UNIVERSITY OF CAPE COAST

CHARACTERISTICS AND MOTIVATIONS OF DOMESTIC TOURISTS TO

NZULEZO, GHANA

BY

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DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:……………………   Date:……………………

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Supervisors' Declaration

We hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

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ABSTRACT

Literature has proved that the sustainability of a country's tourism industry is based on domestic tourism as against international tourism which is sensitive to political instability, natural disasters and diseases. The objective of the study was to examine the characteristics and the motivations of domestic tourists to Nzulezo. The methodology employed for the study includes the quantitative method of data collection which is based on the positivist research paradigm. Questionnaires were used to elicit data from 169 respondents on tourists' socio-demographics, travel characteristics and motivations for undertaking the travel. SPSS vrs 21 was used to analyses the data, where independent sample t-test, one-way analysis of variance, chi-square and factor analysis was used to extract the results.

The study found out that domestic tourists to Nzulezo were mainly young adults with male dominance and unmarried. Majority of them were employed or students who used word of mouth and recommendations from family and friends for information about the destination. They mostly used commercial vehicles with few personal cars. On what motivated them to travel to the destination, five main push-pull factors were identified. These were culture, adventure-novelty, ego, enhancement and relaxation.

It was concluded that novelty and culture of the destination draw domestic tourists to visit; it is therefore suggested that the Destination Management Organization (Ghana Tourism Authority and Ghana Wildlife Society) ensures the maintenance these factors of the destination for continuous patronage by tourists.

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DEDICATION

To my lovely husband Fred, and children Maame Efua and Nana Kow.

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ANOVA   Analysis Of Variance

DMO   Destination Management Organization

FA   Factor Analysis

GDP   Gross Domestic Product

GTA   Ghana Tourism Authority

IRTS   International Recommendation on Tourism

                               Statistics

KMO   Kaiser-Meyer-Olkin

MoT   Ministry of Tourism

NITB   Northern Ireland Tourism Board

VFR   Visiting Friends and Relatives

WCDMA   West Coast Destination Management Area

WTO   World Tourism Organization

WTTC   World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

Background to the Study

Tourism over the years has grown to become one of the most important industries in the world today. The tourism industry alone accounted for about 9.5% of global Gross Domestic Products (GDP) and created almost 9% of total employment in 2013(WTTC, 2014). And in Africa, it contributed 8.5% and 7% to the regional GDP and employment respectively. It was estimated to rise by 4.1 % and 1.8% in 2014 in terms of GDP and employment respectively (WTTC, 2014). Currently, the industry is the fourth highest foreign exchange earner in Ghana after gold, cocoa and remittances, and contributed about 7.2% to the country's GDP with US$ 3.0 billion and created 310,800 jobs in 2013. And it is expected to grow to 9% and 6.3% respectively in 2014 (WTTC, 2014).

Tourism, according to the World Tourism Organization (1995), is the movement of people from their usual place of residence to destinations for a period not less than 24 hours and not exceeding 12 months for leisure, business and other activities, and not to be remunerated at the destination. This implies that the movement could be to destinations outside the country of residence (international tourism) or movement within the country of residence (domestic tourism).

WTO (1995) considered tourism to be domestic when there is the movement of people to destinations within their country of residence for not less than 24 hours and not more than 12 months for leisure and other activities

and not to be remunerated at the destination. However, it has been conceptualized by Hayward (2000) (as cited in Boakye & Owusu-Mintah, 2008) that a domestic tourist is an individual who travels on a day trip for holidays or leisure within his or her country of residence, whether he stays overnight or he is a day tripper.

Domestic tourism was the first form of tourism undertaken by people and today it still forms a greater part of tourism activity (Pierret, 2011). Many countries have embraced domestic tourism due to its rapid growth and the economic contributions it makes to the economies involved (William & Hall, 2002; Skanavis & Sakellari, 2011). Countries such as China have had domestic tourism outgrowing international tourism in recent years (Wang & Qu, 2004). According to the Ministry of Tourism (2012), the number of domestic tourists to major attractions in Ghana is on the increase. Ghanaians visiting major tourist attractions rose by 5.3 per cent in 2011, generating 763,461 visits and USD$987,000 user fees. These figures confirm the World Tourism Organization (WTO) predictions that domestic tourism will grow faster than international tourism in the near future (Mena, 2004).

Domestic tourism makes important contributions to the development of many countries in many forms. These include the redistribution of income and other activities that improve the general economy such as tax, education, employment and foreign exchange (Tian, Mak & Leung, 2011; Pierret, 2011). To buttress this, the World Tourism Conference of 1980 held at Manila in Philippines, recommended that the efforts exerted in developing international tourism, must be applied in expanding domestic tourism. This is due to the contributions of domestic tourism to economies.

According to Alipour, Kilic and Zamani (2013) in Iran, domestic tourism is seen as an engine of growth in the face of disasters both natural and man-made. This is because despite the less attention given to tourism due to political and social issues, domestic tourism is still thriving with visiting friends and relatives as the motive of travel. Furthermore, domestic tourism also contributes to job creation, heritage protection, regional integration, and cross-cultural understanding of the country.

Kasim et al. (2013) also argued that countries which depend on international tourism are exposed to the risk of reduced revenue in cases of disasters of other nations, such as the terrorist attack on the United States of America's World Trade Centre on September 11, 2001, the 2002 Bali bombings in the tourist district of Kuta on the Indonesian island and the Westgate Shopping Mall attack in Kenya in 2013. This is due to the fact that international tourism is sensitive to disease outbreak, political instability and other economic downtimes, whiles domestic tourism can withstand disasters. For instance, domestic tourism grew in the face of terrorists attack on Australia in 2001; while domestic tourists grew by 1.66%, international tourists declined by 5.8 % (Allen &Yap, 2009).

Tourism deals with people, thus making tourists an essential part of the tourism industry. However, people have different characteristics which make them heterogeneous (Aziz & Ariffin, 2009). Similarly, all tourism activities revolve round the tourists and it is essential to maintain a good relationship with them to attract specific tourists segments to a destination (Bloom, 2004; Dayour, 2014). It is therefore worthwhile to understand what motivate tourists

to travel and what they seek to achieve, this will provide information on what will persuade them to enjoy the offerings of a destination (Dayour, 2014).

Phan (2010) describes motivation as the driving force that pushes people to take certain actions. Thus, motivation is the driver of all actions (Demir, Kozak & Correia, 2011), and a multifaceted concept (Prebensen, Skallerud &Chen, 2010) which explains how a person makes a decision to travel, who to travel with and the destination to choose (Yoon & Uysal, 2005). Similarly, Kanagaraj and Bindu (2013) assert that not all travellers travel with the same motives; even visitors to a particular destination have varied motives which may differ in terms of age, needs, income and stage in life. Therefore, tourist motivation is important to the tourism industry, without it there will be no travel industry, since tourists travel base on motives (Adair, 1990).

Generally, people travel for many reasons such as business and other professional related transactions as well as other personal purposes. They include visiting friends and relatives, shopping, transit, training and education, vacations, conferences, health and pilgrimages. According to Yiamjanja and Wongleedee (2014), some of the travel motivations of international tourists are adventure, to learn new cultures, enjoy good weather, experience foreign land and escape from mundane environments.

In the same vein, a study by Kanagaraj and Bindu (2013) on the motivations of domestic tourists to Kerala, India identified nine factors which push the domestic tourists to travel and six factors that draw them to a specific destination. The push factors included experiences/learning, achievement and prestige, escape, family, rejuvenation, romance, life and cuisine, freedom and

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challenge. Whiles the pull factors are relaxation activities, adventure and variety seeking experience, water based activities and museums, yoga, temples and history, heritage and handicrafts, and backwaters and spa.

Based on these assertions and arguments on tourists in terms of their heterogeneous characteristics and motivations, this study will examines the characteristics and motivations associated with the travel of domestic tourists to the study area in Ghana.

Statement of the Problem

The Manila declaration of 1980 pointed out the important role domestic tourism plays in a nation's development such as the redistribution of income, creation of awareness and development of activities of a country. And it was recommended that domestic tourism should be developed alongside international tourism. However, domestic tourism has not received the same attention accorded international tourism (Kasim et al. 2013; Massida & Etso, 2012; Forbes, Berthur, Sebastian, 2014). According to Eijgelaar, Peeters and Piket (2008), globally, consistent data on domestic tourism is not readily available. All the statistics on international tourism reported by organizations such as UNWTO are up-to-date, comprehensive and consistent, with little or nothing on domestic tourism. For instance, the October 2008 World Tourism Barometer was all about international tourism without mentioning the domestic tourism component; not even once. It was also evident from the Ghana National Tourism Development Plan (2013-2027) that focus on domestic tourism is limited. The plan therefore stressed that a strong domestic

market base is the foundation of a healthy and sustainable tourism of a destination.

Related to the problem of domestic tourism given less attention than its counterpart international tourism is the issue of inadequate or weak data. This underpins the fact that most studies and existing literature on tourism are focused on international tourists, making issues concerning domestic tourism under researched and underdeveloped (WTO, 1984; Hudson & Ritchie, 2002; Mena, 2004; Boakye & Owusu-Mintah, 2008; Ejgelaar et al. 2008; Skanavis & Sakellari, 2011; Alipour, Kilic & Zamani, 2013). Mena (2004) and Ejgelaar at al. (2008) attributed the lacuna of research and data on domestic tourism to the difficulty in tracking domestic tourists and collecting primary data. In Ghana, this has also been attributed to the few attractions having the logistics to collate detailed data on patrons of domestic tourism (Boakye & Owusu-Mintah, 2008) reflecting in the limited literature on the domestic tourism of Ghana.

To be able to develop and promote domestic tourism in any country, there is the need to understand domestic tourists' behaviour, especially the reasons why they travel. People are motivated to travel for various reasons and according to Vuuren and Slabbert (2011), travel motivation is important to tourism development, understanding the reasons for tourists travel is the basis for an effective marketing strategy. Akyeampong (1996) posited that the travel motives of Ghanaians are centred on cultural and social imperatives such as funerals, outdooring of Chiefs, visiting friends and relatives, and attending festivals. However, Swarbrooke and Horner (1999) and Prebensen (2007) stated that individuals have more than one reason for which they travel and

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even choose vacation destinations. This implies that though Ghanaians are noted for socio-cultural imperatives travel, there may be other motives they travel for. It is these other reasons that the study seeks to investigate.

Nzulezo has become a popular tourist destination for domestic tourists and has been listed as one of the world heritage sites since 2000 due to its unique features. Nzulezo is a village built on Stilts on Lake Tadane in the Western Region of Ghana. It is near the village Beyin where visitors report before being transported to the settlement. However, there is limited literature on Nzulezo in terms of the typology of tourists who visit the attraction, their motivations, and the factors that influence their travel decisions. It is based on these assertions that the study seeks to find answers to questions such as who visits Nzulezo and how, why do they visit the destination and are there differences in the motivations of different tourists?

Objectives of the Study

The main objective of the study is to examine the characteristics and motivations of domestic tourists to Nzulezo. Specifically, the study seeks to:

(i)   describe the background characteristics of domestic tourists to Nzulezo;

(ii) examine the travel characteristics of domestic tourists ;

 (iii) examine the factors that motivate domestic tourists to visit Nzulezo; and

(iv) analyze the differences in motivations across tourists' background characteristics.

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Justification of the Study

Tourism in Ghana is growing; currently it is the fourth foreign exchange earner after gold, cocoa and remittances. It contributed 7.2% of Gross Domestic Product of the country in 2013 (WTTC, 2014). However, National Tourism Development Plan (2013-2027) indicated that focus on domestic tourism is limited; as such, it is imperative for all stakeholders to acknowledge the importance of domestic tourism and intensify the marketing and promotional activities of the segment. The study is consistent with the nation's tourism aspiration from academia perspective, as the findings will provide information which may be relevant in marketing strategies towards domestic tourism.

The findings of the study will contribute to existing literature on Ghana's domestic tourism which has been said to be under-developed, under-researched and has weak or inadequate data due to few research works on it (Boakye & Owusu-Mintah, 2008; Ejgelaar et al., 2008). The study will contribute in terms of information on the motivations of domestic tourists, their socio-economic demographics, travel characteristics and the relationship between them. This is relevant because previous studies on motivations were centred on international tourists and not much on domestic tourism; especially in Ghana.

Also, the findings of the study will be relevant to investors in the tourism sector. The results would provide information which will be meaningful for market segmentation, product development, service delivery and marketing of domestic tourism products for tour operators, travel agents, hotels and other tourism-related businesses. The knowledge on domestic

tourists will ensure specific products and marketing strategies that suit their needs are developed (Mohamed & Yusof, 2009; Vuuren & Slabbert, 2011; Seebaluck, Naidoo, Ramseook-Munhurrun & Mungur, 2013).

In addition, Nzulezo is part of West Coast Destination Management Area (WCDMA), which oversees the activities of the coastal areas of the Western Region of Ghana; stretching from Takoradi to the border of Ivory Coast. The findings of the study will help provide information on the typology of tourists to the Nzulezo; which policy makers and management of the Destination Management Area can use in the mapping up of marketing strategies that will sustain and grow the number of visitors to the destination.

Delimitations of the Study

The scope of the study is limited to only the domestic tourists to Nzulezo. And it seeks to describe the background characteristics of the domestic tourists which include the socio-demographics and the travel characteristics. In addition, the travel motivations will be examined. Also, the differences in the motivations of domestic tourists across the socio-demographic and the travel characteristics will be analyzed.

Limitations of the Study

The study adopted the quantitative method of data collection; however, convenience sampling method was used. This sampling method was used due to procedures of activities at the destination. However, this is acknowledged as a limitation to the study, since it contravenes the quantitative method of data collection.

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Furthermore, the used of quantitative method of data collection is seen as not allowing for detailed information on the motivations of the domestic tourists as compared to that of qualitative method of data collection. However, the large sample size as a result of the objective of the study makes the adoption of in-depth interview not plausible. Also, the study seeks to profile the domestic tourists by their socio-demographic and travel characteristics as well as their motivation, which made the use of the quantitative method produced the required results.

Definition of Terms

The key terms used in this study are defined as follows:

Domestic tourist: Is a resident of Ghana who travels from one place to another within the country whether he stays overnight or a day tripper, for any reason other than undertaking activity to be remunerated in the visited destination.

Day trippers/same day visitors: Are the tourists who do not spend the night at the destination.

Organisation of the Study

The thesis is organized in five chapters. Each chapter has sub-topics that discuss the issues in question. Chapter One consists the background of the study which is based on current issues and trends of the industry as well as previous studies, problem statement, objectives of the study, research questions, significance of the study, delimitations, limitations, definition of conceptualized terms and the organization of the thesis. Chapter Two includes

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the review of literature relating to the study such as examination of motivation, definition of domestic tourists, tourist typologies and examination of the variables in the conceptual framework. Chapter Three has to do with the methodology of the study. Sub-topics under the methodology include study design, research philosophy, study area, data sources, target population, sample size determination and sampling procedures, data collection instrument and procedures, challenges, ethical issues and data analysis. Chapter Four outlines the presentation of the results and discussions, and Chapter Five reports on the conclusion, recommendations and suggested areas of further studies.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

The chapter presents a review of literature on the background characteristics and travel motivations of domestic tourists. The review is organized in two sections. The first section discusses concepts and issues relating to the definitions and characteristics of domestic tourists as well as their travel motivations. The second section examines some of the theories and models that have been advanced to explain the process of travel motivations and characteristics of tourists to a destination as well as the conceptual framework guiding the study.

The Concept of Travel and Tourism

Travel, which is the movement of people from one place to another, has been an ancient activity and it was originally for trade and conquest (Chen & Chen, 2011). From history, people travel in search of food and other necessities to survive, and then travelling became an activity undertaken for trading needs. Travel for leisure evolved from the wealthy class and was a preserve for the rich to experience different arts, cultures and cuisines (Fridgen, 1996). Mass travel became popular during the Industrial Revolution and has become relatively easy, free and safe for both domestic and international travellers (Fridgen, 1996).

Tourism as a phenomenon in the social, cultural and economic terms also involves the movement of people to countries or places outside their usual environment, as well as their activities (Zhang & Jensen, 2007; International

Recommendation on Tourism Statistics (IRTS-WTO, 2008). Travelling outside the borders of one's country makes it international and travel becomes domestic when it is undertaken within a person's country of residence according to WTO (Mena, 2004). The traveller then becomes the person involved in the movement. IRTS (2008) defined the traveller as 'anyone who moves between two geographical areas for any purpose and any duration'. This implies that tourism was birthed out of travel; however, not all travel fit in tourism (Bonarou, 2011). The type of traveller can be further differentiated based on the length of stay, the distance travelled, the country of origin and destination (Albughuli, 2011); which may identify them to be either tourists or excursionists, domestic or international.

White (2010) and IRTS (2008) described a tourist as one who stays overnight at the place visited which is outside his/her usual place of residence, for purposes other than to be remunerated at the destination. On the other hand, an excursionist (same day visitor) does not include an overnight stay. The other two main classifications for tourists are international or domestic. An international tourist does not reside in the country visited, while a tourists to a place is termed domestic when he/she resides in the country in which the travel is undertaken (IRTS, 2008).

There have been several dialogues on domestic tourism and what it entails. Researchers have conceptualized their definitions using various approaches. An instance is a study by Mena (2004) with the purpose of developing the definition and measurement tools for the domestic tourists segment in the Philippines. The study revealed different views of what

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domestic tourism is. However, it was concluded that domestic tourism basically means travelling of people within a country.

Challenges and Opportunities of Domestic Tourists Travel

Literature on domestic tourism indicates that there are many opportunities that can be derived from the sector (Ranjanthran & Mohammed, 2010). These benefits include education, infrastructure development, environment conservation, economic contributions and others (Hyndman & Athanasopoulos, 2008).

In a speech by Mrs Ofosu-Agyare (The Minister for Tourism, Culture and Creative Arts) during stakeholders meeting on domestic tourism on August 15, 2013 mentioned that exploring Ghana in the form of domestic tourism has "the capacity to give Ghanaian residents and appreciation of their authentic and unique culture and opens up investment opportunities in the sector". She further opined that domestic tourism would create job opportunities and employment, promote national unity, as well as educate Ghanaians on diverse tourism, culture and creative arts resources.

Domestic tourists travel in Australia plays an important role in the tourism industry. They consumed 73.7% of tourism products, whereas international tourists consumed 26.3%. Also, domestic tourists spent AUD 42 billion on hotels, cafes and restaurants, proving their economic importance (Yap & Allen, 2010). Similarly, MOT (2009) stated that domestic tourism contributes significantly to economic activity and employment in New Zealand. Thus, domestic tourism generated 57% of the total tourism expenditure of the country as against 43% by international tourism.

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Seckelmann (2002) expressed the opinion that domestic tourists contribute to a country's income without requiring any special infrastructure and they are also not interested in commercialized cultural performances but the regular cultural events.

Despite the contributions of domestic tourism, its development has been wrought with challenges. These include inadequate disposable income, lack of awareness of tourist destinations, lack of leisure/ vacation culture and inadequate funding for domestic tourism marketing.

Eijgelaar, Peeters and Piket, (2008) argued that the level of income in a country determines the propensity of domestic tourists' travel. The argument is that less disposable income restricts domestic travel, especially in Africa where the level of income is low with exception of few countries like South Africa. On the other hand, in situations where disposable income is high and paid vacations opportunities are available as of the developed nations, domestic tourism is likely to increase (Mazimhaka, 2006). Coenen and Eekeren (2010) supported this assertion with a study in Sweden on domestic tourists demand and observed that an increase in income leads to an increase tourism demand.

Domestic tourism's success is dependent on the continuous participation of tourism activities by tourists. This relies on the existence of tourism culture; which is an attitude of travelling for leisure or tourism activities. However, that culture is missing in most developing countries (Mazimhaka, 2006) including Ghana. For Saayman, Saayman and Rhodes (2001), this is contributed to by most developing economies focusing more on

international tourism marketing which is well funded and organized as against that of domestic tourism.

Lack of awareness of the tourist destinations or attractions by the residents of a nation generates less domestic tourism travels. Domestic tourism is seen as the driver of the nature and structure of a nation's tourism industry. However, unawareness of tourist attractions in an economy makes domestic tourism to be seen as the preserve of the rich. And that even in Ghana most adults are not aware of attractions in their neighbourhood (Yilekpe 2005, cited in Boakye, Annim & Dasmani, 2013). To this Akyeampong (2007) and Boakye and Owusu-Mintah (2008) cited that travelling for leisure by domestic tourists is not common among developing countries. The solution, according to Dwyer, Livaic and Mellor (2003) comprises creating awareness and good impression of the destinations for people to prefer to partake in domestic tourism and that awareness is created by marketing activities.

Definition of Domestic Tourists

According to IRTS (2008), domestic tourist is a person who stays overnight in a visited destination other than his/her usual environment in his/her country, whiles the domestic excursionist spends less than 24 hours in the visited destination. According to Statistic South Africa (2011) a domestic tourist is a resident visitor who visits the economic territory of South Africa. The Ministry of Tourism, New Zealand (2009), also described the domestic tourist as a resident who travels within New Zealand for less than one year. It includes both day and overnight trips for holidays, business, visiting friends and relatives and other reasons.

Similarly, there is a growing debate of who a domestic tourist is by the use of distance from home to destination. Mohammed (2005) adopted the definition of domestic tourist to be an individual regardless of nationality, who travels to a destination outside his/her usual residence, at least 40 kilometres away (one way) and stays for not less than one night, for any reason other than undertaking activity to be remunerated in the visited destination. Burton (1995) also defined a domestic tourist to be an individual who travels a distance of 80 kilometres one way from home to a destination within his/her country, whether he stays overnight or not. Yap and Allen (2010) on the hand claimed that domestic tourists have been segmented in Australia into domestic overnight and day visitors. The day visitor is described as a person who undertakes round trip travel of at least 50 kilometres and does not stay overnight, whiles the domestic overnight visitor spends one night or more at one or more destinations during the travel.

The definition of a tourist based on overnight stay is debatable. An instance being a person who spends less than an hour at a destination, but stays overnight qualifies to be a tourist than a day tripper who spends a longer time at a destination without sleeping overnight. All the definitions of the domestic tourists and visitors suggested by researchers are based on their conceptualizations and place of study. To these assertions, Boakye and Owusu-Mintah (2008) stated that there should be less strictness in the definition of the domestic tourists. For the purposes of this study, the definition of domestic tourists will be a resident of Ghana who travels from one place to another within the country whether he stays overnight or a day

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tripper for any reason other than undertaking activity to be remunerated in the visited destination.

Characteristics of Domestic Tourists

People who travel are of different characteristics in terms of their socio-demographics, travel characteristics and other traits. Several studies have described domestic tourists in varied approaches such as their personality (Chan & Chang, 2008), the destination visited (Cohen, 1972); motives (Chen & Chen, 2011) length of stay (Alegre & Pou, 2006) and the activities participated in. The various descriptions and definitional issues to be looked at in this study are in relation to domestic tourists' socio-demographics, travel characteristics and motivations for travel.

Socio-Demographic Characteristics of Domestic Tourists

Demographically, there are divergent views in the literature on the makeup of domestic tourists. The domestic tourists can be described by analysing their socio-demographic characteristics. These include age, gender, family life, employment status, level of education and many others.

Literature provides varied results on the sex distribution of domestic tourists. It is said to be geared towards female prevalence by some studies. Mohammed (2005) asserted female/male parity with the result of 53/47 showing female dominance. Ghaderi (2011) also claimed 51/49 ratio in favour of women.). However, it must be noted that Jiajia, Jing and Erdogan (2009) cited the opposite with male prevalence at 55/45 and Yousefi and Marzuki (2012) also argued for male dominance with 59/41.

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Moreover, Bui and Jolliffe (2011) observed that the majority of domestic tourists are within the ages of 20-49 years. Similarly, Ramchurjee (2013) revealed that most domestic tourists to ecotourism destinations are between the ages of 18-41. Kharabsheh (2013) in a study concludes that a greater proportion of domestic tourists are between 20-29 years. Kasim et al. (2013) also observed that over half (50.7%) of domestic tourists in their study were within the ages of 16-20 years. All these results establish that, relatively, domestic tourists are in the younger age group.

Schiffman and Kanuk (2007) and Kasim et al. (2013) suggested that the family relationship of tourists influence the decision to travel. The dominance of an individual in the family influences the choice of destination. On instances where husband/wife/child dominates in the travel decision, the destination choice will be skewed to the influential person's desire. An instance is in China where the "single child policy" has given children the upper hand in travel decisions as well as meals and automobiles. New Zealand MoT (2009) stated that domestic tourists prefer to travel with friends and relatives than to travel alone or with spouse. Kasim et al (2013) posited that travel with spouse and children dominate domestic travel, reaffirming the family preferred travel assertion by Rajasenan, Manaloor and Abraham (2012), whose findings on the profiles and characteristics of eco-tourists revealed domestic tourists preference for travelling with the family.

On another vein, Rajasenan et al. (2012) indicated that domestic tourists' employment status showed that they are either students or employed. This relates to their willingness to spend and also the financing of the trips to destinations. This, Mohammed (2005) concluded in a study on

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domestic tourists that they tend to be budget travellers who are budget conscious and are of low income.

Domestic tourists with higher levels of education tend to travel more than those with less education (Moisescu, 2013; Manono & Rotich, 2013). They further asserted that people with less than secondary level of education are less likely to visit attractions of nature and place less value on conservation. This claim is supported by Skanavis and Sakelleri (2011) who posited that education is key in the case of domestic tourism as it can have implications for the environmental impacts and visitation. This buttresses the assertion of Zimmer, Brayley and Searle (1995) that travellers with better education and more disposable income prefer to travel for leisure and also far from the home. However, in contradiction to these assertions, Kasim et al. (2013) recommended that the educational level of domestic tourists have no influence on their motivations to travel.

Travel Characteristics of Domestic Tourists

Travel by domestic tourists tends to be easy, free and safe in comparison to international tourists, where there are usually currency, visa and language connotations (Albughuli, 2011). International tourism involves the crossing of borders which comes along with visa acquisition; where there is the possibility of refusal or approval, bringing about restrictions of movement. This is not applicable to domestic travel, where a person is free to move at any time and anywhere. Domestic travellers freely move with any amount of money desirable to them during their trips. However, international tourists have a limit to the amount they travel with. According to Australia Customs and

Border Protection Services (2014), travellers from Australia are permitted to take in and out of the country any amount. However, any amount of 10, 000 or more in Australian currency or foreign equivalent must be declared, as well as traveller's cheques, money orders or any money convertible instruments.

Seckelmann (2002) emphasized that domestic tourists are not dependent on the directions of the tour guides, since they speak and understand the local language; they therefore require no further interpretation of language. Also, they often move freely in the destination area in view of the fact that they are familiar with the transport system and therefore prefer the use of their own cars. In addition, Rajasenan et al. (2012) explained that domestic tourists independently make their travel arrangement to destinations. This is because they are familiar with the destination area and know where to get things done for them. However, a study by Kasim et al (2013) on Malaysian domestic tourists showed that domestic tourists prefer to buy travel packages from travel intermediaries to island destinations.

According to Mohamed (2005), domestic tourists do not enjoy adventurous activities to remote places or small villages. Thus, though domestic tourists want to explore nature related areas, they are also risk averse. Pierret (2011) on the other hand described domestic tourists to be those who enjoy activities such as discovery, encountering others, experiencing something unique and resting. He further argued that the last two activities are mostly preferred by domestic tourists.

Similarly, Albughuli (2011) also observed that domestic tourists of Saudi Arabia travelled mostly for relaxation and religious reasons; the latter is basically due to their culture. In contrast to Albughuli's observation, Boakye

and Owusu-Mintah (2008) asserted that domestic travels in developing countries are mostly for non-recreational purposes. Rajasenan et al. (2012) also argued that domestic tourists are not typical explorers but desire some form of comfort and safety in their travels.

Tourists have many sources of information about destinations such as television, word-of-mouth communications from friends and families, internet, brochures, magazines, travel agents and others. However, Ramchurjee (2013) stated that domestic tourists' sources of information are predominantly from the internet, family/friends or word of mouth, brochures and guide books. This came up in his study of domestic tourism in Kenya. MoT (2009) reaffirmed the fact that domestic tourists mostly use websites, family and friends, travel and guide books in sourcing information about a destination in New Zealand. However, according to Aziz and Ariffin (2009), the use of internet predominates in the sources of information by domestic tourists in other studies; but it is the least used source in Malaysia, and rather recommendations from family and friends. The implications of these arguments are that the dominating source of information for tourists is based on the country and how effective communication or information gets to travellers.

According to Seckelmann (2002), domestic tourists spend less time at a place than international tourists. Similarly, an observation by Yang, Wong and Zhang (2011) revealed that the length of stay by tourists is dependent on the age, motivations, mode of transport, organized tours and past visits. To this, Kim and Prideaux (2005) argued that different motivations, different purposes, different itineraries, different activities will require different length

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of stay at the destination. For instance, tourists visiting friends and relatives stay longer than people travelling with other purposes (Hsu & Kang, 2007). Opperman (1997) also claimed that first time visitors do not stay long at a single destination than repeat visitors.

Food consumption has become part of the travel experience of domestic tourists (NITB, 2012). It has change from the norm of being used as a function of quenching hunger, to become part of travel experience. As such an encounter with the destination's food, especially the local food can influence the travel experience negatively, positively or a mixture of the two (Richards, 2012; Adongo, Anuga & Dayour, 2015). Similarly, Field (2002) and Chang and Hsieh (2006) asserted that food relates to the culture of a destination. As such the consumption of local food on a vacation reflects an experience of the host's culture.

Akyeampong (1996) posited that domestic travel in Ghana is to satisfy some purposes or imperatives which he named as social-cultural and peer; which include visiting friends and relatives, funerals, outdoorings of chiefs and other festivals. He further mentioned that Ghana's domestic travel is characterized by group travel which is dominated by school groups. Again, Boakye and Owusu-Mintah (2008) also argued that the domestic tourism in Ghana is dominated by less involvement of travel intermediaries and most travel is done by the use of public /commercial transport.

Typology of Domestic Tourists

Domestic tourists are heterogeneous and therefore have different needs and require various experiences (Mo, Havitz & Howard, 1993).

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Categorizing them into homogeneous groups will ensure an effective assessment of tourists' demand or identifies the type of destination (Malluo, Prado & Tobio, 2004). George, Inbakaran, Poyyamoli (2010) also argued that motivation alone is not sufficient to understand why people travel to destinations, and that it is important to consider the typology as well.

Veisten, Lindburg, Grue and Haukeland (2015) supported the arguments that tourist typologies help in given details about the different groups of tourists that visit a destination or attraction, and that they are essential for the explanation and prediction of tourists behaviour (Mehmetoglu, 2004). These typologies can be derived from the behaviour of tourists who visit the destination, the purpose of visits and activities undertaken. Researchers have done several studies on tourists' typologies; and these studies have categorized tourists based on tourists' expected experiences, the personality traits and travel characteristics. Prominent among them are Gray (1970), Cohen (1972) and Plog (1973).

Gray (1970) classified tourists into wanderlusters and sunlusters. He described the wanderlusters as the people who seek new experiences, far from the familiar things they are used to. They tend to move from one destination to the other to immerse themselves in different exciting cultures and places. The sunlusters on the hand choose to visit places based on the destination's physical attributes such as the sun, sea, sand, beaches, or the water resources. They prefer pleasure, relaxation and entertainment and have not much interest in the culture of the visited destination (Dayour, 2014). Sunlusters tend to enjoy cultural entertainment and are passive to cultural experiences. The characteristics of domestic tourists' tend to depict that of

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the sunluster category, which conforms to Mohammed (2005) and Rajasenan et al. (2012) description of domestic tourists as not typical explorers but as people who prefer some comfort and relaxation in their travel experiences.

Cohen (1972) divided tourists into different types by the degree of familiarity and new experiences/ novelty they seek. He proposed four types of tourists, thus the organized mass tourists, individual mass tourists, the explorer and the drifter. He further grouped them under institutionalized (organized mass tourists and individual mass tourists) and non- institutionalized tourists (explorer and drifter). Cohen explained that the institutionalized prefer familiarity in their travel experiences like that of the home country environment, with different degree of desire for novelty. The non-institutionalized seek novelty in their travel experiences with varied degree of contact with the locals and cultural experiences. Cohen's categorization has been critiqued as being simplistic since it employed only the concept of novelty as the element for the classification of tourists.

Related to Cohen's typology is a study by Chen, Prebensen, Chen, and Kim (2013) who through the experiences nature based tourists sought from a destination in Norway, categorized the tourists into hardcore explorers, typical participant and casual seekers. It was identified that the hardcore explorers and typical participants were in for novelty, and they were attracted to the destination based on the experiences they wanted to have with the 'unspoilt' nature, such as that of Cohen's non-institutionalized tourists. The casual seeker on the hand is related to that of Cohen's institutionalized which seek to enjoy familiarity in their travel experience.

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Plog (1973) segregated tourists into two types based on their dimensions of personality. He identified them to be psychocentrics and allocentrics. The Psychocentrics and the allocentrics share personality traits similar to that of Cohen's institutionalized and non-institutionalized types respectively. The allocentrics want to experience the local culture, tend to travel to exotic destinations and prefer adventurous activities, as well as spend more during travel. The psychocentrics on the other hand are less adventurous, tend to travel less and usually travel by car, prefer familiarity at the destination, seek comfort and safety during travel and spend less at the visited destination (Dayour, 2014). Mohammed and Som (2010) mentioned that the psychographic dimension used by Plog enables the recognition of the relationship between the personality and destination choice of tourists, as well as helps in understanding why people travel and others do not. Uysal, Li, Sirakaya-Turk (2008) also indicated that the psychographic scale used by Plog (1973) can be used to define individual travellers and destinations. This implies the destinations that are new and distinct will appeal to the allocentrics and the well established destination will attract psychocentric travellers.

The typologies described earlier in conjunction with Mohamed (2005) and Rajasenan et al.'s (2012) description of domestic tourists as people who enjoy adventurous activities but prefer also comfort and safety in their travel, depict domestic tourists to fall within the psychocentric category. In addition, Pierret (2011) mentioned that domestic tourists travelling are of sedentary manner (staying at one place) and land transport is preferably used. These characteristics are typical of psychocentrics. Pierret further indicated that domestic tourists enjoy discovery, encountering others, experiencing

something unique and resting. All these arguments imply that domestic tourists cannot be 'boxed' into either psychocentric or allocentric but can be a blend of the two categories, which is the midcentrics. The midcentrics are a blend of both the allocentrics and the pschocentrics. They are the tourists who go to places that have been popularized by the allocentrics and they tend not to be so adventurous, neither are they afraid.

Specific typologies for domestic tourists have been identified by some scholars/studies. One of such studies was on the domestic tourists of New Zealand by the Ministry of Tourism (2010). They segmented the domestic tourist population into eight groups based on their demographic and psychographic profile: rewarding, searching, being there, aiming high, creating, embracing life, making do and immersing. The studies presented an overview of the domestic market according to the segment size, the propensity to travel domestically for leisure purposes and travel aspirations. The result further portrayed that each segment requires different marketing strategy (Abanga & Mensah, 2008), buttressing the argument by Kotler, Bowen and Makens (2003) that a segmented market consist of different buyers whose motivation and tastes differ, and therefore must not be treated as homogeneous group.

In the same vein, Mallou, Prado and Tobio (2004) conducted a study to segregate the domestic tourist market of Spain. The categorization of the domestic market population was based on preference for hypothetical destinations with different attributes, as people have preference for specific destinations based on perceived benefits (Marzo, Martinez-Tur, Ramos & Peiro, 2002). Mallou et al (2004) identified eight groups in relation to their

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socio-demographic, holiday characteristics and last holiday taken. They include nightlifers, city seekers, culture seekers, non-urban beach seekers, mountain enthusiasts, non-green beach seekers and countryside lovers. This categorization falls in line with Plog's (1973) typology where the personality may determine the preference for destinations. All these indicate that among domestic tourists, there are different types who need to be treated differently as a result of their characteristics.

The Concept of Motivation

The understanding of tourist motivations in the tourism industry has become eminent. This is due to the constant changes and evolvement in the demands of the tourists. To survive in this sector, therefore, the providers of products and services of the industry need to understand the motives of people when opting for a vacation.

According to Phan (2010), many definitions and explanations have been given to motivation. For Schiffman and Kanuk (2007) motivation is the driving force that induces an individual to take certain actions. Similarly, Romando (2008) explained motivation as the basis of what pushes people to take actions in an attempt to satisfy what they want. Phan also referred to motivation as the process that answers the questions of why and how people's behaviour is activated and directed. Motivation can therefore be defined as the process where people are moved to take certain actions in an attempt to satisfy their want.

In the tourism context also, people are stimulated to travel to tourist destinations. Thus, travel motivations relate to the reasons people travel (Hsu

& Huang, 2008). Swanson and Horridge (2006) defined travel motivations as a set of needs that push a person to undertake tourism activities. Lubbe (1998) and Solomon (2004) also noted that travel motivation begins when people have the consciousness of certain needs and identify some destinations that may have the capacity to serve those needs. To Mahika (2011), tourist motivation is the psychological stimulus able to determine the desire to travel. Tourist travel motivation therefore refers to the needs and reasons that move tourists to travel to destinations that have the ability to satisfy their needs.

Understanding travel motivation has many implications on tourism development. Fodness (1994) and Kozak (2004) stressed that without examining tourists' motivations, it will be difficult to meet their needs and wants, and to estimate the extent to which the products and services of a destination can satisfy their motivations. Similarly, Yoon and Uysal (2005) posited that effective marketing of a destination stems from an extensive analysis of tourists motivations. Jang and Feng, (2007); Al-Eisa and Alhemoud (2009); Vazquez and Xu, (2009) also articulated that motivation factors have positive influence on people's intentions to use particular products or services. For these arguments, Mill and Morrison (1985) and Seebaluck et al. (2013) stressed that motivation is an important factor of travelling.

Classification of Travel Motivational Factors

Over time, several reasons have been given as the motivational factors of travel. Therefore different classifications of reasons for travel have been propounded by researchers (Beard & Regheb, 1983; Swarbrooke & Horner,

2004; Albughuli, 2011; Mahika, 2011). According to Mahika (2011), the factors of motivation are categorized into fundamental and selective reasons. He explained the fundamental reasons to be the need of an individual to satisfy a travel desire; thus, a tourist having the desire to travel. On the other hand, selective reasons underline the choice of a particular destination which can satisfy that need.

Beard and Ragheb (1983) also developed a model which categorized motivational factors into components made up of intellectual component which consists of learning, exploration and discovery. The social component also involves the need for friendship and interpersonal relationship with others, whiles the competence of acquiring skills includes engaging in recreational activities to achieve or lead. Another component is the competence of avoiding stimulus which is made up of seeking solitude, peace and relaxation and escape from the stress of life.

Similarly, Swarbrooke and Horner (2004) classified motivational factors to include psychological, emotional, personal, personal development, status and culture. These factors have been discussed in detail as below:

Psychological

They associated psychological factors to people travelling for relaxation, health and sex reasons. Holloway (2002) stressed that people travel to rest and relax from stressful lifestyle and visit new places to forget about life and work pressures. In addition, tourists travel to take part in activities just to improve their health, for medical attention and for therapeutic reasons which McIntosh and Goeldner (1990) considered as physical motivators.

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Emotional

The emotional factors relate to romance, escape, spiritual needs, adventure, nostalgia and fantasy (Mahika, 2011). Similarly, Olimpia (2007) indicated that people are increasingly going for tourism activities that arouse them mentally. Escape from the usual environment is part of tourism, as tourists travel to break away from routine lifestyles (Crompton, 1979). According to Dann (1981), tourist travel can bring about enhancement and restoration. This reflects in people's desire to travel for romance, to gain new experiences and spiritual needs. And for Arunmozhi and Paneerselvan (2013), travelling for adventure has taken off in a big way recently especially in India, where tourists seek to explore remote areas and engage in various activities such as trekking, water rafting, skiing all to rejuvenate themselves.

Personal

The personal motive refers to the individual travelling to assess the self and to seek relationship with others. Swarbrooke and Horner (2004) indicated that socialization and visiting friends and relatives for the enhancement of kinship are some of the motives expressed for travel decisions. Nostalgia which relates to the need of visiting friends and relatives is much seen in domestic travel (Chadwick, 1994; Akyeampong, 1996; Mohamed, 2005). This need for belonging which was stipulated in Maslow's (1943) theory drives people travel to fraternize with others.

Personal development

Travelling to acquire knowledge and to learn new skills are some of the motives tourists travel for. Beh and Bruyere (2007) notes that people travel

to think about who they are, their personal values and to learn new things which bring about self-pride. According to Hudson (2008) learning and enrichment travel are on the increase; as today's tourists are yearning for experiences that provide them with great insight, understanding and relationship with people and the destinations they visit.

Status

Travelling to new destinations in some instance is associated with prestige. This normally occurs when the places visited is of novelty and exclusivity. Cohen (1972) opined that all tourists seek some form of novelty and strangeness as they travel and also maintain some form of familiarity (Kanagaraj & Bindu, 2013). Urry (2002) expressed the belief that travel in itself is a mark of status and prestige, although travelling has recently become a common activity.

Cultural

Swarbrooke and Horner (2004) explained the cultural factors to be the desires of tourists to discover and experience other cultures in terms of festivals, languages, dance, destinations/attractions, and environment as well as sightseeing. Thus, people seek to understand and have knowledge of what happens at other places and in other people's life.

All these assertions depict that tourists travel to destinations with different motives. According to Merwe and Saayman (2008) different attractions and destinations lead to different factors of motivation, and that the motives of one destination cannot apply to another. The implication is that the motivational factors of international tourists may be different from that of domestic tourists and even among tourists to the same destination.

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Theories of Motivation

Literature related to travel motivations acknowledged that certain forces and needs drive a person to travel and he/she will seek to satisfy that need. Many theories of motivation have been propounded to explain why people travel. Such as Maslow's (1943) theory of needs, Crompton's (1979) push and pull framework, Iso-Ahola's (1980) arousal theory and many others. Though, these theories were criticized, many researchers used them in the literature.

Maslow's (1943) theory of needs identified five human needs. He explained that until the lower needs are satisfied, the higher needs will not be sought. The needs are as follows, from the lowest to the highest: Physiological needs- hunger, thirst, rest; Safety needs -security, freedom from fear; Belonging and love needs- recognition, friendship (giving and receiving love), affection; Esteem needs -self respect and respect for others; Self-actualization need - self fulfilment. Chon (1989) argued that Maslow's theory is the foundation of travel motivation. This is because in tourism, the desire to satisfy a need motivates people to travel to satisfy that need. However, this theory was criticized for assuming that people satisfy their needs in progression, thus from the lowest to the highest (Fridgen, 1996). Schiffman and Kanuk (1997) also criticized Maslow's theory on the bases that it is difficult to empirically test how satisfied a need is before moving to the next level of need.

Iso-Ahola's (1980) optimal arousal theory has the basic principle that an individual seeks out a level of excitement that best fits his/ her needs in particular. And that an individual with a quiet life may travel to seek

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stimulation through activity. On the other hand, a person whose life is full of activity will prefer a quieter environment and peaceful setting, and he/she will move away from stimulation activity. The criticism against this theory is that it perceives tourism to be mainly guided by intrinsic motives such as escape from stress, mundane environment and relaxation (Fridgen, 1996). However, tourism is undertaken for both intrinsic and extrinsic motives. These stimulate the theory of push and pull (Dann, 1981; Crompton, 1979).

The push-pull framework has become the most common approach used to explain tourist motivations (Crompton, 1979; Dann, 1981; Chon, 1989). They explained the pull factors to be the attributes (tangibles and intangibles) that attract the tourists to a specific destination such as the beaches, novelty, education, cultural or historical heritages etc. Whiles the push factors are those that drive an individual to move to achieve that need, such as escape from mundane environment, relaxation, regression, social interaction, prestige, and adventure. Therefore, the push motives can be used to explain the need to travel and pull motives explain people's destination choice (Crompton, 1979; Dann, 1981; Sirakaya, Sheppard, McLellan, 1997; Yousefi & Marzuki, 2012).

A research by Kassean and Gassita (2013) using the push-pull motives on a specific group of travellers (French, English, Italian, South African, German tourists) to an island in Mauritius revealed that rest and relaxation were the major push factors, followed by nostalgia, escape, novelty and social interaction. The pull based motives were the climate and weather of Mauritius, the beautiful landscape and scenery, the unique flora and fauna, exotic

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beaches, ambience and atmosphere, the Mauritian culture and the warm hospitable nature of the Mauritians.

Furthermore, Yoon and Uysal (2005) who researched into the travel motivations of tourists to the Mediterranean Sea in Cyprus identified eight push factors and nine pull factors. The push factors include excitement, knowledge and education, relaxation, achievement, family togetherness, escape, safety and fun, away from home and sightseeing. The pull factors on the other hand are modern atmosphere and activities, wide space and activities, small size and reliable weather, natural scenery and different cultures, cleanness and shopping, night life and local cuisine, interesting town and village, and water activities. They further opined that relaxation, family togetherness, safety and fun motives dominate travel by domestic tourists.

Kanagaraj and Bindu (2013) argued in a study conducted on domestic tourists to Kerala in India that the pull motives of visiting a destination are relaxation activities, adventure and variety seeking experience, water based activities and museums, yoga, temple and history, heritage and handicrafts, backwaters and spa. And the most important pull motives were relaxation activities, adventure and variety seeking experience. The push motives on the other hand included experiences and learning, achievement and prestige, escape, family, rejuvenation, challenge, romance, life and cuisine, and freedom. With the most important push motives being experiences and learning, achievement and prestige.

Ghaderi, (2011) stressed that domestic tourists travel purposely for leisure activities. In his observation of domestic tourists of Iran, he realized that their reasons for travel are leisure during vacations, pilgrimages, visiting

friends and relatives, business and professional careers, nature-based, cultural tourism and shopping. Among these motives, leisure during vacations had the highest claim as the main reason for travel. Mohamed (2005) also buttressed the argument that leisure motives dominate domestic tourists travel. These motives reaffirm Rajasenan et al.'s (2012) claims that domestic tourists are not explorers, but they seek fun and leisure and also consider safety as important. In addition, Kanagaraj and Bindu (2013) posited that the use of push and pull motivation framework helps in identifying areas of concern of destinations. Yoon and Usyal (2005) also emphasized that destination marketers must consider the implications of the push and pull motives as they are the fundamental factors that increase destination's satisfaction and loyalty.

Similarly, Aziz and Ariffin (2009) in their study of the motivations and lifestyle of domestic tourists in Malaysia emerged with the fact that the most popular motivational factors of domestic tourists are geared towards nature and also culture based. This implies interests in ecotourism and culture by domestic tourists. Awaritefe (2010) also posited that domestic tourists are significantly motivated by pull factors, which are the attributes of a tourist destination.

Various arguments have been articulated by researchers as the push and pull factors that stimulate tourists to travel to specific destinations. However, these factors may vary according to the needs of the tourists and the destination. Thus, the factors that may push a tourist to travel may be deemed as a pull factor by another tourist. As such the classification of the push and pull factors are based on the researcher, the tourists' needs and the attributes of the destination as a study area.

Similarly, many views have been expressed on how to better measure domestic tourists' motivations for travelling to a destination. For the purposes of this study, the push-pull factors of motivation are used to assess domestic tourists' motivations for travelling to Nzulezo. Based on literature, a number of push and pull factors are used to determine which of them actually motivate domestic tourists' to visit the study area. The push factors include escape, rest and relaxation, education, adventure, socialization, prestige and family togetherness motivations. And the pull factors, on the other hand, include beautiful scenery, culture and novelty.

Dynamics of Motivation across Tourists' Background Characteristics

Traveller's decision making to a destination is a complex process which is influenced by some factors such as motivation, attitudes, characteristics, and experiences among others (Shih, 1996). Swarbrooke and Horner (2004) posited that tourists travel decisions and choice of destination is not influenced by one factor but a number of factors such as age, travel party, gender, nationality and many more. It can also be argued that several studies have been done on the relationship between motivation and socio-demographic variables like age, income, gender, educational level, family lifecycle and social class (Jensen, 2011; Beerli & Martin, 2004; Kasim et al. 2013).

Similarly, Prebensen, Skallerud, Chen (2010) mentioned that motivation is multidimensional in its relationship with other variables, which affects the travel decision making of a person to destinations (Demir, Kozak & Correia, 2014). Therefore, the argument as to which of these factors or

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variables relate more to motivation to travel may be dependent on other factors such as the place and type of study, as different environments may produce different or similar results. Also, it must be noted that there may be other factors which can influence motivations apart from the socio-demographics such as the travel characteristics (Rajasenan & Kumar, 2004).

According to Baloglu and McCleary (1999) age significantly affects the impression people have about a tourist destination and this affect the travel decision of tourists. Ramchurjee (2013) also echoed that age reflect the type of motivation a person will pursue. She revealed that the age bracket of 18-25 years sought for knowledge about nature, whiles those in 26-33 age group yearn to appreciate and experience nature. However, there was a counter argument by Andreu, Kozac, Avci and Cifter (2006) which indicated age has no influence on travel motivations of tourists.

There are mixed views on the influence of sex on the travel motives of a person to a destination. For Baloglu and McCleary (1999), sex influences the travel decision of a person. This is because females and males have difference preferences and needs as such seek different activities and vacation types. However, this assertion has also been contradicted by Kasim et al. (2013) who echoed that the sex of a tourist does not have any influence on the motivation to travel.

With regard to education, Tezak, Sergo, and Luk (2010) in their study of tourists to Istria County in Croatia, revealed that education is an important variable that influenced the motives of tourists a tourism destination receives. Also, the profession and age of tourists were highly correlated to their motives of natural beauties of the destination. Furthermore, Kharabsheh (2013) in his

study of domestic tourists in Jordan observed that there is a relationship between higher education, higher income and the motivation to travel locally.

Again, Eugeno-Martin and Campos-Soria (2011) emphasized that the economic status which can be the income or employment of a domestic tourist influences the motivation to travel and the choice of destination, since that relates to how much of the travellers budget he/she is ready to spend on travel. Kattiyapornpong and Miller (2009) also argued that age, income and life stage of a person is related to his/her travel behaviour.

For Demir, Kozak and Correia (2014) the information a person has and the sources of that information have impact on the motivation and travel decision of the tourist. Ramchurjee (2013) noted that tourists have access to information through various sources such as word of mouth, television and many others. From these, the tourists evaluate information available to them and make a choice for a destination which can meet their needs.

Theoretical Framework

This section of the study discusses the theoretical framework which guided the study. It comprised the push-pull theory by Crompton (1979), the model of local food consumption by Kim, Eves and Scarles (2009) and an adapted conceptual framework for assessing the characteristics and travel motivations of domestic tourists to Nzulezo.

Crompton's (1979) push-pull motivation theory has been used by several researchers (Yoon & Uysal, 2005; Siri, Kennon, Josiam & Spears, 2012). The stipulates that certain factors drive an individual to travel to a destination and the pull factors are the attributes of a destination that attract

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tourists to that specific destination. Crompton described the push as socio-psychological and the pull factors as extrinsic values from the destinations rather than from within the tourists himself. The conceptual framework used some of the variables of Kim et al. (2009) and other variables from the literature. The adapted framework best fit the study as it captures basic aspects that will help in achieving the research objectives.

The framework (Figure 1) consists of three main factors which influence the consumption of food at a destination. The factors include demographic, motivational and physiological factors and their relationship with the consumption of food at a destination.
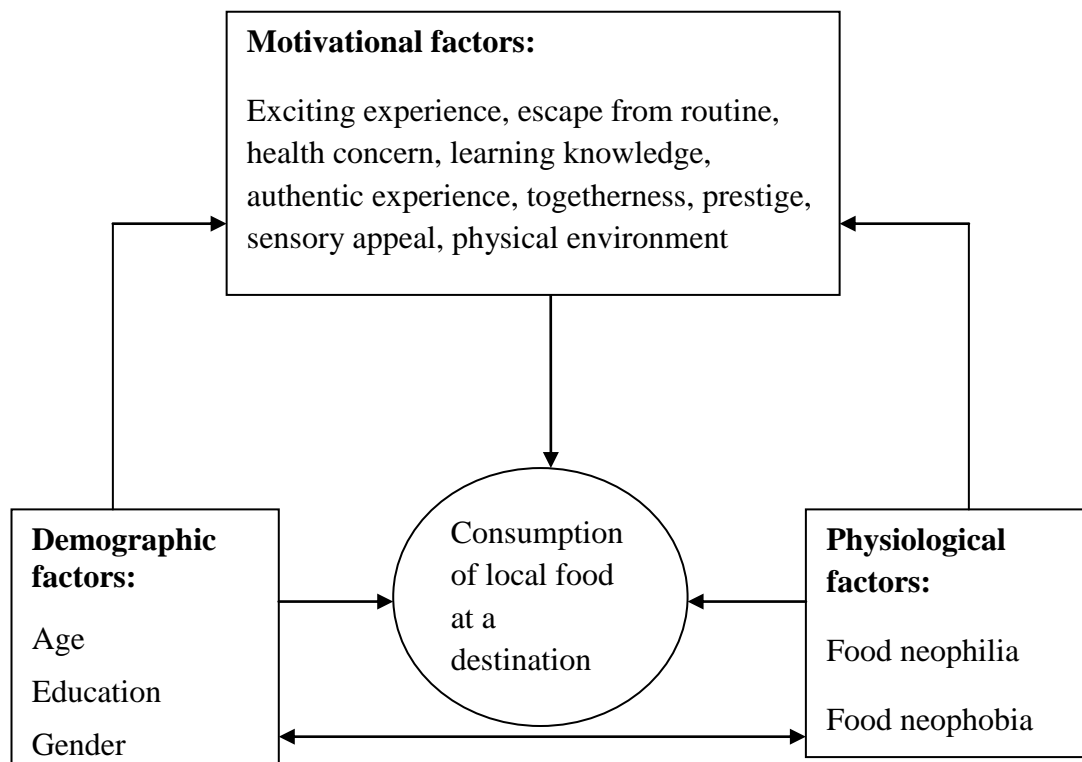
Figure 1: Local Food Consumption Model by Kim et al. (2009).

Demographic factors

The demographic factors in the framework included age, education and gender. Kim et al. (2009) argued that these factors can determine the purpose for which an individual wants to consume a product at a destination, how and where the consumption will be effected. This indicates that demographic factors direct consumer behaviour (Hsu & Powers, 2002). For Hudson (2008) demographic factors such as age, gender, education or income among others are part of the key determinants of consumer behaviour. In addition, Jang and Wu (2006) and Singpikul (2008) posited that socio-demographic variables are the main factors that affect people's travel related behaviour. And that destination choice and the type of tourist activities a person partake can be influenced by age and education (Kim, Lee & Klenosky, 2003; Kim, Cheng & O'Leary, 2007).

Motivational factors

According to Kim et al (2009) the motivational factors for the consumption of food are diverse and consist of health reasons, sensory appeal, escape from routine, exciting experience, togetherness, and prestige among others. Marzo, Martinez-Tur, Ramos and Peiro (2002) suggested that the reason people prefer to visit a particular destination is based on the benefits they perceive to achieve, therefore the motivation to travel to experience those benefits. This idea echoes the arguments of Mills and Morrison (1985) and Goossens (2000) that motivation is activated when there is a need to be satisfied, and action must be taken to achieve it. Kim et al. (2009) related the motivational factors to physiological (food neophilia and food neophobia) and the demographic factors (age, gender, education). They argued that these

factors influence the motives of people to consume food at a specific destination.

Physiological factors

The physiological factors are related to the degree people are willing to experience novelty and familiarity in their food consumption. Kim et al. (2009) categorized them into two sets, thus food neophilia and food neophobia. The food neophilia depicts the tendency of tourists to travel to experience something new and different. This reflects in Plog (1973) allocentric type of tourists who seek novelty in their travel experiences. The food neophobia on the hand explains the extent people are not willing to try new food products, echoing Plog's psychocentrics who prefer familiarity in their product consumption. The implication is that people will visit destinations which best satisfy their needs as opined by Iso-Ahola's (1980) optimal arousal theory. Kim et al. (2009) further argued that the physiological factors relate to the demographic factors. The basis of their argument is that the demographics of people can predict the food they will prefer and where to consume it. Wadolowska, Babicz-Zielinska and Czarnocinska (2008) expressed the point that better jobs and high level of education can affect peoples' demand of products especially choice of food.

Limitations of the Local Food Consumption Model

Few weaknesses have been identified with the framework by Kim et al (2009). This required the adaption of similar conceptual framework that considered all aspects or variables related to this study. The local food consumption framework included only variables that pertain to food

consumption specifically, therefore not capturing other variables that will enable the objectives of this study to be achieved.

Demographically, Kim et al. (2009) frame work included only age, gender and education. However, many variables are used to describe the background characteristics of people, which also relate to their motivation to consume a product. Hence, the variables are not exhaustive. On the other hand, motivational factors vary based on the needs of different people and even to different destinations. Various literature have identified different motivational factors, such as self-enhancement by Fodness (1994), safety and comfort by Oh, Uysal and Weaver (1995), facilities, event and cost by Jang and Wu (2006), attractions, novelty and nostalgia by Merwe and Saayman (2008) The arguments above implies that the variables adapted by a researcher is based on the study and the objectives the researcher seeks to achieve.

Conceptual Framework

The conceptual framework was adapted from Kim et al.'s (2009) local food consumption model to serve as a guide for the examination of the domestic tourists to Nzulezo. However, the study showed some weakness which brought about the need conceptualize a framework for the study. The framework comprises the various variables and their relationships which are based on the objectives of the study. Some of the key factors to be examined are motivational factors, travel characteristics, socio-demographic characteristics and how they are related. The examination of these factors will lead to the profiling of domestic tourists to Nzulezo (Dayour, 2014); which he explained as the analysis and categorization of an individual in relation to

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motivations, travel characteristics, sex, nationality, age and level of education. The conceptual framework is represented in figure 2. This profiling is necessary because few studies have been done on the relationships between these variables for the Ghanaian domestic tourists especially and for specific attractions in Ghana such as Nzulezo.
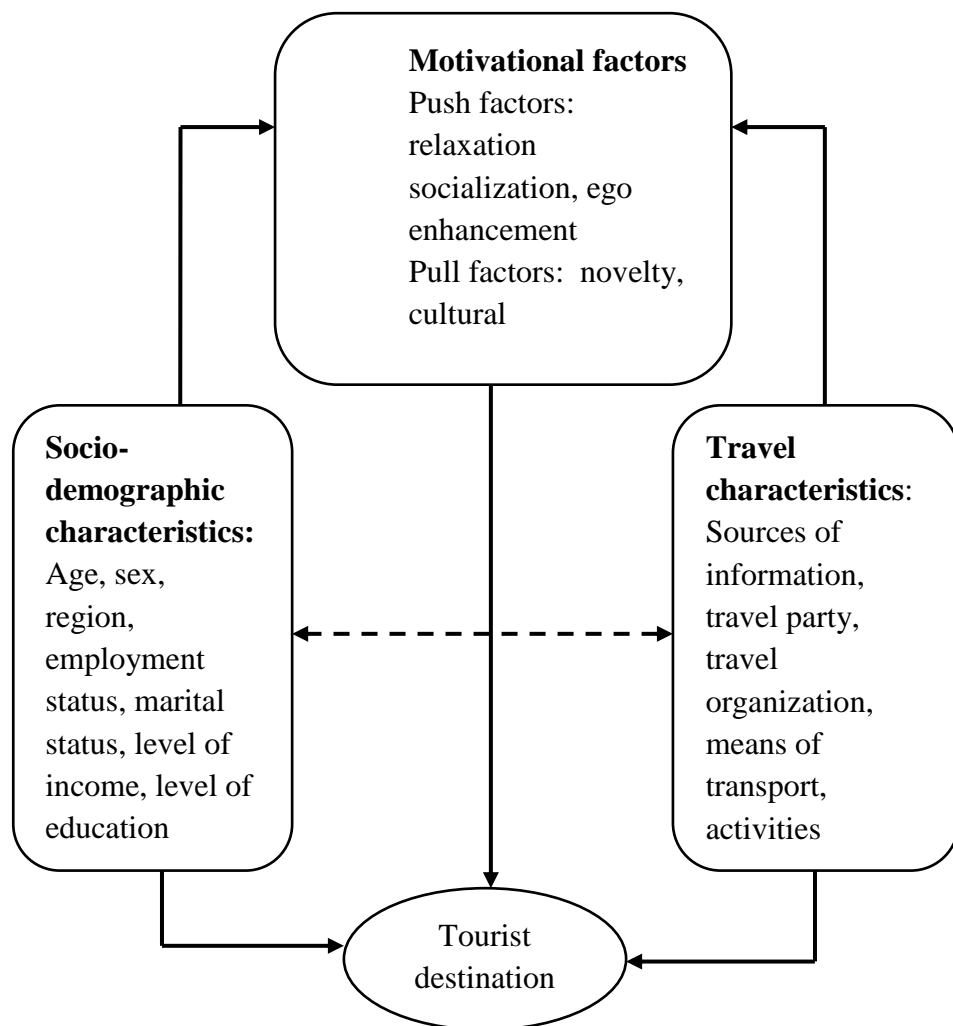
Figure 2. Conceptual Framework of the Characteristics and Motivations of Domestic Tourists.

Source: Adapted from Kim et al. (2009)

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Factors of motivation

This relates to the motives for which people travel to a tourist destination. The Push-Pull theory was used to classify the motives of travel for this study. The motivations to travel for domestic tourists may be to relax, rest, socialize, sightseeing, adventure and prestige. These motives may push the individual to travel, and the pull motives which are associated with the attributes of the destination may attract visitors to an attraction; some of the attributes include beautiful scenery, novelty, cultural and interesting town and village.

Another argument is that the background characteristics of an individual relates to the type of motives he/she may pursue. Rajasenan and Kim (2004) posited that the desire to travel and the travel decision are influenced by many factors including socio-demographic and travel characteristics. The travel characteristics of tourists such as the sources of information, travel party, sponsorship, and travel organization might relate to the motives of travel. To all these, Prebensen, Skallerud and Chen (2010) added that motivation is multidimensional in its relationship with other variables.

Travel characteristics

The travel characteristics of domestic tourists consist of the travel party, sources of information, sponsorship, travel organization, traveller type, the trip duration, among others. To some extent, these characteristics influence the motivation of domestic tourists to visit a destination and can also have some form of relationship with the socio-demographics of tourists. For instance, it is predicted that an individual with a higher level of education has

higher income and therefore has the ability to travel locally, as well as spend more including having a self-paid trip (Hudson, 2008; Kharabsheh, 2013). It can therefore be argued that there is a relationship between motivation, travel characteristics and the socio-demographics of tourists in their travel decision to a specific tourist destination.

Socio-demographic characteristics

The socio-demographic/personal characteristics including age, gender, income, marital status, employment status and religion of the domestic tourists are considered in this study. The personal characteristics of people have effects on their motivation to travel, determine the activities tourists will undertake and even places they will travel to (Mahika, 2011). In the same vein, Middleton, Fyall and Morgan (2009) stated that to convert motivations into actions depend on the demographics of tourists, thus age, income, occupation, family status and marital status.

Similarly, it is argued that there is a relationship between socio-demographics and travel characteristics of tourists (Heung, Qu & Chu, 2001). In addition, a study by Davison and Ryley (2013) revealed that the key life stages such as marriage, having children and retirement can influence travel attitude even their mode of transport. All these buttress the assertion that motivation, travel characteristics and socio-demographics can be related.

Summary

The chapter reviewed related literature, that are of importance to the study. The chapter described who the domestic tourist is by examining the several views on their definition. The review also considered the typologies of

domestic tourists from the perspective of different authors. Domestic tourists are heterogeneous in nature and differ in their motives of travelling, therefore the concept of motivation and related theories were considered; revealing some of the factors that drive domestic tourists to destinations. The chapter also discussed the opportunities and the challenges of domestic tourism as well as the conceptual framework guiding this study.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter presents the methods that were used for data collection and analysis. The issues discussed include the study design, research paradigm, the study area, sources of data, the target population, sample size determination and sampling procedures, the instrument, data collection, pretesting of instrument, challenges encountered during the fieldwork, ethical issues and data processing. These were viewed based on the purpose of the study which is to examine the characteristics and motivations of domestic tourists to Nzulezo.

Research Design

The research design for this study was descriptive. It was non-experimental and a cross-sectional type of research. Under this design, description of situations and phenomenon as they exist are provided without any manipulation. It also informs on naturally occurring attitudes, behaviours and characteristics of a group of people (Sarantakos, 2005). In addition, descriptive studies also demonstrates the existence of relationships or association between variables, and do not seek explanations for behaviours or phenomenon. As opposed to explanatory design which finds out whether one event causes the other (Hair, Babin, Money & Samuoel, 2003).

This research design was ideal for the study due to the objectives of the study; which sought to describe domestic tourists, find out the factors that

motivate domestic tourists to travel to a destination, their travel characteristics and their socio-demographic characteristics. Also, the study's objective is to find out the differences in motivation across the socio-demographic and travel characteristics of the tourists.

Research Philosophy

The positivist research perspective was the philosophy adopted for the study. The positivists believe that reality is out there and can be observed. The philosophy operates under the assumption that the object under study is observed "from a distance". Thus, attempts are made to avoid human perceptions or manipulations. The result from the use of this philosophy is said to be objective and based on strict rules and procedures (Sarantakos, 2005). On the opposite side are the interpretivists who believe that reality is in the minds of the people and it is internally experienced. And that the meanings and interpretations people give to phenomenon are more important (Creswell, 2009).

Related to the positivist's philosophy is the use of the quantitative method of inquiry which was adopted for the study. With this method data is numerically described and represented. Survey method of inquiry was used for this study based on the research design which is descriptive and non experimental. According to Creswell (2009), the survey method allows for the opinions or perceptions of a population, based on a sample to be collected through questionnaire. This buttresses Zikmund's (2003) assertion that surveys are usually used to collect quantifiable data which are examined,

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analyzed and findings reported. Therefore, the use of quantitative method for this study is plausible.

The Study Area

The study area is Nzulezo Stilt Settlement. This is a village built over Lake Tadane. This unique village is constructed on stilts and platforms in Tandane Lake. Nzulezo is near Beyin village and it is about 90 kilometers west of Takoradi. It is also part of the Jomoro District in the Western Region of Ghana. Nzulezo is located at the Amansuri Wetland, an inland swamp forest in Ghana. In 2000, the village was nominated as a World Heritage Site due to its unique features. It is also one of the few ancient settlements on stilts and platforms in the world. It has therefore become one of the major tourist attractions in Ghana. The Nzulezo Stilt Settlement has a total population of about 600 people. The main occupations there are farming, fishing and the brewing of local gin (Akpeteshi).

The village has been opened to tourism due its distinctive features such as their mode of transport, housing layouts and their landscape. Nzulezo Stilt Settlement is linked by a canal which opens into a lake. The village can be reached only by canoe ride which takes about an hour. The Nzulezo community is an indigenous one; where everything including the buildings and mode of transport are made from natural materials. Accommodation facilities in Nzulezo are made up of bamboo and thatch roofs. These houses are supported by strong wooden pillars which are buried deep in the basement of the lake and these pillars are changed after every eight years. The buildings within the village are connected to one another by a number of walkways to allow for free movement of people.

With the advent of tourism in the Amansuri wetland, a number of infrastructural developments have been carried out to aid tourism growth. These include the construction of 1.4 kilometre canal from Beyin to Nzulezo, a landing bay made of granite stone and a wooden walkway from the main road to the landing bay. Nzulezo Stilts Settlement is a project under Amansuri Conservation and Integrated Development (ACID). Currently, its management is under the auspices of the Ghana Wildlife Society and Ghana Tourism Authority.
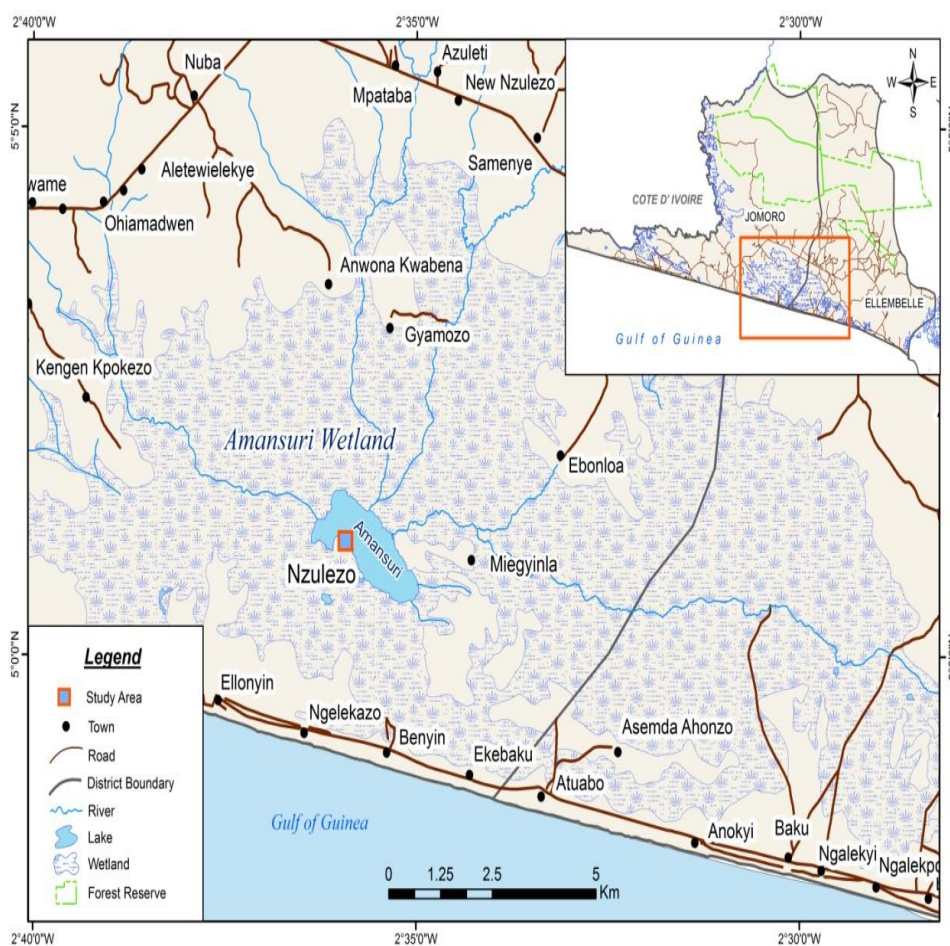
Figure 3: **Map of Nzulezo Stilts Settlement Area**

Source: Remote Sensing and Cartographic Unit, University Cape Coast, 2014.

The study area was chosen because it receives the highest number of domestic tourists, more than any of the attractions in the Western region of Ghana (MoT, 2012). Nzulezo is part of West Coast Destination Management Area (WCDMA), and it is therefore surrounded by other communities with attractions viable for tourism development such as Fort Appolonia in Axim, Ankasa Forest Reserves, Busua beach, Miamia, Akwidaa with its mangroves, lush greenery and wildlife, Butre with its beach and boat ride activities, Dixcove, Cape Three Point, Ankobra Gold Reserve and Princess Town; however, amongst all these, Nzulezo is the most visited. This necessitated the study into what motivates domestic tourists to visit the attraction, their travel characteristics and socio- demographic characteristics.

Data Sources

Primary data was collected from the domestic tourists to Nzulezo and the secondary information was resourced from the Western Regional Office of Ghana Tourism Authority, where the figures for the tourist arrivals to the region were collated. It was based on these figures that the sample size was drawn.

The Target Population

The population for the study was the domestic tourists who visited Nzulezo during the period of data collection, thus between the months of February and March, 2015. Domestic tourists who want to go for the trip to Nzulezo Settlement register at the customer service centre in Beyin, a village near Nzulezo. This is where arrangements are made for the trip and

information on tourists visiting the destination is collated. Data collected from the office of Ghana Tourism Authority indicated that between February and March 2014, domestic tourists' arrivals to the destination were 1,730. With this figure, the target population was determined and based on which the sample size was also drawn.

Sample Size Determination

The sample size of the study was determined using Fisher, Laing, Stoeckel and Townsend (1998) formula. Data obtained from Ghana Tourism Authority's office in the Western region suggests that between February and March (2014), domestic tourists arrivals to Nzulezo was 1,730. This is less than 10,000 which necessitated the use of Fisher et al.'s (1998) formula for calculating the sample size. The estimation of the sample size for this study was based on the previous year's figure provided by GTA, which is calculated as below:

Fisher et al. (1998) sample size is calculated using the formula below:

$$nf = \frac{n}{1 + \dfrac{n}{N}}$$

Where:

n_f = the desired sample size (when population is less than 10,000),

n = the desired sample size (when population is greater than 10,000),

N = the estimate of the target population size.

The 'n' must be calculated to determine n_f, which Fisher et al. (1998) provided another formula for as below:

$$n = \frac{Z^2 pq}{d^2}$$

Where:

n = the desired sample size when the population is more than 10,000

z = the normal standard deviation, usually set at 1.96 which corresponds to 95 % confidence level;

p = the proportion of the target population estimated to have similar characteristics;

q = 1.0 minus 'p'

d = the margin of error which is equal to 0.05

With the z-statistic equals to 1.96, margin of error (d) equals to 0.05 and the proportion of the target population with similar characteristic (p) equals to 85% (0.85), (n) therefore is:

$$n = \frac{(1.96)^2 (0.85)(0.15)}{(0.05)^2}$$

$$= \ 196$$

According to data from GTA, Western regional office, domestic tourists arrivals was 1,730 (which is 'N') and calculated "n" being 196. Substituting 'n' and 'N' into the formula, the sample size for the study was calculated as

follows: $\quad n = \dfrac{196}{1 + {196}/{1730}} = 176$

The (n_f) calculated was equal to 176, and this constituted the sample size for the study. A total of 194 questionnaires were administered to domestic tourists as a result of the addition of an extra 18 to cater for errors and non-

responses that occurred in some instruments. At the end of the exercise, 169 questionnaires were deemed usable corresponding to 87% response rate.

Sampling Procedures

Tuncalp (1999) argued that due to unreliable sample frame from which probability samples can be drawn, convenience sampling procedures are used especially for research work that relate to consumer behaviour. On the basis of this, some researchers have conducted successful quantitative method studies using convenience sampling procedures. Such studies include Hins (2009) and Siri, Kennon, Josiam and Spears (2012).

The technique for selecting the respondents for the study was convenience sampling, which is qualitative method of data collection. Convenience sampling appears to be an inappropriate approach in selecting respondents in respect of the positivist philosophy. However, the procedures and activities at the destination make the use of convenience sampling technique best fit for the study. Some of the issues which made the use of probability sampling not possible include lack of fixed sample frame from which the sample size can be drawn from. And in some days during the fieldwork, few people came to the destination. Similarly, considering the time frame for the study and financial constraints, the best option then was to administer the questionnaire at the convenience of the respondents.

Data Collection Instrument

The data collection instrument adopted for this study was questionnaire, which was self–administered. The questionnaire looked at the various variables the study sought to examine, such as the socio-

demographics, motivations, and the travel characteristics of the domestic tourists to Nzulezo. The instrument was structured into two Modules. The first Module (I) dealt with the push and pull motivation factors, where various statements from instruments used by Jensen (2011), Dayour (2014), Yoon and Uysal (2005) were selected and used. The second Module (II) looked at the background characteristics of the domestic tourists which consisted of the travel characteristics and socio-demographic issues. With the travel characteristics, respondents were asked to indicate their sources of information, travel party, income and many others. With respect to the socio-demographic of the domestic tourists, information on various variables such as age, marital status, employment status, education and gender were provided. A 4 point Likert scale was used to determine the degree of agreement to the statements relating to travel motivations, ranging from strongly disagree (1) to strongly agree (4). Also, close and open ended questions were used on some issues in the instrument. In all, 28 questions were answered by the respondents for the study.

Pre-testing of Research Instrument and Recruitment of Field Assistants

Field assistants (4) with higher diploma qualification and who could communicate in English and local languages were recruited. Each of them had one day training on the instrument, and the questions that emerged were addressed accordingly.

The pretesting of the instrument was carried out between 11th January and 18th January, 2015 at Kakum National Park. The result revealed the need to reword and remove some of the questions in the instrument to be able to

achieve the needed objectives. The pretesting which was conducted on 20 domestic tourists exposed the likely difficulties the researcher might face during the actual data collection. This brought about the need to recruit field assistants for the actual exercise.

Data Collection

On the procedures of collecting the data, the field assistants and the researcher were positioned at vantage places in Beyin and the river bank, for easy access to the respondents. They were approached and the purpose of the study was explained to them, and upon agreement the questionnaires were administered. To avoid double administration, respondents were somehow asked if they have earlier participated in the study. And in instances, where groups arrive, permission is sought from the group leaders and questionnaires handed to the respondents.

Challenges Encountered in the Field

Some challenges were faced during the fieldwork. They included respondents requesting for money before partaking in the study. Some of the participants had the impression that the study will bring promotion to the researcher and that these benefits will not trickle down to them. Such respondents were not influenced to participate but further explanations were made on the importance and the reason for the study. Those who bought into the idea were made to partake in the study.

Another challenge to the study was the large number of non-responses to some items on the questionnaire, particularly questions on expenditure.

Responses to questions on the domestic tourists' expenditure were very low and therefore could not be used in the analysis. This did not allow for any information on the expenditure patterns of their travel which was conceptualized as part of the travel characteristics.

Again, at the time of the data collection, the main road to the destination was partly under construction. This made travelling to the place somewhat difficult. However, efforts were made to ensure successful collection of data within the schedule period.

Ethical Issues

The researcher considered the issue of ethics as necessary and took Into account the issues of informed consent, anonymity and confidentiality. Escobedo, Guerrero, Lujan, Ramirez, and Serrano (2007) emphasized that informed consent is a vital step in any research. Ideally, participants are to be informed of the procedures, risks and benefits of a research project, and participants full consents given before the research continues (Bulger, 2002). This the researcher did by making known the purpose of the study to respondents, and any respondents who declined to participate in the study was not force to do so.

In addition, anonymity and confidentiality was ensured in the study. According to Crow and Wiles (2008) anonymity and confidentiality are assured where the information provided cannot be traced to individual respondents in reports, presentations and other forms of dissemination. In this study, no names and personal information was associated with specific responses collected. With confidentiality, the respondents in the study were

assured that the information collected would be used for the purpose intended, that is, for academic purposes.

Data Processing and Analysis

The Statistical Product and Service Solution (SPSS) version twenty-one (21) was used to analyze the data collected. The responses was coded and keyed into the SPSS for processing. Descriptive statistic such as frequencies, pie charts and bar charts were used to present the background characteristics (socio-demographics and travel characteristics) of the respondents. Means of the individual responses and overall score of factors of motivation were assessed. Other tools such as Factor Analysis were also used to determine the significant factors of motivations of the domestic tourists. Also, independent t-test and one-way analysis of variance (ANOVA) was applied to test the differences in their motivations across their socio-demographic characteristics and the travel characteristics.

Summary

This chapter discussed the methodology used for the study. It included issues on the research philosophy; the study used the positivist, which also involves the use of quantitative method of analysis and data collection such as the survey method. Descriptive research design was adopted for the study. Furthermore, sample size determination and sampling procedure was discussed as well as the target population. Data collection instruments and the processes were considered. In this chapter data analysis method, the ethical issues and the challenges faced during the fieldwork exercise, as well as how

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the challenges were addressed. The next chapter presents analyses and discussed data collected for the study.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

Introduction

This chapter presents the results and discussions of the data according to the objectives outlined in the research. The chapter focused on the characteristics of the domestic tourists which includes their socio-demographics and their travel characteristics. Heung et al. (2001) and Davison and Ryley (2013) indicated that there is a relationship between the socio-demographics and travel characteristics of tourists in their travel attitudes; therefore the study also examined this relationship. Furthermore, the motivations of the domestic tourists to Nzulezo were examined by identifying the major factors that motivated them to travel, as well as the differences in their motivations by their socio-demographic and travel characteristics.

Background Characteristics of Domestic Tourists

The description of the background characteristics of a particular segment enables the group to be typified. Bui and Jollifee (2011) recommends that understanding the characteristics of domestic tourists is important in figuring out the problems of the segment, to which strategies can be made to curb them. Domestic tourists have been described and defined by many researchers such as Mena (2004) Alegre and Pou (2006) and Albughuli (2011) in terms of length of stay, age, source of information, travel distances, mode of transport and many others.

Socio-Demographic Characteristics of Respondents

The socio-demographic characteristics discussed in this section include age, gender, marital status, highest level of education attained, level of income, occupation and religion. The results are presented in Table 1.

Table 1 Socio-Demographic Characteristics of Domestic Tourists

Socio-demographics	Frequency	Percentage (%)
Sex		
Male	103	60.9
Female	66	39.1
Total	169	100.0
Age		
< 20	12	7.1
20-29	98	58.0
30-39	40	23.7
40+	19	11.2
Total	169	100.0
Marital status		
Unmarried	119	70.4
Married	50	29.6
Total	169	100.0
Income level		
< 500	88	52.1
500-999	36	21.3
1000-1499	31	18.3
1500+	14	8.3
Total	169	100.0

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Table 1 continued

Level of education/qualification		
Basic/primary	11	6.5
Secondary	34	20.1
Diploma	36	21.3
Degree	72	42.6
Post graduate	16	9.5
Total	169	100.0
Occupation		
Students	64	37.9
Employed	80	47.3
Self-employed	21	12.4
Unemployed	4	2.4
Total	169	100
Religion		
Christianity	154	91.1
Islam	10	5.9
Traditional religion	5	3.0
Total	169	100

Source: fieldwork 2015

The results show that more males (60.9%) travelled to Nzulezo as against 39.1% females. This implies that more males undertake domestic tourism than females. This confirms the views of Jiajia, Jing and Erdogan (2009) in their study in China and Yousefi and Marzuki (2012) in India, which indicated male prevalence over female in domestic tourism. Boakye, Annim

and Dasmani (2013) concluded that in developing societies like Ghana, males have less demand in terms of house chores; they therefore tend to have more time to travel. However, Ghaderi (2011) in Malaysia and India respectively found female dominance in domestic tourism.

Age is one of the demographic characteristics that depict the typology of people to a destination as well as the market dynamics (Kattiyapornpong, & Miller, 2009). From the study, the results depicted that respondents between 20-29 years were the more (58%), followed by 30-39 years (23.7%), whiles respondents who were less than 20years recorded the lowest percentage of 7.1%. This result reaffirms the study by Bui and Jollifee (2009) of domestic tourists in Vietnam where respondents between 20-39 years representing 63% were the highest. Ramchurjee (2013) in Bagalkot, India also confirmed this finding that most domestic tourists to ecotourism destinations are of the younger age group mostly within the ages of 18-41 years.

On marital status, 70.4% of the respondents were unmarried while 29.6% were married. This is reflective of the dominance of younger age group (20-29years) of tourists to Nzulezo. However, the result contradicts the findings of Saayman, Saayman and Rhodes (2001) in their study of domestic tourists to a nature attraction in South Africa, where 50% of domestic tourists were found to be married and 50% unmarried. This confirms Saayman and Merwe (2008) assertion that different attractions attract different people with diverse motives.

Literature has shown that income is one of the most mentioned factors that affect one's propensity to travel in domestic tourism (Ejgelaar et al, 2008;

Boakye et al, 2013). To Huimin and Dake (2004), though there is a relationship between income and domestic tourism consumption, tourism consumption differs by the levels in income of tourists. Thus, there are income differences between those in rural and urban areas, different industries and even regions of an economy, which can have influence on the consumption pattern of the tourists. This study found out that more than half (52.1%) of the tourists to Nzulezo earned less than 500 cedis, followed by those earning between 500-999 cedis (21.3%). This is an indication that the predominance of the young age group tourists to the destination may have contributed to this result.

Education is also vital in domestic tourists' propensity to visit an attraction (Manono & Rotich, 2013). The higher one's education, the more likely he or she will visit an attraction. From the results in Table 1, 73.4% had tertiary education and 6.5% of them had also obtained basic level of education. The results therefore confirm the findings of Manona and Rotich (2013).

With regards to occupation, the study found out that 47.3% of the respondents were employed. Also, 37.9% were found to be students and 2.4% of them were unemployed. Though, the employed were in majority, the result also supports Akyeampong's (1996) argument that in Ghana, school groups tend to participate in domestic tourism, which is reflected in this study.

There is an observation from the study that Christians were more (91.1%) than the other religious sects, such as Muslims (5.9%) and Traditionalists (3%). This is predictable, since Ghana as a nation, has more Christians than the other religions. It can also be deduced that domestic

tourism is undertaken by people of different religions as shown in the domestic tourists to Nzulezo.

Travel Characteristics of Domestic Tourists to Nzulezo

The travel characteristics of domestic tourists have become important in profiling them. It thus provides information on the travel patterns or behaviour of a particular segment from which strategies can be made to meet their demands (Dayour, 2014). The travel characteristics of domestic tourists to Nzulezo are presented in Table 2. Some of the travel characteristics which were extensively examined in this study include the means of transport, sources of information and activities undertaken at the destination.

The results show that almost 96% of the domestic tourists prefer to travel in groups, whilst only 4.1% of them prefer to travel alone. This finding upholds Akyeampong (1996) assertion that domestic travel in Ghana is characterized with people's preference for group travel, which is also dominated by school groups. However, tourists may have reasons for the group travel preference.

With reference to the assertion of Akyeampong (1996) on group travel preference by domestic tourists, the study further sought to find out the number of people in a group (party size) as evident in Table 2. From the results, a significant number (59.8%) of the respondents travelled to Nzulezo with a travel party size of 10 and above, followed by those in party size of 2-4 (20.1%), with only 4.1% of them travelling alone. This further confirms Akyeampong's argument on domestic tourists' preference for group travel.

Table 2: Travel Characteristics of Domestic Tourists

Travel characteristics	Frequency	Percentage (%)
Group preference		
Prefer group	162	95.9
Do not prefer group	7	4.1
Total	169	100.0
Travel party size		
Alone	7	4.1
2-4	34	20.1
5-7	18	10.7
8-10	9	5.3
10 and above	101	59.8
Total	169	100
Group preference reasons		
Fun	59	34.9
Safety	56	33.1
Companionship	47	27.8
Others	7	4.1
Total	169	100
Means of transport		
Personal car	39	23.1
Public bus	25	14.8
Rental car	68	40.2
Tour bus	37	21.9
Total	169	100.0

Table 2 continued

Organisation of trip to Nzulezo		
Self	43	25.4
Tour operator/travel agents	5	3.0
Friends and relatives	40	23.7
Employer	28	16.6
School	20	11.8
Church	33	19.5
Total	169	100.0
Length of stay		
Same day	145	85.8
1-3 days	21	12.4
1 -2 weeks	3	1.8
Total	169	100
Travel experience		
First time visit	151	89.3
Repeat visit	18	10.7
Total	169	100.0
Trip Financing		
Self	81	47.9
Company	35	20.7
School	16	9.5
Family and friends	37	21.9
Total	169	100.0

Table 2 continued

Sources of information		
Word of mouth	125	47.3
Newspaper/magazine	23	8.7
Internet	31	11.7
Tour operator/travel agent	15	5.7
Government website	9	3.4
Television	61	23.1
Total	*264	100.0

Source: fieldwork, 2015

* The frequency exceeds the sample size because of multiple responses

Travelling in groups has been recognized as the preferred option for the domestic tourists to Nzulezo. And there are many reasons why people travel in groups. From the study, 34.9% of the tourists were in group for fun, followed by 33.1% for safety and 27.8% of them also travelled in group for companionship. However, 4.1% of the tourists preferred to be alone. This confirms the studies by Mohamed (2005) and Rajasenan et al. (2012) in Malaysia and India respectively that, though domestic tourists want to explore nature related areas, they are also risk averse, hence desire some form of comfort and safety in their travel. With the adventurous nature of Nzulezo as an attraction, it is therefore not surprising that in the midst of having fun, the respondents also indicated their preference for safety.

Regarding the means of transport by the respondents to Nzulezo, it was revealed that rental cars were dominantly (40.2%) used by the respondents and 23.1% of them used personal cars. Seckelmann (2002) posited that domestic

tourists are familiar with the transport system of the destination and therefore contribute to the use of their personal cars and rental cars as reflected in this study. Similarly, it buttresses the statement by Boakye and Owusu-Mintah (2008) that domestic tourists use more of commercial or public transports.

From the study it was revealed that 25.4% of the respondents had their trips organized by themselves and 23.7% of them by friends and relatives. Again, 19.5% of the tourists indicated that their trips was organized by the church, 16.6% of them by their employers and 11.8% by their schools, with only 3% of them having their trips to Nzulezo organized by travel agents. The results confirm the argument by Boakye and Owusu-Mintah (2008) that domestic tourism in Ghana is characterized by less involvement of travel intermediaries. The result also supports the assertions of Seckelmann (2002) and Ghimire (2013) that domestic tourists' trips are mostly self organised or by employers, schools and unions.

With regards to the length of stay of tourists to Nzulezo, over eighty percent (85.8%) of the respondents indicated that they were same day visitors, 12.4% of them stayed for less than one week and 1.8% of them stayed between one to two weeks at the destination. This finding is in line with a study by Seckelmann (2002) in Turkey where he observed that domestic tourists do not stay long at one destination. However, it contradicts the report by UNWTO executive director, Pierrets (2011) that domestic tourists are characterised by overnight travels.

For the financing of the trips to the destination, 47.9% of the domestic tourists who travelled to Nzulezo paid for the trip by themselves, followed by those who were sponsored by family and friends (21.9%) and almost 21% of

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them had their trips financed by their employers/companies. The finding therefore confirms Rajasenan et al.'s (2012) argument in a study in India, that the employment status of a person shows the ability to finance trips. And with reference to the employment status of the respondents, over half were employed reflecting in the ability to self finance their trips to Nzulezo.

With regards to the number of times or the frequency of travel by the tourists to Nzulezo, it was noticed that first time visitors were in the majority (89.3%) and 10.7% of them were repeat visitors. The high number of first time visitors indicates that tourists are now seeking new places to visit or it could be attributed to the fact that more people are now aware of the existence of the destination and its uniqueness.

It was acknowledged by Pan and Turner (2006) that the various sources of information of tourists indicate the nature of their information source behaviour. Knowledge on this will help in using the right marketing medium to attract potential domestic tourists to the destination. Results from Table 2 indicate that 47.3% of the respondents got to know about Nzulezo through word-of-mouth, 23.1% through information from television and almost 12% from the internet. However, only 3.4% used the government website as their information source.

The study sought to find out the generating regions of the domestic tourists to Nzulezo. The results are presented in Figure 4. From the results, most (34.5%) of them came from the Western Region, followed by Ashanti region (25.4%), Central region (19.5%), Greater Accra region (11.2%) and Northern region with the least of 1.2%. The majority from the Western Region could be attributed to its proximity to the study area. Western Region's

majority is consistent with the report on New Zealand domestic tourists (MoT, 2009), where most of the domestic tourism trips were done within the region they live in or neighbouring regions.
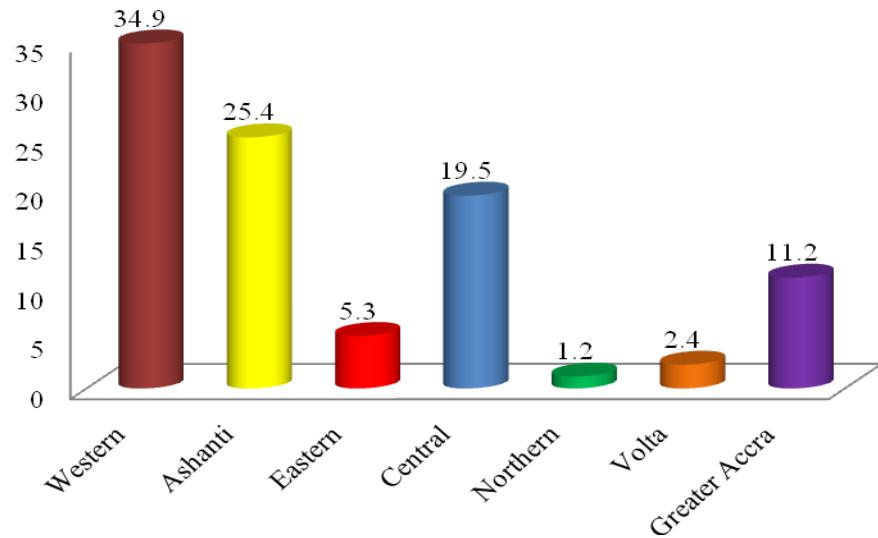
Figure 4 Generating Regions of the Respondents.
 Source: Fieldwork 2015

From a study by Boakye et al. (2013) on the travel patterns of Ghanaians showed that people from the Ashanti region tend to travel more within the country, making the high numbers of tourists to Nzulezo from Ashanti region seen as a reflection of their findings. The least representation by Northern region (1.2%) reflects the farthermost of Nzulezo to the domestic tourists from that region.

Food Preference of Domestic Tourists

Field (2002) and Chang and Hsieh (2006) asserted that food relates to the culture of a destination. As such the consumption of local food on a vacation reflects experiencing the host culture of the visited destination.   The local food conceptualized in this study is the food grown and processed in a

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specific locality, with indigenous or local ingredients, not compulsorily all ingredients (100%) must be grown locally. (Nummedal & Halls, 2006; Adongo et al.,2015). And the reverse is true for continental foods.
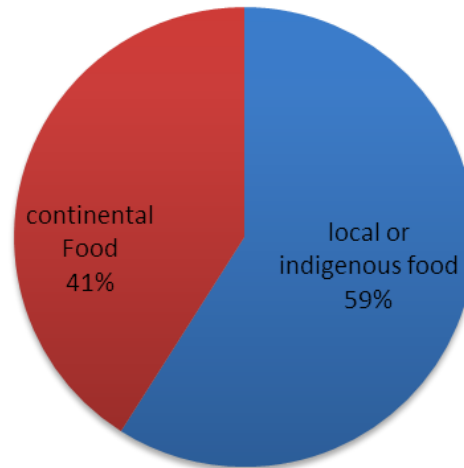
Figure 5 Food Consumption of Domestic Tourists

Source: fieldwork, 2015

From the results, 59% of the tourists to Nzulezo, preferred to consume local food at Nzulezo and 41% consumed continental food, indicating that tourists to Nzulezo desire to experience the culture of the destination.

Travel Party of Domestic Tourists

It has been asserted by Akyeampong, (1996) that Ghana's domestic travel is characterized by group travel and predominantly by students. The study therefore sought to find out the group preference of the various occupations of the tourists by their travel party size. The results are presented in Table 3. The results indicated that a significant number (101) of the respondents travelled to Nzulezo with a travel party size of 10 and above. Among the students, 68.8% of them travelled in this party size.

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Table 3 Travel Party Size by Occupational Status

Party size (number)	N	Students	Employed	Self employed	Unemployed
		Occupational Status (%)			
Alone	7	1.6	2.5	14.3	25.0
2-4	34	14.1	25.0	23.8	0.0
5-7	18	7.8	10.0	19.0	25.0
8-10	9	7.8	5.0	0.0	0.0
Above 10	101	68.8	57.5	42.9	50.0
Total	169	100.0	100.0	100.0	100.0

At p<0.05 significant level, χ^2 (12, N=169) =20.80, p=0.053
Source: Fieldwork, 2015.

This was followed by those employed (57.5%). On the other hand, the self employed (14.3%) and the unemployed (25%) preferred to travel alone. This finding thus maintains Akyeampong's (1996) assertion of group travel preference in Ghana and also dominated by students. Though the chi square results indicated no significant [χ^2 (12, N=169) =20.80, p=0.053] relationship between the travel party size and the tourists occupation, a pattern was shown.

Sources of Information by Domestic Tourists to Nzulezo

Communication is a key element in any successful business marketing and more especially in tourism marketing. The use of the right tools in getting to a target group is worth noting and studying (McCabe, 2012). Yilekpe (as cited in Boakye et al., 2013) also stated that many Ghanaian adults are not aware of the tourist attractions in the country, especially in their own vicinities. Therefore, knowledge about the sources of information of domestic

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tourists to Nzulezo is worth noting, as it can be used as a conduit to create awareness of the destination.

There are many sources of information available to domestic tourists such as travel magazines, internet, friends and relatives/word of mouth and many others. However, different groups of tourists are likely to use different sources of information as asserted by Amuquandoh (2003). He stated that there is a relationship between tourists' information search and their socio-demographics such as age, marital status, educational level and income. Therefore, this study sought to examine the relationship between tourists' socio-demographic characteristics and the various sources that they obtained information about Nzulezo. The results are presented in Table 4.

Between the sexes, more females (51.6%) got to know of the destination through word-of-mouth than their male counterparts (45%). In the same vein, females (26.3%) got information from television than the males (21.3%). But when it comes to obtaining information from the internet and newspapers, there were more males (13.6%) and (10.1%) respectively than the females (8.4%) and (6.3%) The finding therefore is consistent with the observation of Xie and Bao (2006) in China that domestic tourists differ in their information search sources by gender and females tend to use more of word of mouth recommendations.

Similarly, the respondents within the various age groups used the word of mouth for information about the destination; <20 years (38.9), 20-29 years (49.7%), 30-39 years (44.3%), 40 years and above (46.95). But for the use of the internet more (16.7%) of the respondents below 20 years had their information from it than those above 40 years (9.4%).

Table 4 Sources of Information by Socio-Demographic Characteristics

Socio-demographics	Word of mouth	Newspapers or magazine	Internet	Tour operator	Government websites	Television
Sex						
Male	45.0	10.1	13.6	5.3	4.7	21.3
Female	51.6	6.3	8.4	6.3	1.1	26.3
Age						
<20	38.9	5.6	16.7	11.1	0.0	27.8
20-29	49.7	8.5	10.5	6.5	2.6	22.2
30-39	44.3	8.2	14.8	4.9	1.6	26.2
40+	46.9	12.5	9.4	0.0	12.5	18.8
Marital Status						
Unmarried	47.1	9.1	10.2	7.5	2.7	23.5
Married	48.1	7.8	15.6	1.3	5.2	22.1
Level of education						
Basic	46.2	0.0	0.0	15.4	0.0	38.5
Secondary	47.1	7.8	9.8	7.8	0.0	27.5
Tertiary	47.5	9.5	13.0	4.5	4.5	21.0
Level of income						
<500	47.3	6.9	10.7	7.6	1.5	26.0
500-999	56.4	7.3	5.5	3.6	1.8	25.5
1,000-1,499	41.1	15.5	15.5	3.4	6.9	17.2
>1500	40.0	25.0	25.0	5.0	10.0	15.0

Table 4 continued

Occupation						
Students	46.0	6.0	12.0	8.0	2.0	26.0
Employed	47.7	10.9	11.7	3.1	4.7	21.9
Self employed	50.0	10.0	13.3	6.7	3.3	16.7
Unemployed	50.0	0.0	0.0	16.7	0.0	33.3

Source: fieldwork, 2015.

* The frequency exceeds the sample size because of multiple responses.

And government websites which was the least used medium among the respondents of the different ages groups had the 12.5% of those above 40years using it.

Furthermore, both the married (48.1%) and the unmarried (47.1%) respondents utilized word of mouth recommendations for information about the destination. However, more (15.6%) of the respondents who were married used the internet than the unmarried (10.2%). Whiles 7.5% of the unmarried became aware of the destination from the operations of tour operators.

The results revealed that respondents across the different levels of education heard about the destination through word-of-mouth recommendations; basic (46.2%), secondary (47.1%) and tertiary (47.5%). Again, television was used more (38.5%) by the tourists who have attained the basic level of education than those with tertiary education (21%). On the contrary, apart from 4.5% of the respondents with tertiary education who had their information from the government's websites, none of those with basic and secondary education used it as an information source. Also, whiles 13% of those with tertiary education used the internet, none of the respondents with basic level of education and 9.8% of those with secondary education had their

information from the internet. This result confirms the assertions of Grønflaten (2009) that the level of education of tourists influences their information search behaviour.

Respondents who earn different incomes indicated their sources of information about the destination. The results show that more than half (56.4%) of the tourists who earn between 500-999 Ghana cedis used word- of-mouth recommendations as their main source of information about the destination. However, with the use of the internet, more (25%) of the respondents earning more than 1,500 Ghana cedis patronized it than those who earn between 500-999 Ghana cedis 5.5%. Again, with the use of television for information, more (26%) of the tourists earning less than 500 Ghana cedis used it than those earning more than 1,500 Ghana cedis.

Examining the sources of information of the respondents by their occupational status, results from Table 4 show that all the respondents in the various professions used word-of-mouth recommendations; students (46%), employed (47.7%), self-employed (50%) and the unemployed (50%). However, it was observed that the respondents who are self employed (13.3%) used the internet, whiles none of the unemployed used it, but rather more (33.3%) of the unemployed used the television.

The result on the sources of information utilized by the respondents indicates that word-of- mouth recommendations, the television and the internet were mostly used by them. The results have however affirmed Ramchurjee's (2013) observation of domestic tourists in Kenya that they predominantly use word- of- mouth recommendations and also confirm the claims of Aziz and Ariffin (2009) that domestic tourists in Malaysia use more of the internet.

However, the use of television for information search seems to be identified with tourists to Nzulezo.

Means of Transport by Socio-Demographic Characteristics

Can (2003) asserts that tourists are ready to bear high travel cost for their trips for their comfort based on their level of income. Thus, the level of income of a tourist determines the means of transport that an individual will use. Based on this assertion, the study sought to find out how other socio-demographic characteristics relate to means of transport. To examine this, a Chi square test at $p \leq 0.05$ significance level was used. Means of transport was the dependent variable while the tourists' background characteristics formed the independent variable. The results are presented in Table 5.

From the study, the assessment of the means of transport in relation to sex revealed that there is no significant relationship [χ^2 (3, N=169) = 2.31, p =0.509] between them. The result shows that almost 37% of males as compared to 45.5% of females travelled with rental cars to Nzulezo. Also, personal cars were used by both sexes as well; with 22.3% of males and 24.2% of females. However, more males (23.3%) than females (19.7%) travelled by tour buses to the destination.

Regarding age and the means of transport of the tourists, results show that there is no statistically significant relationship [χ^2 (9, N=169) = 12.17, p =0.204] between them. However, 32.5% of the tourists between the ages of 30-39 years used their personal cars, whiles two thirds (75%) of those who are less than 20 years and 42.1% of respondents who are 40 years and above used rental cars.

Table 5   Means of Transport by the Socio-Demographic Characteristics

Socio-demographic characteristics	N	Personal car	Public bus	Rental car	Tour bus	χ^2 statistic (p-value)
Sex						
Male	103	22.3	17.5	36.9	23.3	
Female	66	24.2	10.6	45.5	19.7	2.31(0.509)
Age						
<20	12	0.0	16.7	75.0	8.3	
20-29	98	20.4	15.3	37.8	26.5	
30-39	40	32.5	15.0	35.0	17.5	
40+	19	31.6	10.5	42.1	15.8	12.17 (0.204)
Marital status						
Unmarried	119	17.6	14.3	43.7	24.4	
Married	50	36.0	16.0	32.0	16.0	7.53 (0.057)
Level of education						
Basic	11	9.1	0.0	36.4	54.5	
Secondary	34	0.0	8.8	70.6	20.6	
Tertiary	124	30.6	17.7	32.3	19.4	30.56 (0.000)

Table 5 continued

Level of income						
<500	88	15.9	13.6	43.2	27.3	
500-999	36	19.4	19.4	41.7	19.4	
1000-1499	31	32.3	16.1	38.7	12.9	
1500+	14	57.1	7.1	21.4	14.3	15.76 (0.072)
Occupation						
Students	64	18.8	12.5	43.8	25.0	
Employed	80	23.8	16.3	40.0	20.0	
Self-employed	21	28.6	19.0	28.6	23.8	
Unemployed	4	50.0	0.0	50.0	0.0	5.58(0.781)
Regions						
Western	59	32.2	10.2	44.1	13.6	
Ashanti	43	11.6	11.6	30.2	46.5	
Eastern	9	22.2	55.6	11.1	11.1	
Central	33	9.1	15.2	60.6	15.2	
Greater Accra	19	31.6	21.2	31.6	15.8	
Northern	2	50.0	0.0	50.0	0.0	
Volta	4	75.0	0.0	25.0	0.0	49.70(0.000)

Chi square test at significant level of $p < 0.005$

Source: fieldwork, 2015.

In another vein, marital status and the means of transport used by the respondents have no significant relationship [χ^2 (3, N = 169) = 7.53, p =0.057]. However, from the results in Table 5, it can be noticed that more (36%) of the tourists who are married travelled by personal cars than their unmarried counterpart (17.6%). It was also observed that 43.7% of the unmarried respondents patronized rental cars than the married (32%). Thus, whiles the married preferred to use personal and rental cars, the unmarried travelled by rental cars and tour buses. The findings tends to retain the assertion by LaMondia, Snell, and Bhat (2009) that people who travel with their spouses and children have a strong preference to travel by personal vehicles, since the travel to the destination itself is taken as part of the overall vacation experience. This result also reflects the relationship between the background characteristics as depicted by the conceptual framework.

On the level of education of the tourists and the relationship with their means of transport, the results indicate that there is a statistically significant relationship [χ^2 (6, N=169) = 30.56, p =0.000] between them. From the results, more than half (54.5%) of the respondents with basic education used tour buses, whiles 70.6% of the tourists who have attained secondary education travelled with rental cars and approximately 31% of the respondents with tertiary education travelled with their personal cars and 17.7% also used public buses. With the majority of the tourists who used their personal cars having attained tertiary education reflects the assertion by Kharabsheh (2013) that higher education leads to higher income, therefore the ability to travel domestically and spend on the travel.

The level of income and the means of transport used by the respondents had no statistically significant relationship [χ^2 (9, N=169) =15.77, p =0.072] as indicated in Table 5. However, there were differences in the means of transport used by the tourists based on their level of income. The study shows that more than half (57.1%) of the respondents who earn more than 1,500 Ghana cedis travelled with their personal cars. Whiles those who earn less than 500 Ghana cedis (43.2%), 500-999 Ghana cedis (41.7%) and 1,000-1,499 Ghana cedis (38.7%) patronized more of the rental cars.

It was observed from the results that there is no statistically significant [χ^2 (9, N=169) = 5.58, p =0.781] relationship between the occupational status of the respondents and the type of transport they travel with. Though there was no significant relationship between the respondents' occupation and the type of transportation they used, it was noted that 43.8% of the students, 28.6% of the self employed and 40% of the employed used rental cars. However, 50% of the unemployed travelled with personal cars.

Relating the generating regions of the respondents and the means of transport they used, results from Table 5 show that there is a statistically significant [χ^2 (18, N=169) = 49.70, p = 0.000] relationship between them. The results indicate that 46.5% of the respondents from the Ashanti Region used tour buses, 55.6% of those from the Eastern Region used public buses, and 60% from the Central Region used the rental cars, 75% of tourists from the Volta Region travelled with their personal cars. Surprisingly, 44.1% of the respondents from the Western Region used rental cars.

It can therefore be deduced that tourists of different ages, sex, marital status, occupational status, and income levels commonly use commercial

vehicles as asserted by Boakye and Owusu-Mintah (2008) about domestic tourists in Ghana. However, some of the respondents also travelled with personal cars.

Activities Undertaken by Different Tourists

People travel for tourism with various reasons and participate in different activities during the travel. And these activities can range from active to passive ones depending on various factors such as travel arrangement, cultural and socio-demographic characteristics (Andriotis, Agiomirgianakis & Mihiotis 2007). For the tourists to Nzulezo, activities such as boat ride, relaxation, beach games and learning were undertaken. According to Phan (2010), it is better to understand the activities undertaken by tourists and their choice of specific destinations, as this brings the understanding of people's leisure behaviour as well as their motivations. With this assertion, the study sought to find out the activities undertaken by domestic tourists to Nzulezo according to their socio-demographics. The result is presented in Table 6.

Table 6 shows that the sex of tourists has no statistically significant [χ^2 (3, N=166) = 2.00, $p = 0.572$] relationship with the activities undertaken. It came out that between the sexes, more (39.1%) females took part in the boat ride than their male (30.4%) counterparts. On the other hand, more males enjoyed relaxation (31.4%) and learning (21.6%) than the females, 26.6% and 15.6% respectively. The findings indicate more females took part in more active activities than males buttressing Jensen's (2011) observation that women tourists rate adventurous activities high.

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Regarding the age of the respondents and the activities undertaken, results from Table 6 show that there is no statistically significant [χ^2 (9, N=166) = 7.37, p = 0.598] relationship between them. However, the findings indicated some differences in the activities undertaken by the various age categories.

Table 6 Activities by Different Tourists

	N	Boat ride	Relaxation	Beach games	learning	X^2 statistic (p-value)
Sex						
Male	102	30.4	31.4	16.7	21.6	
Female	64	39.1	26.6	18.8	15.6	2.00(0.572)
Age						
<20	12	16.7	33.3	16.7	33.3	
20-29	96	32.3	28.1	18.8	20.8	
30-39	40	32.5	35.0	17.5	15.0	
40+	18	55.6	22.2	11.1	11.1	7.37(0.598)
Marital status						
Unmarried	119	31.0	29.3	19.0	20.7	
Married	50	40.0	30.0	14.0	16.0	1.73(0.630)
Level of education						
Basic	11	27.3	9.1	18.2	45.5	
Secondary	32	31.3	31.3	25.0	12.5	
Tertiary	123	35.0	30.9	15.4	18.7	7.94(0.243)
Level of income						
<500	86	29.1	25.6	20.9	24.4	
500-999	36	38.9	25.0	19.4	16.7	
1000-1499	30	36.7	43.3	10.0	10.0	
>1500	14	42.9	35.7	7.1	14.3	9.39(0.402)

Table 6 continued

Occupation						
Students	62	29.0	27.4	19.4	24.2	
Employed	79	32.9	35.4	16.5	15.2	
Self-employed	21	28.6	19.0	28.6	23.8	
Unemployed	4	50.0	0.0	50	0.0	10.74(0.294)
Religion						
Christianity	10	30.0	10.0	10.0	50.0	
Islam	151	32.5	31.8	17.9	17.9	
Traditional	5	80.0	0.0	20.0	0.0	12.68(0.048)

Chi-square test at significant level p<0.005

Source: fieldwork, 2015.

Evidence from Table 6 shows that more than half (55.6%) of the respondents who were 40 years and above took part in the boat ride than those less than 20 years (16%) who preferred to learn (33.3%) about other people's culture. This is in contrast with a study by Ryan and Huyton (2000) in Australia which came up that age affects a tourist's preference for activities and that the younger age groups tend to enjoy adventurous activities.

Similarly, the marital status of tourists had no statistically significant [$\chi 2$ (3, N=166) = 1.73, p =0.630] relationship with the activities undertaken by them according to the results of the study. However, it was observed that between the married and the unmarried, more (40%) of the married enjoyed the boat ride than the unmarried (31%). And the reverse is true for learning, where more (20.7%) of the respondents who were unmarried took part than the married (16%).

Again, in relation to the level of education of the tourists and the activities that they participated in, results from Table 6 give evidence that

there is no statistically significant [χ^2 (6, N=166) = 7.94, p = 0.243] relationship between them. However, it was eminent that respondents who have attained basic level of education enjoyed more (45.5%) of learning, whiles 35% of them with the tertiary education participated in boat ride and 31.3% of the respondents with secondary education involved in relaxation.

The income of the respondents had no statistically significant [χ^2 (9, N=166) = 9.36, p = 0.402] relationship with the activities undertaken. An observation from the result is that, though the respondents across the various income levels took part in boat ride, more (42.9%) of them were from those earning more than 1,500 Ghana cedis than the respondents earning less than 500 Ghana cedis (29.1%), 500-999 Ghana cedis (38.9%) and 1,000-1,499 Ghana cedis (36.7%). On the other hand, 43.3% of those within the 1,000-1,499 Ghana cedis income earners group got involved in relaxation. This finding confirms Kanagaraj and Bindu (2013) study in India that domestic tourists prefer relaxation and water based activities and also Debbage's (1991) study of tourists' spatial behaviour in Bahamas that income does not influence tourists' preferences.

Similarly, results from Table 6 indicate that there is no statistically significant relationship [χ^2 (9, N=166) = 10.74, p = 0.294] between occupation of the tourists and the activities they participated in at the destination. However, some differences came up in the activities respondents participated in. It was indicated that half (50%) of the unemployed took part in the boat riding, whiles 35.4% of the employed involved themselves in relaxation and 28.6% of the self employed took part in beach games as well as boat ride (28.6%).

There is a statistically significant [χ^2 (6, N=166) =12.69, $p = 0.048$] relationship between the religion of the respondents and the activities undertaken by them. From the results, 80% of respondents who are Traditionalists and 32.5% of the Muslims participated in boat riding, whereas 50% of the respondents who are Christians participated in learning.

Generally, the trend of the activities undertaken by domestic tourists show that respondents along all the socio-demographic variables participated in the boat ride, though with varying percentages, this is because the activity is peculiar to the destination. And the result is consistent with the findings of Pierret (2011) and Albughuli (2011) who stated that domestic tourists enjoy activities relating to discovery and adventure.

Domestic Tourists' Motivation for Visiting Nzulezo

People travel to tourist destinations for various reasons. Tourists are motivated to travel to destinations based on certain needs and the ability of the destinations to satisfy those needs (Solomon, 2004). Thus motivation is the driving force of tourists 'travel and these motivations differ from person to person (Kozak, 2002).

In line with the conceptual framework, investigations were conducted in what factors motive people to travel to Nzulezo. Crompton (1979) and Dann (1981) push and pull framework was used to examine the domestic tourists' motivations, where ten push and pull factors with 42 statements were examined. In the examination, the percentages of respondents in agreement to statements under the various factors of motivation, their means and standard deviations were calculated and the results are presented in Table 7.

Table 7 Push and Pull Variables Motivating Domestic Tourists to Nzulezo

Statement	N	% in agreement	Mean	Standard deviation
Beautiful scenery				
Experience sites of natural beauty	169	88.0	3.28	0.77
Landscape and scenery	167	85.8	3.16	0.80
Beautiful lake and scenery.	169	81.7	3.04	0.85
Ecology and greenery.	167	67.0	2.89	0.83
Overall score	168	80.6	3.09	0.81
Culture				
To learn about new culture/history	168	86.3	3.18	0.78
To see the destination's unique features	168	83.8	3.10	0.78
Interest in other peoples value and lifestyle	167	74.9	2.93	0.82
Housing layout of the destination	168	74.0	2.92	0.87
To gain new view of life	169	70.9	2.99	0.82
Meet interesting and friendly local people	169	64.5	2.74	0.94
Overall score	168	75.7	2.97	0.84

Table 7 continued

Novelty				
Uniqueness of the area	166	84.9	3.11	0.74
Natural setting of the settlement	167	79.6	2.99	0.82
The canoe experience.	168	78.0	2.96	0.89
Trip to the settlement.	169	73.4	2.85	0.86
To experience unspoilt nature	167	70.6	2.90	0.85
Overall score	167	77.3	2.96	0.83
Escapism				
Get a break from everyday environment.	168	72.0	2.85	0.94
Do something about my boredom.	167	52.7	2.52	0.94
Seek freedom from work pressures.	169	45.6	2.36	1.04
Get away from the demand of home.	169	31.4	1.98	1.10
Overall score	168	50.4	2.42	1.00
Relaxation				
Refresh one self	169	81.1	3.11	0.83
Relieve stress	167	72.4	2.99	0.98
Rest from daily activities	169	72.2	2.93	1.02
I have free time	168	66.7	2.76	0.96
Get a change from busy schedules	168	49.4	2.48	0.95
Overall score	168	68.4	2.85	0.95

Table 7 continued

Education				
Increase my knowledge about other people's lifestyle	168	84.5	3.17	0.88
Study and research	166	68.6	2.91	0.97
Overall score	167	76.6	3.04	0.92
Discovery/ adventure				
Discover something new and exciting.	167	88.0	3.25	0.79
Experience unfamiliar destination	169	82.9	3.22	0.84
Get close to nature.	167	80.2	3.13	0.81
Do something challenging	169	65.7	2.77	0.91
Overall score	168	79.2	3.09	0.84
Family togetherness				
Spend time with family/friends	167	66.4	2.79	1.00
Experience the place with family/friends	168	64.9	2.74	1.02
Reinforce family ties	166	31.8	2.02	0.95
My children have holidays	168	24.4	1.89	0.95
Overall score	167	46.9	2.36	0.98
Prestige				
Experience something to tell others about	167	77.2	2.96	0.92
Visit places friends and relatives do not know	168	54.8	2.56	1.10
Visit to impress friends	169	40.3	2.22	1.07
Overall score	168	57.4	2.58	1.03

Table 7 continued

Prestige				
Experience something to tell others about	167	77.2	2.96	0.92
Visit places friends and relatives do not know	168	54.8	2.56	1.10
Visit to impress friends	169	40.3	2.22	1.07
Overall score	168	57.4	2.58	1.03
Socialization/sightseeing				
Experience what has been told	168	88.1	3.26	0.74
See natural wonders and sites	169	86.3	3.25	0.88
Have fun with colleagues/ friends	168	73.8	2.86	0.95
Socialize and meet new and different people	169	69.9	2.82	0.93
Just to know the place	168	69.1	2.82	1.00
Overall score	168	77.4	3.00	0.90

Source: Fieldwork, 2015. Scale: 1-strongly disagree, 2-disagree, 3-agree, 4-strongly agree.

From the results, it was observed that, overall approximately 81% of the respondents agreed that their visit to Nzulezo was motivated by the beautiful scenery factor of the settlement. Under the beautiful scenery factor, 88% of the respondents indicated that to experience the sites of natural beauty was their motivation to visit the destination. Again, almost 86% of the respondents travelled to Nzulezo to admire the landscape and scenery of the destination. This means that the respondents yearn to see the beauty and naturalness of the attraction; buttressing Ghaderi (2011) observation in Iran that domestic tourists are motivated to travel to nature based destination for

and Ariffin (2009) in their study of the motivations and lifestyle of domestic tourists in Malaysia observed that the most popular motivational factors of domestic tourists are for nature and culture. Regarding the culture factor in this study, almost 76% of the tourists indicated that they travelled to Nzulezo to learn more of the culture of the settlement. Of the various statements under culture as a motivation factor, 86.3% of the respondents attributed their visit to the attraction based on the motivation to learn about new culture or the history of the inhabitants. Furthermore, over seventy percent (74.9%) of the tourists were interested in the residents' value and lifestyle, whiles 74% of them travelled to the destination to gain new view of life, which suggests that the respondents want to know what pertains in other people's culture, confirming Aziz and Ariffin's (2009) assertion.

Overall, 77.3% of the respondents agreed that their visit to Nzulezo was on novelty. Under novelty, approximately 85% of them indicated that the uniqueness of the area was what motivated them to visit the destination. In addition, almost 80% of the respondents acknowledged that the natural setting of the settlement served as a motivator, whiles 78% of them agreed that the canoe experience which is the major means of transport at the attraction was the reason for travelling to the destination. This finding seems to support Kanagaraj and Bindu's (2013) argument that one of the pull motives of domestic tourists to destinations in India is for water based activities. Again, it can be deduced from the result that people are motivated to learn about things they have little experience of. This supports Dayour and Adongo (2015) claim that basis for which people travel to destinations is to seek the unknown or where there is little knowledge.

On escapism as a factor, half (50.4%) of the domestic tourists agreed that it motivated them to travel to Nzulezo. An observation attributed to Crompton (1979) states that people travel to other destinations just to escape from their mundane environment. Under this factor, 72% of the tourists acknowledged that they travelled to the destination to get a break from everyday environment. Conversely, only 31.4% consented to getting away from the demands of home as the motivation to travel.

From this study, the results indicate that overall 68.4% of the domestic tourists assigned their motivation to relaxation. Specifically, 81.1% of the respondents were motivated to travel to Nzulezo to refresh themselves, with 72.4% of them to relieve stress. Also, 72.2% of them acknowledged that to rest from daily activities were the motivation to visit the destination. However, only 49.4% of the tourists want a change from their busy schedules. This finding supports Olimpia's (2007) observation that tourists are increasingly going for tourism activities that arouse them mentally. This Dann (1981) deemed as restoration from the pressures of life.

With regards to education, 76.6% of the respondents agreed that it was the motivation of travelling to Nzulezo. Under the education, a significant proportion (84.5%) acknowledged that the desire to increase their knowledge about other people's lifestyle was what motivated them to visit the destination. Similarly, 68.6% attested to the fact that learning was the reason why they visited the destination.

Table 7 shows that, 79.2% of the domestic tourists ascribed their motivation to travel to the destination as discovery/adventure. Under this factor (discovery/adventure), 88% of the tourists sought to discover something

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new and exciting. Also, almost 83% of them wanted to experience unfamiliar destination. In addition, 80.2% of the respondents desired to get close to nature. These motivations portray domestic tourists as those who seek to experience things that would not be done in an ordinary day, confirming the assertion by Pierret (2011) that domestic tourists enjoy discovery and experiencing something unique.

On family togetherness as a motivation; overall, less than half (46.9%) of the domestic tourists accepted it as their reason for travelling to Nzulezo. Specifically, 66.4% of them agreed that to spend time with the family was a motivation to travel, with almost 65% of the respondents attributing their travel to the destination to experience the place with family and friends as the reason for visiting the destination. However, less percentage (24.4%) of the domestic tourists responded that they travelled to the destination because their children are on holidays. This suggests that for the tourists to Nzulezo, holidays for their children were not the motivation of their travel to the destination, but rather other factors.

From the result on Table 7 prestige factor which Dann (1981) referred to as ego enhancement, had more than half (57.4%) of the respondents accepting it as the motivation for travelling to Nzulezo. Similarly, 77.2% of the domestic tourists cited experiencing something interesting to tell others as the push factor to travel. On the other hand, only 40.3% alluded to the fact that visiting Nzulezo was to impress their friends.

With regards to socialization as a factor of motivation for travelling to the destination, 77.4% of the tourists agreed to it. Specifically, over eighty percent (88.1%) of the respondents desired to experience what has been told

about the destination. Furthermore, a substantial proportion, representing 86.3% acknowledged that to see natural wonders and sites was their motive to travel. And 73.8% agreed that to have fun with colleagues and friends was what motivated them to travel to Nzulezo.

Underlying Dimensions of Domestic Tourists Motivation to Nzulezo

Pallant (2005) explained that factor analysis (FA) is a data reduction technique which reduces large sets of variables by summarizing them into smaller sets of factors or components. Factor analysis was used to identify the underlying dimensions of visitors' motivation to Nzulezo.

According to Pallant (2005) the factorability and the sample adequacy must be suitable for the use of the factor analysis and to ensure the suitability of the data for analysis, Bartlett's test of sphericity was found to be significant at p= 0.000, with approximate chi-square value of 1040.412 and Kaiser-Meyer-Oklin (KMO) measure of sampling adequacy was 0.729, of which Tabachnick and Fidell (2007) suggested 0.6 as the minimum value for a good factor analysis. The results from the study therefore confirm the best fit of the data for factor analysis. This facilitated the use of FA for the analysis of the data to bring out the factors that motivate tourists to Nzulezo.

Principal component analysis (PCA) with varimax rotation was used which churn out five components from the 42 push-pull motivation variables. The eigenvalues and the scree plot were used for the cut off point of the number of factors. Table 8 depicts the factor loadings, eigenvalues, the variances explained and the cronbach alpha of the extracted factors.

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Table 8 Factors that Motivate Domestic Tourists to visit Nzulezo

Loadings	Loadings	Eigen values	% of variance explained	Cronbach's alpha
I Culture				
Trip to the settlement	0.72			
Housing layout	0.70	4.92	14.02	0.77
Canoe experience	0.69			
Appreciate other people's lifestyle	0.67			
Uniqueness of the area	0.50			
II Adventure/ Novelty				
Get close to nature	0.79			
Discover something new	0.70	2.32	12.85	0.71
Experience unfamiliar destination	0.63			
Experience sites of natural beauty	0.66			
III Ego enhancement				
Experience what has been told	0.73			
Just to know the place	0.68	1.96	10.89	0.74
Visit to impress friends	0.64			
Experience something to tell others	0.59			

Table 8 continued

IV Relaxation				
Relieve stress	0.82			
Rest from daily activities	0.81	1.66	9.66	0.70
Refresh oneself	0.60			
V Socialization				
Spend time with family/friends	0.67			
Reinforce family ties	0.67			
Experience the place with family/friends	0.58	1.51	8.87	0.77
Total variance explained			56.30	

Bartlett's test of sphericity (Approx. Chi-square) = 1040.412, alpha value = 0.000, Kaiser-Meyer-Olkin (KMO) Measure of Sample Adequacy = 0.729
Source: Fieldwork, 2015

From Table 8, on the factor loadings, values of 0.5 and above and eigenvalues of more than one (1) were retained for further analysis (Pallant, 2005). Also, Tabachnick and Fidell (2007) recommended that the correlation mix of r =.30 or more is suitable since it does indicate the strength of the relationship of the variables. Cronbach Alpha of 0.70 and above is also recommended by Pallant (2005), and the results from the study met this assumption, where all the factors generated had cronbach alpha values of 0.70 or above confirming the reliability of the scale. The five components extracted by the PCA explained 56.30% of the total variance in the domestic tourists' motivations to Nzulezo. In addition, individual factors contributed different

percentages to the total variance. The implication is that there are other (43.7%) motivational factors which activated the travel to the destination.

The first factor which is culture, explained 4.92 (14.02%) of the total variance. The variables loaded under this factor include trip to the settlement (0.72), the housing layout (0.70), canoe experience (0.69), appreciate other people's lifestyle (0.67) and uniqueness of the area (0.50). The result reveals culture as explaining more of the variance than the other factors. This is an indication that the respondents were motivated to travel to the destination due to the culture of the residents. This finding confirms a study by Bogari, Crowther and Marr (2003) on the importance of culture in domestic tourism.

Furthermore, factor II which consisted of adventure-novelty accounted for 2.32 (12.85%) of the total variance. The loadings under this factor is to get close to nature (0.79), discover something new (0.70), experience unfamiliar destination (0.63) and experience sites of natural beauty (0.66). This finding confirms a trend in tourism worldwide, where adventure tourism has become one of the popular tourism activities in the world (Schelegelmilch & Ollenburg, 2013).

Factor three (III) representing ego enhancement explained 1.96 (10.89%) of the total variance. The results showed factor loadings such as experience what has been told (0.73), just to know the place (0.68), visit to impress friends (0.64) and experience something to tell others (0.59). Ego enhancement which is a push motivational factor identified by Dann (1981) was revealed in the study as one of the motives that influence domestic tourists to Nzulezo.

Factor four (IV) measured relaxation, the variables and their loadings under this factor are to relieve stress (0.82), rest from daily activities (0.81) and refresh oneself (0.60). In addition, the variance explained by factor IV of the total variance is 1.66 (9.66%). Relaxation, which is a push-pull factor of motivation (Crompton, 1979; Kanagaraj & Bindu, 2013), according to Albughuli (2011) Bui & Jolliffe (2011) and Kanagaraj & Bindu (2013), is what most domestic tourists travel for. Relaxation has also been identified as one of the motives of domestic tourists travelling to Nzulezo, confirming this assertion.

Lastly, Factor V which consist of socialization explained 1.51(8.87%) of the total variance. To spend time with family and friends (0.67), reinforce family ties (0.67) and experience the place with family and friends (0.58) were the variables that loaded on the factor. This is reflective of the mean (3.00) for socialization (Table 7), showing the agreement that the domestic tourists to Nzulezo travel to fraternize.

Differences in Motivation across Domestic Tourists Characteristics

Studies on motivation have become important in many marketing strategies both for destination managers and the other service providers. Merwe and Saayman (2008) argued that different attractions and destinations attract visitors with different motives. To this, Prebensen (2010) asserts that to understand the motivation of tourists in their travel behaviour, some antecedents of motivation must be studied, such as background characteristics, market communication and other factors. In response to the assertion, and on the bases of the conceptual framework, the study cross examined the

motivations of the domestic tourists by their socio-demographic and travel characteristics to identify the differences in motivation among them.

To examine the differences in motivation across tourists' socio-demographic background, independent t-test and one-way analysis of variance (ANOVA) were employed. Anova was used when there were more than two categorical independent variables involved, and t-test on the hand, was used when two categories of independent variables were to be analyzed. However, where significant differences exist, Tukey post hoc test was conducted to identify where the differences exist. The result is presented in Table 9.

Examination of Motivation across the Socio-Demographic Characteristics

From Table 9, sex (males and female) was examined across all the motivational factors. An independent sample t-test was used and the result showed that there is no statistically significant difference across the motivational factors of culture (t=0.95, p=0.344), adventure-novelty (t=0.96, p=0.334), ego enhancement (t= 0.54, p= 0.586), relaxation (t=0.58, p=0.559) and socialization (t=0.38, p=0.702). However, there were some differences in their agreement for the various motivational factors. For culture, females agreed that it was a motivation of their travel, whereas the males disagreed. Similarly, as the males accepted that relaxation was the reason why they travelled to the destination, the females disagreed on relaxation as a motivator. On the other hand, both sexes indicated their agreement on adventure-novelty as a motivation of their travel. An indication that adventure-novelty tourism is growing popular among all sexes as asserted by Schegelmilch and Ollenburg (2013) that it has become popular and fast growing motivation worldwide.

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Table 9 Socio-Demographic Characteristics by the Push-Pull Factors of Motivation.

Socio - demographic characteristics	N	Culture	Novelty	Ego	Relaxation	Socialization
Sex						
Male	103	2.91	3.18	2.79	3.03	2.54
Female	66	3.00	3.27	2.84	2.96	2.49
		t = 0.95	t=0.96	t=0.54	t=0.58	t=0.38
		p=0.344	p=0.334	p=0.586	p=0.559	p=0.702
Age						
<20	12	2.88	2.95	2.68	3.00	2.52
20-29	98	2.95	3.23	2.87	2.94	2.51
30-39	40	2.88	3.26	2.68	3.05	2.52
40 and above	19	3.13	3.20	2.85	3.30	2.58
		f=0.90	f=0.99	f=0.93	f=1.32	f=0.03
		p=0.440	p=0.398	p=0.427	p=0.268	p=0.990
Marital status						
Unmarried	119	2.95	3.22	2.80	2.96	2.47
Married	50	2.93	3.23	2.85	3.10	2.64
		t=0.44	t=0.89	t=0.20	t=0.64	t=0.60
		p=0.843	p=0.919	p=0.700	p=0.269	p=0.214

Source: Fieldwork, 2015. Scale: 1-strongly disagree, 2- disagree, 3-agree, 4-strongly agree.

Table 9 continued

Income level						
<500	88	2.91	3.19	2.84	2.90	2.49
500-999	36	3.01	3.25	*3.04	3.11	2.60
1000-1499	31	3.00	3.25	*2.54	2.97	2.55
1500 +	14	2.90	3.23	2.59	3.45	2.42
		f=0.42	f=0.14	f=3.90	f=2.54	f=0.25
		p=0.737	p=0.931	P=0.010	p=0.058	p=0.859
Education						
Basic	11	3.10	3.43	3.20	*3.24	2.60
Secondary	34	2.91	3.6	2.74	*2.74	2.55
Tertiary	124	2.94	3.24	2.79	3.06	2.50
		f =0.50	f=2.14	f =2.22	f=3.08	f= 0.11
		p=0.603	p=0.120	p=0.111	p=0.048	P=0.891
Occupation						
Students	64	2.88	3.22	2.79	2.88	2.46
Professionals	80	3.00	3.28	2.90	*3.20	* 2.67
Self employed	21	2.95	3.07	2.66	*2.71	2.25
Unemployed	4	3.25	3.20	2.31	2.83	*1.83
		f=0.95	f=0.83	f=1.63	f=3.57	f=3.01
		p=0.418	p=0.176	p=0.182	p=0.015	p=0.032

Source: Fieldwork, 2015. Scale: 1-strongly disagree, 2- disagree, 3-agree, 4-strongly agree.

Table 9 continued

Regions						
Western	59	2.95	3.22	2.79	2.92	2.51
Ashanti	43	3.00	3.25	*3.01	3.24	2.50
Eastern	9	2.95	3.38	2.72	3.18	2.29
Central	33	2.96	3.16	2.86	2.98	2.69
Northern	2	2.50	3.37	2.37	3.16	2.33
Volta	4	2.55	3.00	*1.93	2.75	2.00
Greater Accra	19	2.95	3.15	2.57	2.75	2.50
		f=0.58	f=0.37	f=2.60	f=1.42	f=0.68
		p=0.739	p=0.895	p=0.019	p=0.209	p=0.666
Religion						
Christians	154	3.08	3.32	2.85	3.06	2.80
Islam	10	2.93	3.21	2.80	3.00	2.49
Traditional	5	3.12	3.30	2.90	2.86	2.93
		f=0.51	f=0.24	f=0.06	f=0.12	f=1.42
		p=0.599	p=0.785	p=0.938	p=0.886	p=0.244

Source: Fieldwork, 2015. Scale: 1-strongly disagree, 2- disagree, 3-agree, 4-strongly agree.

It can therefore be argued that the motivations of the domestic tourists do not differ in terms of their sex. This contradicts the findings of Jensen (2011) that motivations of tourists differ by sex but confirms Kasim et al. (2013) study in Malaysia which shows that there is no significant difference in the motivation of domestic tourists by their sex

One way analysis of variance was used in assessing the differences between the various age groups (less than 20 years, 20-29 years, 30-39 years and 40 years and above across the motivation factors. The results from Table 9 indicate that there were no statistically significance differences between the various age groups with respect to all the factors; culture (f=0.90, p=0.440), novelty (f=0.99, p=0.398),ego (f=0.93, p=0.427), relaxation (f=1.32, p=0.268) and socialization (f=0.03, p=0.990).

However, some differences were eminent in the agreement of the various age groups to the individual factors. From Table 9, the mean scores across the various age groups, with the exception of those were 40 years and above (M=3.13) saw culture not as a motivational factor that attracted them to Nzulezo. In the same vein, apart from the less than 20 years (M=2.95) who indicated their disagreement to novelty as a motivation, all the other age groups indicated that novelty was a factor that drew them to the destination. Similarly, it was noted that all age groups accepted relaxation as a motivation to travel, except the 20-29 years age group who indicated their disagreement with the factor. On the other hand, on ego enhancement and socialization factors, all the age groups showed their disagreement to them as the reasons of their travel to the destination. This is an indication that age can differentiate how individuals perceive things; though statistically not significant, the different age groups perceived the factors of motivation differently. The result buttresses Ramchurjee's (2013) finding that age reflects on the type of motivation an individual may pursue.

The marital status of the domestic tourists did not detect any differences in the motivations that drew them to Nzulezo. An independent

sample t-test portrayed that there is no statistically significant difference between the means of the married and the unmarried for culture (t=0.44, p=0.843) novelty (t=0.89, p=0.919), ego enhancement (t=0.20, p=0.700), relaxation (t=0.64, p=0.269) and socialization (t=0.60, p=0.214). The pattern shown here is that both married and unmarried disagreed on culture, ego enhancement and socialization as the factors that motivated them to travel to the destination. In contrast, the result showed that novelty was accepted by the sets (married and unmarried) as what stimulated the travel to the study area. Again, the findings indicated some differences in the agreement of the married and unmarried on relaxation as a factor of motivation. Whiles the married conceded that their travel to the destination was for relaxation, the unmarried indicated otherwise. To this, Kattiyapornpong and Miller (2009) argued that the life stage of a person is related to his/her travel behaviour. It also supports the argument that there is a relationship between the socio-demographic and travel characteristics as depicted by the conceptual framework.

One way analysis of variance on the various levels of income and the motivation factors showed that there is no statistically significant differences for culture (f=0.42, p=0.737) novelty (f=0.14, 0.931) and socialization (f=0.25, p=0.859) and relaxation (f=2.54, p=0.058) as presented on Table 9. The levels of income groups consisted of respondents earning less than 500 Ghana cedis, 500-999 Ghana cedis, 1,000-1,499 Ghana cedis, and more than 1,500 Ghana cedis. Though, there was no statistically significant differences identified, the mean scores of all levels of income groups indicate that novelty was agreed to as a factor that motivated them to travel to the destination, as they disagreed to socialization as a factor of motivation. However, for culture, there were some

differences in the means of the various levels of income. The mean scores of the respondents who earn less than 500 Ghana cedis, and those of 1,500 Ghana cedis and above indicate that they disagree to culture as an incitement of their travel to Nzulezo, whiles the 500-999 and 1,000-1,499 Ghana cedis income groups agreed to culture as a motivator of their visit.

On the other hand, as presented in Table 9, there was a statistically significant difference at $p{\leq}0.05$ level between the tourists within the four levels of income and their motivation for ego enhancement (f=3.90, p=0.010). The post hoc analysis revealed that significant difference existed between the mean scores of the respondents who earn 500-999 Ghana cedis (M=3.04, SD=0.51) and 1,000-1,499 Ghana cedis, (M=2.54, SD 0.68). The results indicate that the 500-999 Ghana cedis income group travelled to the destination to enhance their ego, whiles income earners of 1,000-1,499 Ghana cedis disagreed.

Again, the results of ANOVA test presented in Table 9 proved that there were no statistically significant differences [culture (f=0.50, p=0.603), novelty (f= 2.14, p=0.120), ego (f=2.22, p=0.111) and socialization (f=0.11, p=0.891)] in the motivations of domestic tourists across the different levels of education (basic, secondary, tertiary). However, the results indicated some differences in the mean scores of the respondents on their agreement of the motivation factors.

The results show that the respondents at all the different levels of education accepted that the quest for novelty played a part in their travel to the destination. In contrast, they all disagreed that socialization was their motivation for the trip to the attraction. Again, as the tourists who have

attained secondary education and the tertiary education showed their disagreement to culture and ego enhancement as the incitement of the trip to the destination, those with basic education agreed that to understand the culture of the destination and to enhance their ego was their motivation for visiting the study area.

On the other hand, the results showed significant difference in the mean scores of tourists for relaxation (f=3.08, p=0.048) at $p≤0.05$ level. The post hoc comparison analysis revealed that the difference was between those with basic education (M=3.24, SD =0.58) and that of those with secondary education (M=2.74, SD=0.79). Thus, as the respondents with basic education agreed to relaxation as the reason of their travel, those who have attained secondary education disagreed. However, the tourists with tertiary education also responded that relaxation was a motivation of their travel.

Similarly, on the analysis of the respondents' occupations and the factors that motivated them to travel to Nzulezo, the use of one way analysis of variance showed that there were no statistically significant differences between their mean scores for culture (f= 0.95, p=0.418), novelty (f=0.83, p=0.476) and ego enhancement (f=1.63, p=0.182). In the same vein, the results indicated that the means of the respondents in all the various occupations (students, employed, unemployed and self employed) cited their agreement to novelty as a reason for their visit to the destination. In contradiction, the mean scores portrayed that irrespective of the respondents educational level, they disagreed that ego enhancement was the motivation of their travel.

Further analysis of the result from the ANOVA test on the occupations of the tourists and their motivations for travelling to the destination depicted

that there is statistically significant differences in the means of their motivation for relaxation (f=3.57,p=0.015) and socialization (f=3.01, p=0.032) at p≤0.05 level. However, in terms of relaxation, the post hoc analysis showed that differences exist between the self-employed (M=2.71, SD=0.84) and the employed (M=3.20, SD=0.63). Thus, while the employed agreed to relaxation as a motivation for their travel, the unemployed disagreed. And on the differences within the mean scores for socialization, the post hoc result identified the employed (M=2.67, SD=0.70), and the unemployed (M=1.83, SD=1.26) as where the differences exist.

It was clearly observed that there are differences in the motivations of domestic tourists to Nzulezo by their employment/occupational status; whereas, the students travelled for novelty, the employed travelled for culture, novelty and relaxation. Again, the self-employed attributed their travel to novelty, whiles the unemployed indicated that culture and novelty were reasons for the trip to the destination.

Again, analyzing the motivations of the tourists and their generating regions for differences in their motivations, the results as indicated with one way analysis of variance test, proved there were no statistically significant [culture (f= 0.58, p=0.739), novelty (f=0.37, p= 0.895), relaxation (f=1.42, p=0.209) and socialization (f=0.68, p=0.666)] differences between them . However, among the mean scores of the respondents from all the regions, novelty was alluded to as what stimulated the travel to the destination. On the contrary, there was disagreement by the respondents on socialization and culture as the travel motivations by all the regions, except for those from the Ashanti Region who showed interest in the culture of the destination. The

agreement of those from Ashanti to culture is not a surprise, as the region is known for upholding tradition and culture. It therefore demonstrates their desire to know more about other people and their culture.

On the other hand, the results showed that there were significant differences between the generating regions and their motivation for ego enhancement (f=2.60, p=0.019). The post hoc analysis indicated that the differences existed between the mean scores of the tourists from the Ashanti (M=3.01, SD=0.62) and the Volta (M=1.93, SD=0.65) regions. Thus, those from Ashanti Region accepted that their trip to Nzulezo was to enhance their ego, those from the Volta Region disagreed that their visit was for ego enhancement.

The religion of tourists did not detect differences in their motivation to visit a particular destination. This was proven by one way ANOVA test on the types of religion of the respondents; Christianity, Islam and Traditional and their motivations. The results indicated that there was no statistically significant differences in their motivation for culture (f=0.51, p=0.599), novelty (f=0.24, p=0.785), ego (f=0.06, p=0.938), relaxation (f=0.12, p=0.886) and socialization (f= 1.42, p= 0.244). As shown in the earlier results on novelty, all the various religion cited novelty as a motivator of travel, whereas they disagreed on ego enhancement and socialization as the reasons why they visited the destination.

Motivations of Domestic Tourists by Travel Characteristics

The differences in the motivations of the domestic tourists by their travel characteristics were examined in Table 10.

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Table 10   Travel Characteristics by the Push -Pull Factors of Motivation

Travel characteristics	N	Culture	Adventure -novelty	Ego	Relaxation	Socialization
Experience						
First timers	150	2.97	3.24	2.82	2.98	2.53
Repeat visitors	18	2.73	3.03	2.71	3.14	2.30
		t=1.73	t=1.51	t=0.69	t=0.88	t=1.24
		p=0.086	p=0.133	p=0.490	p=0.379	p=0.217
Travel party						
Individual	7	2.77	3.21	2.28	2.42	1.61
Group	162	2.96	3.22	2.83	3.03	2.56
		t=0.85	t=0.29	t=2.19	t=2.14	t=3.16
		p=0.394	p=0.977	p=0.030	p=0.034	p=0.002
Travel organization						
Self	43	2.92	3.24	2.74	2.96	2.52
intermediary	126	2.96	3.21	2.83	3.02	2.52
		t=0.41	t=0.32	t=0.74	t=0.48	t=0.01
		p=0.682	p=0.749	p=0.458	p=0.626	p=0.988
Length of stay						
Same day	145	2.93	3.19	2.78	2.97	2.45
Overnight	24	3.02	3.37	2.95	3.23	2.90
		t=0.67	t=1.45	t=1.11	t=1.63	t=2.58
		p=0.498	p=0.146	p=0.266	p=0.105	p=0.005
Trip financing						
Self	81	2.92	3.27	2.77	3.04	2.59
Company	35	2.93	3.05	2.80	2.72	2.32
School	16	2.78	3.01	2.78	3.04	2.70
Family and friends	37	3.09	3.34	2.92	3.19	2.47
		f=1.34	f=2.63	f=0.48	f=2.60	f=1.27
		p=0.263	p=0.052	p=0.695	p=0.054	p=0.285

Source: Fieldwork, 2015, Scale: 1-strongly disagree, 2-disagree, 3-agree, 4-strongly agree.

The independent sample t-test and one way analysis of variance (ANOVA) were used to identify the differences in motivations. The significance level was tested at p≤0.05, and also where differences exist in the motivations, Tukey post hoc procedures were used.

From Table 10, the mean scores of the domestic tourists' travel experiences (first time and repeat visitors) were measured by their motivations to travel. The independent sample t-test showed that there was no statistically significant difference in the means of the respondents for all the motivational factors; culture (t=1.73, $p=$ 0.086), novelty (t= 1.51, $p=$ 0.133), ego enhancement (t=0.69, p=0490), relaxation (t=0.88, p=0.379) and socialization (t=1.24, p=0.217). Although the result shows no significant differences in the motivations of the tourists, it was indicative that the respondents agreed to novelty as the motivation for their travel to Nzulezo, whiles they disagreed to culture, ego enhancement and socialization motivations.

In another vein, differences in the motivations of the tourists in relation to the travel party (individual and group) was analysed using the independent sample t-test. The results indicated no significant difference in the motivations of the tourists; culture (t= 0.85, $p=$ 0.394) and novelty (t=0.29, p=0.977). However, it was observed that there is a significant difference in the means of their motivations for ego enhancement (t=2.19, p=0.030), relaxation (t=2.14, p=0.034) and socialization (t=3.16, p=0.002). Although the means of the travel party showed no statistically significant difference in their motivations for culture and novelty, the respondents who travelled either as individuals or with a group agreed that novelty motivated their travel to Nzulezo. Again, whiles those who travelled in group were motivated by relaxation, the individual

traveller disagreed to relaxation as a motivator. The result is an indication that the parties who travelled to the destination did so with different motives.

The travel organization of the domestic tourists to Nzulezo, thus whether the trip was organized by the individuals or through the intermediaries was examined in relation to their motivations to identify if there are any differences. The intermediaries include family and friends, schools, companies, churches and tour operators. The independent sample t-test result presented on Table 10 depicted that there is no significant difference in the motivations of the tourists for culture (t=0.41, p=0.682) novelty (t=0.35, p=0.749), ego enhancement (t= 0.74, p=0.458), relaxation (t= 0.48, p=0.626) and socialization (t=0.01, p= 0.988). Though statistically there was no significant difference in their motivations, all the organizers of the trip agreed that the quest for novelty was what motivated them to travel to the destination. Again, it was noticed that those whose trips were organized by the intermediaries agreed that relaxation was a motive whiles individual organizers disagreed to the same motivation factor.

Results from the independent sample t-test on the length of stay (same day or overnight) of the domestic tourists and their motivation indicated there is no statistically significant difference in the mean scores of the tourists for culture (t=0.67, p=0.498) novelty (t=1.45, p=0.146) ego enhancement (t=1.11, p=0.266) and relaxation (t=1.63, p= 0.105). However, there was a statistically significant difference in their means for socialization (t=2.58, p=0.005).The result indicated that there are differences in why people travelled to the destination with the motive of socialization whether they are overnight visitors or same day visitors.

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One way analysis of variance was used to examine the differences in the motivations of the domestic tourists by the financiers of the trip. The result as presented on Table 10, showed that there is no statistically significant difference in the mean scores of the tourists for culture (f=1.34, p=0.263) ego enhancement (f=0.48, p=0.695) socialization (f=1.27, p=0.285) novelty (f=2.63, p=0.052) and relaxation (f=2.60, p=0.054). However, per the mean scores, it showed that all the groups agreed to novelty as their motivation to the destination. And for relaxation as a motivation, the pattern showed differences in motivation between those sponsored by the company (M=2.72) and family and friends (M=3.19) though not statistically. Again, it was observed from the mean scores that, those sponsored by family and friends agreed that relaxation was their motivation for the travel; the tourists whose trips were financed by their companies disagreed that the trip to the destination was for relaxation.

Summary

This chapter analysed the findings of the study and it was observed that young unmarried male adults were in dominance, and they also preferred to travel in groups for fun and companionship. This is an indication that domestic tourism is catching with the youth of the country, especially for leisure as oppose to the socio-cultural imperatives travel observed of Ghanaian domestic tourists by Akyeampong (1996). Relatedly, domestic tourists to Nzulezo were motivated by culture, adventure-novelty, ego enhancement, relaxation and socialization; however, these motivations differed by some of their background characteristics, which indicate diversity among domestic tourists.

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CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This part of the thesis summarizes all the chapters and the findings, draws up conclusions and makes recommendations that will promote domestic tourism in Ghana. It also presents areas that are deemed necessary for further studies.

Summary

Ghana, through its National Development Plan for Tourism (2013-2027) highlighted the need to intensify the promotion and marketing of domestic tourism by all stakeholders, of which education is inclusive. To effectively market a segment, Yoon and Uysal (2005) argued that the motivations of the segment must be extensively examined. To this end, the study sought to examine the characteristics and motivations of domestic tourists to Nzulezo, and also to answer the questions on what background characteristics domestic tourists have, their sources of information, activities participation, factors that motivate them to travel to the destination and the differences in their motivations across the background characteristics.

Crompton (1979) and Dann (1981) push –pull theory was adopted for the work. In addition, a conceptual framework was adapted from Kim et al. (2009). The conceptual framework considered two basic elements which related to the objectives of the study, which include the background

characteristics (socio-demographic and travel characteristics) and motivations, as well as the relationships between them.

With regards to the methodology, the study adopted descriptive and cross sectional type of research. Again, positivist philosophy and survey methods were used. Convenience sampling was adopted to select 169 respondents who addressed various issues on the questionnaire. Also, the data was analyzed using SPSS version 21 after editing and coding. Some of the statistical tools used in the data analysis presentation included frequencies, percentages, means, bar charts and pie charts; these were used for the description of the background characteristics. Furthermore, factor analysis was adopted in identifying the factors of motivation, of which independent sample t-test and one way analysis of variance were used to examine the differences in motivations by the background characteristics of the domestic tourists.

The Main Findings of the Study

On the background characteristics of the domestic tourists, there were more males than females, who were mostly unmarried. Majority of them were within the age range of 20-29 years and more than half (52.1%) of the respondents were within the less than 500 cedis income group. Tourists with tertiary education were in the majority and they were either students or employed. It was also observed that more of the respondents were Christians. The generating regions of the tourists were Western region; which had majority of the tourist, followed by Ashanti, with the least from the Northern region. The tourists preferred to travel in groups, purposely for fun, companionship and safety. The most used means of transport were rental and

personal cars. Again, most of the trips to the destination were organised by the tourists themselves, friends and relatives, and only 3% by travel agents. Most of the visitors to the destination were day trippers, who used word of mouth and television as their main source of information, with government website as the least used. And the boat ride to the destination was the preferred activity by the tourists.

The examination of the motivations of the tourists by factor analysis revealed five underlying dimensions that motivated domestic tourists to Nzulezo, which include culture, adventure-novelty, ego-enhancement, relaxation and socialization. These factors explained 56.3% of the total variance; and of this variance, culture and adventure-novelty contributed more which is 14.2% and 12.85% respectively in comparison to the other factors. Further analysis of the motivational dimensions of tourists to Nzulezo differed across their background characteristics. Some of the background characteristics that showed statistically significant differences in the domestic tourists' motivations include income levels, occupation, level of education, generating regions, length of stay and travel party. However, it was notable that culture and novelty which were the pull factors of the tourists showed no statistically significant difference across all the background characteristics.

Conclusions

It can be concluded from the study that young adults who were unmarried and are students or employed travel to Nzulezo. They preferred to travel in groups for fun, companionship and safety. This is an indication that domestic tourism is catching up with the youth, especially the students,

making them a viable market to be explored. Similarly, it will complement the Tourism Ministry's recommendation to intensive the marketing of domestic tourism by all stakeholders.

People travel for various reasons and participate in different activities. The activities undertaken by tourists to a destination give better understanding of their motivations. Domestic tourists participated in activities such as boat ride, learning of culture, beach games and relaxation. Across the background characteristics of the tourists, boat ride was indicated as an activity which was well participated. This creates the need to give attention to what goes in the activities in terms of safety and the experience; such as availability of durable boats and safety jackets.

Domestic tourists in Ghana according to Akyeampong (1996) are motivated to travel for socio-cultural imperatives such as funerals, weddings, visiting friends and relatives, and festivals. However, from the study, domestic tourists were identified to have travelled to the destination for culture, adventure-novelty, ego enhancement, relaxation and socialization. It can be deduced that apart from socio-cultural motives for travel, Ghanaians also travel for leisure activities, which contradicts the assertion by Boakye et al. (2013) that travelling for leisure is not common among tourists of developing countries.

Similarly, among the dimensions underlying the motivations to travel to Nzulezo, culture and adventure-novelty were identified as the attributes of the destination that pulled tourists to visit the attraction. Adventure-novelty motivation for tourism has been recognized as becoming popular and fast growing worldwide (Schegelmilch & Ollenburg, 2013). The study has

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revealed Ghanaian domestic tourists as being in tune with this worldwide trend. There is therefore the need draw attention to the importance of these elements to the sustainability of the destination and the need to put measures in place for its conservation.

Diversity in a segmented market depicts a broad market to be explored. The motivational factors associated with the travel of domestic tourists of Nzulezo which was examined revealed some differences across their background characteristics including level of income, occupation, level of education, generating regions, length of stay and travel party. This observation portrays the domestic tourism segment as broad which requires specific products and services development, segmentation and marketing.

Recommendations

It was observed that the school groups and the employed were in the majority of the domestic tourists who visited Nzulezo, and they preferred to travel in groups. These groups can be targeted by tour operators and travel agents, investors and other service providers as a market for domestic tourism to be explored. And it is recommended that travel agents organize and sell packaged tours of the destination to students and other institutions, thus they can be harnessed as a market for domestic tourism.

The five dimensions identified as the underlying motivations of domestic tourists to Nzulezo provide the Destination Management Organization (DMO), thus Ghana Tourism Authority and Ghana Wildlife Society with information on what the tourists to the destination seek to achieve with their visit. This the DMO must consider in their marketing strategies,

such as knowing the group to target among the segment and tying their motivations to the activities or offerings of the destination.

Related to the motivations of the tourists, it was revealed in the study that the two main attributes of the destination that pulled domestic tourists were the quest for adventure-novelty and to learn of the culture of the destination. Based on this, it is recommended that the DMO for Nzulezo put in measures for the conservation of these elements. This can be implemented by educating the residents on the importance of their culture and the novelty of the destination in attracting visitors as well as the sustainability of tourism in their locality.

It is also recommended that domestic tourists must be educated on the need for the conservation of the destination for now and future use. They must be made aware of the effect of their activities on the ecosystem such disposing of refuse at the destination and following of trails to the destination. The DMO can also place at vantage points instructions that indicate the dos and don'ts of with regards to sanitation of the destination to the tourists.

In addition, differences portrayed in the motivations of the domestic tourists across their background characteristics give the indication that attention must be given to these diversities. Marketers, investors and tour operators must understand these diversities and provide tailor-made goods and services to meet the various needs of tourists.

Finally, of the activities participated in by tourist at the destination, boat ride was the most preferred. It is therefore recommended that DMO must acquire the necessary accoutrements that will ensure the safety well as enhance the experience of the participants of this activity at the destination.

Suggested Areas of Further Research

The study revealed the quest of domestic tourists for culture and novelty. Further studies can focus on measures that are in place at the destination for the conservation these attributes for now and future use.

Again, mixed or qualitative research method can be used to derive more details in the travel motivations of domestic tourists. As quantitative method presents information on characteristics, phenomenon and situations as they exist, without observing the personal interpretation of the subject being studied.

Furthermore, the travel propensities of the school groups and the employed (workers in public and private sectors) for tourism activities can be studied. Thus, school groups and the formal sector workers as markets for domestic tourism.

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APPENDIX

UNIVERSITY OF CAPE COAST

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

Questionnaire for Domestic tourists

This study seeks to examine the characteristics and motivations of domestic tourists to Nzulezo. It is part of a Master of Philosophy in Tourism Management project. Please be assured that all the responses will be kept confidential and your anonymity will be strictly kept. Answer every question on the instrument as much as possible. If you have any questions or reservations, please call the researcher on 0208908005. Thank you for agreeing to be part of this research.

MODULE I: MOTIVATION FOR TRAVEL

This section seeks to examine what motivated you to travel to Nzulezo. The examination is on the scale 1- 4 where **1 = Strongly Disagree, 2= Disagree, 3= Agree 4=Strongly Agree.**

1a) Please indicate the extent of your agreement with the statement below by ticking (√) the appropriate box

PUSH FACTORS

	I am in Nzulezo in order to:	SD 1	D 2	A 3	SA 4
1	Get away from demands of home.				
2	Seek freedom from work pressures.				
3	Do something about my boredom.				
4	Get a break from everyday environment.				
5	Refresh oneself				
6	Relieve stress				
7	Get a change from busy work schedules				

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8	I have free time				
9	Rest from daily activities				
10	Increase my knowledge about other people's lifestyle				
11	Study and research.				
12	Discover something new and exciting.				
13	Get close to nature.				
14	Experience unfamiliar destination				
15	Do something challenging				
16	Spend time with family/friends				
17	Experience the place with family/friends				
18	My children have holidays				
19	Reinforce family ties				
20	Visit to impress friends				
21	Experience something to tell others about				
22	Visit places friends and relatives do not know				
23	Socialize and meet new and different people				
24	Have fun with colleagues/ friends				
25	Just to know the place				
26	Experience what has been told				
27	See natural wonders and sites				

1b) Please indicate your extent of agreement on these statements on a scale 1-5
 Where **1 = Strongly Disagree, 2= Disagree, 3= Agree 4,= Strongly Agree**

PULL FACTORS

	I am attracted to Nzulezo because of:	SD 1	D 2	A 3	SA 4
1	Beautiful lake and scenery.				
2	Experience sites of natural beauty				
3	Ecology and greenery.				
4	Housing layout of the destination				
5	Interest in other peoples value and lifestyle				
6	To gain new view of life				
7	To learn about new culture/history				
8	Natural setting of the settlement				
9	Uniqueness of the area				
10	To experience unspoilt nature				
11	Trip to the settlement.				

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12	The canoe experience.				
13	To see the destination's unique features				
14	Meet interesting and friendly local people				
15	Landscape and scenery				

2) a. Bedsides Nzulezo which other attraction(s) have you visited or wish to visit? (Tick as many as possible)

1.Ankasa Bia Reserve   [ ]   5.Kakum National Park   [ ]
2. Busua beach   [ ]   6.Paga Crocodile Pond   [ ]
3.Manhyia Palace   [ ]   7.Fort Appolonia   [ ]
4. Castles   [ ]   8. Others (please specify)............

b. Please give the main reasons for visiting the attractions.............

3) Which other activities did you undertake (or intend to undertake) during this trip? (Tick as many as possible)

   1.Boat ride   [ ]   Learning   [ ]
   2.Relaxation   [ ]   Others (please specify....
   3.Beach games   [ ]

MODULE II: BACKGROUND CHARACTERISTICS OF DOMESTIC TOURISTS

This section seeks information the background characteristic of domestic visitors to Nzulezo village.
Please indicate your answers by ticking (√) the appropriate box

A. TRAVEL CHARACTERISTICS

4) What were your key sources of information about Nzulezo?
   (Tick as many as possible)

1.Word of mouth   [ ]   5.Tour operator   [ ]
2.Newspapers/magazine   [ ]   6. Government Website   [ ]
3. Internet   [ ]   7. Television   [ ]
4. Friends and relatives   [ ]   8. Others (please
                                        specify)............................

5) Are you alone?
  1.Yes   [ ]   2.No   [ ]

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6) If yes to question 5, which of these best describe your reason to be with a group?

1.Safety   [   ]   2.Companionship [   ]   3.Fun   [   ]   4. Others (please
                                                                specify)............

7) If not alone, how many are you in the group?
  1. 2-4   [   ]   2. 5-7 [   ]   3. 8-10   [   ]   4.10 and above   [   ]

8) Which of the following best describe your travel group (Choose one)?
1. I am with spouse and children   [   ]   With friends   [   ]
2. With family and friends   [   ]   Others (please specify)......
3. With colleagues   [   ]

9) For how long do you intend to stay during this trip?
  1. Return same day   [   ]   4. 1 week   [   ]
  2. 1-3 day   [   ]   5. 2 weeks   [   ]
  3. 4-6 days   [   ]   6. 3 weeks   [   ]

10) Which type of accommodation are you currently staying in during this trip?
1. Hostel   [   ]   4.Hotel   [   ]
2. Friends and relatives   [   ]   5.Same day   [   ]
3. Motel   [   ]

11) By what means did you travel to Nzulezo?
1. Personal car   [   ]   4.Tour bus   [   ]
2. Public bus   [   ]   5. others(please specify)
3. Rental car   [   ]

12) Who organised this trip?
1 .Self   [   ]   5. Church   [   ]
2. Tour operator   [   ]   6. School   [   ]
3. Friends and relatives   [   ]   7. others(please specify)
4. Employer   [   ]

13) Who is financing the trip?
  1. Self   [   ]   4. family and friends   [   ]
  2. Company   [   ]   5.others(please specify)   [   ]
  3. School   [   ]   [   ]

14) Is this your first time in Nzulezo?   1. Yes   [   ]   2. No   [   ]
15) If no,how many times have you visited Nzulezo (in digits)?
      ……………times

16).Where do you eat during this trip?

1. Hotel   [   ]   4. Tour bus   [   ]

2. Restaurant   [   ]   5. Snack shop   [   ]

3. Chop bar   [   ]   6. Others (please specify).......   [   ]

17. What type of food do prefer during travelling?

1.Continental food   [   ]   2. Local or indigenous foods   [   ]

18) How much do you spend (or intend to spend) daily on the following?

Facilities and services	Expenditure ¢
a. Accommodation	
b. Local transportation	
c. Food and beverage	
d. Shopping	
e. Entry fees at attractions	
f. Phone calls	
g. Tips to service providers (Restaurant, attractions, shops, accommodation)	

B. SOCIO-DEMOGRAPHICS

19) Nationality…………………………………………

20) How long have stayed in the country?......................

21) Which region are you travelling from in Ghana..........

22) Gender: 1. Male [   ]   2. Female   [   ]

23) Age (in complete years)……………………………

24) Marital Status

1. Single   [   ]   4.Widowed   [   ]

2. Married   [   ]   5. Separated   [   ]

3. Divorced   [   ]

25) What is your highest level of education?

1 .Basic/ Primary   [   ]   4. Degree   [   ]

2. Secondary   [   ]   5. Postgraduate   [   ]

3. Diploma   [   ]   6. Others (please specify)...........

26) What is your main profession/ Occupation?

1. Student   [   ]   4. Unemployed   [   ]

2. Employed(formal sector)   [   ]   5. Others (please specify).......

3. Self employed   [   ]

27) What is your income level?
1. ¢ 0 - 499   [   ]   3. ¢ 1,000-1,4999   [   ]
2. ¢ 500-999   [   ]   4. ¢ 1,500 and above   [   ]

28) What is your religion?
1. Islam   [   ]   4. Atheist   [   ]
2. Christianity   [   ]   5. Others (please specify)........
3. Traditional religion   [   ]

29) Will you recommend Nzulezo to anybody?
 1. Yes   [ ]   2. No   [   ]

THANK YOU