; Masina, Boshoff & Sifolo, 2021). However, these experiences can be influenced by specific aspects of PAs, such as their uniqueness, attractiveness, and security, and how they are managed (Buhalis et al., 2023; Masina, Boshoff & Sifolo, 2021). This paper acknowledges that the extent to which tourists' expectations are met will eventually determine their level of satisfaction. According to Agyeman, Aboagye and Ashie (2019), tourists seeking close encounters with nature have been motivated to visit PA due to their exceptional scenic beauty and appeal. However, according to Ferrell, Hartline and Hochstein (2021), managers managing PAs are less likely to use the marketing concept of understanding customers' needs and fulfilling them. Tourism researchers have used motivation to measure tourists' level of satisfaction (Çelik & Dedeoğlu, 2019; Preko, Doe & Dadzie, 2019) and gain an understanding of tourists' travel decisions (Yoo, Yoon & Park, 2018). This study advocates that, at present, PAs management is more transactional in approach and focuses on selling nature (for example, game drives, hiking, nature education), without understanding other emotional or personal needs of tourists visiting PAs. Whereas tourists' evaluation of the characteristics of PAs can contribute to identifying areas of improvement for the enhancement of tourists' experience and satisfaction.

From the literature reviewed, much emphasis has been placed on outlining the push travel motivational factors in general, particularly in well-developed economies such as the United States (US) (Agyeman, Aboagye and Ashie 2019). Less emphasis has been placed on developing economies such as SA, where tourism is a major source of economic growth and the economy is heavily reliant on it (Masina, Boshoff & Sifolo, 2021). Recent studies (for example Masina, Boshoff & Sifolo, 2021; Michael et al., 2020; Said & Maryono, 2018) have looked at the push travel motivational factors in the general tourism context, but little has been done on PA, as a space for specialised nature-based tourism. Hence, this study contributes to the literature on the push travel motivational factors through the assessment of the correlation between the push travel motivational factors and tourists' socio-demographics in nature-based tourism context (as this is important for relationship marketing), with a focus on identifying and satisfying customers' needs. This paper, firstly, explored the key push factors influencing tourists to visit PAs, using HiP as a case, KwaZulu-Natal Province of SA. Secondly, the paper tested the significant effect of the tourist demographic variables to the key identified push travel motivation factors from Dann's theory of push and pull motivation (1977). Said and Maryono (2018) suggest that push factors are socio-psychological factors that influence people's decisions to visit a particular destination. Such decisions may include but are not

limited to peace, loneliness and to experience something new. Thus, push motivation is related to individual needs that drive tourists to travel (Dean & Suhartanto, 2019). Tourists visiting PAs, like any other customers, usually have initial expectations of the type and quality of services to be offered at a particular destination (Moore, Rodger, & Taplin, 2015). The section highlighted below outlines this study literature.

2. Literature Review and Hypotheses Development

United Nation World Tourism Organisation (UNWTO) declared tourism as a “catalyst” in achieving all Sustainable Development Goals (SDGs) and advancing sustainable development (Buhalis et al., 2023). The declaration identifies five central pillars where tourism plays a significant role, namely, sustainable economic growth, social inclusiveness and equality, environmental protection and climate change, cultural diversity and heritage, mutual understanding and peace (Rasoolimanesh, Ramakrishna, Hall, Esfandiar, & Seyfi, 2023). Drawing from Dann's theory of push and pull motivation (1977), the study focused primarily on push travel motivation factors and the influence of tourists' socio-demographic variables (such as gender, nationality, residency, employment status and age) adopted by this study on push travel motivation factors to visit PA. In tourism research, Dann's (1977) push and pull theory of motivation is a widely recognised theoretical framework (Mapingure, du Plessis & Saayman, 2019; Michael et al., 2020; Said & Maryono, 2018). This theory still has huge relevance in the tourism industry. Most recent tourism studies have used this theory as theoretical framework to conduct similar studies.

2.1 Gender and Push Travel Motivation

Gender is a crucial element influencing travel demand (Carvache-Franco et al., 2020; Mkwizu, 2018a). This socio-demographic construct has been studied in the context of travel mobility, motivation, and duration of stay (Mkwizu, 2018b); travel behaviour and willingness to adopt sustainable behaviour (Buhalis et al., 2023; Carvache-Franco et al., 2020; Kara & Mkwizu, 2020). Travel patterns differ between men and women depending on their travel motivation. A recent study by Ma et al. (2018) ascertains that gender had an impact on an individual's desire for relaxation and nature exploration. Females travel to overcome their double disadvantage as ethnic minority and housewives under patriarchy while men travel for business related activities (Moon, Yang & Lee, 2019; Nassuna, 2019). According to Moon, Yang and Lee (2019), women's participation in travel activities is limited by cost, time, and family obligations. As a result, women are more likely to engage in shopping, dining, and cultural activities than outdoor activities, whereas males are more likely to engage in adventure activities (Nassuna, 2019).

2.2 Age and Push Travel Motivation

Tourism researchers (for example Lewis & D'Alessandro, 2019; Wambani, Ogunjinmi & Oladeji, 2020) concluded that tourism participation is strongly related to age, which is a significant socio-demographic factor that indicates how destinations may proceed with marketing segmentation. According to Ma et al (2018), age has a favourable influence on tourists' desire for leisure and nature exploration. Wangari (2017) advocates that the likelihood of an individual involvement in wildlife activities differs with age, implying that the probability of activity participation increases when an individual is young and lowers as that individual matures. Senior tourists tend to be a “specific market segment” seeking a tourist's destination that provides “quiet, culture, environment, climate, quality of life, and accessibility” (Wambani, Ogunjinmi & Oladeji, 2020). Furthermore, Ma et al (2018) studied the relationship between tourist socio-demographic variables, motivation, and satisfaction to predict their visitation patterns and travel behaviours to Guangdong Forest nature reserves. Multiple regression analysis results demonstrated that tourists' age influences travel motivation behaviour and decision-making. Ma et al (2018) findings indicates that age positively influence two types of travel motivation: sense of relaxation and nature exploration.

2.3 Nationality and Residency

The nationality of tourists has been explored in tourism literature, especially in explaining travel motivation (Allaberganov & Preko, 2022; Gunasekara & Silva., 2021). Allaberganov and Preko (2022) investigated inbound international tourists' demographics and travel motives - views from Uzbekistan in Central Asian. According to Allaberganov and Preko (2022), nationality and frequency of visitations of the international tourists to Uzbekistan were statistically associated with their travel motives. However, Woyo, Slabbert and Saayman (2019) suggested that residency was insignificant in explaining destination attractiveness perceptions in Zimbabwe. Likewise, Stylidis (2022) investigated the impact of residency on destination appeal. A recent study by Lee and Jeong

(2023) indicated that the applicability of nationality should be extended as a moderator that interacts with the prior variables that influence decision making. Therefore, the tourist decision-making process for choosing a destination is not consistent.

2.4 Employment and Push Travel Motivation

Income has been predicted as the significant antecedents to tourism decision making and conative behaviour (Allaberganov & Preko, 2022; Kara & Mkwizu, 2020; Rasoolimanesh et al., 2023; Wangari, 2017). Employment influences the choice of tourist destinations as well as the distance to the destination (Allaberganov & Preko, 2022) and thus encourages individuals to go on vacation more frequently and choose locations far from their homes to enjoy leisure time, nature, and experience. A study conducted by Wambani, Ogunjinmi and Oladeji (2020) investigated socio-demographic determinants of travel motivation and behaviour of visitors in nature-based destinations in northern Nigeria. According to Wambani, Ogunjinmi and Oladeji (2020), tourists with higher incomes travel more frequently, and spend more time in a destination whereas visitors with lower incomes travel less frequently and spend less time in a destination. Accordingly, visitors with lower income levels are often more sensitive to destination choice than tourists with higher income levels. Therefore, the authors proposed the following hypothesis:

H1: Demographic variables (such as gender, nationality, residency, employment, and age,) do not significantly affect the overall push factor (i.e., relaxation, social interaction, family togetherness and prestige).

This hypothesis (H1) is divided into five sub-hypotheses, H1a, H1b, H1c, H1d, and H1e

H1a: Demographic variables, such as gender do not significantly affect the overall push factor.

H1b: Demographic variables, such as nationality do not significantly affect the overall push factor.

H1c: Demographic variables, such as residency do not significantly affect the overall push factor.

H1d: Demographic variables, such as employment do not significantly affect the overall push factor.

H1e: Demographic variables, such as age do not significantly affect the overall push factor.

From the above research overview, the next section outlines research design and methods used to address the above research hypotheses. The results are presented in Tables 1,2 and 3.

3. Research Methodology

3.1 Study Design and Data Collection

This study adopted the positivist research paradigm for measurement, as a model was developed. The nature of the reported study required quantified information to arrive at conclusions. Therefore, with the study research objectives leaning towards a positivist research paradigm, a quantitative research approach was employed. Veal (2011) asserts that the quantitative approach allows researchers to generate statistical data and present it in percentages and tables. This study therefore used a survey research design to explore the push factors and analyse the influence of tourist socio-demographic variables on travel motivation to visit PAs, using HiP as a case. This study used a probability sampling method, known as simple random sampling, where the researcher randomly selected a subset of respondents from the research population, as the visitor numbers to HiP could be estimated (Veal, 2011). 600 questionnaires were handed-out to tourists who visited HiP, and 435 completed questionnaires were found usable for data analyses. Questionnaire variables included tourists' profile (categorical variables), and ordinal variables based on push travel motivational factors respectively. All ordinal variables (originate from the literature study) were on a 5-point Likert scale: 1 – strongly agree to 5 – strongly disagree).

3.2 Sample Size and Analysis

A significance level of 0.05 and -0.223 were used as the minimal absolute significant path coefficient, and 0.80 was employed as the power level. Considering these two methods (the inverse square root and gamma-exponential method), the sample size generated for this study is statistically appropriate and substantial at 435 tourists who visited HiP. The analysis dealt with data integrity and descriptive statistics (frequency, mean scores and standard deviations) were conducted using IBM SPSS software version 28 (IBM Corporation, 2021). In this

study, Mann-Whitney Wilcoxon test implemented in Stata software version 15 was employed. When the dependent variable is at least an ordinal scale, this statistical tool can be used, which is a non-parametric analog to the independent samples t-test of the parametric tool (Ma et al., 2022). This study surveyed respondents (both international and domestic tourists) in a major nature-based PA (HiP) KwaZulu-Natal province, whose push travel motivation factors were analysed using Mann-Whitney Wilcoxon Test. Further, a one-way analysis of variance (ANOVA) was performed on a categorical independent variable (containing at least two categories; age group) and a normally distributed interval dependent variable (for example, relaxation). The Little's Missing Completely at Random (MCAR) test with (Chi-Square = 224.690, df = 123, $p < 0.05$) indicated that the data were missing totally at random (Schafer, 1999). Cronbach's Alpha reliability test was used to check for the level of internal consistencies of variables used to explain different research dimensions of push factor. The following section presents the study results and discussions.

4. Results and Discussion

4.1 Respondents' Profile

Table 1 shows that, more female (51.3%) than male (48.7%) tourists or visitors responded to the questionnaire. About 55% of the respondents were quite mature in age (50 years of age or above). There were more foreign (about 52%) than South African (about 48%) respondents. However, the percentages of tourists who were permanent residents and non-permanent residents in SA were almost equal. The study results show that 69.2% of respondents surveyed in the HiP were employed, while 30.8% were unemployed, indicating that most respondents surveyed were working or had a job – assuming they had disposable income and thus could afford to travel. These results confirm findings from the previous studies (such as those of Allaberganov & Preko, 2022; Stylidis, 2022; Wambani, Ogunjinmi & Oladeji, 2020).

Table 1: Respondents' profile

Variable	Categories	Frequency (%)
Gender	"Male"	48.7
	"Female"	51.3
Age	"18-29"	15.4
	"30-39"	14.5
	"40-49"	14.7
	"50-59"	22.1
	"60 or older"	33.3
Nationality	"South African"	47.8
	"Non-South African"	52.2
Are you a permanent resident of South Africa	"Yes"	49.4
	"No"	50.6
Employment status	"Employed"	69.2
	"Not employed"	30.8

4.2 Measuring the Level of Agreement or Disagreement of "Push Travel Motivation Factors" Influencing Tourists to Visit PAs

The study measured the push travel motivation factors influencing tourists to visit PAs based on the respondents' level of agreement or disagreement with the statements used to measure 'push' travel motivation factors influencing tourists. The total mean score for each push sub-dimension was calculated with the intention of identifying the key push factor(s) influencing tourists to visit HiP. Relaxation, with a total mean score of 1.98, was identified as the key push factor that influences tourists to visit HiP, followed by family togetherness (2.41). This study advocates that tourists visit HiP primarily to relax and enjoy nature's peace and tranquillity with their families. These results partially support the findings of Masina, Boshoff and Sifolo (2021), who suggest that a relaxing atmosphere, getting away, adventure, and excitement are the primary motivators for tourists seeking to escape their normal way of life. The findings also mean that family travel is thought to be a particularly effective way to strengthen family ties and overall well-being (Li et al, 2017). The analyses in this study further examined the 'earlier' mentioned main and sub-underpinning null research hypotheses (*H1a, H1b, H1c, H1d, and H1e*) in to address the study objectives.

4.3 Main and Sub-underpinning Null Research Hypotheses Testing

For each of the two independent groups (gender, nationality, residency, and employment), an independent samples t-test was conducted to compare the means of normality distributed interval-dependent variables (push factors). The results are presented in Table 2.

Table 2: T-test summary of overall push factors based on gender, nationality, residency, and employment

Gender	Observation	Mean	Std. Dev.	95% CI		Mdiff.	df	t-value	p-value
Male	212	42.028	7.628	40.996	43.061	-0.008	433	-0.010	0.992
Female	223	42.036	7.944	40.988	43.084				
Nationality	Observation	Mean	Std. Dev.	95% CI		Mdiff.	df	t-value	p-value
South African	208	39.750	7.987	38.658	40.842	-4.373	433	-6.094	0.000
Non-South African	227	44.123	6.978	43.211	45.036				
Permanent residency	Observation	Mean	Std. Dev.	95% CI		Mdiff.	df	t-value	p-value
Yes	215	40.093	8.150	38.997	41.189	-3.834	433	-5.295	0.000
No	220	43.927	6.915	43.008	44.846				
Employment	Observation	Mean	Std. Dev.	95% CI		Mdiff.	df	t-value	p-value
Employed	301	41.010	7.810	40.124	41.896	-3.318	433.000	-4.183	0.000
Unemployed	134	44.328	7.238	43.092	45.565				

Results portrayed in Table 2 show that male and female tourists did not show any significant differences in push factors ($t = -0.010$, $df = 433$, $p = 0.992$). The mean scores for males and females were $M = 42.028$, $SD = 7.628$, and $M = 42.036$, $SD = 7.944$. Therefore, the null hypothesis $1a$ was accepted. According to Table 2, non-South African tourists scored higher than South African tourists ($M = 39.750$, $SD = 7.987$). There was a greater push for non-South African tourists to visit the HiP than for South African tourists. As for the observed difference in the push factors to visit the HiP, an independent sample t-test revealed that there was a statistically significant difference between the South African and the non-South African push ($t = -6.094$, $df = 433$, $p = 0.000$). Therefore, the null hypothesis $1b$ was rejected. These findings are consistent with those of Stone and Nyaupane (2019), who concluded that domestic tourists are influenced by livelihoods and crowded spaces with a variety of activities, whereas international tourists are influenced by privacy, tranquillity, quietness, history, and culture since they are more relaxing to international tourists. As a result, this may explain why non-South Africans and tourist without a permanent residency have the highest mean scores.

Table 2 also shows a statistically significant difference between tourist groups with and without permanent residency ($t = -5.295$, $df = 433$, $p = 0.000$). Therefore, tourists without permanent residency have a statistically significantly higher mean score on push factors ($M = 43.927$, $SD = 6.915$) than those with permanent residency ($M = 40.093$, $SD = 8.150$). Therefore, the null hypothesis $1c$ was rejected. A higher mean score was found among unemployed tourists ($M = 44.382$, $SD = 7.238$) than among employed tourists ($M = 41.010$, $SD = 7810$) in Table 2. An independent sample t-test was conducted to determine whether employment status affected the push factor experience at the park; the result indicated that employed and unemployed tourists experienced different levels of push factors ($t = -4.183$, $df = 433$, $p = 0.000$). Therefore, the null hypothesis $1d$ was rejected. Compared to employed tourists, unemployed tourists had higher levels of push factors to visit HiP. These results contradict those of Huete-Alcocer, López-Ruiz and Grigorescu (2019) who concluded that a more positive degree of satisfaction when travelling is associated with a higher salary. Based on the push factor, Table 3 also presents an ANOVA for the tourist age group.

Table 3: ANOVA summary of tourists' overall push factor based on age group

Age group	Mean	Std. Dev.	Source	Partial SS	df	MS	F	p-value
18-29	39.746	6.938	Model	1782.678	4	445.670	7.820	0.000
30-39	39.651	7.970	Residual	24502.871	430	56.983		
40-49	42.688	6.951	Total	26285.549	434	60.566		
50-59	40.927	6.938						

Age group	Mean	Std. Dev.	Source	Partial SS	df	MS	F	p-value
60 or older	44.566	8.238						

With a mean score of 44.566, *SD* of 8.238, the 60 and older age bracket had the highest mean score; 40-49 had the next highest score mean (42.688, *SD* = 6.951), 50-59 had a mean score of 40.927, *SD* = 6.938, 18-29 had a mean score of 39.746, *SD* = 6.938, and 43-39 had a mean score of 39.651, *SD* = 7.970, respectively. The researcher used one-way ANOVA statistics to determine whether there was a significant difference in their mean scores, as shown in Table 3. The study results ($F(4, 430) = 7.820, p = 0.000$) were marked statistically significant. As a result, the null hypothesis H_0 was rejected. This result implies that older people tend to visit HiP more frequently and enjoy it more than younger people. This study is in line with the study of Ma et al (2018) who concluded that older or senior tourists visit nature-based destinations to enjoy a sense of relaxation and nature exploration while young tourists do not picture that to be of any value to their travel motives. Ma et al (2018) confirmed that gender and age have an influence on an individual's desire for relaxation and nature exploration. Females travel to overcome their double disadvantage as ethnic minority and housewives under patriarchy (Moon, Yang, & Lee, 2019; Nassuna, 2019), which may explain why female respondents are slightly higher in number than male respondents in this study. Previous studies (Kara & Mkwizu, 2020; Pereira, Gupta & Hussain, 2022; Woyo, & Slabbert, 2020) posit that the older or senior tourists are motivated by a desire for novelty, relaxation, and nature exploration, which are common push travel motivation factors influencing tourists visiting PAs'.

5. Conclusions and Recommendations

This study is significant for improving service provision to tourists visiting PAs', by employing the marketing principle of identifying, understanding, and addressing the diversity of tourists' needs and their relationships, resulting in more innovative and needs-addressing packages for tourists. The study further indicates that demographic variables such as "nationality, residency, employment status and age" have significant effects on tourists' overall push factors (i.e., relaxation, social interaction, family togetherness, and prestige motivation), However, 'gender' does not have a significant effect on tourists' overall push factors. Based on the study findings, the study puts forward the following recommendation which serve to illustrate various ways of moving forward in achieving the goal of sustainable nature-based tourism, sustainable marketing and promotion of visitation to PAs.

- Crafted messages emphasising the identified key push (relaxation and family togetherness) factors should be delivered to target markets to reinforce visitor satisfaction behaviour. Such promotional and communication initiatives can be presented on-site, online (social media inclusive), and in advertisement or promotion campaigns using relevant marketing tools, and information should be easily accessible.
- HiP management should design products and services offerings in harmony with the identified key push travel motivation factors "relaxation and family togetherness" to attract their target market. The push factors identified will assist in addressing the multiplicity of tourists' needs; the relationships between these needs and tourists' profile are equally critical for relationship marketing.
- HiP should position itself as a place for "relaxation and family bonding" in its facilities found in its rich natural setting and surroundings. Facilities within and immediately outside the park should therefore be designed to provide these needs.
- Park destination marketing operations should cater to tourists based on the identified significant socio-demographic criteria (gender, nationality, residency, employment, and age), rather than the general mass market.

By implementing these recommendations, HiP management can identify and satisfy their customers' needs, enhance the visitor experience, and build customer loyalty. Focusing on providing a relaxing and peaceful atmosphere, HiP management can attract tourists who are looking for a more laid-back experience and ensure that their customers' needs are met. The relationship marketing strategy for the park can rely on the market segments (mostly demographic and geographic based). The park can position itself in targeting these segments using an appropriate marketing mix. By so doing, the marketing concept of identifying customer needs and satisfying them can become a good practice at HiP and other PAs'.

6. Limitations and Future Research

The study only used HiP as a case study thus, the results of this study are true for this study area. Other municipalities in the province of KwaZulu-Natal and other South African provinces could be prospective future research areas. Each of the nine provinces may have unique destination attributes. Further studies can also be conducted to find out which motivation factors or attributes are possessed by tourism-related employees (including park managers and other staff members), as internal customers in relation to visitor satisfaction (external customers).

References

- Agyeman, Y. B., Aboagye, O. K. and Ashie, E. (2019) "Visitor Satisfaction at Kakum National Park in Ghana", *Tourism Recreation Research*, Vol 44 No. 2, pp 178-189.
- Allaberganov, A. and Preko, A. (2022) "Inbound International Tourists' Demographics and Travel Motives: Views from Uzbekistan", *Journal of Hospitality and Tourism Insights*, Vol 5 No. 1, pp 99-115.
- Buhalis, D., Leung, X. Y., Fan, D., Darcy, S., Chen, G., Xu, F., ... and Farmaki, A. (2023) "Tourism 2030 and the Contribution to the Sustainable Development Goals: The Tourism Review Viewpoint. *Tourism Review*, Vol 78 No. 2, pp 293-313.
- Carvache-Franco, W., Carvache-Franco, M., Carvache-Franco, O. and Hernández-Lara, A.B. (2020) "Motivation and Segmentation of the Demand for Coastal and Marine Destinations", *Tourism Management Perspectives*, Vol 34, pp 1173-1183. <https://doi.org/10.1016/j.tmp.2020.100661>.
- Casteel, A. and Bridier, N. L. (2021) "Describing Populations and Samples in Doctoral Student Research", *International Journal of Doctoral Studies*, Vol 16, No. 1, pp 339-362.
- Çelik, S. and Dedeoğlu, B. B. (2019) "Psychological Factors Affecting the Behavioural Intention of the Tourist Visiting South-Eastern Anatolia", *Journal of Hospitality and Tourism Insights*, Vol 2, No. 4, pp 425-450.
- Dann, G.M.S (1977) "Anomie, Ego-Enhancement and Tourism", *Annals of Tourism Research*, Vol 4, No. 4, pp 184-194.
- Dean, D. and Suhartanto, D. (2019) "The formation of visitor behavioural intention to creative tourism: The role of push-pull motivation", *Asia Pacific Journal of Tourism Research*, Vol 24, No. 5, pp 393-403.
- Ferrell, O. C., Hartline, M. and Hochstein, B. W. (2021) *Marketing strategy*, Cengage Learning, Boston, USA.
- Gunasekara, I. and Silva, S. (2021) "Agro-Tourist Satisfaction in Sri Lanka: With Special Reference to Tourist Socio-Demographic and Destination Characteristics", *Journal of Sustainable Tourism and Entrepreneurship*, Vol 3, No.1, pp 61-73.
- Huete-Alcocer, N., López-Ruiz, V. R. and Grigorescu, A. (2019) "Measurement of Satisfaction in Sustainable Tourism: A Cultural Heritage Site in Spain", *Sustainability*, Vol 11, No. 23, pp 1-15.
- IBM Corporation (2021) *IBM SPSS Statistics for Windows, Version 27.0*. IBM Corp, Armonk, New York.
- Kara, N. S. and Mkwizu, K. H. (2020) "Demographic Factors and Travel Motivation Among Leisure Tourists in Tanzania", *International Hospitality Review*, Vol 34, No. 1, pp 81-103.
- Lee, K. Y. and Jeong, J. Y. (2023) "The Effects of Health Beliefs Upon Nature-Based Tourism During COVID-19: Cases from the United States and South Korea". *Journal of Leisure Research*, Vol 54, No. 2, pp 203-226.
- Leung, Y. F., Spenceley, A., Hvenegaard, G., Buckley, R. and Groves, C. (2018), "Tourism and Visitor Management in Protected Areas: Guidelines for Sustainability (27)". IUCN, Gland, Switzerland.
- Lewis, C. and D'Alessandro, S. (2019) "Understanding Why: Push-Factors That Drive Rural Tourism Amongst Senior Travellers", *Tourism Management Perspectives*, Vol 32, pp 1-15, <https://doi.org/10.1016/j.tmp.2019.100574>.
- Li, M., Wang, D., Xu, W. and Mao, Z. (2017) "Motivation for Family Vacations with Young Children: Anecdotes From the Internet", *Journal of Travel & Tourism Marketing*, Vol 34, No. 8, pp 1047-1057.
- Ma, A. T., Chow, A. S., Cheung, L. T., Lee, K. M. and Liu, S. (2018) "Impacts of Tourists' Sociodemographic Characteristics on the Travel Motivation and Satisfaction: The Case of Protected Areas in South China", *Sustainability*, Vol 10, No. 10, pp 1-21.
- Mapingure, C., du Plessis, E. and Saayman, M. (2019) "Travel Motivations of Domestic Tourists: The Case of Zimbabwe", *African Journal of Hospitality, Tourism and Leisure*, Vol 8, No. 2, pp 1-15.
- Masina, N. O., Boshoff, L. and Sifolo, P. P. S. (2021) "Wildlife Tourism Motivation: A Case for Manyeleti Nature Reserve, Mpumalanga", *African Journal of Hospitality, Tourism and Leisure*, Vol 10, No. 4, pp 1414-1429.
- Michael, N., Nyadzayo, M. W., Michael, I. and Balasubramanian, S. (2020) "Differential Roles of Push and Pull Factors on Escape for Travel: Personal and Social Identity Perspectives", *International Journal of Tourism Research*, Vol 22, No. 4, pp 464-478.
- Mkwizu, K.H. (2018a) "Analysis of Sources of Information and Income of Domestic Tourists to National Parks in Tanzania", *ATLAS Tourism and Leisure Review*, No. 2, pp. 28-43.
- Mkwizu, K.H. (2018b) "The Influence of Television Advertising on Domestic Tourism: A Case of Southern Tourist Attractions in Tanzania", [online], Doctoral Dissertation, The Open University of Tanzania <http://repository.out.ac.tz/1878/>.
- Mkwizu, K.H. (2019) "Digital Marketing and Tourism: Opportunities for Africa", *International Hospitality Review*, Vol 34, No. 1, pp 5-12.
- Moon, B. Y., Yang, S. H. and Lee, T. J. (2019) "Married Immigrant Women's VFR Tourism as the Way to Ethnic Minority Group Acculturation", *Journal of Tourism and Cultural Change*, Vol 17, No. 4, pp 544-561.

- Moore, S. A., Rodger, K. and Taplin, R. (2015). "Moving Beyond Visitor Satisfaction to Loyalty in Nature-Based Tourism: A Review and Research Agenda", *Current Issues in Tourism*, Vol 18, No. 7, pp 667–683.
- Nassuna, S. (2019) "Assessment of the Factors that Influence Domestic Tourism in the Central Regions of Kampala", Unpublished Doctoral dissertation, Makerere University, Kampala.
- Pereira, V., Gupta, J. J. and Hussain, S. (2022) "Impact of Travel Motivation on Tourist's Attitude Toward Destination: Evidence of Mediating Effect of Destination Image", *Journal of Hospitality & Tourism Research*, Vol 46, No. 5, pp 946-971.
- Preko, A., Doe, F. and Dadzie, S.A. (2019) "The Future of Youth Tourism in Ghana: Motives, Satisfaction and Behaviour Intentions", *Journal of Tourism Futures*, Vol 5, No. 1, pp 5-21.
- Rasoolimanesh, S. M., Ramakrishna, S., Hall, C. M., Esfandiar, K. and Seyfi, S. (2023) "A Systematic Scoping Review of Sustainable Tourism Indicators in Relation to the Sustainable Development Goals". *Journal of Sustainable Tourism*, Vol 31, No. 7, pp 1497-1517.
- Said, J. and Maryono, M. (2018) "Motivation and Perception of Tourists as Push and Pull Factors to Visit National Park", In *E3S Web of Conferences*, Vol 31, pp 1–5. <https://doi.org/10.1051/e3sconf/20183108022>.
- Stone, L. S. and Nyaupane, G. P. (2019) "The Tourist Gaze: Domestic Versus International Tourists", *Journal of Travel Research*, Vol 58, No. 5, pp 877-891.
- Stylidis, D. (2022) "Exploring Resident–Tourist Interaction and its Impact on Tourists' Destination Image", *Journal of Travel Research*, Vol 61, No. 1, pp 186-201.
- Veal, A. J. (2011) "Research Methods for Leisure and Tourism: A Practical Guide (4th Ed)", Financial Times Prentice Hall Harlow, United Kingdom.
- Wambani, P. P., Ogunjinmi, A. A. and Oladeji, S. O. (2020) "Socio-Demographic Determinants of Travel Motivation and Behaviour of Visitors in Nature-Based Destinations in Northern Nigeria" *Journal of Applied Sciences and Environmental Management*, Vol 24, No. 12, pp 2121-2129.
- Wangari, C. (2017) "Understanding the Travel Motivation Among Youth Travellers in Kenya: The 'Push' and 'Pull' Paradigm" *African Journal of Hospitality, Tourism and Leisure*, Vol 6, No. 1, pp 1-16.
- Woyo, E. and Slabbert, E. (2020) "Unpacking the Motivations, Satisfaction and Loyalty of Tourists Travelling to A Distressed Destination", *Anatolia*, Vol 31, No. 4, pp 536-548.
- Woyo, E., Slabbert, E. and Saayman, M. (2019) "Do Socio-Demographic Characteristics Influence Destination Attractiveness Perceptions After Political Turmoil: The Case of Zimbabwe", *African Journal of Hospitality, Tourism and Leisure*, Vol 8, No. 3, pp 1-20.
- Yoo, C.K., Yoon, D. and Park, E. (2018) "Tourist Motivation: An Integral Approach to Destination Choices", *Tourism Review*, Vol 73, No. 2, pp 169-185.