EXAMINE THE ROLE OF MOTIVATIONAL FACTORS IN PREDICTING INTERNATIONAL TOURISTS' OVERALL SATISFACTION AND REVISIT INTENTION: SPECIAL REFERENCE TO GALLE TOURISM ZONE

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Abstract

Since the tourism market has been showing an increase in popularity, it is beneficial for tourism business managers, marketers and strategy planners to understand why people want to visit a destinations, what are the motivational attributes, what kind of experiences tourists have when they visit destinations, what types of perceived value people have after they visit, what is the level of satisfaction, if they have intentions to revisit or not, and the variables that influence tourists to revisit the destination. Therefore the purpose of the study was identify the relationship between travel motivational factors in predicting to tourists overall satisfaction and revisit intention. The sample of 100 tourists were selected from the Galle tourism zone, which is one of the best multi-attracting destination in Sri Lanka. Factor analysis was used to identify the travel motivational factors in Galle tourism zone. According to the results of the study, culture & social, novelty/adventure, amenities, recreation and relaxation were the travel motivational factors which influenced international tourists to visit Galle. Multiple regression analysis was used to identify the influence factors for international tourists' satisfaction. Results revealed that among five motivational factors culture & social, novelty/adventure and relaxation were considered significant determinants of the overall satisfaction of tourists. And according to results of the binary logistic model, international tourists who were satisfied with the overall image of Galle, were 7 times more likely to revisit than international tourists' who were dissatisfied.

Key Words: Motivational Factors, Tourists Satisfaction, Revisit Intention, Galle Tourism Zone, Sri Lankan Tourism Industry

1. Introduction

Sri Lanka entered to the international tourism market in the 1960s (Ranasinghe & Deyshappriya, 2010; Gunarathna et al. 2013a). Since then, tourism industry has been growing steadily as a promising sector of economic development. Unfortunately, because of the North and East separatist war and Southern political violence, Sri Lanka missed many opportunities in terms of economic development over the last few decades (Ranasinghe & Deyshappriya, 2010;

Gunarathna et al. 2013b). However, in the post conflict economy of Sri Lanka, tourism plays an important socio-economic role and has achieved incalculable success (Ranasinghe & Deyshappriya, 2010; Gunarathna et al. 2015). As an example in 2016, Sri Lanka reached 2 million tourists arrivals with the annual growth of 14 percent (Central Bank of Sri Lanka - CBSL, 2017). Earnings from tourism continued its growth momentum in 2016, contributing towards the strengthening of the services account (CBSL, 2017). Hence, tourism is clearly of great significance to Sri Lanka, which will be more dependent on tourism as an income generating. However, according to the United Nations World Tourism Organization - UNWTO, claimed that Sri Lanka shares 0.13% of total tourists' arrivals and 0.2% of total tourists' earnings of the world (CBSL, 2015). Therefore, Sri Lanka represent only a fraction of the world tourism at present. Because of this, it is important to create successful and stable tourism industry in Sri Lanka through attraction of tourists to visit and revisit in order to maintain high level of tourists arrivals and earnings (CBSL, 2015). In order to achieve this success in tourism industry, need to concentrate for all the tourism zones development. There are 45 tourism zones have been introduced by Sri Lanka Tourism Development Authority - SLTDA (SLTDA, 2016). The developers should select site within the tourism zones in order to minimize negative impact on the environment.

Among these zones, Galle is one of the most popular holiday destinations in Sri Lanka. It is the 4th largest city in Sri Lanka and large town of the Southern province consisting a population of 101,159 (Department of Census and Statistics, 2016). Within the Galle, tourism is one of the main sectors which provide revenue generating opportunities (Urban Governance Support Project Galle, 2006). The United Nations Educational, Scientific and Cultural Organization (UNESCO) listed old port town of Galle which is gaining international fame rapidly, as one of the best preserved example of the colonial life in Asia (United Nations Educational Scientific and Cultural Organization - UNESCO, World Heritage Centre - WHC, 2016). Therefore Galle and its fortifications have been declared a World Heritage Site (living city) since 1988 (UNESCO - WHC, 2016).

Galle is one of the best tourism destinations, where international tourists can gain miscellaneous experiences (Baseline Survey, 2014). It is world renowned for its glorious beach, the alternative tourism initiatives relating to environmental/natural, historical, cultural, rural/community based, sports/adventure and thematic tourism are becoming popular (Baseline Survey, 2014). Therefore Galle can be consider as a multi tourists' attraction destination in Sri Lanka (Baseline Survey, 2014). Because of this it is important to maintain and increase revisit intention in Galle in order to achieve successful tourism development in Galle, not only Galle but also in Sri Lanka.

Since the tourism market has been showing an increase in popularity, it is beneficial for tourism business managers to understand why people want to visit destinations, what kind of experiences tourists have when they visit destinations, what types of perceived value people have after they visit, if they have intentions to revisit, and the variables that influence tourists to revisit the destination (Chang, 2013). Study conducted by Snepenger, King, Marshall, & Uysal (2006), mentioned that motivation and destination satisfaction are paly an important role in decision making process and travel behavior of tourists.

2. Literature Review: Revisit Intention

Revisit intention is one of the cardinal issues for destination managers because repeat visitors provide more revenue and minimize the costs (Park &Yoon, 2009). Oliver (1997), mentioned that revisit intention comes under the concept of behavioral intention. According to the Fishbein & Ajzen (1975), behavioral intention describes the expectation of an individual's different type of behavior in a given condition and likeliness to perform a certain behavior. Ajzen and Driver (1992), claimed that to understand the tourists' behavioral intention, it needs to have better predictive techniques and explanations. They measured tourists' revisit intention through the factors of personal institution and the willingness to make recommendation. Furthermore, they defined the concept of tourists' revisit intention as willingness to revisit a certain destination and make recommendations to others, because consumers have satisfactory about the travel experiences and this satisfactory experiences generate word of mouth marketing and customer loyalty.

Revisit intention is accepted as a significant phenomenon in an economy and a country's attractiveness to the tourists (Darnell & Johnson, 2001). Because the cost of attraction repeat visitors is less than attracting new visitors (Shoemaker and Lewis, 1999). When comparing the repeat visitors and first time visitors, repeat visitors were more desirous to stay longer and tend to recommend through word of mouth (Petrick, 2004). Therefore, the concept of revisit intention has become one of the main focus issues in tourism literatures. Petrick (2004), studies the concept of behavioral intention of both first time and repeat visitors by prediction revisit intention. Oppermann (2000), studied the direct implications of future choice process. Study revealed that, first direct contact with destination and actual experiences were the direct determinants of the future choice. Furthermore, study conducted by Gitelson & Crompton (1984), claimed that the second visit of the tourists were highly increases the future purchasing intention of the same destination. Chen & Tsai (2007), examined that motivation and satisfaction about the travel destination attributes such as relaxation, family togetherness, safety and entertainment have played a positive influence on tourists revisit intention.

2.1. Motivation

As mentioned above, motivation plays an important role in behavior of travelers. Pizam, Neumann & Reichel (1979), described the concept of travel motivation as a group of destination attributes which cause a person to perform a tourists' activity. Furthermore, Uysal & Hagan (1993); Dann (1981); Crompton (1979), mentioned that travel motivation is psychological or biological needs and wants which display diverse types of behavior towards certain activities. According to Martín and Del Bosque (2008), motivation can be classified into push factors such as seeing something different, increasing knowledge about the foreign destination, being with family, desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction and pull factors such as international cosmopolitan city, convenience of transport, and inspiration through beauty of a destination, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping centers and parks.

2.2. Tourists' Satisfaction

Not only motivation, satisfaction also one of the most relevant variables when analyzing the tourists behavior (Schofield, 2000). Jang and Feng (2007), mentioned that satisfaction influence the choice of a destination, product, services and decision to return. Among the tourism

literature, many studies have tried to define the tourists' satisfaction in different ways. Study conducted by Chi & Qu (2008), revealed that, one of the significant determinants of repeat visit is satisfaction and the overall satisfaction about the certain travel experiences is a major antecedent of revisit intention.

Chen and Chen (2010), mentioned that tourists' satisfaction can be measured by the comparison between pre-travel expectations and the post-travel experiences. This pre-travel expectations are formed by visitors' past experiences, recommendation of friends, family and tourist information (Chen & Tsai, 2007) and the post-travel experiences defined as the real experiences of tourists as what they see, feel, and achieve at this destination (Yoon & Uysal, 2005). The concept of satisfaction can be describe by the disconfirmation-based approach (Cronin & Taylor, 1992). According to the disconfirmation-based approach introduced by Hashemi et al., (2015), consumers develop their expectations about a product or a service before purchasing and compare with actual experiences. If the actual experiences were better than their expectations, it leads to positive disconfirmation, which means consumer was highly satisfied and willing to purchase the product again. If the actual experiences were worse that their expectations, it leads to negative disconfirmation which means consumer was unsatisfied and will try for alternative product.

Satisfaction has a direct impact on future revisit intention. And the higher positive satisfaction leads to higher likelihood of revisit intention (Baker & Crompton, 2000). In the study conducted by Kozak and Rimmington (2000); Yoon and Uysal (2005); Chi and Qu (2008), about the tourists' satisfaction, mentioned that it provides a ground for revisit and positive word of mouth. Yoon and Uysal (2005), mentioned that the concept of satisfaction can be measured in distinct ways as overall satisfaction, expectations and positive recommendation. Furthermore, satisfaction and revisit intention have strong relationship with one another (Yoon & Uysal, 2005).

3. Research Methodology

The objective of this study was to examine the motivational factors which influence tourists' satisfaction and revisit intention. To achieve this objective, this study used the theoretical and empirical research method, as follows; Literature analysis, through the collection, identification, compilation of relevant research literature, to correctly understand the research problem.

Systematic sampling procedure was used for data collection of this study, consisting of a sample size of 100 international tourists who visited Galle. Primary and secondary data has been used for this study and the primary data was collected through questionnaire method and interview method. Questionnaires were distributed among international tourists who travelled to Gale in order to collect respondent's questions and answers, and to get the data to examine the motivation and destination image of tourists and distinct indicators that could evaluate tourist satisfaction and revisit intention.

A set of questionnaires which were adapted from prior studies were used to collect the respondents' demographic information, satisfaction, motivation that drive respondent to visit Galle. All questions, except for Demographic information was weighted by using 5Likert scale.

3.1. Research Framework

Figure 1: Research Frame work of the Study

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┌─────────────────┐
│  International   │
│    Tourists     │
│  Motivation to  │
│     travel      │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│     Travel      │
│  Satisfaction   │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│ Revisit Intention│
│                 │
└─────────────────┘
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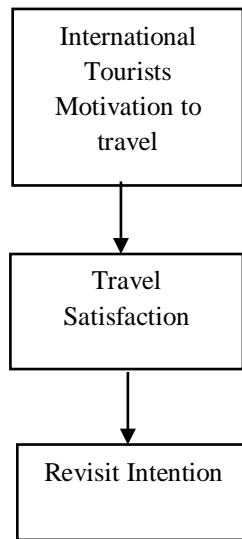
Source: Adapted from Yoon and Uysal (2005)

4. Data Analysis and Discussion

Based on 100 respondents, the percentage of male and female respondents were 64 percent and 36 percent respectively. The results showed that the dominant age group of respondents was 25-30 years old (44%), followed by 31-35 years old (29%), more than 46 years old (13%) and the smallest group made up 7% of the respondents was 18-24 and 41-45 years old. This indicated that the international tourists who visited Galle were young. Out of six regional groups, majority of respondents who visited Galle from Europe (60%), followed by the South Asia (17%) and East Asia & Pacific (14%). The smallest group included tourists from America who represented the 9% of total respondents. With regards to the occupational distribution of visitors, 54% of tourists were Professionals, 19% were Businessmen and 9% were Executives. Educationist represented 4% of total 100 responders and retired persons and Scientists represented 3% and 1% respectively. Majority of international tourists traveled with their family (41%), followed by 30% travel alone and 29% traveled with friends. When advertence to level of education of visitors, most of respondents had a Bachelor degree (48%) and 32% had a Master's degree. Not only that but also 11% of respondents had a Doctorate, 7% of respondents were attending to High School and only 2 % had an Honor's degree. This results indicated that the education level of tourists visited Galle was high.

Galle is well known tourists attraction destination, where majority of visitor's travel purpose was pleasure (66%). Literature review of this study mentioned that religious, culture and history also plays major role of attracting tourists in Galle. As perceive this assertion, 23% of respondent's reason of visiting Galle was religious and culture. Results also indicated that Galle is a popular destination for health care, 11% of respondents traveled for Health.

Table 1: Demographic Characteristics of the Respondents

Demographic Characteristics		%
Gender	Male	64
	Female	36
Marital Status	Single	49
	Married	51
Age	18-24	7
	25-30	44
	31-35	29
	41-45	7
	More than 46	13
Region	America	9
	East Asia & Pacific	14
	Europe	60
	South Asia	17
Occupation	Businessmen	19
	Professionals	54
	Executives	9
	Scientists & Technicians	1
	Educationists	4
	Other Occupation	3
	No Occupation	7
	Retired Persons	3
Education Level	High School	7
	Bachelor Degree	48
	Master Degree	32
	Honor's Degree	2
	Doctorate	11
Purpose of Visit	Pleasure	66
	Religious & Culture	23
	Health	11

Source: Field Survey Data, 2016

Tourists Motivational Factors of Galle Tourism Zone

There were 16 travel motivation attributes were derived from the literature review. However, this research mainly identified another travel motivation attributes which were conventional in Galle as sports and health care. According to these findings it was important to identify the key travel motivation factors in Galle tourism zone which effects for satisfaction and revisit intention. In this section, assay to identify the travel destination factors as one of the specific objectives of this study. To accomplish this objective, study used exploratory factor analysis[1].

An exploratory factor analysis for items that the five factors with 13 variables were defined by the original 17 variables. Attributes with loading factors less than 0.5, loadings lower than 0.4 and with loadings higher than 0.4 on more than one factor were eliminated (Chi & Qu, 2008). These five factors included culture & social, novelty/adventure, amenities, recreation and relaxation

According to the table 2, The Bartlett's Test of Sphericity was 537.377, the significance of the correlation matrix (p-value) was 0.000. This number indicated that data for exploratory factor analysis to perform. Five factor were selected and explained of 60.41% of cumulative variance of the data and Cronbach's Alpha values of each factor was more than 0.7, which factors were fit. The high inter-correlation between the attributes (factor reliability) make it possible to threat the attributes as reflective indicators of the different dimensions of destination revisit intention.

These results indicated that the culture & social, novelty/adventure, amenities, recreation and relaxation were the travel motivational factors in Galle tourism zone.

Table 2: Factor Statistics

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[1] Factor analysis, the Cronbach's Alpha was ranged on value from 0 to 1 which denotes no internal reliability and perfect internal reliability respectively. Nunnally & Bernstein (1994) recommended the coefficient 0.70, which is now the standard. Thus, the Alpha of 0.70 was the cutoff value for being acceptable and reliable.

Attribute	Factor loading				
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Culture & Social					
Landscape	0.717				
Culture & Religious	0.628				
Local People Attitude	0.676				
Safety	0.667				
Novelty/Adventure					
Adventure		0.875			
Health care		0.861			
Amenities					
Shopping			0.708		
Transport			0.628		
Accessibility			0.870		
Recreation					
Sports				0.813	
Price				0.852	
Relaxation					
Accommodation					0.666
Climate					0.783
Variance (%)	15.167	13.545	11.579	10.688	9.432
Cumulative Variance (%)	15.167	28.711	40.290	50.978	60.410
Cronbach's Alpha	0.755	0.715	0.789	0.715	0.833

Source: Field Survey Data, 2016

4.1. Predictors of International Tourist's Overall Satisfaction in Galle

The multiple regression model was used to identify the predictors of overall satisfaction in Galle tourism zone. The results showed that culture & Social, novelty/adventure and relaxation were considered significant determinants of the overall satisfaction of tourists in the destination.

Table 3. Tourist motivations by overall satisfaction in Galle

	B	S.E	t	P value
Culture & Social⟶ Satisfaction	0.121	0.123	0.608	0.000*
Novelty/Adventure ⟶ Satisfaction	0.251	0.104	0.401	0.004*
Amenities ⟶ Satisfaction	0.134	0.078	0.192	0.332
Recreation ⟶ Satisfaction	0.094	0.112	0.105	0.102
Relaxation ⟶ Satisfaction	0.225	0.102	0.101	0.000*
Constant	0.967	0.168		0.001*

Note: Results were computed using alpha = 0.05 (95% Level of Confidence)

*p < 0.05, **p< 0.001

Source: Field Survey Data, 2016

4.2. Influence of Satisfaction on Revisit Intention

Study conducted by Dayour and Adongo (2015), binary logistic regression model was used to determine the influence of satisfaction on revisit intention. Therefore this study also used binary logistic model to identify the influence to revisit intention. According to the results, international tourists who were satisfied with the overall image of Galle, were 7 times more likely to revisit than international tourists' who were dissatisfied. The logit model emerged as a good predictor of international tourists' intention to revisit Galle as shown by the Nagelkerke R square of 0.725.

Table 4: Logistic Model of Tourists Satisfaction and Revisit Intention

	B	S.E	Odds Ratio	Sig
Constant	1.851	3.546	8.211	0.012*
Satisfaction	5.223	2.632	7.254	0.000*

Cox and Snell R Rquare = 0.16, Nagelkerke R Square = 0.725, Hosmer and Lemeshow Test: P = 1.000, Omnibus Tests of Model Coefficients: P = 0.000

Note: Results were computed using alpha = 0.05 (95% Level of Confidence)

*p < 0.05, **p< 0.001

Source: Field Survey Data, 2016

5. Conclusion & Suggestions

This research intended to investigate the factors which are influence for international tourists' motivation and in predicting tourists' satisfaction and revisit intention. According to the results travel motivational factors of Galle tourism zone were culture & social, novelty/adventure, amenities, recreation and relaxation. Among them international tourists were satisfied only with culture & social, novelty/ adventure and relaxation. And as revealed by the logistic model, international tourists who were satisfied with the overall image of Galle, 7 times more likely to revisit than international tourists' who were dissatisfied.

As a multi attraction destination with natural tourism and also man-made tourism, tourism planners should give their attention about keep and protect natural beauty in Galle as well as rampart, Galle fort and other historical cultural and religious places in Galle. And they should build a long-term tourism destination brand, enhance the natural landscape attractiveness of destination, be disinterment the important attractiveness of destination, find out their unique natural and cultural characteristics, and focus market-oriented development of tourism products and activities that people like. Not only hat but also, practiced local people to behave nicely and politely with tourists. Galle also popular place among tourists as relaxation place; especially for health care. Therefore, it will need to develop spa centers, aurvedic centers in Galle with high level of facilities and need to establish relaxation places for tourists like meditation monastery, yoga practice places, and libraries for tourists. Finally, it will need to increase the safety of international tourists that they feel they assured in Galle.

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