

DOES NATIONALITY, GENDER, AND AGE AFFECT TRAVEL MOTIVATION? A CASE OF VISITORS TO THE CARIBBEAN ISLAND OF BARBADOS

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ABSTRACT. The study represents an exploratory attempt to capture the underlying reasons for tourists' decisions to visit a destination. The main objective of this study is to examine the specific case of a tourism destination, investigating first whether there are differences between motivations of those who are from different countries traveling to the destination of Barbados. Secondly, the study examines whether there are any differences in the motivations between male and female tourists, and among tourists of different age groups. Thus, it is a comparative study of differences in motives between specific groups. As a result, it attempts to incorporate the experiential view into a construct such as the image of the tourism destination. This article seeks to propose an integrated approach to understand tourist motivations based on origins and how these contribute to the tourists' perception of a destination.

KEYWORDS. Travel motivation, attitudes, travel patterns, Caribbean

A plethora of tourist destinations exist around the world each offering a variety of products and services to attract visitors. This gives potential tourists the opportunity to choose a destination that stimulates their interests and motivates them to travel. Several empirical studies have explored similarities and differences in travel patterns and attitudes towards specific destinations between multiple groups. Past research analyzing differences between tourists from different countries visiting the same destination confirms that variables such as tourist

perceptions of a destination, satisfaction levels, demographic profiles, and tourist activities may vary according to country of origin (Armstrong, Mok, Go, & Chan, 1997; Danaher & Arweiler, 1996; Huang, Huang, & Wu, 1996; Richardson & Crompton, 1988).

Crompton (1979) notes that it is possible to describe the who, when, where, and how of tourism, together with the social and economic characteristics of tourists; but does not answer the most interesting question of all tourist behavior—"why." Thus, this

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study explores differences underlying values, needs, and attitudes among tourists visiting Barbados; and suggests managerial and other practical implications facing the tourism industry.

This study contributes to the overall understanding of what motivates tourists from different nationalities to travel to a specific destination. This is also recognition that research into tourist motivations is limited in the Caribbean, and this study seeks to address this research gap. The research thus contributes to the existing body of research and theory regarding tourist motivations and perceptions of destinations in the Caribbean. Tourist motivations, attitudes, and perceptions are important sociocognitive variables that must be taken into account to better understand the destination choice process. Specifically, the study of motivations and perceptions was investigated in order to understand what motivates people from different nationalities to travel to Barbados. Moreover, Kozak (2002) argued that there needs to be more focus on other tourist demographics in explaining travel motivations, and this study seeks to examine the roles of gender and age in determining travel motivations. Hence, the main research objective of the article is to examine the role that important tourist demographics such as nationality, gender, and age play in determining travel motivations of tourists. A survey research methodology, using a sample of tourists visiting Barbados, is employed to address this objective. Tourist motivation research aims at identifying types of tourists and segment tourists in order to systematically analyze and better understand tourists and their behaviors. Additionally, the study aims at giving tourism marketers insight into tourist motivation for the purpose of product and image development, and promotional activities. The research will assist governments in developing better tourist retention strategies through the investigation of tourists' needs in the destination.

The United Kingdom is the number one country accounting for the majority of

foreign tourist arrivals in Barbados with 38.1% of the market share. The second largest is the U.S. market accounting for 24.3%, while Canada is the third largest market with 9.3% of total market share (Barbados Ministry of Tourism, 2005). Since Barbados has very few natural resources, tourism continues to receive increased attention as an important sector of the Barbados economy and has provided a much-needed boost to the country's economy. Understanding why tourists visit the island would further contribute to the development of this sector and the economy as a whole.

LITERATURE REVIEW

The central element of the tourism system is the destination with its features and resources. It is therefore vital to empirically examine tourist motivation in order to try to identify markets in which tourist motivations match the destination (Kozak, 2002).

"Push" and "pull" factors and their importance in shaping tourist motivations were emphasised in Crompton's (1979) study. Most authors accept this model highlighted by Crompton. "Push" factors are intangible factors that pushes a tourist away from home, while "pull" factors are tangible characteristics pulling tourists towards the destination, referring to what makes a destination attractive for potential visitors' including historical and cultural resources, beaches, and accommodation (Andreu, Bigné, & Cooper, 2000). These factors are relevant in the current study, as they provide a framework for understanding tourist motivations. Other studies (e.g., Dann, 1977; Kozak, 2002) have relied on this framework (push and pull factors), and have been discussed below in order to provide the background on which this study is based.

Various approaches have been suggested in the pursuit of understanding tourist motivations. Dann (1977), for example, used survey data on visitors' attitudes towards Barbados to identify two basic motivations: anomie and ego-enhancement. Both of these

proposed tourist motivations were seen by the author as “push” factors (i.e., internal factors predisposing the individual to travel such as the desire for rest and relaxation, adventure, escape, and health). Anomie, according to Dann (1977), represented the desire to transcend the feeling of isolation inherent in everyday life and to simply “get away from it all.” This is supported by Krippendorf (1987) who posits that relaxation and escape motivations are the two most important psychological drives that people experience before decisions of taking an overseas vacation are developed. Within this context people travel primarily to satisfy their social needs. These needs include mixing with other fellow tourists, the need to meet local people, and spend time with people they care about. Ego-enhancement, on the other hand, derived from the need for recognition, which is obtained through the status conferred by travel. This is the need to satisfy personality needs by, for example, visiting places they never visited before. The study concluded that by focusing on “push” factors, the problem of motivation is easier tackled. It also showed that anomie and ego-enhancement both had a strong fantasy component.

Various indirect assessments differentiate tourist behavior by nationality (Brewer, 1978, 1984; Pizam & Telisman-Kosuta, 1989; Cho, 1991). Kozak (2002) took a direct approach to examine the differences in tourist motivations between nationalities and between destinations. The study found that the factor structure of a measure of travel motivations comprised four dimensions of motives: cultural motives, pleasure-seeking/fantasy-based motives, relaxation-based motives, and physical motives. The results showed motivational differences between nationalities. British tourists mainly enjoyed mixing with other fellow tourists and having fun, while German tourists had more nature- and culture-oriented motivations. However, relaxation and pleasure was rated equally important by all nationalities. Moreover, the study showed differences in visitors’ choice of destinations

which shows that tourist motivations are not homogeneous.

An explanatory approach to the study of the value of nationality in regard to tourist behavior was taken by Pizam and Sussman (1995). They indirectly examined if all tourists was perceived to be alike regardless of nationality, or if nationality made a difference to perceptions. This was done by identifying perceptions that British tour guides had of tourists and to test whether there were significant differences by nationality in these perceptions. The study concluded that nationality does count along with other variables and should be considered in predicting variation in tourist behavior.

These and other studies (e.g., Ritter, 1987, 1989) have generated evidence suggesting that tourist behavior is influenced by nationality which justifies differences in tourist behavior. However, the use of nationality and/or country of residence as a sole discriminating variable for explaining the differences found in the behavior of tourists was criticized by Dann (1993). The authors’ criticism was based on four observations: (a) many tourists have multiple nationalities and their country of birth may be different than their country of origin or nationality, and cultural differences exist between people with the same nationality; (b) in societies with newly formed political order (i.e., South Africa, Iraq, Yugoslavia) it doesn’t make sense to speak of national identification, (c) countries built on immigrants from various countries (i.e., Australia, United States, Canada) can, according to Dann (1993), not be viewed as a single national entity; and (d) many tourist receiving countries are pluralistic in their cultures (i.e., India, Brazil). Based on this, Dann (1993) is of the view that alternative approaches should be employed to the analysis of tourism.

Studies have found that gender and age significantly affect the perceived image of tourist destinations (e.g., Baloglu, 1997; Baloglu & McCleary, 1999; Chen & Kerstetter, 1999; Walmsley & Jenkins, 1993). The perceived image of the destination is the overall impression of the destination

(Oxenfeldt, 1974) and the impression plays vital role in the decision-making process of a potential tourist. Motivational factors such as “relaxation,” “meet fellow travelers,” and “engaging in sports activities” are all part of the decision-making process (Alhemoud & Armstrong, 1996; Echtner & Ritchie, 1991).

Conversely, Andreu, Kozak, Avci, & Cifter (2005) found that age of a tourist had no significant influence on travel motivations. The authors claimed that, overall, females had stronger motivations to travel than males. They also found significant gender differences regarding travel motivations where male tourists preferred more recreation and activity in the destination, and female tourists had a stronger relaxation and escape-based motives.

This paper deals with nationality and what role it plays in motivation to travel to Barbados. In light of Dann's (1993) view, other variables are considered in this study, namely gender and age.

METHOD

Survey Instrument and Measures

This study was quantitative in nature and utilized a survey research design. A structured questionnaire was designed to obtain information on motivations and perceptions of visitors staying at hotels and resorts in Barbados between December 2006 and March 2007, including tourists' demographic characteristics and their willingness to return to the destination. The questionnaire was divided into two sections. The first section of the questionnaire sought relevant demographic information from the respondents such as gender, income level, nationality, age, and occupation. In the second section of the questionnaire, a 14-item scale was used which was adapted from Kozak (2002). These items mirrored 14 “push” and “pull” motives for taking an overseas vacation to a particular destination.

Kozak (2002) tested the factor structure of this measure and found that it comprised

four dimensions of motives: cultural motives, pleasure-seeking/fantasy-based motives, relaxation-based motives, and physical motives. Cultural motives (3 items) involve cultural reasons for visiting the destination (e.g., “I visit Barbados to meet the local people”). Pleasure-seeking motives (4 items) involve reasons based on the need to find pleasurable and enjoyable experiences in the destination (e.g., “I came to Barbados to seek adventure”). Relaxation-based motives (4 items) are based on the need to find peace, tranquility, and relaxation in the destination (e.g., “I came to Barbados to be emotionally and physically refreshed”). Physical motives (3 items) are based on the need to find opportunities to be physically active during one's stay in the destination (e.g., “I came to Barbados to engage in sports”). This measure was scored on a 7-point Likert scale similar to that of Kozak (2002): 1 = not important at all, 2 = very unimportant, 3 = slightly unimportant, 4 = neither important nor unimportant, 5 = slightly important, 6 = very important, and 7 = extremely important. Kozak (2002) argued that multidimensional measures of motivation with a continuous scaling format (i.e., Likert) are most appropriate for tourist-based studies.

Sample and Procedures

Three hundred tourists were targeted as the main participants in the study. Questionnaires were sent to human resource managers, general managers, or Managing Directors employed in 20 hotels operating in all tourism regions of Barbados. The island currently has a total population of 69 hotels. Questionnaires were left with front desk clerks and managers so that they were administered as guests came into the hotel. There were no set selection criteria for hotels; however there was a deliberate attempt to capture different categories of hotels. The hotels chosen varied by size, ownership, and cost (i.e., level of hotel quality: 1 star, 2 star, etc.). There were equal numbers of small and large hotels chosen in order to obtain different categories of

tourists with respect to income status and preferences. In terms of ownership and cost, there were 13 locally-owned hotels, and 7 foreign-owned hotels, and majority of the hotels (13) were at and above the “3-star” level.

Due to the low response rates, paid research assistants were sent out to administer the questionnaires at the selected hotels and had control over the data-collection process. This process ensured that questionnaires were completed accurately and fully, and that majority of questionnaires were returned. Given that there was no available list of rooms or a list of tourist occupants for the hotels to facilitate statistical sampling, research assistants were advised to select tourists conveniently. However, care was taken to ensure that a certain category of tourists (e.g., a certain nationality) was not being over-represented in the sample, although in some cases this was not feasible. A total of 163 completed and usable questionnaires were obtained, indicating a 54% response rate. Table 1 shows the breakdown of the demographics for the sample. The majority of the respondents surveyed were female tourists (56%) and British tourists (54%). Over a third of the respondents were between the ages of 18 to 35 (38%), and were between the ages of 36 to 55 years (38%), and only 24% of the respondents were above 55 years of age.

TABLE 1. Demographic Profile of Respondents

Demographics	Frequency <i>N</i>	Percent %
Gender		
Male	72	44
Female	91	56
Total	163	100
Age Category		
18 to 35 years	62	38
36 to 55 years	61	38
56 years and over	39	24
Total	162	100
Nationality		
British	83	54
United States (American)	29	18
Canada	21	14

The study has the restriction of being limited to the case of Barbados. The relatively small sample size also limits the generalizability of the results to the wider tourist population. Furthermore, the use of quantitative approach alone does not lead to an in-depth understanding tourist motivations and perceptions. Qualitative research techniques such as focus groups and face-to-face interviews would provide richer data associated with these issues. However, the current findings open paths for further investigation, namely extending to other destinations and to tourists with different incentives and nationalities.

RESULTS

Descriptive Statistics and Reliabilities

Table 2 shows descriptive statistics and reliability alphas for the 14 motivation items and the four composite factors. The motivation factor, “relaxation,” received the highest mean score ($M = 6.01$, $SD = 1.23$), followed by the motivation factor—“pleasure-seeking” ($M = 4.84$, $SD = 1.42$). The other two motivation factors, “culture” ($M = 4.03$, $SD = 2.03$) and “physical” ($M = 4.04$, $SD = 1.73$), obtained only moderate scores. Hence, the main reasons why tourists visit the destination included the need to find relaxation and the need to seek pleasure and enjoyment.

Reliability estimates for the four motivation factors were all adequate: cultural based motivations ($\alpha = .96$), pleasure-seeking/fantasy based motivations ($\alpha = .72$), relaxation based motivations ($\alpha = .80$), and physical motivations ($\alpha = .80$). These reliability estimates confirmed that the individual items under each of the factors were internally consistent.

Analysis of Tourist Motivations by Nationality

One-way ANOVAs were conducted to examine whether tourist motivations (at the factor and item level) differ significantly by

TABLE 2. Descriptive Statistics and Cronbach's Alphas

Motivations	Mean	Standard Deviation	Alpha
<i>Culture</i>	4.03	2.10	.96
To visit historical/cultural sites	3.75	2.16	
To increase knowledge of new places	4.04	2.14	
To meet local people	4.30	2.24	
<i>Pleasure-seeking/Fantasy</i>	4.84	1.42	.72
To mix with fellow tourists	2.89	1.88	
To seek adventure	4.27	2.22	
To have fun	5.97	1.64	
To get away from home	5.91	1.57	
<i>Relaxation</i>	6.01	1.23	.80
To be emotionally and physically refreshed	6.18	1.36	
To spend time with people cared about deeply	5.61	1.86	
To relax	6.34	1.25	
To enjoy good weather	5.84	1.74	
<i>Physical</i>	4.04	1.73	.80
To get close to nature	4.43	2.01	
To engage in sports	3.26	2.01	
To be active	4.44	2.05	

nationality. Table 3 shows the results of these tests. Bonferroni post hoc tests were carried out to determine which nationalities differed significantly regarding these motivations.

Firstly, the results revealed that Canadian tourists were more likely to have physical motivations to travel compared with American (U.S.), British, and other tourists from the Caribbean ($p < .001$). This finding was similar to that for cultural motivations, where Canadian tourists had significantly stronger cultural motivations to travel compared with the other nationalities. The largest difference (based on nationality) was found for cultural motivations, followed by physical motivations. Regarding the relaxation-based motivations factor, post hoc tests revealed that the British tourists had a stronger motivation to travel to Barbados based on the overall need for relaxation than did other tourists from the Caribbean. At the item level under the relaxation-based motivation factor, it was found that British, American (U.S.), and Canadian tourists were more likely to travel to Barbados based on the motivation "to enjoy good weather" compared with other Caribbean tourists.

With respect to the pleasure-seeking motivation factor, post hoc tests revealed that British and Canadian tourists had a stronger

overall pleasure-seeking motivation to travel to Barbados than did other tourists from the Caribbean. At the item level under this factor, it was revealed that Canadian tourists were more likely to travel based on the motivation "to mix with fellow tourists" compared with the American (U.S.), British, and other Caribbean tourists; whereas Canadian and British tourists were more likely to travel based on the motivation "to seek adventure," compared with other Caribbean tourists.

Analysis of Tourist Motivations by Age

One-way ANOVAs were conducted to examine whether tourist motivations (at the factor and item level) differ significantly by age. Table 4 shows the results of these tests. Bonferroni post hoc tests were carried out to determine which age groups differed significantly from each regarding these motivations.

With respect to the general motivation factors, the ANOVAs revealed that the age of a tourist had a significant effect on only cultural motivations and relaxation-based motivations. Post hoc tests revealed that tourists in the oldest age category (56 years and over) reported significantly stronger cultural motivations to travel to Barbados,

TABLE 3. One-way ANOVAs on Tourist Motivations by Nationality

Motivations	Britain <i>M</i> (<i>SD</i>)	U.S.A <i>M</i> (<i>SD</i>)	Canada <i>M</i> (<i>SD</i>)	Other Caribbean <i>M</i> (<i>SD</i>)	<i>F</i> statistic
<i>Culture</i>	4.24 (1.79)	3.77 (2.02)	5.48 (2.01)	2.37 (2.12)	8.83***
To visit historical/cultural sites	3.79 (1.97)	3.52 (1.93)	5.50 (2.09)	2.33 (2.09)	8.27***
To increase knowledge of new places	4.26 (1.88)	3.86 (2.08)	5.40 (2.06)	2.33 (2.09)	8.04***
To meet local people	4.68 (1.99)	3.93 (2.20)	5.55 (1.99)	2.44 (2.20)	8.48***
<i>Pleasure-seeking/Fantasy</i>	4.94 (1.24)	4.60 (1.34)	5.64 (1.68)	4.31 (1.59)	3.74**
To mix with fellow tourists	2.81 (1.48)	2.62 (1.88)	4.80 (2.29)	2.18 (1.94)	8.99***
To seek adventure	4.63 (1.94)	3.86 (2.32)	5.24 (2.34)	2.50 (1.88)	7.05***
To have fun	6.11 (1.41)	5.93 (1.69)	6.10 (1.80)	5.67 (1.97)	.42
To get away from home	5.82 (1.48)	6.00 (1.60)	6.33 (1.43)	5.70 (1.92)	.77
<i>Relaxation</i>	6.18 (.88)	5.87 (1.47)	6.23 (1.42)	5.26 (1.71)	3.44**
To be emotionally and physically refreshed	6.33 (1.11)	6.03 (1.61)	6.33 (1.43)	5.45 (1.47)	2.37
To spend time with people cared about deeply	5.49 (1.78)	5.62 (2.04)	6.05 (1.83)	5.23 (2.22)	.79
To relax	6.49 (.85)	6.24 (1.53)	6.33 (1.43)	5.74 (1.99)	1.91
To enjoy good weather	6.32 (1.32)	5.59 (1.82)	6.24 (1.44)	4.17 (2.12)	9.89***
<i>Physical</i>	4.03 (1.43)	4.07 (1.79)	5.42 (1.82)	3.03 (1.61)	7.54***
To get close to nature	4.72 (1.82)	4.45 (1.96)	5.15 (2.08)	3.06 (1.82)	4.45**
To engage in sports	3.13 (1.81)	3.14 (1.98)	5.24 (2.09)	2.18 (1.23)	10.20***
To be active	4.24 (1.73)	4.75 (2.15)	5.81 (1.91)	3.39 (2.17)	5.99**

p* < .01. *p* < .001.

compared with tourists in the youngest age category (18 to 35 years). Moreover, tourists in the 36 to 55 age group had significantly stronger relaxation-based motivations to travel to Barbados, compared with those in the youngest age category (18 to 35 years).

At the item level for the cultural motivations factor, tourists in the oldest age categories were more likely than tourists in the youngest age category to travel to the destination based on the need "to increase their knowledge of local places" and "to meet local people." At the item level for the relaxation-based motivations factor, tourists in the oldest age category (56 and over) were more likely to travel to the destination based on the need "to relax" and "to enjoy good weather," compared with those in the youngest age category (18 to 35 years). Post hoc tests also revealed that tourists in the 36 to 55 age group were more likely to travel to the destination based on the need "to be emotionally and physically refreshed," compared with tourists in the youngest age category (18 to 35 years). Although there were no significant age differences on the physical motivations factor, there was a significant

age difference on one item under that factor, "to engage in sports." Tourists in the youngest age category were more likely to travel to the destination based on the need "to engage in sports," compared with tourists in the oldest age category (56 years and over).

Analysis of Tourist Motivations by Gender

Independent samples *t* tests were conducted to examine whether tourist motivations (at the factor and item level) differ significantly by gender. Table 5 shows the results of these tests. The results revealed that there were no significant differences in tourist motivations regarding the four general factors, nor the 14 individual motivation items that constitute these factors (all *ps* > .05). Hence, gender did not significantly influence tourist motivations to visit Barbados.

DISCUSSION

The study revealed that "push" factors such as "relaxation and pleasure-seeking" were ranked as the most important motivations

TABLE 4. One-way ANOVAs on Tourist Motivations by Age

Motivations	18–35 years <i>M</i> (<i>SD</i>)	36–55 years <i>M</i> (<i>SD</i>)	Over 55 years <i>M</i> (<i>SD</i>)	<i>F</i> statistic
<i>Culture</i>	3.50 (2.19)	4.35 (2.06)	4.41 (1.86)	3.35*
To visit historical/cultural sites	3.32 (2.27)	3.91 (2.06)	4.19 (2.09)	2.15
To increase knowledge of new places	3.50 (2.17)	4.30 (2.16)	4.54 (1.94)	3.50*
To meet local people	3.68 (2.26)	4.84 (2.28)	4.51 (1.97)	4.33*
<i>Pleasure-seeking/Fantasy</i>	4.91 (1.50)	5.05 (1.52)	4.40 (1.10)	2.57
To mix with fellow tourists	3.21 (2.13)	2.59 (1.82)	2.78 (1.47)	1.62
To seek adventure	4.44 (2.43)	4.54 (2.27)	3.57 (1.64)	2.48
To have fun	6.10 (1.74)	6.15 (1.62)	5.51 (1.42)	2.00
To get away from home	5.90 (1.60)	6.05 (1.66)	5.73 (1.38)	.47
<i>Relaxation</i>	5.70 (1.50)	6.24 (1.15)	6.20 (.59)	3.54*
To be emotionally and physically refreshed	5.82 (1.68)	6.49 (1.17)	6.29 (.86)	3.98*
To spend time with people cared about deeply	5.41 (1.94)	5.86 (1.96)	5.58 (1.51)	.90
To relax	6.02 (1.58)	6.61 (1.08)	6.47 (.64)	3.77*
To enjoy good weather	5.52 (2.02)	5.87 (1.77)	6.42 (.80)	3.07*
<i>Physical</i>	4.32 (1.96)	3.95 (1.59)	3.78 (1.52)	1.24
To get close to nature	4.25 (2.02)	4.73 (2.01)	4.38 (2.00)	.84
To engage in sports	3.92 (2.22)	2.91 (1.87)	2.73 (1.55)	5.68**
To be active	4.75 (2.22)	4.21 (2.04)	4.24 (1.72)	1.23

* $p < .05$. ** $p < .001$.

for all nationalities visiting Barbados. This finding is consistent with that of previous studies (e.g., Brewer, 1978, 1984; Cho, 1991; Dann, 1977; Kozak, 2002; Pizam & Telisman-Kosuta, 1989). It also corroborates the arguments of Krippendorf (1987) who posits that relaxation and escape motivations are the two most important psychological drives that people experience

before decisions of taking an overseas vacation are developed. Hence, tourists often choose to travel when there is a need to escape or to find relaxation in another territory or country. Kozak (2002) suggests that this “escape away” from the home territory is prevalent during the summer periods. This study was undertaken during the winter period and hence there is no data

TABLE 5. Independent *t* Tests on Tourist Motivations by Gender

Motivations	Males <i>M</i> (<i>SD</i>)	Females <i>M</i> (<i>SD</i>)	<i>t</i> statistic
<i>Culture</i>	4.00 (2.20)	4.06 (2.02)	.19
To visit historical/cultural sites	3.74 (2.30)	3.76 (2.06)	.07
To increase knowledge of new places	4.01 (2.20)	4.07 (2.11)	.15
To meet local people	4.24 (2.27)	4.35 (2.23)	.32
<i>Pleasure-seeking/Fantasy</i>	4.72 (1.48)	4.94 (1.37)	1.00
To mix with fellow tourists	2.94 (1.98)	2.86 (1.81)	.27
To seek adventure	4.10 (2.21)	4.40 (2.24)	.84
To have fun	5.72 (1.61)	6.07 (1.54)	1.49
To get away from home			1.40
<i>Relaxation</i>	5.89 (1.35)	6.11 (1.13)	1.12
To be emotionally and physically refreshed	6.00 (1.47)	6.32 (1.26)	1.49
To spend time with people cared about deeply	5.38 (1.92)	5.79 (1.82)	1.38
To relax	6.28 (1.42)	6.39 (1.11)	.54
To enjoy good weather	5.86 (1.73)	5.83 (1.78)	.08
<i>Physical</i>	4.07 (1.77)	4.02 (1.72)	.16
To get close to nature	4.49 (2.04)	4.39 (1.99)	.30
To engage in sports	3.34 (2.04)	3.20 (1.99)	.41
To be active	4.40 (2.00)	4.47 (2.10)	.21

at hand to compare with Kozak's (2002) finding.

Furthermore, this study revealed that there were significant differences based on nationality regarding travel motivations of tourists, which is consistent with studies previously mentioned (e.g., Pizam & Sussman, 1995; Ritter, 1987, 1989). In particular, Canadian tourists, compared with other tourists, had stronger cultural and physical motivations to travel to Barbados. This finding is consistent with previous survey findings ("Travel Activities and Motivations," 2007). It was found that the top trip motivations of Canadian tourists include the need to engage in various physical water-based activities such as motorboating and sailing. Canadian tourists were also found to be interested in visiting parks and other forms of cultural sites. The study revealed that British visitors rated highest on "having fun," which is consistent with Kozak's (2002) findings. However, this study found that British visitors did not rate "mixing with other fellow tourists" as important as the Canadians. This presents differences in visitors' choice of destinations, supporting Kozak's (2002) conclusion that tourist motivations are not homogeneous.

Dann's (1993) criticism of the use of nationality as a sole discriminating variable for explaining the differences found in the behavior of tourists is valid and is taken into consideration in this study. One of the reasons is that two of the major tourist markets to Barbados are Canada and the United States. These are countries made up of immigrants of various nationalities, one of them being a large population of emigrated Barbadians. Based on this, additional variables—age and gender—have been used in the analysis of motivations to travel to Barbados. Due to the low response rate, the data at hand is not sufficient to allow for comparisons between gender, age, and the different nationalities.

With respect to age differences, older tourists were more likely to travel for reasons based on cultural exploration and relaxation, whereas younger tourists were more likely to

travel to engage in sports. This finding was not surprising given that one would expect older tourists, more so than younger tourists, to prefer activities that don't require physical exertion. Older tourists (who are likely to be retired and have more free time) tend to desire mental stimulation and prefer to visit countries to increase their knowledge and awareness, and learn new experiences. Younger tourists are more active and are more likely to seek a whole range of physical activities when visiting a destination. This finding conforms to those in Ryan and Glendon (1998) who revealed that tourists who desired noisy, active, and interactive experiences in tourist destinations were more likely to be young and male, whereas older tourists tend to desire relaxation and to have a need to discover new places and things in the destination. In another light, these age differences disconfirm previous claims and findings that sociodemographics do not make a difference to travel motivations. For example, Andreu et al. (2005) found that age of a tourist had no significant influence on travel motivations.

With respect to gender differences, the results of the study revealed that male and female tourists did not differ significantly in their motivations to travel to Barbados. This finding is surprising given that most studies have found that gender and age significantly affects the perceived image of tourist destinations (e.g., Baloglu, 1997; Baloglu & McCleary, 1999; Chen & Kerstetter, 1999; Walmsley & Jenkins, 1993). Previous research findings which showed that males and females have different travel motivations. For example Andreu et al. (2005) claimed that, overall, females had stronger motivations to travel than males. They also found that significant gender differences regarding travel motivations where male tourists preferred more recreation and activity in the destination, and female tourists had a stronger relaxation and escape-based motives (Andreu et al., 2005). Despite these findings and claims, the present study shows that gender of a tourist does not make a difference to travel

motivations. Certainly, this area requires future empirical investigation.

The study had a number of limitations. Firstly, hotels (and tourists) were not selected based on a random sampling method, and this is likely to introduce some level of selection bias. Furthermore, this weakness coupled with the relatively small sample size is likely to restrict the generalizability of these findings to the larger populations. Given the nonprobability sampling method used, the sample proportions differ significantly from those found in the population, as indicated by official statistics on market share (leading to some groups being overrepresented). For example, whereas British tourists account for just over a third of the market share, they constituted over 50% of the sample in this study. Given that certain nationality groups were small (e.g., Canadian tourists), the possibility of cohort effects is evident and may be responsible for some of the statistically significant differences found in the present study.

CONCLUSION

The question was asked, "Does nationality, gender, and age affect travel motivation?" and it has been seen that by focusing on "push" factors one is able to tackle more easily the problem of motivation. The discussion shows that the study concludes that nationality does count, along with age, and should be considered in predicting variation in tourist motivation to travel. However, gender did not emerge as an important determinant. Caution should be paid when interpreting these findings given the limitations discussed above.

When it comes to focusing the marketing efforts, Barbados is on the right track focusing on active holidays, since this was ranked as the highest motivator for tourists. Importantly, the study highlights the need to link marketing efforts to geography, as tourists in certain locations may have travel motivations and preferences that differ from tourists in other locations. These efforts

should then be consistent with the diversity of needs and preferences across tourists from different geographical regions.

Although the Canadians ranked certain factors (e.g., culture) high, this market only accounts for 9.3% of market share. Since Britain is the number one tourist generating country for Barbados and their main motivation to travel to Barbados is "relaxation" and "having fun," this study suggests that efforts should be concentrated in those areas. Based on the results presented in this study, one possible strand of future research should look into gender and specific age groups in each nationality. This knowledge would enable planners to address specific age groups for each major market, an important task in and a situation in which dramatic demographic changes occur. Future research should seek to determine whether travel motivations vary between tourists who travel themselves and those who travel as couples or with large families. Other potential antecedents that can be investigated include income status, occupation type, personality, and values.

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