

# Improving the Efficacy of Destination Marketing Strategies: A Structural Equation Model for Leisure Travel

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## Abstract

**Background/Objectives:** The objective of this paper is to study the consumer's internal and external motives to travel and identify the sources of information that influence these motives in destination choice. **Methods/Statistical Analysis:** The study used primary data of 400 tourists in Goa, a popular tourist destination of India. Factor analysis and Structural Equation Modeling (SEM) techniques were used to develop a framework of constructs that could explain the causal relationships between information sources, internal motives and external motives. **Findings:** Destination and holiday marketers need to understand and customize to the consumer's pre-visit preferences and processes. Growth in tourism has led to severe competition among leisure destinations. The study highlights that information sources have a positive significant influence on internal motives but fail to influence external motives. These suggest that instead of emphasizing on the destination attributes the marketers need to attract and activate the 'need for travel' in tourists through well designed and customized information materials. The study also finds that internal motives influence external motives, thereby emphasizing the role of internal motives on destination choices. **Applications/Improvements:** The findings can help tourism service providers to increase marketing efficiencies by developing strategically appealing pre-visit promotional plans that convert potential consumers into tourists.

**Keywords:** Consumer Behavior, Destination Marketing, Information Sources, Leisure Travel, Motivation

## 1. Introduction

The growth of the tourism industry has been phenomenal, making it one of the most competitive sectors and this competition is continually growing as more and more destinations seek to attract tourists. Service industries, like tourism are constantly under pressure of growing their customer base and they need to make dedicated efforts in luring customers. The coming up of new holiday destinations and package tour concepts increase the challenge for existing destinations to retain a share in the market pie. It is necessary to realize that tourist behavior

is largely guided by individual motivations and satisfied reviews. Satisfaction plays a vital role in attracting new tourists, but the need to understand their desires and motives to initiate travel is also important. Globalization and resultant cultural changes have led to new values, preferences and lifestyles, affecting the nature and scope of tourist demand. By understanding the need and motive for travel, the marketing efforts of a destination can reap more fruitful benefits. Customizing promotional offers accordingly and highlighting appropriate destination attributes can minimize unnecessary exposure and thereby reduce costs.

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Tourism demand has been studied by various scholars in several ways. Some studied it through an economic approach<sup>1,2</sup> whereas others have used a consumer behavior approach<sup>3-6</sup>. The focus of our paper is based on consumer behavior analysis and aims at understanding the pre-visit decision making process of a traveler.

The official definition of consumer behavior<sup>7</sup> is 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'. The decision to choose a destination for travel from a given evoked set largely depends on the motivation to travel to the destination. Past literature on tourist motivation indicates that the study of motivations is largely based on two dimensions; the internal and the external motives<sup>8,9</sup>.

Motivation of a person is the basis for his/her choice to travel, generating a need, which underpins expectations. Motivations drive a tourist's plan to travel and these motives are strengthened by information sources at the disposal of the consumer. The service provider needs to recognize the motives of the target consumer and design marketing activities towards promising to fulfill those underlying motives overwhelmingly. Changing preferences of tourists has mushroomed varied destinations which cater to different needs creating an environment of competition in the industry. Along with value for money, appropriate promotion of its unique selling proposition has become an integral part of destination marketing. Effective and efficient promotions definitely influence the choice of a destination in this context.

This paper aims to develop a model of consumer behavior to understand tourist motives, for a leisure holiday and to identify the influence of information sources on choice of destination. The causal relationships between the constructs under study, in the model, are examined by using a Structural Equation Modeling (SEM) approach<sup>10</sup>. The findings of this study would provide valuable inputs to tourism services providers and marketing professionals to promote a holiday destination in the most attractive manner, at the pre-visit stage, and will also give important insights in improving the supply of tourist goods and services.

## 2. Literature Review

Consumer behavior in tourism can be defined as the ensemble of its acts, attitudes and decisions regarding choosing, buying and consuming tourism products and

services, and also its post-consuming reactions<sup>11</sup>. As tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy<sup>12</sup>. Reasons could be psychological or internal factors at work within individuals, expressed as needs, wants, and desires that influence tourism choice which is basically defined as motivation<sup>13</sup>. Authors noted that tourist motivation is a complex subject that explains individuals' decision-making processes and the reason why they behave the way they do, both before and during their holidays<sup>14</sup>. Motivation is the one thing that instigates the process of choice and selection and acts as the stepping stone to all the emotions that are experienced by a consumer. For example, the reason for purchasing a product is the motive (need, desire) behind it and the satisfaction of its experience is gauged by the intention or the motivation of buying the product.

The motivation to travel is influenced by information sources that help a consumer decide on a tourist destination<sup>15</sup>. Every marketer would want his promotions to provide relevant information to the consumers since information sources (such as promotional material and media, friends and relatives and word of mouth) play a vital role in choice of destination<sup>16-18</sup>. The information sources can either trigger the internal motives or lure the consumers to experience the promises of the service provider.

Previous research states that the search for information makes use of four basic types of sources: neutral (tourism offices); commercial (travel agents); social (friends and relatives, family); and promotional (newspapers, magazines, radio, television, internet)<sup>19-21</sup>. The right mix of these information sources can maximize the effectiveness of influence on the consumer's decision making process.

The understanding of tourist motivation and decision-making process are the key to strong economic considerations as it relates to meaningful promotion of tourism and tourism planning<sup>22</sup>. To enhance effectiveness the marketer should identify the types of motives and manners in which they can be influenced. Travel motivation has been investigated by many researchers from different fields such as sociology, anthropology, and psychology<sup>3-6</sup>. One of the most discussed in tourism literature was Maslow's hierarchical theory of motivation<sup>23</sup>. Several theories or models have been developed to explain motivation<sup>6, 24</sup> and early studies such as those of 'allocentric-psychocentric'<sup>25</sup>, 'push-pull'<sup>25</sup>, 'travel career ladder'<sup>26</sup>, 'four basic motivators'<sup>27</sup> and 'escape seeking'<sup>28</sup> are instrumental. Recent studies<sup>29-31</sup> empirically test or extend the validity of earlier models and

theories and generally conclude that the original theories and models are still largely valid and applicable to pleasure seeking tourists. These models have tried to uncover the complex behavior of consumers suggesting that travel patterns and preferences can be driven by diverse factors e.g. society, change from routine, knowledge, number of visits, consumer's personality etc.

Amongst all the motivation theories the push-pull approach remains the most widely applied for explaining motivations, given its simplicity and intuitive approach<sup>32</sup>. The concept behind push and pull dimension is that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. It is considered that all human motives can be classified into the push and pull category.

Several scholars have studied the concepts of internal and external motivators over the years<sup>33,4,34,35</sup>. Their research on tourist motivation for travel can be summarized into broad categories of knowledge, social and relaxation factors under internal motives and attractions and activities, services, accessibility, people and culture under destination attributes or external motives.

Tourism involves the amalgam of various services like hospitality, food, transport, entertainment, shopping, and safety to name a few. Identifying and understanding the push and pull factors assists the service providers to channel their efforts in the right direction in this complex network. The study is an attempt to identify the factors that determine the tourist's internal and external motives for travel and also study the sources of information that influence these motives.

### 3. Conceptual framework and Research hypotheses

A complex literature review indicates that previous studies on motivation and consumer behavior studied the importance of factors that influence the decision making processes of a tourist. Several studies found that there is a significant link between information sources, internal motivation and external motivation. The conceptual framework is based on these findings and the hypotheses are formulated as follows:-

H1: Information sources influence tourist's internal motives and guide the choice of destination.

The understanding of a destination is highly dependent on the kind of information gathered by a tourist.

Research suggests that greater the exposure to travel promotions, higher would be the need for travel which could help fulfill societal need for acceptance<sup>4,36</sup>.

H2: Information sources influence tourist's external motives and guide the choice of destination.

Publicity of destinations can activate the need for travel by attracting tourist towards specific destination attributes<sup>37-39</sup>.

H3: Tourist's internal motives guide the responses to their external motives.

The interdependence between cognitive and affective behavior make it quite possible to expect an influence of internal motives over external<sup>12,15,17,18</sup>. The internal motive to travel is satisfied with the attributes presented about the destination. This requires that the internal motives should be in consonance with the external motives created to attract the tourist.

Figure1 illustrates the conceptual model for motivation behind destination choice.

## 4. Methodology

### 4.1 Study site

Goa, the most popular tourist destination of India, is the study site for purposes of data collection. The state of Goa is a popular beach destination on the south-west coast of India known for its Gothic churches, heritage

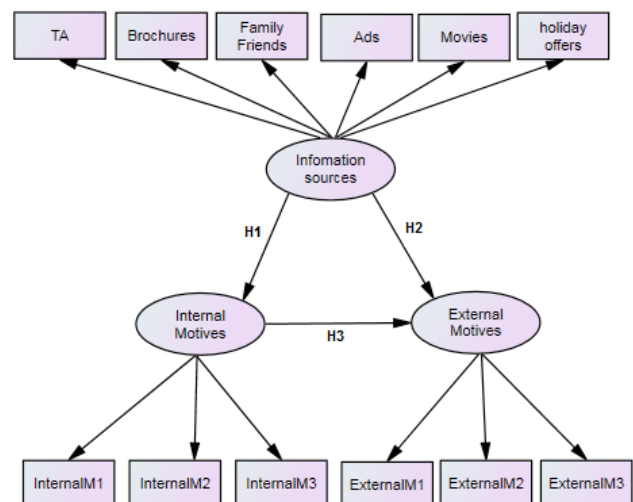


Figure 1. Conceptual model for motivation behind destination choice.

forts, palm-fringed beaches, coconut groves, ferry rides, and bubbly folk music. Tourism contributes over 13% to the state GDP and it is listed as ‘the top 10 destinations for foreign tourists’, by the Tourism Ministry of India. With its 131km long coastline; sun, sand and sea are the major attractions making Goa a perfect haven for those who need and want relaxation. Goa has a high potential for attracting tourists and the tourism industry is a major engine for the economic growth of the state. It is therefore important to market the industry competitively and meet the tourist expectations for both the service providers and for the state economy.

### 4.2 Measure and Sampling

The research survey was carried out in Goa, one of the prime tourism destinations of India. Every year Goa is visited by many tourists from across the world and because of this phenomenon it is also termed as the ‘west of the east’. Goa was visited by 3544634 domestic tourists and 513592 international tourists in 2014.

A questionnaire was developed for the empirical survey which covered the demographic profile of the respondents that included information about nationality of origin, education, age, gender, marital status and income. Data on tourist’s daily budget for holiday spend, and average duration of stay etc was also gathered.

The push and pull factors were identified through the work of previous researchers<sup>5, 40, 34</sup> and adopted into the questionnaire design. A list of internal and external motivation factors was compiled through the literature review on tourist motivation and consumer behavior in leisure tourism (refer Tables 1 and 2) to assess the tourist expectations that guide their decision to choose a holiday destination. The 25 push factors were internally driven intangible factors that encouraged tourists to travel whereas the 19 pull factors were destination attributes that lured the tourists to the place. The respondents were asked to assess how important they found each of the motivational factors (both internal and external) when considering a leisure travel holiday in general, using a 5-point Likert-type scale; ranging from not important (5) to extremely important (1). Tables 1 and 2 list the set of internal and external factors incorporated in the survey.

The population sample for the survey determined using a 95% level of confidence was calculated at 384<sup>41</sup>. A total of 450 completed questionnaires were collected, out

**Table 1.** Why do you go out on a holiday? (Internal factors)

a.	To observe and experiencing different cultures and lifestyles
b.	To increase knowledge/Enrich myself intellectually
c.	To see how people of different cultures live
d.	To exchange customs and traditions
e.	To visit new places
f.	To gain new and diverse experiences
g.	To explore Uncharted territory/adventure activities
h.	To sightsee touristic spots
i.	To Increase my Social status
j.	To fulfill family demands
k.	To visit a place where my friends have been or have suggested to go
l.	To enhance communication with local community.
m.	To meet new people
n.	To fulfill my dream of visiting a foreign land/country
o.	To satisfy the desire of being somewhere else.
p.	To visit friends
q.	To visit relatives
r.	To relieve stress
s.	To relax physically
t.	To relax spiritually
u.	To have enjoyable time with my travel companions
v.	To appreciate natural resources
w.	To be away from home
x.	To seek solitude in a foreign land
y.	Stimulating emotions and sensations
z.	Getting away from crowds

of these 400 were used for study after suitable data cleaning exercise.

For the primary survey participants were selected using representative samples in order to be reflective of the tourist population which visited Goa during the year 2013.3121473 persons visited Goa and 80:20 was the distribution of domestic and foreigners respectively. Questionnaires were administered to visitors in the districts of Goa (North and South), concentrating on the more popular and active tourist areas. Sampled tourists were approached on beaches, tourist sites and airports and informed about the purpose of the research.

A pilot study of 40 respondents was conducted initially to test the clarity of instructions; comprehensibility,

**Table 2.** How important is each of these destination factors when choosing a vacation? (External factors/ Destination attributes)

a.	Beaches
b.	Historic and heritage attractions
c.	Adventure facilities/activities
d.	Shopping facilities]
e.	Night-life and entertainment
f.	Natural environment/forests/wild life sanctuaries
g.	Weather
h.	Popularity /reputation of the place
i.	Cost and price levels
j.	Cuisine/food
k.	Hospitality
l.	Accessibility to Information when in the place(brochures, pamphlets guides or other personal help)
m.	Infrastructural development (Transport facility/power/ communication)
n.	Personal Safety /Security measure
o.	Proximity from your place of residence
p.	Connectivity to the place
q.	Different customs and culture/exoticness
r.	Friendliness / accommodating/ receptive/ approachable
s.	Relaxing atmosphere

relevance, terminology used, and the average time it took to administer one survey questionnaire. This helped maximize the effectiveness of the final survey.

The data underwent case screening and variable screening (kurtosis) to identify whether the respondents answered fairly differently. Data analysis was completed using a range of statistical techniques (exploratory factor analysis) under SPSS 18.0 (Statistical Program for Social Sciences).The structural model was estimated using AMOS 22 which helps explain the importance of each factor that influences the decision of a tourist's travel.

## 5. Data Analysis

### 5.1 Demographic Profile

Table 3 reveals that majority of the tourists surveyed were in the age group of 20-30, 66% of which were male respondents. 57% of the total respondents were married. A major

**Table 3.** Demographic Profile of Respondents

Demographic Profile of Respondents	Descriptions	Percentage
Gender	Male	66
	Female	34
Age	10-20	3.5
	20-30	51
	30-40	30.5
	40-50	12
	50>	3
Marital status	Single	37.25
	Married	57
	Widowed	5.75
Income	less than 5 lakh	52
	5-10 lakh	33.5
	more than 10lakhs	14.5
Budget spend per day	less than 5 thousand	73.75
	5-10 thousand	24.5
	more than 10 thousand	1.75
People accompanied	0	3
	1	15
	2-4	56
	5-10	23.75
	10>	2.25
Duration of stay	1 day	0.75
	2-4 days	52.25
	5-10 days	39.5
	11-15 days	5.25
	16> days	2.25

percentage of people who were surveyed had an annual income level of less than 5 lakh (52%), and budget/spend per day was less than 5 thousand (73.75%). We find that people visit Goa, mostly in groups of 2-4 (56%) and the usual duration of stay in Goa is 2-5 days for 52.25%. 54%of the respondents had visited Goa before and (92.5%) indicated that the purpose of their visits to Goa was to spend their holidays, relax and/or enjoy family time.

### 5.2 Model constructs

The study focuses on developing and testing a structural model that determines the variables that influence a tourist choice of destination based on his/her individual motives.

The SEM technique allows us to measure causal relationships among latent constructs, estimating the amount of unexplained variance<sup>12</sup>. The study aims at understanding the relationship between the latent constructs of information sources, internal motives and external motives.

We carried out the SEM analysis in two stages: the measurement model and the structural model<sup>42</sup>.

### 5.2.1 Measurement Model

Firstly, an Exploratory Factor Analysis (EFA) was used as a preliminary technique to find the underlying dimensions or constructs in the data. Factors identified through literature review were subjected to EFA that reduces data, with an extraction method of Maximum likelihood (ML) and factor rotation used was Promax. Factors with loadings above 0.5 were selected in determining the latent

variables. Table 4 represents the factors extracted from EFA for both internal and external motives based on their factor loadings and percentage of variance explained.

The EFA on information sources allowed us to extract two factors that represent 45 percent of the total variation. Variables such as movies, advertisements, family and friends, holiday offers were removed to obtain a well fit EFA. The observed variables of travel agencies (TA) and brochures possessed high loadings (0.814 and 0.774) under the latent variable of information sources.

A successive confirmatory factor analysis (CFA) was conducted to analyze relationships of the observed variables to the latent constructs, and determine whether all the constructs can be inter-correlated freely. Validity and reliability tests confirmed the goodness of fit for each construct. Table 5 depicts the values for the above tests.

**Table 4.** Results of EFA for both internal and external motives

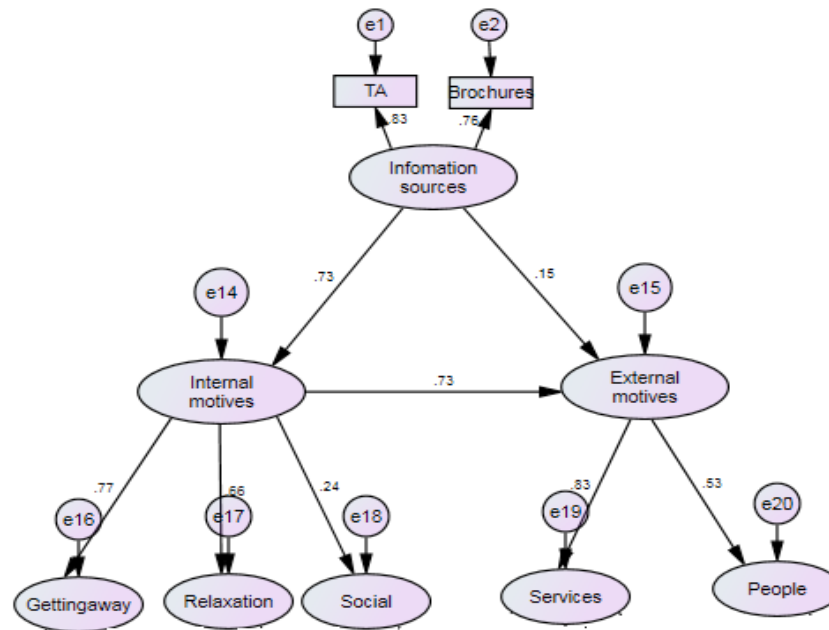
	factor loadings	% of variance explained	mean	SD
<b>Internal Factors</b>				
<b>Getting away from routine</b>		27.90		
To seek solitude in a foreign land	0.87		2.61	1.21
Stimulating emotions and sensations	0.73		2.45	1.16
To be away from home	0.69		2.47	1.20
Getting away from crowds	0.61		2.62	1.27
<b>Relaxation</b>		17.97		
To relax physically	1.00		2.11	1.00
To relieve stress	0.75		1.99	0.97
<b>Social</b>		19.23		
To visit friends	0.99		3.29	1.25
To visit relatives	0.68		3.31	1.26
<b>External factors</b>				
<b>Services</b>		23.28		
Infrastructural development	0.80		2.32	0.93
Accessibility to Information when in the place	0.80		2.37	0.94
Hospitality	0.73		2.14	0.86
Cuisine/food	0.72		2.20	0.90
Personal Safety /Security measure	0.61		1.86	0.84
Proximity from your place of residence	0.55		2.42	1.08
<b>People</b>		32.52		
Friendliness / accommodating/ receptive/ approachable	1.02		2.31	0.82
Different customs and culture/exoticness	0.56		2.65	0.97

**Table 5.** Validity and reliability table with factor correlation matrix

Construct	CR	AVE	MSV	ASV	Getting away	Services	Info	Relaxation	Social	People
Getting away	0.745	0.594	0.308	0.202	0.771					
Services	0.793	0.562	0.348	0.209	0.510	0.749				
Info	0.778	0.638	0.348	0.214	0.555	0.590	0.799			
Relaxation	0.867	0.768	0.264	0.165	0.514	0.471	0.445	0.876		
Social	0.797	0.662	0.130	0.041	0.076	0.132	0.361	0.224	0.814	
People	0.754	0.606	0.195	0.109	0.417	0.442	0.290	0.303	0.037	0.778

(Composite Reliability) CR > 0.7, (Average Variance Extracted) AVE > 0.5, (Maximum Shared Variance) MSV < AVE, (Average Shared Variance) ASV < AVE, Square root of AVE greater than inter-construct correlations

CMIN/DF=2.105  
 CFI= 0.968  
 GFI= 0.956  
 IFI= 0.968  
 TLI= 0.956  
 RMSEA= 0.053  
 PCLOSE= 0.355



**Figure 2.** Structural equation model for destination choice.

### 5.2.2 The Structural Model

Figure 2 illustrates the structural model of destination choice based on the influence of information services on internal and external motivational factors. The model suggests that there are three factors namely social, relaxation and getaway that determine internal motivators and two factors that are services and people that guide the external motivators. The information sources that influence these motivators are narrowed down to two, brochures and travel agencies (TA).

In SEM, the model fit is assessed using a variety of indicators and tests, more prominent being the goodness-of-fit index (GFI), comparative fit index (CFI), the

incremental fit index (IFI), the Tucker Lewis Index (TLI), root mean square error of approximation (RMSEA) and Chi-square and degree of freedom<sup>43-45</sup>.

The goodness-of-fit of the proposed model was assessed using the universally-accepted statistical indices, such as Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI), with values closer to 1 indicating good fit<sup>46</sup> (Byrne, 2001). The values of Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI) attained for the proposed model are 0.956 and 0.930. It is therefore concluded that the hypothesized model proposed in the study fits the sample data adequately.

Baseline comparisons indexes, supporting the goodness-of-fit statistics [(Comparative Fit Index (CFI), Tucker-Lewis Index (TLI) and Normed Fit Index (NFI)], are also used to determine model acceptance. In our case, NFI, TLI and CFI values of 0.940, 0.956 and 0.968 respectively, are consistent in suggesting that the hypothesized model represented an adequate fit to the data [values above 0.90 being indicative of good fit<sup>46</sup>. The proposed model has a value of 0.053 for its Root Mean Square Error of the Approximation (RMSEA) (which should be less than 0.08), implying that the model is an acceptable fit<sup>43</sup>. The ratio of Chi-square to degrees of freedom is 2.105 which is very much within the recommended fit of less than 3. Thus, all the tests and measures, taken together support our structural model and indicate that the model has a good level of fit and can be used for further analysis.

## 6. Findings

The path coefficients for the full model as illustrated are positive and significant ( $p$ -value  $< 0.001$ ) except for the path from information sources to external motives. The results of the study signify that hypothesis H1 and H3 are accepted while hypothesis H2 is rejected with  $p$ -value of 0.305.

The results reveal that from the range of variables considered only travel agencies and brochures had a positive significant influence on the latent variable 'information sources' with high standardized coefficients values of 0.83 and 0.76 respectively. This suggests that movies, advertisements, holiday offers do not greatly influence tourist decisions and family and friends as sources of information are not as important as are brochures and travel agencies.

Internal motives were guided by 3 components; getting away, relaxation and social motives which had a positive significant influence on the latent variable with standardized coefficients values of 0.77, 0.66, and 0.24 respectively. The findings support that rest/ recreation and social engagement are factors that determine tourist travel decisions which hold up to the studies conducted by scholars in this area<sup>5, 47</sup>. Social motives like visiting friends and relatives do not seem to be as important as apparent from the low loadings.

The external motives in the model were dominated by the components of 'services' and 'people' with standardized coefficient values of 0.83 and 0.53 respectively. The model revealed that tourists are more concerned

about the service attributes (infrastructure, safety, accessibility etc.) provided at the destination and attach only secondary importance to customs, culture and people interactions<sup>35</sup> reaffirming external motives.

The model displayed a positive influence of information sources in shaping of internal motives (H1) with standardized coefficient estimated as 0.73, whereas the path from information sources to influencing external motives is not significant with  $p$ -value of 0.305. Thus hypothesis (H2) is rejected.

The study suggests that internal motives do guide the responses to external motives of tourists with a significant positive standardized coefficient value of 0.73 supporting the acceptance of the hypothesis (H3). The analysis would mean that internal motives or desires of a tourist play an important role in choosing a destination based on attributes that satisfy the internal motives.

## 7. Discussion and Managerial Implications

Tourist's destination choice is largely guided by information sources, and given the competitive nature of the business the right method of persuasion is essential. This model studies the interrelationship between the two different motives of tourist behavior and the factors that influence destination choice. The SEM technique has not been widely tested in examining casual relationships in the area of tourism. The results of the study can have strategic implications, which if adopted can greatly enhance marketing efficiencies.

The construct on information sources highlights the mediums that have proved to be most effective in influencing tourist decisions. The importance of brochures and travel agencies suggests that tourists are more comfortable with written and specific dissemination of information compared to non-personal mediums like movies and advertisements. Further, these mediums (the latter) display a more idealist 'picture-perfect' view of a holiday which appears to be immediately away from reality. The finds support that immediate feedback on queries or a written itinerary is more trusted than creative information. The service providers can include relevant information in their brochures and discuss details through travel agents.

Information sources have a positive significant influence on internal motives. Information about tourist



destinations can inspire the need to travel to new places. On the other side, brochures and travel agents fail to influence external motives, which suggests that instead of emphasizing on the destination attributes the marketers need to activate the 'need for travel' in tourists through well designed and customized information materials. Marketers can focus their efforts to make holidays more personalized and cater to the internal motives of tourists rather than giving out generic statements or pleasing information. Identifying the desires and then guiding them through the services offered in fulfilling those desires can be a strategic idea in promoting destinations.

The key internal motives identified in our model were getting away, relaxation and social. 'Getting away' is associated with the factors of seeking solitude in a foreign land, stimulating emotions and sensations, being away from home and getting away from crowds. These factors clearly express the need for doing something different from the usual routine. 'Relaxation' includes relaxing physically and relieving stress which is again centered on doing things which are apart from the regular, the third component of 'social motive' is to meet family and friends. Understanding all of this, suggests that, given the competitive and stressful life of an individual, people want to take a well deserved break to rejuvenate and revive. Marketers need to plan and promote their destination to the consumers as a place that would satisfy these needs and requirements through products and services that make up the tourist experience.

The study has an interesting aspect, which says that, internal motives influence external motives and therefore the choice of destination. The external motives identified through the model are service and people. The 'services' component reflects infrastructural development, accessibility to information when in the place, hospitality, cuisine/food, personal safety /security measure, proximity from your place of residence. The second component of 'people' includes friendliness/accommodating/receptive/approachable, different customs and culture/exoticness. A tourist gives due importance to service factors while choosing a destination; they also prefer the natives to be interesting and friendly to enjoy their stay.

These attributes are not something the consumer will inquire or look through information sources about, but would be highly dissatisfied if not available. They would choose a destination to fulfill their inner motives but always expect, in-fact presume, to have services like

safety, good cuisine, infrastructure etc to enjoy their trip. This, along with persuading consumers through addressing his inner motives to travel a marketer emphasizes on such integral destination attributes. Every destination has to have its unique selling proposition and these inferences if adopted with the right strategies, can be very helpful to the service providers to sustain their business in today's competitive environment.

## 8. Conclusion

Motivation is a very important and intricate construct for travel and tourism which if successfully built upon can be immensely useful in attracting tourists to holiday destinations. The SEM model has shown that there are causal relationships between information sources and internal motives and further, interplay between internal motives and external motives also exists. Service providers need to identify, potential tourist's internal motives for travel, and integrate them in their marketing information to develop an interest towards their proposed destination. The destination attributes should be promoted as means to fulfill the tourist's internal motives/desires.

The study has limited itself to the tourist destination of Goa but can be extended to larger groups and several destinations to understand tourist behavior. To further understand tourist decisions, studies can be conducted on post visit behavior and how satisfaction influences future travel motives.

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