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Original Article

The Correlation between Tourists' Motivation Factors and Perceptions in the Lake Victoria Region Tourism Circuit, Kenya

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*Tourist Motivations,
Tourist Perceptions,
Destination Competitiveness,
Perceived Value,
Perceived Quality,
Image, Awareness.*

This study investigated the relationship between tourist motivations and perceptions in Kenya's Lake Victoria region, surveying 299 tourists from 26 hotels. Data was collected using self-administered questionnaires through a cross-sectional survey design. Findings revealed significant positive correlations between most motivation factors and perceptions. By examining push and pull motivations alongside perceptions, the research outcome helps predict tourist travel behaviour towards the destination.

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INTRODUCTION

Tourist motivation significantly influences travel decisions, with both push (internal psychological needs) and pull (destination attributes) factors playing crucial roles (Flucker & Turner, 2000). These are interrelated, with push motivations often preceding pull motivations (Flucker & Turner, 2000; Hanquin & Lam, 1999). Understanding these motivations enables destination managers to identify key influences on travel choices and their outcomes, ultimately enhancing destination competitiveness by satisfying tourists' desires (Yoon & Uysal, 2005).

Pull motivation factors encompass the tangible and intangible attributes that attract tourists, such as natural resources, facilities, and the novelty of a destination (Chi & Qu, 2008; Hallab et al., 2012). These attributes shape the overall destination image and significantly impact tourist satisfaction and future behaviour (Chi & Qu, 2009; Ozdemir et al., 2012). Models of destination competitiveness emphasize the importance of these attributes (Crouch & Ritchie, 1999; Dwyer & Kim, 2003; Enright & Newton, 2004; Ritchie & Crouch, 2003), highlighting the need to understand their relationship with tourists' perceptions (Assaf & Josiassen, 2012; Meng, 2006) and the specific attributes that appeal to individual tourists. This paper aims to bridge this gap by examining the link between push and pull motivations and tourists' perceptions of the Lake Victoria Region Tourism Circuit in Kenya.

Push motivation factors are the psychological drivers behind travel, including the desire for escape, relaxation, social interaction, knowledge, or entertainment (Baloglu & McCleary, 1999; Kim et al., 2003; Kozak, 2002; Oh et al., 1995; Yoon & Uysal, 2005). This article argues that tourists are more motivated when destination attributes fulfil these psychological needs, influencing their perception and loyalty. Social and cultural

dynamics also act as significant push factors (Hawkins et al., 2003), with cultural values shaping tourist behaviour (Litvin et al., 2004). Cultural distance, the similarity between a tourist's culture and the destination's culture (Shenkar, 2001), can influence perceived risk (Fuchs & Reichel, 2004; Elsrud, 2001; MacKay & Fesenmaier, 1997), with shorter distances leading to more favourable perceptions. Furthermore, "green" consumption desires are an increasing push factor, where environmentally conscious practices and branding can positively influence destination perceptions (Patrick et al., 2005; Raska & Shaw, 2012; Rios et al., 2006; Cronin et al., 2011; Royne et al., 2011).

Tourists' perceptions of a destination encompass perceived awareness, image, quality, and value, all of which influence their visit decisions (Atilgan et al., 2005; Russell-Bennett et al., 2007; Boo et al., 2009; Konecnik & Gartner, 2007; Pike, 2010; Qu et al., 2011). Perceived awareness refers to the strength of a destination's presence in a tourist's mind (Aaker, 1996; Gartner & Konecnik Ruzzier, 2011; Um & Crompton, 1990; Woodside & Lysonski, 1989; Boo et al., 2009; Konecnik & Gartner, 2007; Lee & Back, 2008; Pike et al., 2010; Pappu et al., 2005; Yoo & Donthu, 2001, 2002), including knowledge, recall, and recognition. Perceived destination image is the overall mental picture a tourist holds (Crompton 1979; Phelps, 1986; Gartner & Hunt, 1987), influenced by cognitive, affective, and conative aspects (Fishbein & Ajzen, 1974; Stern & Krakover, 1993; Goodall, 1988; Lin et al., 2007; Prayag, 2009; Gartner & Hunt 1987; Gallarza et al., 2002; Kotler et al., 1993; San Martin & Rodriguez, 2008; Court & Lupton, 1997; Rittichainuwat et al., 2001; Chon, 1991; Echtner & Ritchie, 1993; Fakeye & Crompton, 1991; Gartner & Shen, 1992; Baloglu, 2001; Beerli & Marti'n, 2004; Kim & Richardson, 2003). This study explores the relationship between tourist motivations and perceived destination image.

Perceived destination quality positively affects destination loyalty and is an antecedent of satisfaction and perceived value (Jayanti & Ghosh, 1996; Baker & Crompton, 2000; Baker et al., 2002; Cronin et al., 2000; Grewal et al., 1998; Parasuraman & Grewal, 2000; Petrick, 2002; Zeithaml, 1988; Baker & Crompton, 2000). This article examines the link between perceived quality and tourist motivations. Perceived value, extensively studied, is a crucial precursor of customer satisfaction and loyalty (Bradley & Sparks, 2012; Chen & Chen, 2010; Chen & Tsai, 2008; Gallarza & Saura, 2006; Hutchinson et al., 2009; Petrick & Backman, 2001; Petrick, 2004; Williams & Soutar, 2009; Pechlaner et al., 2002). This paper posits that both push and pull motivation factors influence perceived value, with destination attribute quality being a key component of pull motivations.

In conclusion, while a relationship between tourists' perceptions and destination loyalty is evident (Baker et al., 2002; Cronin et al., 2000; Boo et al., 2009; Pike, 2010; Qu et al., 2011), research on the interplay between push and pull motivations and tourists' perceptions is limited (Oh et al., 1995; Boo & Jones, 2009; Klenoskey, 2002). This article aims to address this gap by illustrating the linkage between these motivations and tourists' perceptions, emphasising the need for destination managers to align push and pull factors with

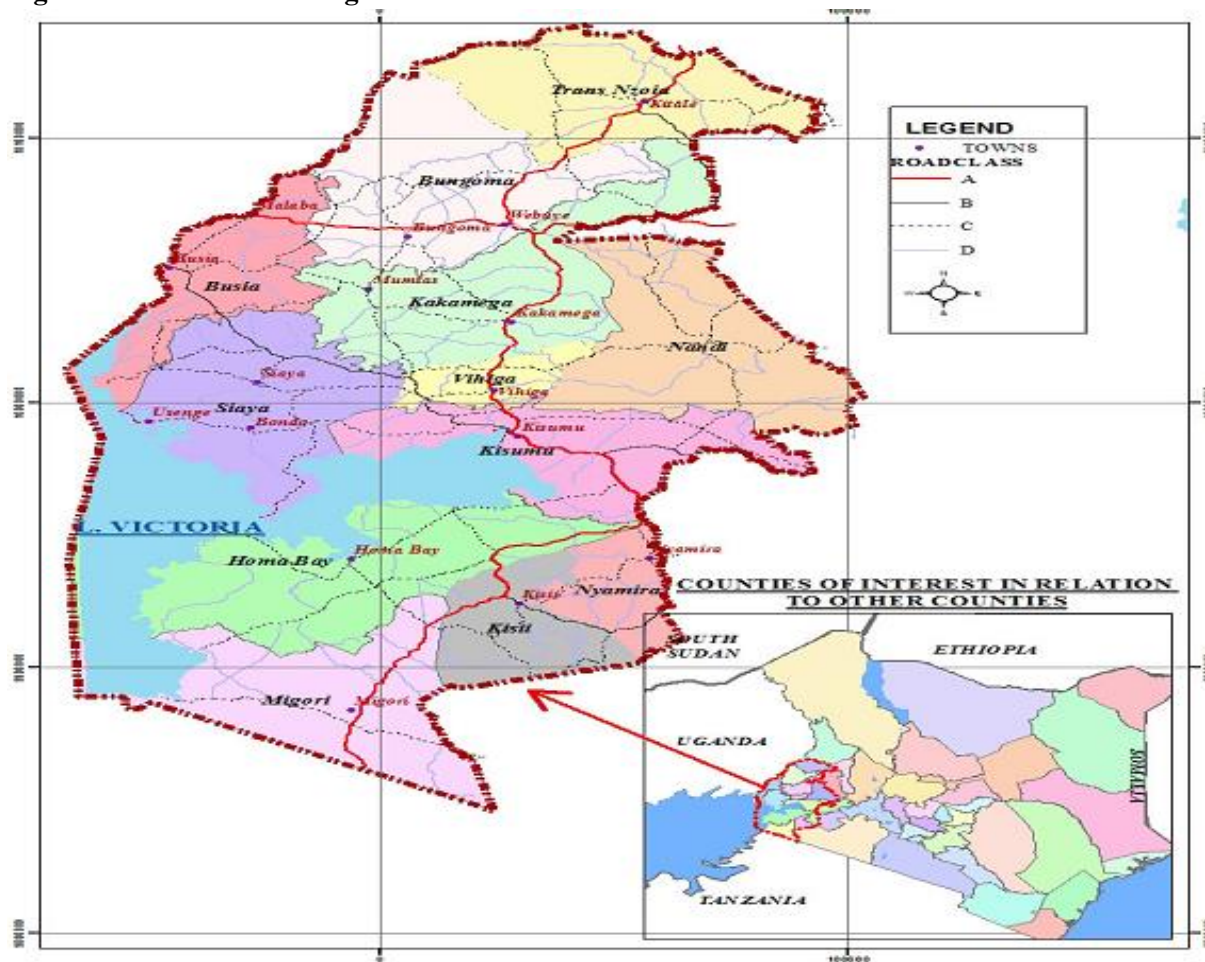
travellers' desires to enhance destination competitiveness (Klenoskey, 2002).

METHODOLOGY

Area of Study

The study area was the Lake Victoria Region tourism circuit in Western Kenya, encompassing Bungoma, Busia, Homa-Bay, Kakamega, Kisii, Kisumu, Migori, Nyamira, Siaya, Kericho, Trans-Nzoia, Bomet, and Vihiga counties. This region, home to over 10 million people with diverse ethnic and cultural backgrounds, lies between latitudes 1°16'N and 1°54'S and longitudes 33°55' and 35°51'E. The climate is generally mild (19-25°C year-round) with a modified equatorial rainfall pattern of long rains (March-June) and short rains (September-November), averaging 700mm to 2000mm annually.

The Lake Victoria Region offers diverse tourism attractions, including freshwater resources (L. Victoria, L. Simbi Nyaima, L. Kanyaboli, L. Sare), mountains, indigenous forests, caves, national parks, beaches, waterfalls, hot springs, islands, and cultural shrines. Despite this potential, the region's natural and cultural capital is underexploited, hindering tourism development. Inadequate branding and marketing contribute to its low visibility domestically and internationally, necessitating urgent promotional efforts.

Figure 1: Lake Victoria Region Tourism Circuit.

Source: *adopted from County maps of Kenya (2010)*

Research Approach

This study employed a quantitative research approach, acknowledging its limitations, to investigate the relationship between tourist motivations and their perceptions of the Lake Victoria Region tourism circuit.

Study Population

The study population comprised tourists visiting hotels and attractions in the Lake Victoria Region tourism circuit between August and October 2018. The Kenya Gazette (2018) identified 26 classified hotels and lodges in the region with approximately 1843 beds in 1317 rooms. The initial study population was approximated at 1317 tourists, assuming single occupancy per room during the three-month data collection period (Table 1).

Table 1: Bed Capacities of Classified Hotels and Lodges in the Lake Victoria Region Tourism Circuit as at January 2018

	<i>Hotel / Lodge</i>	<i>County</i>	<i>Rooms</i>	<i>Beds</i>	<i>Star</i>
1	Boma Inn-Eldoret	Uasin Gishu	68	80	4
2	Hotel Nyakoe	Kisii	75	86	3
3	Sovereign Hotel	Kisumu	32	64	3
4	Imperial Hotel	Kisumu	78	90	3
5	The Vic Hotel	Kisumu	106	122	3
6	The Noble conference centre	Uasin Gishu	53	67	3
7	Golf Hotel	Kakamega	62	124	2
8	Dados Hotel	Kisii	57	72	2
9	St. Johns Manor – Le savanna country lodges and hotels	Kisumu	49	49	2
10	Le Savanna Country Lodge and Hotel	Kisumu	39	78	2
11	Sunset hotel	Kisumu	50	100	2
12	Poa Place Resort	Uasin Gishu	15	35	2
13	Hotel Winstar	Uasin Gishu	85	95	2
14	Hotel Comfy & Lodge	Uasin Gishu	96	110	2
15	Cicada Hotel	Uasin Gishu	56	56	2
16	Kenmosa Resort	Uasin Gishu	17	26	2
17	Starbucks Hotel & Restaurant Ltd.	Uasin Gishu	93	182	2
18	The pearl Tourist Hotel ltd.	Uasin Gishu	42	42	2
19	Hotel horizon	Uasin Gishu	60	75	2
20	Dewchurch Drive Hotel	Kisumu	13	16	2
21	Kisumu Hotel	Kisumu	86	120	3
22	Kiboko Bay Resort	Kisumu	10	20	3
23	Kerio View Lodge	Elgeyo-Marakwet	28	40	3
24	Samich Resort	Elgeyo-Marakwet	15	30	3
25	Jambo Impala Eco-lodge	Kisumu	12	24	3
26	Rondo Retreat Centre	Kisumu	20	40	3
	Total capacity		1317	1843	

Source: *Kenya Gazette (2018)*

Given a national hotel occupancy rate of 30-40% (KNBS, 2018), the adjusted study population was estimated at 461 tourists, assuming a 35% average occupancy during data collection. Tourists were selected as key informants due to their direct interaction with the destination's tourism product.

Inclusion and exclusion criteria:

- Inclusion: Tourists visiting hotels and attractions within the Lake Victoria Region Tourism Circuit during August-October 2018, residing in a hotel or present at an attraction during data collection.
- Exclusion: Tourists outside this period or not present at hotels/attractions during data collection.

Study Sample

To generate representative sample sizes from the population of tourists, Creative Research Systems (2003) was used. Using the formula, the sample size was determined as follows:

$$SS = \frac{Z^2 \times (p) \times (1 - p)}{C^2}$$

Where:

SS = Sample Size

Z = Z-value (e.g., 1.96 for a 95 per cent confidence level)

P = Percentage of population picking a choice, expressed as a decimal (.5 used for sample size needed)

C = Confidence interval, expressed as decimal (e.g., .04 = +/- 4 percentage points)

$$SS = \frac{1.96^2 \times (0.5) \times (1 - 0.5)}{0.04^2}$$

$$SS = 600$$

The required sample size for an infinite population is thus 600.

Since the population of tourists by use of hotel rooms was estimated at 461, and assuming that each room is occupied by a different tourist only once throughout the data collection period, the new sample size for the study was calculated as shown below.

$$New\ SS = \frac{SS}{(1 + (SS - 1)/pop))}$$

Where pop = finite population

$$New\ SS = \frac{600}{(1 + ((600 - 1)/461))}$$

$$New\ SS = 260.943396$$

$$New\ SS = 261\ Tourists$$

To obtain the actual sample size, multi-stage sampling was used. Stratified sampling and proportionate sampling were used to obtain samples whereby hotels were first stratified into geographic strata, i.e. hotels located in each of the identified counties. Stratification helped in splitting the heterogeneous population into fairly homogeneous groups so that samples could be drawn from the group with precision. Using a minimum sample size of 261, the respondents were drawn proportionately from the strata using the formula as shown below. Proportional sampling provides the researcher with a way to achieve greater representativeness in the sample of the population.

$$\begin{aligned} & \text{Actual Sample Size} \\ &= \frac{\text{Population Strata}}{\text{Estimated Study Population}} \\ & \times \text{Minimum Sample Size for the Study} \end{aligned}$$

Where:

Population strata = 243 tourists in Uasin Gishu county hotels, 53 tourists in Kisii county hotels, 198 tourists in Kisumu county hotels, 16 in Kakamega county hotels, and 17 tourists from Elgeyo-Markwet county hotels. Table 2 shows the sample size from each county.

Where; Estimated study population = 461; and Study sample size = 261

Table 2: Tourists' Proportion that will be Considered in the study by County

County Strata	Total number of tourists
Elgeyo-Marakwet	10
Kakamega	09
Kisumu	112
Kisii	30
Uasin Gishu	138
Total	299

Simple random sampling was used to select hotels within each county, and convenience sampling was used to select 299 tourists from these hotels (minimum 10 per hotel).

Likert scale (1 - Not at all important/Strongly Disagree to 7 - Extremely important/Strongly Agree) was used for responses, facilitating nuanced data and suitability for linear statistical analysis.

Data Collection

Self-administered questionnaires were used for data collection while considering all the principles of ethical research. The questionnaire covered tourist motivations (push and pull) and perceptions (awareness, image, quality, value). A seven-point

Variable Measurement

Tourists' Motivation Measures:

Tourist motivations were measured through push and pull factors as shown in Tables 3 and 4, respectively.

Table 3: Tourists' Push Motivation Measures

Push motivation factor	Measured Items
Psychological	<ol style="list-style-type: none"> 1. Having fun 2. Experiencing something different 3. Feeling the special atmosphere of the vacation destination 4. Visiting places related to my personal interests 5. Exploring the unknown 6. Having unpredictable experiences 7. Resting and relaxing 8. Getting away from everyday physical stress/pressure 9. Viewing the scenery
Socio-cultural	<ol style="list-style-type: none"> 10. Being close to nature 11. Being with others who enjoy the same things as I do 12. Strengthening relationships with my companion(s) 13. Strengthening relationships with my family/friend(s) 14. Experiencing different cultures 15. Meeting new and varied people 16. Developing my knowledge of the area 17. Cultural closeness with the destination's culture 18. Meeting the locals 19. Observing other people's way of life in the area 20. Feeling personally safe and secure 21. Meeting people with similar values/interests
Self-development	<ol style="list-style-type: none"> 22. Feeling that I belong 23. Develop my personal interests

Push factor	motivation	Measured Items
Green consumption		24. Gaining a sense of accomplishment
		25. Developing my skills and abilities
		26. Using my skills and talents
		27. Gaining a new perspective on life
		28. Feeling inner harmony/peace
		29. Understanding more about myself
		30. Being creative
		31. Working on my personal/spiritual values
		32. Being in a place where the natural environment is protected
		33. Enjoying authentic culture
		34. Identifying with green practices
		35. Utilise the green consumption opportunities provided in the destination.
		36. To identify with the green corporate image of the destination
		37. To stay in a green hotel
		38. To be in a hotel that manages its waste
		39. To be in a hotel that uses renewable energy
		40. To identify with a destination that respects the rights of the minority
		41. To identify with a destination where the host community's values are respected

Table 4: Tourists' Pull Motivation Measures

Pull Motivation factor	Measured Items
Support resource attributes	1. Gastronomy is offered in the area. 2. Entertainment 3. Festivals and events in the area 4. Attractions of cultural heritage 5. Availability of conference and business meeting facilities 6. Sport-recreation activities available 7. Climate of the region 8. Availability of up-to-date audio-visual equipment 9. Unspoiled nature 10. Shopping opportunities 11. Quality of hotel services
Destination management attributes	12. The hospitality of the local people 13. Accessibility of the destination 14. Local transportation quality 15. Presence of foreign/international companies
Qualifying and amplifying attributes	16. Cost of transport 17. Safety and security at the destination 18. Hotel prices 19. Political stability 20. Overall destination image 21. Value for money 22. Cleanliness of the destination 23. Online booking facilities are available.
Core resource attributes	24. Knowledge of a foreign language among tourism employees

Pull Motivation factor	Measured Items
	25. Availability of tourism promotion materials in a foreign language
	26. Education profile of employees in tourism
	27. Destination reputation related to tourism
	28. Development and innovations of business tourism products
	29. The available interpretation and education services at the destination
	30. Human specialists for conference and business events
	31. Available information linked to the tourism product offered at the destination
	32. The potential for incentive trips
	33. Tourism impact management and monitoring by the destination managers
	34. Tourists' satisfaction management programs at the destination
	35. The use of ICT by tourism firms in the region
	36. Emphasis on community empowerment by the destination managers

Tourists' Perception Measures

Respondents rated the importance of each motivation item on a 7-point scale (1 - Not at all important to 7 - Extremely important).

Tourists' perceptions were measured across four dimensions as shown in Table 5.

Table 5: Tourists' Perception Measures

Perception Measure	Measured Items
Destination awareness	<ol style="list-style-type: none"> 1. The destination has a good name and reputation. 2. The destination is well-positioned in the media. 3. I have heard about tourism activities, meetings and holidays held in this destination before 4. I have seen a lot of advertising promoting tourism in the Lake Victoria Region circuit. 5. The destination is very famous. 6. The characteristics of this destination come to mind very quickly. 7. Whenever I think of a tourism holiday in Kenya, this destination comes to mind immediately. 8. The online presence of the destination is high.
Destination image	<ol style="list-style-type: none"> 9. The characteristics of this destination come to my mind quickly when I am thinking about a holiday destination in Kenya. 10. The destination is safe for everybody in the family. 11. The image of the destination fits my personality. 12. Visiting this destination reflects who I am 13. The destination is not crowded. 14. The destination gives an opportunity to have a good time as a family. 15. The destination has a good name and reputation as a tourist destination. 16. My colleagues would think highly of me if I visited this destination for tourism purposes. 17. The destination has many interesting places. 18. In the destination, there is a variety of things to see/do

Perception Measure	Measured Items
Destination quality	19. Tourism infrastructure in the destination is reliable. 20. The quality of infrastructure in the destination is high. 21. The destination is better compared to similar destinations in Kenya. 22. Finding information about this destination is easy. 23. There are high levels of personal safety in the destination. 24. Accommodation in this destination is of high quality. 25. The level of cleanliness in the destination is high. 26. The performance of tourism employees in this destination is superior compared to other destinations.
Destination value	27. In general, the experience provided here is satisfying. 28. Visiting this destination provides an opportunity to have fun compared to similar destinations. 29. The destination provides opportunities to be part of environmental protection. 30. The destination provides more benefits than other similar destinations in Kenya. 31. The destination provides opportunities for the feeling of belongingness. 32. The destination provides opportunities to meet other people 33. The destination provides an opportunity to stay in a green hotel 34. Being at a tourism meeting or holiday in this destination will help me develop personally 35. The price for accommodation and services is competitive as compared to other destinations for me 36. The destination provides opportunities to be close to nature 37. The price of accommodation is affordable 38. Considering the expenses related to visiting this destination, the benefits received are much more significant 39. The destination provides opportunities to enjoy authentic culture 40. The destination provides opportunities to experience other cultures

Respondents indicated their level of agreement on the influence of push motivations on their perceptions and how their perceptions influenced destination choice using a 7-point scale (1 - Strongly Disagree to 7 - Strongly Agree).

summarises these correlations, indicating general links between tourist motivation and destination perception.

FINDINGS AND DISCUSSIONS

Pearson correlations were computed to examine the relationships between tourist motivation factors (pull and push) and destination perception constructs (awareness, image, perceived quality, and perceived value). Principal Axis Factoring (PAF) was conducted on both sets of variables, and the resulting factor scores were correlated. Table 6

Table 6: Correlation between Tourist Motivation Factors and Tourist Perceptions of the Destination

	DCR	DSR	DQD	DMF	PF	SDF	GCF	SCF	DA	DI	DPQ	DPV	DCL
DCR	1												
DSR	.505**	1											
DQD	.584**	.574**	1										
DMF	.475**	.506**	.378**	1									
PF	.097	.317**	.364**	.108	1								
SDF	.067	.177*	.250**	.168**	.320**	1							
GCF	.306**	.013	.036	.284**	.226**	.162**	1						
SCF	.204**	.020	.059	.159**	.201**	.203**	.167**	1					
DA	.702**	.167**	.106	.214**	.199**	.122*	.603**	.217**	1				
DI	.264**	.367**	.307**	.312**	.316**	.201**	.321**	.211**	.439**	1			
DPQ	.287**	.267**	.145*	.270**	.207**	.034	.316**	.215**	.392**	.273**	1		
DPV	.192**	.382**	.429**	.325**	.452**	.349**	.250**	.241**	.474**	.573**	.405**	1	
DCL	.398**	.511**	.465**	.561**	.500**	.458**	.403**	.401**	.605**	.510**	.365**	.573**	1

Note: DSR - Destination Support Resources, DA - Destination Awareness, DCL - Destination Loyalty, DCR - Destination Core Resources, DI - Destination Image, DMF - Destination Management Factor, DPQ - Destination Perceived Quality, DPV - Destination Perceived Value, DQD - Destination Qualifying Determinants, GCF - Green Consumption Factor, PF - Psychological Factors, SDF - Self-Development Factor

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Destination Awareness and Destination Pull Factors

A highly significant and positive correlation exists between destination awareness (DA) and destination core resources (DCR) ($r=.70$, $p<.01$). Destination core resources encompass elements like tourism promotion materials in foreign languages, foreign language proficiency of tourism employees, employee education profiles, tourism impact management, tourist satisfaction programs, interpretation and education services, community empowerment emphasis, business tourism product development, human specialists for events, accessible tourism product information, incentive trip potential, ICT utilization by tourism firms, and destination reputation (H. Chen & Rahman, 2018; Coudounaris & Sthapit, 2017; Williams et al., 2019; Zare, 2019; Zatori et al., 2018; Zhang et al., 2018). These findings suggest that robust core resources positively influence tourists' perceived awareness of a destination, affecting their recognition of its name,

reputation, media presence, tourism activities, promotions, and overall familiarity.

A less significant but positive correlation was found between destination awareness (DA) and destination support resources (DSR) ($r=.17$, $p<.01$). Destination support resources include cultural heritage attractions, entertainment, festivals, conference facilities, sports and recreation, climate, unspoiled nature, shopping, audio-visual equipment, gastronomy, hotel service quality, and local hospitality (Chugh, 2018; Fathabadi et al., 2017; Rajesh, 2017; Styliadis & Cherifi, 2018; Tanford & Jung, 2017; Vengesayi & Reisinger, 2013). This indicates that awareness of these support resources can positively influence a tourist's likelihood of visiting the destination.

No significant correlation was observed between destination awareness (DA) and destination qualifying determinants (DQD) ($r=.11$, $p>.05$). Destination qualifying determinants include value for money, safety and security, hotel prices, overall

destination image, transport costs, political stability, cleanliness, and online booking facilities (Das & Mukherjee, 2016; Dedeoğlu et al., 2019; F. Li et al., 2018; Nilplub et al., 2016; Pansiri, 2014; Prayag et al., 2017; Rajesh, 2017; Wong, 2018). While these factors are crucial for the decision to visit, they do not appear to significantly impact the initial awareness of the destination.

A low but positive correlation exists between destination awareness (DA) and destination management practices (DMF) ($r=.21$, $p<.01$). Destination management practices encompass local hospitality, destination accessibility, the presence of international companies, and the quality of local transportation (Kong & Loi, 2017; Reitsamer et al., 2016). These findings suggest that effective management practices contributing to accessibility and hospitality can positively influence how aware tourists are of the destination.

Destination Awareness and Destination Push Factors

A relatively low but positive correlation was found between destination awareness (DA) and psychological factors (PF) ($r=.20$, $p<.01$). Psychological factors include seeking fun, new experiences, personal interests, rest and relaxation, exploration, escaping stress, unpredictable experiences, and scenic views (Kassean & Gassita, 2013; Pesonen et al., 2011). This implies that destinations catering to these psychological needs may experience higher awareness among potential tourists.

A low but significant positive correlation exists between destination awareness (DA) and self-development factors (SDF) ($r=.12$, $p<.05$). Self-development factors include understanding oneself, using skills, inner peace, creativity, skill development, new perspectives, personal interests, accomplishment, and personal/spiritual values (Al-Haj Mohammad & Mat Som, 2010; Kassean & Gassita, 2013; Pansiri, 2014; Said & Maryono,

2018). This suggests that destinations offering opportunities for self-development may have slightly higher awareness among individuals seeking such experiences.

A strong and positive correlation was observed between destination awareness (DA) and green consumption factors (GCF) ($r=.60$, $p<.01$). Green consumption factors include staying in green hotels, aligning with a destination's green image and practices, waste management, renewable energy use, respecting minority rights and host community values, enjoying authentic culture, and utilizing green consumption opportunities (Akenji, 2014; Franch et al., 2008; Kladou et al., 2017; Lin & Hsu, 2015; Lorek & Spangenberg, 2014; Malterud et al., 2016; Q. Zhu et al., 2013). This highlights the significant impact of a destination's commitment to green practices on tourist awareness.

A relatively weak but positive and significant correlation was found between destination awareness (DA) and socio-cultural factors (SCF) ($r=.22$, $p<.01$). Socio-cultural factors include cultural closeness, knowledge development, observing lifestyles, meeting diverse people, feeling safe, meeting like-minded individuals, experiencing different cultures, strengthening relationships, feeling a sense of belonging, and meeting locals (H. Chen & Rahman, 2018; Y. Chen & Li, 2018). This indicates that socio-cultural aspects of a destination can positively influence tourist awareness.

Destination Image and Destination Pull Factors

Table 5 indicates a weak but positive correlation between destination image (DI) and destination core resources (DCR) ($r=.26$, $p<.01$). This suggests that while tourists may not readily recall specific core resource attributes, these elements still contribute to their overall perception of the destination's image (Akgün et al., 2019; Hallmann et al., 2015; Hernández-Lobato et al., 2006; S. E. Kim et al., 2017; T. H. Lee, 2009; Önder & Marchiori, 2017).

Destination managers should prioritise these core resources as they influence the perceived image, which can impact destination choice.

A positive and significant correlation exists between destination image (DI) and destination support resources (DSR) ($r=.37$, $p<.01$). These resources, including climate, gastronomy, entertainment, local hospitality, hotel quality, festivals, cultural attractions, sports, conference facilities, unspoiled nature, and audio-visual equipment, contribute to the overall destination image (C. F. Chen & Phou, 2013; C. M. Chen et al., 2010; Moon & Han, 2019; Önder & Marchiori, 2017; Zhang et al., 2016). Consistent provision of these support resources is crucial for attracting tourists by shaping a positive destination image.

Table 6 shows a positive and significant correlation between destination image (DI) and destination qualifying and amplifying resources (DQD) ($r=.31$, $p<.01$). Factors like weather, shopping, and natural views contribute to the destination's image (Hallmann et al., 2015; Önder & Marchiori, 2017). Destination managers should focus on enhancing these qualifying resources to positively influence the perceived destination image.

A significant and positive correlation was found between destination image (DI) and destination management practices (DMF) ($r=.31$, $p<.01$). These practices, including local hospitality, transportation quality, and accessibility, play a role in shaping the destination image (Ciasullo et al., 2019). Destination managers should recognise the impact of these practices on the perceived image and, consequently, on destination choice.

Destination Image and Destination Push Factors

Results indicate a significant and positive correlation between destination image (DI) and psychological factors (PF) ($r=.32$, $p<.01$). Psychological motivations such as seeking fun, new

experiences, and relaxation influence how tourists perceive a destination's image (Kassean & Gassita, 2013; Pesonen et al., 2011). Destination managers should aim to cater to these psychological needs to foster a positive destination image.

Table 6 shows a weak but significant positive correlation between destination image (DI) and self-development factors (SDF) ($r=.20$, $p<.01$). Motivations related to self-improvement and personal growth can influence the perceived destination image (Al-Haj Mohammad & Mat Som, 2010; Kassean & Gassita, 2013; Pansiri, 2014; Said & Maryono, 2018). Destination managers should consider these needs when shaping the destination's image.

A significant and positive correlation exists between destination image (DI) and green consumption factors (GCF) ($r=.32$, $p<.01$). The presence of green practices and a positive environmental image contribute to the overall perception of the destination (Akenji, 2014; Kladou et al., 2017; Lorek & Spangenberg, 2014; Q. Zhu et al., 2013). Destination managers should emphasise green initiatives to enhance the destination image.

Table 6 indicates a significant and positive correlation between destination image (DI) and socio-cultural factors (SCF) ($r=.21$, $p<.01$). Cultural closeness and opportunities for social interaction influence the perceived destination image (C. F. Chen & Chen, 2010; C. F. Chen & Phou, 2013; H. Chen & Rahman, 2018; H. Kim & Chen, 2019). Destination managers should leverage these socio-cultural aspects to build a positive image.

Destination Perceived Quality and Destination Pull Factors

Table 6 shows a significant and positive correlation between destination perceived quality (DPQ) and destination core resources (DCR) ($r=.29$, $p<.01$). The availability and quality of core resources influence tourists' perception of the overall quality

of the destination (Žabkar et al., 2010). Destination managers should ensure the provision of high-quality core resources to enhance perceived quality.

A positive and significant correlation exists between destination perceived quality (DPQ) and destination support resources (DSR) ($r=.27, p<.01$). These resources contribute to the perceived quality of the tourist experience (Abreu-Novais et al., 2016; Mazanec et al., 2007; Wu et al., 2018a, 2018b; Wu & Li, 2017). Destination managers should focus on maintaining and improving these support resources to enhance perceived quality and competitiveness.

Table 6 indicates a weak but positive and significant relationship between destination perceived quality (DPQ) and destination qualifying resources (DQD) ($r=.15, p<.05$). Specific qualifying resources can influence the perceived quality of the destination (Dedeoğlu, 2019). Destination managers should be mindful of these factors as they contribute to the overall perception of quality.

Results show a significant and positive correlation between destination perceived quality (DPQ) and destination management practices (DMF) ($r=.27, p<.01$). Effective management practices, such as accessibility, contribute to the perceived quality of the destination (Ciasullo et al., 2019). Destination managers should prioritise efficient management to enhance perceived quality.

Destination Perceived Quality and Destination Push Factors

Table 6 indicates a significant and positive correlation between destination perceived quality (DPQ) and psychological factors (PF) ($r=.21, p<.01$). The quality of infrastructure and the physical environment can impact tourists' satisfaction and perceived quality, aligning with their psychological needs (Stanciu & Hapenciuc, 2010; Wu et al., 2018b). Destination managers should ensure high standards to meet these needs and enhance perceived quality.

No significant link was found between destination perceived quality (DPQ) and self-development factors (SDF) ($r=.03, p>.05$). While infrastructure quality is important, it does not directly correlate with the need for self-development (Al-Haj Mohammad & Mat Som, 2010; Kassean & Gassita, 2013; Pansiri, 2014; Said & Maryono, 2018). Destination managers should still maintain high-quality standards regardless of this non-significant correlation.

Results indicate a significant and positive correlation between destination perceived quality (DPQ) and green consumption factors (GCF) ($r=.32, p>.01$). Tourists who value green practices also tend to perceive higher quality in destinations that offer them (d'Angella & De Carlo, 2016; Franch et al., 2008; Kladou et al., 2017; Y. Zhu et al., 2014). Destination managers should integrate green initiatives to cater to this market segment and enhance perceived quality.

Table 6 shows a significant and positive correlation between destination perceived quality (DPQ) and socio-cultural factors (SCF) ($r=.22, p>.01$). The quality of the tourism product influences visitors' ability to meet their socio-cultural needs (H. Chen & Rahman, 2018). Destination managers should continuously improve the quality of their offerings to enhance these experiences.

Destination Perceived Value and Destination Pull Factors

Table 5 indicates a weak but positive and significant correlation between destination perceived value (DPV) and destination core resources (DCR) ($r=.19, p>.01$). Core resources contribute to the overall value tourists perceive in a destination (Hanafiah & Hemdi, 2017; Sangpikul, 2018). Destination managers should ensure visitors perceive value from these core offerings to foster loyalty.

Results show a relatively strong and significant correlation between destination perceived value

(DPV) and destination support resources (DSR) ($r=.38, p>.01$). Factors like hotel quality, climate, and cultural heritage significantly influence the perceived value (Fathabadi et al., 2017; Rajesh, 2017; Styliadis & Cherifi, 2018; Tanford & Jung, 2017; Vengesayi & Reisinger, 2013). Enhancing these support resources is crucial for improving the perceived value.

The correlation between destination perceived value (DPV) and destination qualifying and amplifying determinants (DQD) is highly significant and positive ($r=.43, p>.01$). Safety, political stability, cleanliness, and transport costs are important factors in tourists' value perceptions (C. F. Chen & Myagmarsuren, 2010; Montenegro et al., 2014). Destination managers should prioritise these resources as they significantly impact perceived value and revisit intentions.

Table 6 indicates a significant and positive correlation between destination perceived value (DPV) and destination management factors (DMF) ($r=.33, p>.01$). Accessibility, local hospitality, and transportation quality are critical in evaluating the value received (Kong & Loi, 2017; Reitsamer et al., 2016). Destination managers should continuously review these practices to ensure favourable value perceptions.

Destination Perceived Value and Destination Push Factors

There is a highly significant and positive correlation between destination perceived value (DPV) and psychological factors (PF) ($r=.45, p>.01$). Meeting psychological needs such as fun, new experiences, and relaxation contributes significantly to the perceived value of a destination (Kassean & Gassita, 2013; Pesonen et al., 2011). Destination managers should focus on providing experiences that satisfy these needs.

Table 6 shows a relatively high and significant positive correlation between destination perceived

value (DPV) and self-development factors (SDF) ($r=.35, p>.01$). Opportunities for personal growth and skill development influence the perceived value of a destination (Al-Haj Mohammad & Mat Som, 2010; Said & Maryono, 2018). Destination managers should strive to cater to these self-development needs.

Correlation between destination perceived value (DPV) and green-consumption factors (GCF) is significant and positive ($r=.25, p>.01$). Tourists who value environmental responsibility consider green practices when assessing the value of a destination (Yüzbaşıoğlu et al., 2014). Destination managers should satisfy these green-consumption needs to enhance perceived value.

Table 6 indicates a significant and positive correlation between destination perceived value (DPV) and socio-cultural factors (SCF) ($r=.24, p>.01$). Cultural closeness and opportunities for social interaction influence the perceived value of a destination (Akhoondnejad, 2016). Destination managers should endeavour to meet the socio-cultural needs of travellers, as it directly impacts their perceived value.

CONCLUSION AND RECOMMENDATION

Conclusions

Pearson correlation analysis revealed significant positive relationships between various tourist motivation factors and destination perceptions. Specifically, destination core resources (DCR), destination support resources (DSR), destination management factors (DMF), psychological factors (PF), self-development factors (SDF), green consumption factor (GCF), and socio-cultural factors (SCF) all showed positive correlations with destination awareness (DA) and destination image (DI). Similarly, DCR, DSR, qualifying and amplifying resources (DQD), DMF, PF, GCF, and SCF positively correlated with destination perceived quality (DPQ) and destination perceived

value (DPV). The strongest positive correlations were observed between DCR and DA, followed by GCF and DA. Notably, no significant correlations were found between DQD and DA, or between SDF and DPQ.

Recommendation

Thus, destination managers, while striving to gain a favourable perceived destination image, should enhance the provision of destination core resources, destination support resources, and destination amplifying and qualifying resources while meeting the green consumption desires of the travellers. Further, destination managers should align destination management practices with the satisfaction of green consumption desires of the tourists so as to gain favourable destination awareness. In addition, to attain favourable perceived destination quality, destination managers should enhance the provision of destination core resources, destination support resources, and destination management practices, while at the same time satisfying the green consumption desires of the tourists. Similarly, to realise favourable perceived destination value, destination managers should enhance the provision of destination support resources, destination core resources, and destination qualifying and amplifying resources while addressing the psychological and socio-cultural needs of the tourists.

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