Do travel motives and life domains have an influence on visitors' quality of life attending a heritage event?

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Abstract

Heritage events serve as a way for enthusiasts to come together and celebrate their shared heritage interests. The Sandstone Estate is home to one of the largest collections of functioning vintage agricultural, railway and military artefacts in private ownership. Amos was used to provide statistical support for the Structural Equation Model. The data provided support for the Structural Equation Model, which produced an acceptable model fit. The Structural Equation Model indicates that travel motives, life domains and life domains overall have an influence on tourist's Quality of Life attending a heritage event. Travel motives, life domains such as: travel life, social life, leisure and recreation life, self-life, life domains overall and Quality of Life attained acceptable reliabilities. The purpose of this study is to examine whether travel motives and life domains have an influence on tourists' QoL attending a heritage event. Permission was given by management to send a cover letter explaining the purpose of the study. Tourists had been asked to leave their contact emails at free will with the estate to participate in this study. A link to a self-administrated online questionnaire was attached to the e-mail for tourists who chose to participate anonymously in this study. Data from 119 (N) completed questionnaires were captured and analysed using SPSS. From the study`s findings, managerial recommendations were made with the aim of maximising attending heritage tourists` Quality of Life. The research contributes to literature of tourism and QoL.

Keywords: Travel motives; Life domains; Quality of life; Heritage event, Structural equation modelling

Introduction

According to Graham and Lennon (2002), cultural attractions include amongst other museums and heritage sites. Heritage sites encompass elements of appreciation, nostalgia and emotional attachment with which an individual can associate with culturally. Venter (2011) points out the benefits of well managed and marketed heritage sites as magnets for domestic and international tourists. Similarly, events play an important role in human society (Shone & Parry, 2013), which serve as an escape from the toils and efforts of daily life, therefore necessitating the study of Quality of Life (QoL) (Venter, 2014). According to Kruger et al., (2014) events are an important sector of the tourism industry. The Stars of Sandstone Heritage Event (SSHE) serves as a by-annual event which attracts agricultural, locomotive and military enthusiasts to attend and experience its unique collection of working machines.

Travel motives is a well-established field of research in tourism (Andereck & Nyaupane, 2011; Boo & Jones, 2009; Cassidy, 2006; Kruger et al., 2013; Kruger et al., 2014; Sirgy, et al., 2011). Kruger et al., (2014) note that tourism and travel motives are key to marketing as it reveals the reason individuals travel to and attend events, in this case, the Stars of Sandstone Heritage Estate (SSHE).

Omorou et al., (2013) explain QoL as an individual's perception of their position in life in the context of their society, culture and value systems in which they live in relation to their goals, expectations, standards and concerns. QoL research on tourism and travel has steadily increased in quantity and complexity (Andereck et al., 2011; Benckendorff et al., 2009; Dolnicar et al., 2013; Kruger et al., 2013; Kruger et al., 2014; Moscardo, 2009; Sirgy et al., 2011). According to Hajiran (2006), a person's QoL is influenced by various multidimensional (life) domains that make up their daily life. As Sirgy et al., (2011) framed it, a tourist undertakes activities or actions which consist of experiences which contribute to their QoL through positive or negative affect and expressed within various life domains.

Even though transportation heritage as found at SSHE is important to local tourism, the research surrounding travel motives, life domains and QoL is very limited as well as the how travel motives and life domains impacting on tourists quality of life. The aim therefore of this study is to answer the question: *Does travel motives and life domains have an influence on visitors' quality of life attending a heritage event?*

With reference to the aim of the study, three main concepts will be explored namely travel motives, life domains and QoL.

Travel motives

According to Dann (1981) "motive" has its historical development from the Latin *movere* which means to move. Several authors (Crompton, 1979; Mayo & Jarvis, 1981; Uysal & Hagan, 1993) travel motives is a complex subject as each individuals reason for travelling is different. It can however, be stated that all movement is based ona a combination of push and pull factors as first described by Dann (1977). Push factors refer to reasons why a tourist would leave their home environment and travel somewhere while pull factors refer to those things that motivate their decision to travel somewhere specific (Venter, 2010). Veenhoven (2005) points out that there has been a steady decline in human beings QoL, which can be contributed to an increase in stress and mental exertion due to long working hours which are typical in modern society (Karpara & Cervone, 2003). This has led to an imbalance in physiological (Vuori, 2007) and psychological (Asbury et al., 2006) imbalances as a result of inactive lifestyle due to urbanisation (Carnicelli-Filho et al., 2010). According to Venter (2016), modern life has become too civilised, controlled, routine, risk-free and secure, resulting in needs that are only satisfied by seeking out and participating in activities that speak to each individual's needs and desires for fulfilment. Tourists visiting the SSHE might do so to satisfy a need which cannot be fulfilled in any other way. Given the nature of SSHE, such needs might consist of opportunities to socialise with people with similar interest, pursue heritage based activities such as riding in the vehicles, to be at leisure in a farm environment and to discover oneself. By identifying the tourist's motives for travelling to the SSHE, the heritage management can better market the event, increase repeat visits, attract more tourists through word of mouth as well as attract a new generation of heritage tourists.

Literature searches have revealed a lack of research into the travel motives of tourists attending heritage events and how it impacts their life domains and influences QoL. Further examination into travel motivations, life domains and QoL revealed that an exploration of this combination is thus necessary. The findings could assist event management in designing a better heritage product and services, which will improve the impact on tourists' life domain and QoL. By identifying the travel motives of tourists, the heritage event can better cater for the needs of the tourists.

Life domains

According to many authors (Malkina-Pykh & Pykh, 2014; Plog, 2002; Sirgy, 2010; Sirgy et al., 2011), dispositional theories in tourism satisfaction highlight the personal characteristic of

tourists where satisfaction is ultimately determined on internal motivations. Accordingly, Uysal et al., (2012) observed that individuals travel and participate in activities to meet their intrinsic and extrinsic growth needs which enhance their QoL internally. In other words, tourists to the SSHE would theoretically attend because they could have a desire and interest to do so and which subsequently could enhance their QoL overall. Pearce (2011) is of the opinion that the five levels of Maslow`s hierarchy co-act to determine an individual's motivational profile. According to Danna and Griffin (1999), life domains consist of a hierarchy of concepts that fall into the top and middle hierarchy. Located at the top of the hierarchy, life overall or satisfaction with life can be found. Below this level, the subordinate life domains such as social life, leisure and recreation life and self-life can be found.

According to Venter (2016), the position a life domain holds in importance varies from person to person. Sirgy (2002) points out that a domain in which a person invests time and effort to achieve a positive affect and reduce negative affect is more than likely to be of higher importance in the hierarchy than those with a lesser commitment. According to Venter (2016) an individual's memories, whether conscious, subconscious or unconscious, are grouped into life domains, each with deep-seated perceptions reflecting affective experiences within. Venter further states that life domains are organised into memories in terms of their importance in the person`s domain hierarchy. Each domain serves as an affective experience where individuals reflect on their overall feelings. Thereafter the domain contains a cognitive element whereby individuals evaluate the respective domain overall which is kept in memory. Ultimately an individual makes use of both to form an overall opinion of a life domain as either being satisfactory or dissatisfactory which in turn influences their opinion of life overall. With this in mind the focus shifts to the bottom-up spillover theory which according to Venter (2016) share a similar hierarchical process found in Maslow's (1970) hierarchy of needs. Venter explains that in order for QoL overall to be reached, the lowest sub-domains need to be satisfied which leads to spillover into the subordinate life domains such as social life, leisure and recreation life and self-life. Sirgy, et al., (2011) explains that should the spillover be positive in nature, it will enhance the superordinate life domain, also referred to as QoL. Therefore the bottom-up spillover theory promulgates that QoL overall is substantially dependent by the satisfaction experienced in various life domains as the affect within a subordinate domain amasses and spills over into the superordinate domain.

To achieve QoL overall, the lowest sub-domains need to be satisfied first which leads to a spillover into the (subordinate) life domains. As noted by Sirgy et al., (2011) the most influenced life domains by travel and tourism include social life, leisure and recreation life and self-life. If the spillover is positive, it will enhance the superordinate life domain, also referred to as 'overall satisfaction with life' (QoL). The more positive the overall satisfaction in the various life domains are, the greater the QoL overall will be. Research by Gilbert and Abdullah (2004) and Smith and Puczkó (2009) in the field of tourism and travel has shown that tourism and travel have a positive impact on QoL as it helps individuals fulfil life domain needs such as include social life, leisure and recreation life and self-life to name a few. As shown earlier, research into events is well documented; however, the specific niche of transportation heritage events has not yet been addressed. This research will attempt to provide answers based on the question related to this study.

Quality of Life

According to Rootenberg (2012), QoL is regarded as a complex concept with no precise definition. Andereck et al. (2011) and Smith et al., (2009) state that QoL has more than 100 definitions and models. Venter (2016) proposed a universal definition which states that QoL is a predominantly subjective state with objective elements whereby individuals perceive their lives based on the combined positive and negative experiences in life domains that are significant to them. Research with regard to tourism, travel and QoL include (Andereck et al.,

2011; Benckendorff et al., 2009; Dolnicar et al., 2013; Kruger et al., 2013; Kruger et al., 2014; Moscardo, 2009; Sirgy et al., 2011).

Chamberlain (1988) and Sirgy (2012) are of the opinion that satisfaction with life (QoL) is a distinct cognitive concept based on elements of satisfaction with life. The effect of satisfaction with life is closely connected with life domains which could include social life, leisure and recreation life and self-life. According to Correia et al., (2013), satisfaction could be seen as an important concept in tourism research, as satisfaction could be achieved when individuals expectation are satisfied (Duman & Mattila, 2005). According to Venter (2016), the feeling of satisfaction might be due to meeting new people, making new friends, spending quality time with family, socialising with people with similar interests or spending time away from life's chores and responsibilities. Satisfied tourists attending events will most likely lead to return visits, positive word-of-mouth marketing, destination loyalty, increased tourism and ultimately sustainable heritage (George, 2015; Venter, 2011; Venter 2014).

Extensive research has been done on satisfaction towards QoL (e.g. Diener, 1984; Diener, et al., 1999; Ezat et al., 2014; Kruger et al., 2013; Sirgy, 2001; Sirgy, 2002; Woo et al., 2015). According to Venter (2016) in its simplest form, QoL can be viewed as individuals' satisfaction/dissatisfaction with their lives, which can range from positive to negative (Dissart & Dissart, 2000; Massam, 2002; Smith et al., 2009). In order to explain the impact of tourists attending an (heritage) event and the impact thereof on theif QoL the bottom-up spillover theory will be used (e.g. Diener, 1984; Diener et al., 1999; Sirgy, 2002; Sirgy & Lee, 2006. The bottom-up spillover theory has been acknowledged by many authors such as Sirgy et al., (2011) and is based on the principle that satisfaction with a consumption experience (attending a heritage event) is located in the concrete psychological domains, such social life, leisure and recreation life and self-life. This affect moves from the most concrete to the most abstract domains. The affect that is related to a consumption experience relates to positive and negative affect in life domains that could influence tourists QoL. According to Neal et al., (2007), the bottom-up spillover theory states that when satisfaction in a major life domain has occurred, it will spill over into QoL. This view was further strengthened by Sirgy (2012) who stated that the greater the significance of a life domain to an individual, the greater the ultimate spillover of affect will be into QoL.

Research Methodology

Measures
The questionnaire consisted mainly of work done by Kruger et al., (2013); Kruger et al., (2014) and Sirgy et al., (2011), but not in a heritage event setting. The questionnaire included four sections: Section A, contained open-ended questions on the demographic profile such as *age, gender, spending patterns and occupation*. Section B consisted of statements measuring travel motives (*to relax; to learn more about military/vintage vehicles; because at Sandstone I can pursue enjoyable activities*). Section C measured life domains and life domains overall, which comprises sources of positive and negative affect in life domains. Three life domains were included in the survey: Social life (*I feel good attending the Sandstone event as a social activity; I feel bad lacking enough personal time and space during the event*), Leisure and recreation life (*I feel good structuring my time during this event; I feel bad because I am tired and exhausted from enjoying this event*) and Self-life (*I feel good for spending time to enjoy doing things I like best with little social pressure; I feel bad, because I am not enjoying myself*). Life domains overall contained statements such as (*Overall this event enriched my leisure life*). Section D encompassed statements in relation to QoL (*In most ways my life is close to my ideals; I am satisfied with my life*). Sections B-C made use of a labelled five-point Likert-type scale, ranging between, 1= *strongly disagree* – 5= *strongly agree*. From a psychometric point of view, did the studies of Kruger et al., (2013); Kruger et al., (2014); Sirgy et al., (2011)

produced satisfactory reliabilities (≥0.7), but not as high as in the case of this study. Therefore it was deemed suitable to include the Likert scale that was used by the above authors for this study.

Sampling method and data collection

The survey that took place between 28 May and 14 June 2015 and followed a convenience sampling technique. The research design is exploratory and included a quantitative approach. The study population consisted of overnight visitors (tourists) who attended the SSHE 2015. Potential participants were contacted via email which was obtained from SSHE management. A cover letter explaining the purpose, aims, ethical clearance, and objectives of the study was explained and requested their participation to assist SSHE management with future event planning. A short link was attached to the email which led to the web-based questionnaire was designed by the authors making use of Google Forms. One hundred and eighty tourists were e-mailed after the event, of which 119 fully completed web-based questionnaires were received. Thereafter the data were prepared for the statistical analyses.

Analysis of data

IBM SPSS Statistics for Windows version 22.0 software (IBM, 2013) was used to process the data for the descriptive results of the study sample, Exploratory Factor Analyses (EFA) and Chronbach Alpha's (α) and *AMOS,* $p≤0.05$) for the correlations and structural equation model (AMOS Development Corporation, 2011; George & Mallery, 2003).

Results

Participants

The study population comprised of (79%) male and (19%) female, of which the vast majority (26%) were between 46 - 75 years. Most respondents spoke English (58%). A total 21 percent of respondents indicated their career as being in civil service followed by being professionals (20%). The average group size (54%) consisted of 2 - 3 members. Respondents (60%) to this event paid for 3 people who accompanied them. On average respondents have visited Sandstone once before. Almost half (48%) of respondents decided to visit SSHE spontaneously while (38%) only planned to attend a month before the SSHE was to commence. Fifty-five percent indicated that they have a degree and that the highest amount of currency was spent on food attending the SSHE.

Exploratory factor analyses of travel motives, life domains and Quality of Life

The rotation of factor loadings in Tables 1-4 (+ 2 single factors), were subjected to a direct Oblimin with Kaizer Normalisation technique. Furthermore, a Principal Component extraction procedure was used in SPSS, providing the factor structures and the statistical results of the EFA with no cross-loadings (Pallant, 2010). The statements in Tables 1-4 (+ 2 single factors) e.g., *travel motives; life domains; life domains overall & Quality of Life*) on the other hand included a Principal Component Analyses, indicating the suitability of the dataset in conducting an EFA. In the same vein, the results of the correlation matrix, produced eigenvalues ≥ 0.3, therefore deemed suitable to be included in the EFA (DeVellis, 2003).

Table 1 depicts the EFA of travel motives. The Kaizer-Meyer Olkin test (KMO) for the factors in Table 1 was statistically significant (0.86) and Bartlett's test of sphericity (p=≤0.05). The univariate descriptives amongst the three factors, *heritage event attributes/attractiveness* attained the highest mean. All factors obtained an acceptable α, which indicates the reliability of the 5-point Likert scale used in this study. The total variance explained for the three factors was 66.81%.

Table 1: Travel motives

Questionnaire statements	Heritage event novelty	Enhancement of kinship / relationships	Heritage event attributes / attractiveness
To relax	0.551		
Because it is an exciting thing to do	0.612		
Because at Sandstone I can meet new friends	0.865		
Because visiting Sandstone inspires creative ability	0.873		
Because at Sandstone I feel free to do what I like (e.g. ride in vintage vehicles	0.676		
Because attendance gives me time to build stronger relationships with my partner/family		0.755	
For the benefit of travelling in a group		0.731	
For a fun experience with friends/family		0.819	
Because at Sandstone I can pursue enjoyable activities			0.542
Because being at Sandstone awakens my curiosity			0.671
Visiting Sandstone I can apply my personal preference (e.g. personal interests)			0.85
Because at Sandstone I am allowed to explore any exhibits			0.876
Cronbach Alpha	**0.83**	**0.71**	**0.85**
Mean inter-item correlation	**0.496**	**0.449**	**0.593**
Mean & Std. Deviation	**3.89 ± .75**	**3.40 ± .95**	**4.21 ± .70**

In regard to the social life domain in Table 2, *positive affect social life domain* achieved the highest mean. These two factors accounted for 68.26% of the total variance explained. Both factors achieved a satisfactorily α, which indicates the internal consistency of the Likert scale used. The KMO (Thabachnick & Fidell, 2007) for the two factors in Table 2, where (0.71) and the associated Bartlett's test of sphericity was statistically significant ($_p$=≤0.05).

Table 2: Social life

Questionnaire statements	Positive affect social life	Negative affect social life
I feel good meeting people	0.905	
I feel good making new friends	0.879	
I feel good spending quality time with people who share mutual interest found at Sandstone	0.865	
I feel good spending quality time with family at Sandstone	0.469	
I feel good attending the Sandstone event as a social activity	0.737	
I feel bad not spending time with people who share mutual interests at Sandstone		0.839
I feel bad not having enough time with friends		0.933
I feel bad lacking enough personal time and space during the event		0.864
Cronbach Alpha	**0.81**	**0.76**
Mean inter-item correlation	**0.503**	**0.459**
Mean & Std. Deviation	**3.90 ± .60**	**2.68 ± .84**

The direct Oblimin with Kaizer Normalisation rotation technique and the Principal Component extraction procedure produced two factors in Table 3, that of *positive affect leisure life and negative affect leisure life*. It is interesting to note that *positive affect leisure life* attained the highest mean. The Bartlett's test of sphericity was (p=≤0.05), which shows statistical significance and the KMO attained the value of (0.83), which falls within an acceptable range and are supported by Hutchenson and Sofroniou (1999). The two factors in Table 2, provides an acceptable α. The total variance explained for these two factors were 74.42%.

Table 3: Self-life

Questionnaire statements	Positive affect self-life	Negative affect self-life
I feel good for spending time to enjoy doing things I like best with little social pressure	0.682	
I feel good for spending time to learn about myself while participating in this event	0.965	
I feel good for learning to enjoy myself while participating in this event	0.925	
I feel bad because I am bored and feeling alone		0.985
I feel bad because I am not enjoying being myself		0.983
Cronbach Alpha	**0.83**	**0.96**
Mean inter-item correlation	**0.623**	**0.955**
Mean & Std. Deviation	**3.75 ± .78**	**1.50 ± .67**

Table 4, yielded two factors. Bartlett's test of sphericity for these two factors was (p=≤0.05), and the KMO achieved the value of (0.59). From the results produced, *positive self-life* had the highest mean and these two factors accounted for 85.17% for the total variance explained. Good internal overall consistency was found between factors and high correlations were achieved. An outstanding α was obtained, considering that for *negative affect self-life*, a five-point Likert scale was used.

Table 4: Life domains overall

Life domains overall	Life domains overall
Overall this event enriched my social life	0.868
Overall this event enriched my leisure life	0.902
Overall this event enriched myself	0.865
Cronbach Alpha	0.88
Mean inter-item correlation	**0.721**
Mean & Std. Deviation	**4.13 ± .75**

The Principal Component extraction procedure and the direct Oblimin with Kaizer Normalisation rotation technique produced two single factors and has been identified as *life domains overall and QoL*. The total variance explained for *life domains overall* was 81.47%, the KMO (0.71), Bartlett's test of sphericity, as suggested by Fields (2005) was (p=≤0.05), (α=0.88), mean-inter-item correlation (Clark & Watson, 1995), (=0.721) and the mean and standard deviation (=4.13 ± .75). The other identified single factor was labelled as *Quality of Life*. The results of this factor were: KMO (0.87), (α=0.91), mean-inter-item correlation, (=0.721), Bartlett's test of sphericity was ($_p$=≤0.05), mean and standard deviation (=3.87 ± .70)

and the total variance explained for this one factor was 74.16%. A significant α was obtained for this factor.

Structural Equation Model (SEM)

Figure 1, depicts the structural relationship amongst the set of unobserved variables. Three broad parsimonious (model) goodness-of-fit indices was guided by (Byrne, 2013; Hancock & Mueller, 2010; Schreiber et al., 2006). These indices include the chi-square statistic divided by its degrees of freedom (CMIN/DF; should range between 3 and 5); Comparative fit index (CFI; a value of 0.95 is considered as a good SEM fit) and the Root Mean Mean Square Error of Approximation (RAMSEA; values between 0.08 & .100 is indicative of an excellent fit).
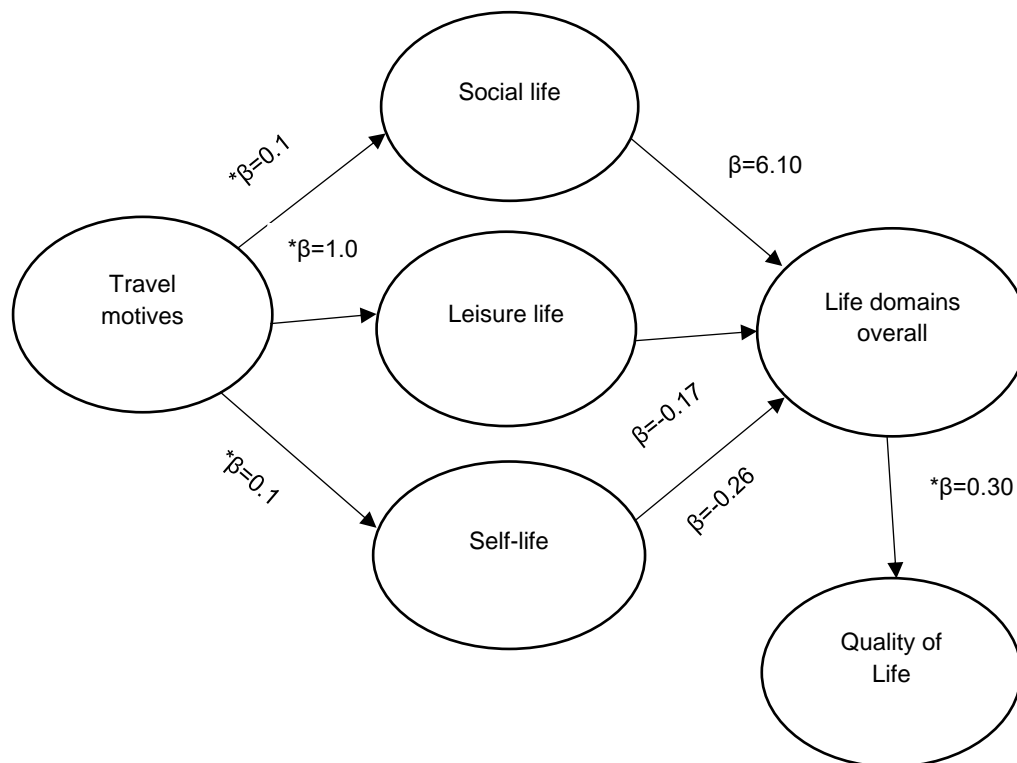

Figure 1: The research model of the relationship between travel motives, life domains and Quality of life.
Note: Statistical significant on a 5 % level of significance. ($p \leq 0.05$)

The results of the model fit in Figure 1, indicates that the data fit the SEM well. The CMIN/DF yielded a result of (2.38), which is indicative of a good fit, as this statistic is very sensitive giving its power in model fit identification. The model produced an acceptable CFI (0.88) and a RAMSEA of 0.92, with a 90% confidence interval of [0.07; 0.12]. Therefore an acceptable model fit was achieved for the 10-factor model and the model was retained as the final research model. In Figure 1 the standardised regression coefficients (β), travel motives had a direct statistical positive effect on social-, leisure and self-life. On the other hand, a non-statistically significant effect was found between social-, leisure and self-life and life domains overall. Life domains overall had statistically significant effect on Quality of life. Mediation analyses were performed to analyse whether life domains overall mediated the relationship between travel motives and QoL. Inter-correlation among life domains overall, travel motives and QoL were all statistically significant at a 10% level of significance. However, the direct relationship between travel motives and QoL was not statistically significant (p=0.73). Therefore life domains overall act as a full mediator, in the relationship between travel motives and QoL.

Findings and implications

The findings and implications will be based on the Demographic Profile, EFA's, SEM and Mediation Analyses and will be directed towards SSHE management. This study contributes to the literature on tourism management and positive psychology, highlighting the importance and the relationship between travel motives, life domains (overall) and quality of life of tourists attending a heritage event.

In terms of the demographic profile, it could be argued that males are more interested in this event than females, due to that SSHE included agricultural equipment, military vehicles and aeroplanes with significant historical value. This could be an excellent draw card as a motivating factor for males to attend this event. Zhao et al.*, (2016) is supportive of our finding, as in their study amongst tourists visiting a heritage site, found that more males than females attended a heritage (cultural) event. Implications for this finding based on the demographic profile (tourists) attending the SSHE. The management should take notice of the age group, occupation, marital status, level of education and spending patterns of tourists that visited this event. Their marketing efforts should also be directed to the "Generation Y" group of tourists in accordance with the recommendations by Venter et al., (2015) for heritage sites.

Other heritage and reenactor groups whose interests in preserving specific heritage themes which are aligned with the SSHE could also be invited. The SSHE management also has an opportunity to combine its military heritage elements with the emerging modern adventure combat sports market which is dominated by Generation X and Y groups. The SSHE management could include during the event activities in combining entertainment and learning experiences to attract families, significant others, friends, secondary school pupils and individuals at tertiary institutions (demonstrations of vintage and latest type of agricultural equipment, military vehicles and aeroplanes), which will preserve heritage value for the future. The management has a duty to reach out in using Social Media, Twitter and Hashtag in attracting a broader range of tourists. Nyaupane & Timothy, (2010) is supportive of involving younger generations in heritage awareness and preservation at events.

In regard to the EFA's, *heritage event attributes/attractiveness* achieved the highest mean amongst travel motives (3 factors). Kang et al.*, (2014) and Wu et al.*, (2015) supports this finding and confirms that *attributes/attractiveness* also formed an important travel motive attending a heritage event. The implication of this finding is that SSHE management should design their marketing approach around the attributes/attractiveness of the event, as tourists indicated this factor is the main reason as a travel motive to attend the SSHE. On the other hand, Kang et al.*, (2015) added *entertainment* as another contributing factor towards travel motives, which is supportive of the implications listed in the demographic profile. In the context of life domains, social life, leisure life and the self-life, did positive affect in all three life domains attained the highest mean. Sources of positive affect and absence of negative affect in life domains are good predictors of satisfaction in life domains of tourists attending the SSHE.

Taking into consideration, combining the three life domains, leisure life *positive affect* obtained the highest mean. According to Uysal et al., (2016), satisfaction with the *leisure life domain* has outweighed other life domains by far, with a focus on tourists. It was found by many studies that positive affect in *leisure life* is a great predictor of QoL (Choi & Yoo, 2016; Kuykendall et al.*, 2015; Sato et al.*, 2014; Sato et al.*, 2016). Implications of this finding are that SSHE managers should build into their marketing strategy, marketing this event as a leisure well-being event. Sato et al.*, (2016), supports the notion, that SSHE managers should promote an aesthetically atmosphere, music, promoting memorabilia, which could all contribute the QoL of tourists attending this event. *Life domains overall* have been identified as one factor and are associated with the bottom-up spillover theory ultimately leading to QoL. According to Filep (2012), QoL as the last identified factor can be understood from a philosophical, socio-cultural and managerial point of view, and are also relevant to tourism. Research from positive

psychology could provide a broader understanding of tourists and their relationship with QoL for SSHE managers as a condition of being (Sirgy et al., 2006; Veenhoven, 2010). The implication of this finding is that SSHE managements should acquaint themselves with processes and outcomes, tourism guided by an activity (involving tourists) to better understand the end result of QoL. Interventions should be undertaken with a focus on acting on these elements: outcomes, activity and QoL with a focus on tourists attending a heritage event (place of attachment), could assist SSHE event managers to enhance the QoL of tourists (Ashworth & Tunbridge, 2012). By doing so, the managers of this event will reap the benefits of economic gain and tourists QoL will be enriched as repeat visits could be consequential.

This brings us to the main aim of this study: Does travel motives and life domains have an influence on tourists' quality of life attending a heritage event? Indeed, the basic premise of providing an answer to the main aim, the bottom-up spillover theory will be made use of (*see Figure 1)*. Implications based on the SEM is that SSHE managers should apply the model in their strategic management processes as well as marketing campaigns. Travel motives of tourists attending a heritage event, spillover to life domains (social- leisure & self-life), sources of positive affect were attained in this study in the life domains and then to life domains overall and QoL. The results of the SEM produced an overall good fit, although some of the ($β$) were not statistically significant, it is still important to include them in the retained model as the SEM will largely contribute to literature and methodology. In addition, full mediation was achieved between life domains overall travel motives and QoL. Phrased differently, the full mediation implies that visitors who engaged in travelling to a heritage event could experience a higher QoL, due to life domains overall.

Conclusions, limitations and suggestions for future research

This study is not without limitations. Although a small study sample was used, it nonetheless still provides valuable information on literature regarding travel motives, life domains, life domains overall, QoL as well as methodology.

The goal of any heritage event should be to maximise the QoL and satisfaction sought by attending tourists, conscious or subconscious. If successful the heritage event management will be rewarded with repeat business, positive word-of-mouth recommendations and fond memories by those who attended the heritage event. This could ultimately lead to more frequent visits and an increase in profits. Heritage event managers can utilise the findings of the study to cater for those specific life domain needs identified in the study by designing activities with specific experiences in mind and service offerings which enhance the heritage event experience, life domains, life domains overall and QoL. This research provides a theoretical basis which contributes to the tourism research literature and specifically QoL research. Suggestions for future research include extending this research to other heritage based events specifically in the South African context of automotive, agricultural and military heritage events which also seeks to expand on the life domains affected. An annual or by-annual exploration of the QoL impacts such events have visitors from different age groups could show different QoL results. Life domains such family life, financial life and travel life should be investigated further at similar heritage events to shed better light on their possible role and effect.

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