



# Travel motivations: a comparative assessment of Zimbabwe's major international source markets

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## Abstract

Extant literature on travel motivations, especially from a comparative perspective, has largely been constructed in the context of European and American destinations. Little has been documented on destinations elsewhere. The study therefore sought to investigate and compare the motivations of international tourists to Zimbabwe from the United States, the United Kingdom and South Africa. Using the quantitative approach, data were collected from 267 respondents and analysed both at item level and factor level. Exploratory Factor Analysis of the 19 motivation variables yielded five factors: '*novelty and knowledge enhancement*', '*escape*' and '*nature experience*' emerged as the major motivation factors, while *egoism and social interaction* were least important. The study revealed that tourist motivations vary between nations. '*Novelty and knowledge enhancement*' was an overarching motivation across the three nations. However, this factor scored higher for tourists from the USA compared to South Africa and the UK. Tourists from the UK placed a higher value on the '*Nature experience*' and '*escape*' motivations. South African tourists had no distinct motivations, although at item level 'to rest and relax' featured among the country's top five motivations. Likewise, some sociodemographic and trip characteristics varied between nations. It is recommended that Zimbabwe should take cognisance of the key motivations, including inimitable attributes of tourists from different source markets, and develop customised products and marketing messages. Furthermore, network marketing, taking advantage of the high numbers of repeat visits, can be used to circumvent image related challenges bedevilling the country.

**Keywords:** comparative assessment, international tourists, traditional source markets, travel motivations, Zimbabwe

## Introduction

Travel motivations play a key role in tourism marketing. They "assist marketers in product development, service quality evaluation, image development and promotional activities" (Fodness, 1994) and help to understand the consumer decision process and tourist behaviour (Caber & Albayrak, 2016). The construct of travel motivations is widely researched (Huang, 2010) and has been studied in different settings (Park & Yoon, 2009). However, most of these empirical studies focus on North American and European countries (Kim & Prideaux, 2005; Rittichainuwat *et al.*, 2008). While destinations in Africa are beginning to gain the attention of scholars (Bianci *et al.*, 2017) still more needs to be done. Comparatively, little has been



documented on travel motivations of international tourists to specific destinations in Africa, yet the continent, because of its low performance in tourism at global level, stands to benefit from such studies. According to the Africa Development Bank (2013), Africa houses 15% of the world population but receives 5% of the total tourism market. Considering literature on tourism in Africa (Christie, 2001; Christie *et al.*, 2013; Africa Development Bank, 2013), one can argue that the low level of economic development, which has a bearing on the quality of the social and political environment, largely explains the continent's failure to compete effectively on the global market. Christie *et al.* (2013) and Africa Development Bank (2015) cite, security concerns, political instability and underdeveloped health care infrastructure, poor infrastructure and services as some of the major constraints to tourism development in Africa. While investments in key infrastructure sectors such as energy, water, telecommunications and transport are important for maximising Africa's tourism potential (Africa Development Bank, 2013), it is equally essential to focus on the consumer and understand his/her travel motivations. Some of the supply side interventions are likely to yield better effects if they are guided or informed by the needs and expectations of the tourists.

Zimbabwe is a landlocked country located in Southern Africa and is one of the key tourist destinations in this sub-region. The country is endowed with abundant wildlife and scenery, with the Victoria Falls being one of the major tourist draw-cards. Zimbabwe's tourism market is largely oriented towards the international market (Zimbabwe Tourism Authority, ZTA, 2007; Abel *et al.*, 2013) with South Africa (SA), the United States of America (USA) and the United Kingdom (UK) being the major source markets (ZTA, 2015). These three countries are usually referred to as the traditional source markets for the country (ZTA, 2007). The country is a long-haul destination in relation to Western markets (ZTA, 2013). South Africa is Zimbabwe's largest source market (ZTA, 2007, ZTA 2013). In the Western segment, Britain was the major source market until 2006 when it was overtaken by the USA. Since then, the latter has been and is now the leading source country, although Britain is still the leading source market in Europe.

Zimbabwe, before the year 2000, was a popular destination in Africa (World Economic Forum (WEF), 2013:10) attracting a significant proportion of tourists from overseas markets. In 1999, the overseas market constituted 27% of the tourist arrivals; however, the current market share (as of 2016) was around 14% (ZTA, 2016). The country is struggling to restore its former glory in tourism, following the denting of its image by the challenges associated with the fast track land reform programme of 2000, as well as the persistent economic meltdown (KFH, 2009; ZTA 2007). According to ZTA (2013:50), the overseas lucrative market is still 60% lower compared to 1999, when the tourist arrivals for this market almost reached 600 000. Efforts to resuscitate the performance of the industry require holistic strategies which focus on both the demand and supply sides as sources of competitive advantage. In that regard, from a demand perspective, an appreciation of the travel motivations of tourists enables destination managers to design appropriate products and relevant promotional messages, which effectively meet the needs of tourists. In addition, knowledge of motivation enables marketers to build and project the desired image to target markets (Fodness 1994). Resultantly, this can enhance the appeal of the destination, making it more competitive from the point of view of tourists. The identification of the motivations will (partially) provide insights on the needs and expectations of tourists who visit destinations in Africa which are similar to Zimbabwe.

As indicated earlier, most studies on motivations display a bias towards the Western market. Since the tourism market share is still biased towards the Western market, especially Europe (UNWTO, 2017) scholars tend to focus on these markets (Bowen & Clarke, 2009). Similarly, Kim and Prideaux (2005) opined that multinational studies, which involve Western and Asian countries together are very few in number, and Africa is no exception. Therefore, the study sought to investigate the motivations of tourists from Zimbabwe's major source markets using a comparative approach. Apparently, an examination of tourism literature on Zimbabwe shows that no study has focused on the travel motivations of international tourists to Zimbabwe.



Further, no study has been done using a comparative approach, which involves a country from Africa being compared with Western markets. As such, the study is set to widen the scope of tourist motivation literature and is likely to contribute towards reduction of the innate cultural biases (Western) in the discourse of travel motivations.

## Literature review

Motivation can be defined 'as a state of need, a condition that serves as a driving force to display different kinds of behaviour toward certain types of activities, developing preferences, arriving at some expected satisfactory outcome' Backman *et al* (1995:15). Various frameworks have been put forward to provide insights into the concept of tourist motivations; notably those by Crompton (1979), Dann (1977), Plog (1974), Pearce and Caltabiano (1983), Iso-Ahola (1982), Saayman (2017) and Pearce (1988). The section below provides a brief summary of these key theories on travel motivations.

The 'push-pull factor' theory of tourism motivation by Dann (1977) is perhaps the most recognised theory in tourism research (Dolnicar, Yanamandram & Cliff, 2012; Uysal & Jurowski, 1994; Beard & Ragheb, 1982; Damijanac & Ruzic, 2015). According to Dann (1977) 'pull' factors are those which attract the tourist to a given resort (e.g. sunshine, sea, and the like) and whose value is seen to reside in the object of travel. 'Push' factors, on the other hand, refer to the tourist as the subject and deal with those factors predisposing her or him to travel (e.g. escape, nostalgia, and so forth). Similarly, push factors are inner forces which induce tourists into making decisions to travel, while pull factors are external forces exerted by destination attributes which lure tourists to destinations (Crompton, 1979; Kim *et al.*, 2003; Uysal & Jurowski, 1994).

Crompton (1979) identified seven socio-psychological (push) factors: escape, exploration and evaluation, relaxation, prestige, regression, enhancement of kingships and social interactions as well as two cultural factors, novelty and education. The socio-psychological factors can be equated to push factors, while the cultural motives are pull factors (Snepenger, *et al.*, 2006). Crompton (1979) indicated that the cultural factors are generated by the destination. Pearce and Caltabiano (1983) conceptualised travel motivations in the context of Maslow's Motivation Theory, which describes motivation as a set of hierarchical needs. He devised the career ladder and argued that people have a variety of needs which occur at different levels. Unfulfilled needs trigger action and once a need is fulfilled its influence on behaviour ceases.

In his framework, Iso-Ahola (1982) identified basic motivation tendencies that influence participation in tourism: *seeking and escaping*. *Escaping* relates to the desire to move away from the everyday environment, while *seeking* pertains to the desire to obtain psychological benefits through participating in tourism. Saayman (2017) added the intentional/ unintentional model of motivation, which is based on the premise that a person may travel intentionally for primary and secondary reasons. However, there are also unintentional reasons, a factor which is ignored by most of the other models.

An analysis of the various motivation theories reveals that there is no general consensus among the different schools of thought (Morrison, 2013). However, there seems to be some agreement, either explicit or implicit, that motivation has two dimensions: the intrinsic and extrinsic components. In relation to the actual factors which influence tourists to engage in tourism, was of the opinion that *escape, rest and relaxation, prestige; health and fitness, adventure and social interaction* are the common intrinsic motivation factors which are found in literature (McGehee, Murphy & Uysal, 1996), while destination related attributes such as *sunshine, sea, culture, history* for example, are the extrinsic variables (Dann, 1977; Sangpikul, 2009; Yousefi & Marzu, 2015). When one considers these motivation factors, it appears that the ultimate goal of engaging in tourism is to improve quality of life through engaging in touristic activities which enhance physical, social and psychological wellbeing.



Travel motivations provide insights into one's needs and wants (Chang, 2006) and cause people to act in a certain way so as to accomplish the desired satisfaction (Beerli & Martin, 2004). Motivations are the driving force behind all actions (Crompton, 1979; Fodness, 1994) and assist in understanding tourist behaviour (Gartner, 1993; Moutinho, 1987; Mehmetoglu, 2010). Travel motivations influence preferences and can predict holiday choice, shedding light on the type of experience, destination, or activity tourists want (Kim *et al.*, 2003). Similarly, Peter and Anandkumar (2016) averred that the choice of a destination is influenced by a tourist's needs and motives and that tourists travel to different destinations in order to satisfy such. Plog (1974) argued that motivations provide insights into customer needs and that this awareness facilitates the provision of customised services which contribute towards the creation of enhanced memorable experiences. Appreciation of travel motivations makes marketing more effective (Oh, Uysal & Weaver, 1995), by providing clues concerning the attributes that can be promoted in a destination (Kozak, 2002). For example, to effectively cater for tourists motivated by rest and relaxation, the destination should provide facilities such as comfortable accommodation and spas.

### **Past studies on motivations of international tourists**

Several studies have been carried out on the motivations of international tourists in various settings (Dayour & Adongo, 2015) although most of them were not in the context of Africa. For example, Kim and Prideaux (2005) in their study of the motivational factors for travelling to foreign countries, identified *cultural experience* and *novelty seeking* as the major motivators. Chiang and Jogaratnam (2006) identified *novelty* and *knowledge-seeking* as well as *cultural and historical attractions* as the most important push and pull factors. Mohammad and Som (2010) examined the travel motivations of foreign tourists to Jordan and reported eight push factors: *fulfilling prestige, enhancing relations, seeking relaxation, enhancing social circle, sightseeing, fulfilling spiritual needs, escaping from daily routine and gaining knowledge* as well as eight pull factors: *events and activities, easy access and affordable, history and culture, variety seeking, adventure, natural reserves, heritage sites, and sightseeing variety*. Yousefi and Marzuki (2015) examined international tourists visiting Penang, Malaysia, and identified *novelty, knowledge-seeking, cultural and historical attractions* as motivation factors. Krippendorf (1987) in his study expressed the opinion that *relaxation* and *escape* were the most important motivation factors that influence the desire to take overseas vacations.

The few available studies are largely based on countries such as South Africa and Mauritius whose physical characteristics are somewhat different from those of Zimbabwe. These two countries are partly bordered by the sea and have beaches, while Zimbabwe is a landlocked country. In Van Vuuren and Slabbert's (2011) study on the motivations of international tourists visiting a resort in South Africa, *rest and relaxation* emerged as the top motivation with British tourists comprising a significant proportion of the respondents. Similarly, in a study by Kassean and Gassitta (2013) which investigated the motivations of international tourists visiting Mauritius, *rest and relaxation* also emerged as the top motivation.

### **Influence of nationality on travel motivations**

Tourist motivations tend to vary according to country of origin and from one person to the next (Uysal & Hagan, 1993; Witt & Wright, 1992; Kim & Prideaux, 2005; Jonsson & Devonish, 2008). Tranne *et al.* (2014) commented that there is ample evidence in extant literature that nationality affects human behaviour. For instance, Kozak (2002) established that travel motivations of British and German tourists visiting Turkey differed in some of the variables. Barkhordari, Yusof and Kim (2014) in their study of the motivations of international tourists, established that there were significant differences in motivations among tourists from different nations. Assiouras, Skourtis, Koniordos and Giannopoulos (2015) also found cultural differences in motivation; for example, Chinese tourists demonstrated higher scores than other nationalities for almost all motivation categories.



No study was found comparing the South Africa, US and UK markets to each other; however, there are studies which focused on these markets in different contexts. For example, in a study carried out by Jonsson and Devonish (2008), British tourists were found to be more motivated to travel to Barbados for *relaxation* at the factor level, while at the item level, British tourists were more motivated by the need *to enjoy good weather*. As for tourists from the United States of America (USA), a study focussing on two specific segments of the U.S.A. market, i.e. 'wealthy people older than 50' and the 'double income no kids' working class group (aged 25-40), identified *novelty*, *new cultures* and *relaxation* as the key motivations (Abeysekera & Sørensen, 2010). During a study carried out by Kassean and Gassita (2013) on travel motivations of international tourists visiting Mauritius, which included South African tourists, *rest and relaxation* was identified as the top motivation.

The foregoing confirms the observation that travel motivations vary depending on the type of destination visited' (Uysal & Hagan, 1993; Witt & Wright, 1992; Van der Merwe & Saayman, 2008; van Vuuren & Slabbert, 2011). As such, it becomes necessary to consider the travel motivations for international tourists visiting Zimbabwe.

This study is aimed at addressing the literature gaps mentioned earlier.

- The existing body of literature on travel motivations is biased towards Western markets and there is relatively less on Africa including Zimbabwe from a comparative point of view.
- Lack of studies which compare motivations of tourists from Western countries together with those of African countries.

The study is unique in that it focused on the travel motivations from a comparative perspective, involving two Western countries and an African country.

## **Methodology**

A quantitative approach was used in order to attain the goal of the study. Data was collected at two different airports, Harare International Airport and Victoria Falls International Airport from 25-31 March 2016, using a self-administered questionnaire. The researcher sought permission from the airport authorities to collect data from departing tourists. The questionnaire was pre-tested in Nyanga, Zimbabwe, and a few technical errors were corrected. In addition, the question concerning the purpose of visit was revised to accommodate 'religion and pilgrimage'. Convenience sampling was used to recruit tourists All the available tourists in the departure lounges were approached, and the questionnaires were given to those willing to participate in the study. The respondents were not required to indicate their names and no incentives were given. The researchers relied on the tourists' goodwill and the majority were very cooperative.

A total of 1200 questionnaire were distributed and a total of 869 usable ones were returned. From these questionnaires, the researchers selected those completed by respondents from the three countries under consideration. The study managed to capture the responses of a total of 267 respondents from SA, USA and the UK. The highest number of respondents came from SA (105) followed by USA (92) and then UK (71); this resembles the actual market positions reflected in the country's annual tourism reports (ZTA, 2016). This is an indication that the measures put in place to guard against the biases associated with using convenience sampling were to some extent effective. Statistical Package of the Social Scientists (SPSS) was used both for storing the data and for conducting statistical analysis, which included Exploratory Factor Analysis, ANOVAs and chi-square tests.



Section A of the questionnaire comprised questions on socio-demographic data (age, sex, level of education, income, and country of origin) and trip characteristics (travel experience, purpose of visit, source of information, type of accommodation used and trip arrangements). Section B contained questions on motivations; these were based on a five-point Likert scale, ranging from 'strongly agree' to 'strongly disagree'. According to Rubin and Babi (2014), the Likert scale provides options to choose from a set of responses reflecting different degrees, which gives an opportunity for respondents to clarify their answers. Babakus and Mangold (1992), indicated that the five-point scale is less confusing and tends to increase response rate. Similarly, Daves (2008), averred the scale is quite simple for respondents to read out the complete list of scale descriptors. This section had 19 questions concerning motivation: 15 of these variables were push factors while 5 were pull factors. Most of the tourist motivation attributes were based on literature (Crompton 1979; Uysal & Hagan 1993). However, the researcher included specific pull factors, based on the unique attributes of Zimbabwe as a tourist destination.

## Results

The results were examined in segments: the socio-demographic data, followed by the trip characteristics, and then a brief illustration of the individual motivation variables for the three nations. This was followed by a detailed factor analysis and lastly, the countries were further compared based on the factors extracted from Exploratory Factor Analysis.

### The socio demographic data

Table 1 below displays socio-demographic data of the respondents; information is provided for the global sample as well as the individual national groups.

**Table 1: The Socio demographic data of the respondents**

Tourist characteristics	Global Sample %	USA %	RSA %	UK %	Chi-Square		Cramer's V
	268	n=92	n=105	n=71	Value	p-value	
<b>Sex</b>					<b>8.165</b>	<b>0.017*</b>	<b>0.177</b>
Female	52.7	59.3	41.4	60.0			
Male	47.3	40.7	58.6	40.0			
<b>Age</b>					<b>27.291</b>	<b>0.001*</b>	<b>0.230***</b>
<50	71.7	62.3	84.3	65.7			
50+	28.3	37.7	15.7	34.3			
<b>Educational levels</b>					<b>11.397</b>	<b>.327</b>	<b>0.154</b>
Primary	1.3	0.0	2.2	1.5			
Secondary	10.8	5.9	14.4	12.3			
Professional qualification	13.8	12.9	13.3	15.4			
Diploma	17.5	12.9	18.9	21.5			
Degree	56.7	67.1	51.1	49.2			
<b>Income</b>					<b>23.439</b>	<b>0.009*</b>	<b>232***</b>
Below 4000	49.7	41.7	63.2	54.2			
4000 above	46.3	59.3	32.8	45.8			

\*Chi-square statistically significant at <0.05 \*\*\* Cramer's V, Practically significant at >.20 and above

The total sample had a fairly balanced proportion of females to males, although there were slightly more females (Females=52.7%, Males=47.3%). Consideration of the countries separately, indicates that the USA and UK had more females (USA=59.3%, UK=60.0%) than males (USA=41.4%, UK=40.0%). In contrast, South Africa had more males than females, where males (58.6%) outnumbered females (41.4%). With regard to educational attainment, most of the respondents (56.7%) were well educated, possessing at least a first degree. However, USA tourists were more educated (67.1%) compared to South African (51.1%) and British (49.2%) ones. In relation to income, the tourists from the USA were more affluent with



59.3% earning 4000USD and above, followed by British tourists 45.8%, then tourists from South Africa (32.8%).

As for the global sample, 46.3% of the tourists earned US4000 per month. The differences among the three different countries in relation to age, sex and income were statistically significant as illustrated in Table 1 above. However, these differences were more pronounced in relation to age and income because the Cramer's V values were at least >0.20.

### Trip characteristics

Table 2 below displays the trip characteristics of the three nations, RSA, USA and UK.

**Table 2: Trip characteristics**

Trip characteristics	Global sample	USA	UK	SA	X <sup>2</sup> value	p-value	Cramer V
Repeat visitation	52.2	32	56.7	67.8		0.000*	0.305***
	47.8						
<b>TRIP PURPOSE</b>						0.001*	0.261***
Leisure and recreation	56.0	68.5	63.4	40.0			
Business and professional	17.0	9.8	15.5	25.7			
Visiting friends and relatives	18.1	7.6	31.0	19.0			
Education and training	8.2	10.9	4.2	8.6			
Religion and pilgrimage	1.5	00	4.8	00			
<b>SOURCE OF INFORMATION</b>							
Internet	59.7	72.8	52.1	53.3		0.007*	0.191
Travel agents	30.2	38.0	25.4	26.6		0.129	0.124
Newspapers/magazines	5.2	3.3	2.8	8.6		0.221	0.106
Brochures	10.1	14.1	6.7	9.9		0.141	0.211
Friends and relatives	41.8	43.5	57.7	29.5		0.001*	0.229***
Previous experience	19.9	9.8	28.2	23.1		0.008*	0.090
<b>TRIP ARRANGEMENTS</b>							
Tour operator everything	32.1	48.7	28.2	22.9		0.002'	0.215***
Booked everything personally through the internet	18.3	13.0	25.4	18.1		0.131	0.123
Transport only through a travel agent	1.9	00	1.4	3.8		0.136	0.122
I booked for accommodation only through a travel agent	6.0	2.2	11.3	5.7		0.052	0.149
I booked for activities only through the tour operator	8.2	5.4	8.5	10.5		0.436	0.079
Nothing was booked in advance, except for the air ticket	12.7	9.8	13.3	15.5		0.537	0.068
<b>TYPE OF ACCOMMODATION</b>						0.001*	0.267***
4-5-star hotel	31.3	39.3	29.2	24.4			
1-3 star	20.2	27.4	10.8	22.2			
Self-catering	14.6	10.7	14.6	17.8			
Motel	4.2	2.4	3.1	15.6			
Camping	5.6	7.1	4.6	6.7			
Visiting Friends and Relatives	18.3	13.1	36.9	15.7			
Houseboat	2.2						
<b>*Chi-square statistically significant at &lt;0.05 *** Cramer's V, Practically significant at &gt;.20 and above</b>							

Leisure and recreation (56.0%), business (17.0%) and VFR (Visiting Friends and Relatives) (18.3%) were the major reasons for travelling to Zimbabwe when the total sample is considered. Comparatively, more tourists from USA (68.5%) had visited for leisure and recreation, followed by British tourists (63.4%). South Africa recorded the largest proportion of business tourists (25.7%) compared to those from USA (9.8%) and UK (15.5%), while Britain had more VFR visitors (31.0%) compared to South Africa (19%) and the USA (7.6%). Fewer tourists indicated education as the major reasons for travelling, indicating percentages of



10.9%, 8.6% and 4.2% of USA, RSA and UK tourists respectively for visiting for education. As regards religion and pilgrimage, 4.2% of the South African tourists had visited for this reason. Noteworthy is that no tourists from a Western market (UK) indicated religion as a reason for visiting the destination. The Visitor Exit Survey (2015/2016) revealed that religious tourism is an emerging sector in Zimbabwe, with 5.1% of the visitors who participated in this study indicating having visited for religious reasons (ZNSA; 2016).

In Zimbabwe, miracle church services are attracting a lot of people from within the country and a sizeable number from outside the country. The proportion of religious tourists in the Visitor Exit Survey is to some extent consistent with the findings of the current study. There is a need for the country to develop facilities and packages for this emerging niche market. For example, the provision of basic services such as roads, clean water and electricity, convention centres.

When it comes to sources of information, the internet was used by the majority, with 59.7% of the global sample having consulted the internet in one way or the other. At country level, USA tourists (72.8%) used the internet more than others, while tourists from Britain used VFR (57.7%) as their major source of information. These findings are consistent with the Visitor Exit Survey (2016), which indicated that the majority of tourists from Britain to Zimbabwe were VFR.

In terms of trip arrangements for the global sample, a slightly higher proportion (32.1%) booked everything through the tour operators while 18.1% tourists booked everything on the internet themselves. Tourists from the USA relied more on tour operators (48.7%) compared to UK tourists (28.2%) and South African ones (22.9%). In terms of accommodation, USA tourists (39.3%) made use of hotel accommodation more than tourists from RSA (24.4) and the UK (29.2). Self-catering was a significant source of accommodation for all three countries although the majority were South Africans (17.8%); this could possibly be linked to South Africans' relatively lower income levels compared to tourists from the other 2 countries. VFR as a source of accommodation was used more by British (36.9%) followed by South Africans (15.7%) tourists than American tourists. Regarding the differences between the countries in relation to repeat visits; VFR as an information source; use of tour operators for trip arrangements and accommodation type displayed statistically significant differences, which could be of practical value because the Cramer's V value for these variables was above 0.20.

### **Comparison of motivation variables of source markets**

The comparisons were done at factor level. However, Table 3 below, provides a snap view of the relative importance of each motivation variable across the three nations, which the factor analysis was based upon. The *Strongly Agree* frequency was combined with the *Agree* frequency to stand for those who were in the affirmative



**Table 3: Travel motivation variables: percentage and mean scores for Agree and Strongly Agree respondents**

Motivation variables	United States			South Africa			United Kingdom			Tests of significance	
	Mean	S/A	Rank	Mean	S/A	Rank	Mean	S/A	Rank	X <sup>2</sup> p-value	Cramer's V
To explore new places and new experiences	4.77	95.7	1	4.20	77.9	1	4.44	87.1	1	.001*	.228**
To view wildlife and scenery	4.52	90.3	2	3.94	70.9	3	4.30	85.5	3	.010*	.195
To learn new things and increase knowledge	4.47	84.8	3	4.03	71.8	2	3.84	69.6	11	.000*	.240**
To see cultural attractions	4.26	83.5	4	3.87	67.6	4	4.13	84.3	4	.047*	.172
To get closer to nature	4.24	85.9	5	3.76	63.5	7	4.34	94.4	2	.005*	.203**
The need for adventure	4.23	80.0	6	3.74	60.6	8	3.89	72.9	10	.006*	.202**
Opportunity to travel with friends and relatives	3.99	72.5	7	3.72	65.0	9	4.13	78.6	6	.092	.161
To indulge in pleasurable activities	3.98	71.4	8	3.78	69.6	6	4.07	85.7	7	.046*	.173
Getting away from routine	3.97	73.6	9	3.56	56.3	11	3.97	73.7	9	.056*	.149
To rest and relax	3.52	50.0	10	3.86	63.5	5	3.99	75.7	8	.044*	.136
To experience the warm climate	3.27	45.1	11	3.72	60.0	10	4.44	76.8	5	.002*	.216**
To enjoy the local cuisine	3.66	31.1	12	3.56	25.0	12	3.75	37.1	12	.316	.143
To get a sense of achievement	3.49	48.9	13	3.42	53.4	16	3.33	46.4	14	.450	.122
To talk about the trip back home	3.46	51.1	14	3.54	57.7	13	3.35	44.9	13	.783	.095
To develop my skills and abilities	3.36	45.6	15	3.47	57.7	15	3.20	44.9	18	.592	.087
To meet people with similar interests	3.23	47.2	16	3.52	53.3	14	3.23	53.4	16	.316	.133
To meet the local people	3.66	58.9	17	3.15	45.2	17	3.21	65.2	17	.212*	.143
To promote and enhance health and wellbeing	3.22	34.8	18	3.11	34.0	18	3.11	39.1	19	.592	.111
Need for spiritual & emotional fulfilment	3.03	33.7	19	3.08	37.9	19	3.26	42.9	15	.833	.090

**Highlighted portions show the top 5 motivations for each nation \*Chi-square, significant at <0.05 \*\* Cramer's V, practically significant at > 0.20. S - strongly agree A - agree**



Statistically significant results were found in relation to 11 motivation variables. However, consideration of the Cramer's V shows that the differences between the nations were more significant in relation to 6 of the motivation variables. Tourists from the USA were more motivated by *exploring new places and experiences, learning and increasing knowledge and the need for adventure*. The British's tourists' unique motivations emerged as *to get closer to nature* and *to enjoy the warm climate*, while tourists from South Africa had no distinct motivations, though *to rest and relax* featured among the top five motivations for this market (Table 3).

### **Exploratory factor analysis of the motivation variables**

The motivation attributes were factor analysed using the Exploratory Factor Analysis (EFA) to establish whether there were any underlying dimensions in the set of the 19 motivation variables. The KMO statistic was 0.882, with the Bartlett's test significant at 0.000. The KMO statistic is greater than 0.5, while the Bartlett's test is significant at the 95% significance level, making the application of EFA valid (IBM 2016; Field 2013). As a result, the use of EFA in this study was validated and it yielded a five-factor solution explaining 56% of the variance.

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**Table 4: Factor Analysis of the motivation variables**

Motivation Variables	Factor 1 Novelty/ knowledge	Factor 2 Egoism	Factor 3 Escape	Factor 4 Social interaction	Factor 5 Nature experience
To learn new things and increase knowledge	.823				
To explore new places and experiences	.759				
To see cultural attractions	.658				
To view wildlife	.422				
To develop skills and abilities		.806			
To talk about the trip back home		.659			
To get a sense of achievement		.651			
To promote and enhance health and wellbeing		.638			
To rest and relax			.760		
To get away from routine			.712		
Opportunity to travel with friends and relatives			.664		
To meet the local people				.627	
To meet people with similar interests				.624	
The need for spiritual fulfilment				.491	
To enjoy the local cuisine					-.739
To experience the local climate					-.706
To get closer to nature					-.577
The need for adventure					-.450
To indulge in pleasurable activities					-.361
Cronbach's alpha	0.759	0.698	0.605	0.558	0.739
MIC	0.440	0.360	0.338	0.296	0.362
Mean	4.10	3.01	3.76	3.19	3.72
Standard deviation	0.027	0.296	0.505	0.031	0.027
Explained variance	56%				
<b>Factor loadings above .30, measured on a 5-point Likert-type scale:</b>					

### Factor 1: Novelty and knowledge

The novelty and knowledge enhancement emerged as the most important ( $M=4.1$ ,  $S.D$  0.27). The very low standard deviation (0.27) implies a high level of agreement among the tourists in respect of this dimension. The Cronbach's alpha score was 0.759 and is an indication that the factors loaded together quite well and the Mean Inter-Item Correlation (MIIC) was 0.44, further confirming that the factors were correlated. MIIC values above 0.15 are statistically acceptable (Clark & Watson, 1995). This dimension comprised the following variables: *to learn and increase knowledge*; *to explore new places and new experiences*; and *to view wildlife and to see cultural attractions*. Many previous studies have identified *novelty* as one of the major reasons for engaging in travel and tourism (for example Ballou & Uysal, 1996; Huang; 2010; Jang *et al.*, 2009; Kim & Prideaux, 2005; Sangpikul, 2009). *Knowledge enhancement* is also a common motivation that influences tourists to travel (Yousefi & Marzuki, 2015). In fact, Yousefi and Marzuki (2015), in their study, established that *novelty and learning* related factors loaded together and they labelled the factor *novelty and knowledge seeking*.

Motivations relating to culture and wild life are pull factors, while *to learn and increase knowledge*, *to explore new places and new experiences* are push related factors (Kim *et al.*, 2003). However, Crompton (1979) indicated that *novelty* and *education* are partially generated

by the attributes of a destination. This explains why these factors are loaded together with destination related attributes. The fact that *to view wildlife and scenery and to see cultural attractions* were loaded together with *novelty and knowledge*' variables implies that *viewing wild life and scenery and seeing cultural attractions* fulfil these push related motivations. According to Kim, Oh & Jogaratnam (2007), tourists are initially pushed by internal desires or emotional factors and then pulled by external or tangible resources that the destination offers. However, the availability of disposable income will determine whether one will eventually participate in tourism. One can argue that *to see wildlife and scenery and to see cultural attractions* are the major pull factors which drive the demand for tourism in Zimbabwe.

### **Factor 2: Egoism**

Egoism was the second factor and the least important (M=3.0, S. D=.296). The factor comprised of these variables: *to develop my skills and abilities; to talk about the trip back home; to get a sense of achievement; to enhance health and health and wellbeing*. The Cronbach's alpha was 0.698; though not very high, it was very close to the least acceptable limit of 0.7 (IBM 2016; Field 2013). The MIC coefficient of 0.336 confirms the internal consistency of the factor items. Self-development and ego enhancement are factors which have been found in many past studies (Assiouras *et al.*; Pearce, 1988). However, in the case of Zimbabwe, egoism is not a significant factor influencing tourists to visit Zimbabwe. Crompton (1979) commented that, as travellers become more experienced, they do not regard prestige related reasons as important for engaging in travel. North America and UK are mature tourism markets.

### **Factor 3: Escape**

The escape factor was the second most important factor (M=3.76, S. D=.276) with Cronbach's alpha value of 0.605 and a MIIC value of 0.34, showing fair reliability. *Escape* is a common motivation found in many studies (for example Crompton, 1979; Kim & Prideaux, 2005; van der Merwe & Saayman, 2008; Pearce, 2005; Slabbert & Du Plessis, 2013). Kassean and Gassita (2013) in their study on tourist motivations of international tourists to Mauritius, also identified *escape and relaxation* as one of the most important factors which influences tourists to visit the country. Ritchie and Crouch (2010) asserted that destinations which are able to provide environments that enable tourists to experience lifestyles outside of their day-to-day routine are likely to have a competitive advantage. Zimbabwe's warm climate can also provide a conducive environment for tourists from North America and Europe motivated by the desire to escape from cold environments.

### **Factor 4: Social interaction**

The *social interaction* dimension was the fourth most important (M=3.20, S. D=0.031) factor out of the five factors. The Cronbach's alpha was 0.558 and the MIIC coefficient was 0.30. While the alpha value may be lower than the recommended 0.7, Kline, cited in Field (2005) argues that values below 0.7 can realistically be accepted because of the diversity of the constructs being measured. Based on that argument, the 0.558 value was considered acceptable. In addition, the MIIC value was an indication that the factors were internally consistent. This factor consisted of the variables: *to meet the local people; the opportunity to travel with friends and relatives; and the need for spiritual fulfilment*. *Social interaction* is a key motivation which influences tourists to undertake tourism (Beard & Ragheb, 2009). However, the tourists visiting Zimbabwe were less motivated by this factor.

### **Factor 5: Nature experience**

The *nature experience* (M=3.7, S. D= 0.276) was the third most important motivation factor which influenced tourists to visit the country. It recorded a Cronbach's alpha value of 0.739 and a MIIC coefficient of 0.362, showing moderate internal consistency among the items. This factor illustrated the pulling effect of the destination through climate, cuisine, nature and adventure. The competitive strength of Zimbabwe's tourism is associated with the nature of its physical environment. Ritchie and Crouch (2010) pointed out that the "physical resources

of a destination, the physiography and climate” are destination related factors which contribute significantly to the competitiveness of destinations. They further pointed out that these factors define much of the aesthetics and visual appeal of a destination. The fact that the desire to *indulge in pleasurable activities* loaded together with destination related factors is an indication that tourists regard the country’s setting as providing suitable conditions for engaging in pleasurable activities.

### A comparative assessment (ANOVA) of motivations according to nationality at factor level

An Analysis of Variance was used to discover if the differences between nations at factor level were statistically and practically significant. In terms of ranking, there were no differences: the five factors occupied the same position for all the countries, though the level of importance attached to three of the factors varied between countries (see Table 5 below).

Table 5: ANOVA test on motivations of the three major source markets

Factors	Mean			MSE	ANOVA p-value	Effect sizes (Cohen d coefficient)		
	United Kingdom	South Africa	USA			UK with SA	UK with USA	SA with USA
Novelty/knowledge	4.12	3.95	4.46	0.56	<0.001	0.22	0.43	0.62
Escape	3.97	3.68	3.67	0.53	0.002	0.41	0.39	0.01
Nature	4.05	3.66	3.79	0.494	<0.001	0.52	0.37	0.16
Socialisation	3.45	3.41	3.47	0.632	0.520	0.11	0.03	0.20
Egoism	3.26	3.35	3.37	0.741	0.598	0.18	0.14	0.05

**Cohen d coefficient significant at > 0.30**

Statistically significant differences were found in respect 3 of the 5 *novelty/knowledge* ( $p < 0.001$ ) and *escape* ( $p = 0.002$ ) and *nature experiences* ( $p < 0.001$ ). The results are consistent with findings from previous studies which established that motivations vary according to nationality (Kozak, 2002; Kim & Prideaux, 2005; Thrane *et al.*, 2014). Comparatively, the Americans reported stronger motivations for *novelty and knowledge enhancement* ( $M = 4.46$ ) as compared to UK tourists ( $M = 4.12$ ) and South African tourists ( $M = 3.95$ ). Consideration of the effect sizes in Table 5 shows that the differences between USA and the other two countries were practically significant (Cohen d values: 0.41, 0.62). A study focussing on the specific segments of the US market, focussing on ‘wealthy older people above the age of 50’ and the ‘double income no kids’ working class (aged 25-40) identified *novelty* as the prime motivation influencing USA citizens to engage in tourism (Abeysekera & Sørensen, 2010). As such this study, partially, confirms this finding in a different setting (Africa).

UK tourists had the highest mean score of 3.97% for *nature experience* motivation, followed by tourists from USA (3.79%) and lastly SA tourists (3.66%). The differences between the UK and SA and USA were practically significant (Cohen d values 0.41, and 0.39), (see Table 5). A study carried out by Jonsson and Devonish (2008) in Barbados, a long-haul destination, demonstrated that British tourists were more motivated to travel because of the desire to *relax and to enjoy good weather*. Apparently *to rest and relax* in this study was a variable under the escape factor, while *to enjoy the warm climate* featured in the nature experience factor (Table 3). As a result, these findings are consistent with some of the previous studies on motivation of the UK market.



Tourists from South Africa did not display unique motivations and had generally subdued mean scores compared to the other two nations on most motivation variables. However, to rest and relax featured among the country's top five motivations (Table 3). In a study carried out by Kassean and Gassita (2013) on travel motivations of international tourists visiting Mauritius, which included South African tourists, 'rest and relaxation' was identified as the primary motivation.

### Findings and managerial implications

The first major finding of this study relates to the identification of the motivation sets for international tourists to Zimbabwe as represented by the country's three major source markets. These factors are consistent with findings from past research. For example, Kim and Prideaux (2005) identified *escape from everyday environment, novelty, cultural experience, social interaction, and prestige* as the motivational dimensions which are commonly cited in literature. However, the fact that the *novelty/knowledge* dimension was the major motivation influencing international tourists to visit Zimbabwe is to some extent unique, in that two studies on motivations of international tourists visiting South Africa and Mauritius (Kassean & Gassita, 2013; van Vuuren & Slabbert, 2011) identified rest and relaxation as the primary motivation.

It is possible that the geography of the country is one of the reasons causing these differences; Zimbabwe is a landlocked country while both South Africa and Mauritius are not. The latter two countries offer the *sun, sea and sand*, which offer high appeal for more tourists who have rest and relaxation needs. These findings confirm previous findings (van Vuuren & Slabbert 2011; van der Merwe & Slabbert 2009) that motivational factors tend to vary from one destination to another. The implication is that the promotion of the *novelty and knowledge enhancement, escape and opportunities to interact closely with nature* should dominate the country's marketing messages. One can argue that the country's current brand theme, "Zimbabwe the world of wonders" (ZTA, 2010), is an ideal marketing message which has the potential to appeal to novelty seeking tourists. The brand theme has been criticised by others (Mirimi *et al.*, 2013) basically on the grounds that it did not factor in the views of the stakeholders such academics and tourism service providers. However, from a demand perspective, the motto seems to represent the desires of the market well, because it offers promises of a novel and fascinating environment.

Since *novelty* emerged as the dominant motivation, the implication in terms of product development is that destinations should reflect the local character in all the different components of the tourism product. Although tourism products and services should be modern and trendy, there is a need to reflect the local character at all levels. This can be accomplished through the use of local resources such as photographs, historical artefacts and choice of décor which portray the uniqueness of destinations. The ability to provide opportunities for novelty experiences, will also allow tourists to effectively fulfil the escape motivation.

It is also necessary to promote unknown attractions and new experiences, especially for repeat visitors, so that they continue to see and experience the newness of the destination. Repeat visitors in this study outnumbered new visitors, which is a positive attribute of the destination. Huang and Hsu (2009) argued that repeat visitations sustain the competitiveness of destinations. There is a need to come up with incentives which encourage the loyal tourists to network with potential tourists through positive experience word of mouth.

The second key finding is the discovery of the unique motivations of the USA and UK tourists. While tourists from different nations had some common travel motivations relating to wildlife and cultural attractions, there was evidence that travel motivations vary according to nationality. While this is not a new finding, the study identified the unique travel motivations for the country's major source markets. The implication is that destination marketers should



design appropriate marketing messages and innovative products which take cross cultural differences into consideration. For example, marketing messages which place emphasis on the opportunities to *get closer to nature* and to *escape from routine* will most likely appeal more to tourists from the UK. As for the USA market, emphasis should be placed on the *novelty and knowledge seeking*. The American market is also likely to find adventure related promotional messages more enticing than the other two source markets would. The need for adventure at item level was one of the unique motivation variables of the American market (Table 3).

The third finding of this study was identification of the shared motivations for visiting Zimbabwe among international tourists. Wildlife, scenery and cultural attractions were the destination related attributes which emerged as the common motivations among the three different countries. The implication of this is that these are the country's key resources which could provide a competitive advantage for the country. The presence of the Victoria Falls gives the country a further competitive edge as most countries in Southern Africa offer similar products to each other, such as wildlife and culture. Manwa (2003) noted that tourism products in Southern Africa are largely homogenous.

The fourth finding relates to socio-demographics and trip characteristics. The study established that these also vary according to national groupings. For example, differences of practical value were noted in respect of income and age. Similarly, some trip characteristics varied according to nationality. For example, differences of practical value were found in relation to repeat visits, trip purpose and VFR as a source of information as well as accommodation type and trip arrangements. This implies that there is need to do research and establish the needs and preferences of different target markets based on socio-demographic and trip characteristics of the respondents.

More specifically, divergences in relation to sources of information call for the use of a variety of distribution channels for the product to be accessible to all potential tourists. As for diversity of choice in accommodation, it appears that self-catering accommodation should be advertised more to the South African market, while the Americans need to be informed more on the various types of hotel accommodation available in the country, including the luxury category. The VFR is an important source of accommodation for UK tourists. This market likewise had a significant proportion of the VFR market. This is consistent with the Visitor Exit survey carried out in 2016, which established that most tourists from UK fall in the VFR segment.

Leisure tourists comprised the greater part of the USA market, while the South African market attracted a significant proportion of the business market. Appreciation of such information enables managers to design effective and relevant products and promotional messages. In terms of trip arrangements, the Americans indicated high use of tour operators for trip arrangements. This is consistent with the recent findings from the Zimbabwe Visitor Exit Survey (VES) where more 67% of the US leisure market visited the destination through tour operators (ZNSA, 2016).

Preference for the use of tour operators makes tourists vulnerable to the influence of the travel intermediaries. According to Vicol and Zait (2014), intermediaries have the ability to influence visiting intentions of potential tourists by forming opinions about destinations. The implication is that destination managers can forge partnerships and alliances with external tour operators and provide opportunities for them to visit the destination regularly. This would enable them to provide accurate information about the destination product and related issues, instead of them relying solely on media reports, which are usually sensationalised and misleading.

Lastly, comparative studies on travel motivations could be considered at both item and factor level. One can argue that when designing country specific products, it may be necessary to



consider the variables at item level since use factors alone can mask important attributes. For example, the Americans' desire for adventure and the UK tourists' desire to enjoy climate were masked by the factor labels, yet there are valuable individual motivations which destination managers should be taking care of. Use of variables at item level enables marketers to pay attention to detail when designing customised promotional messages and products for tourists from specific countries.

## Conclusions

International tourists display both homogeneity and heterogeneity with respect to travel motivations and trip characteristics. *Novelty/knowledge seeking, escape and nature seeking* arguably emerged as the prime motivations for tourism and travel for Zimbabwe. The country, with its rich natural endowments and cultures, is well resourced and has considerable potential to appeal to more tourists with novelty/knowledge, escape and nature seeking tendencies. As such (DMO) and the tourism service providers at all levels should reflect the much-sought motivation attributes in products and promotional messages. Provision of products and services which appeal to the needs of tourists is likely to enhance the competitive strength of the destination.

The differences among nations with regards to motivation attributes is an indication that nationality can be used to complement psychographic measures of segmentation. In order for the country to maximise its appeal to potential tourists from different major markets, it is necessary to develop innovative products which cater for the inimitable motivations, as well as their unique socio-demographic and trip needs. Destination managers should prepare to take advantage of high repeat visits and embrace network marketing, which saliently contributes to positive image building.

### Limitations of the study

The sample size was not very large. The study could have provided more insights if a mixed research design was used for triangulation purposes. As a result, for future studies it may be necessary to use the qualitative methodology when dealing with comparative studies on travel motivations. This is likely to unpack the unique motivations of the different countries which could not be detected by a predetermined research instrument. For example, the South African market showed less enthusiasm in terms of the motivation (as compared to the Western countries) attributes included in this study.

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