

**Tourist Motives and Destination Image Perception:**

**The Case of Sri Lanka as a Tourist Destination**

**By**

**Wijethunga Mudiyanseelage Heshani Uthpala**

**Wijethunga**

**M.Sc.**

**2015**

**Tourist Motives and Destination Image Perception:**

**The Case of Sri Lanka as a Tourist Destination**

**By**

**Wijethunga Mudiyanseelage Heshani Uthpala**

**Wijethunga**

A thesis submitted to the University of Sri Jayewardenepura in  
partial fulfillment of the requirements for the Degree of Master of  
Science in Management.

### **Declaration by the Candidate**

“The work described in this thesis was carried out by me under the supervision of Professor. B.N.F. Warnakulasooriya and a report on this has not been submitted in whole or in part to any university or any other institution for another Degree/Diploma”.

.....  


W.M.H.U. Wijethunga

M.Sc. Candidate

### **Declaration by the Supervisor**

“I certify that the above statement made by the candidate is true and that this thesis is suitable for submission to the university for the purpose of evaluation”.



.....

Date: ...30/05/2015.....

Professor B.N.F. Warnakulasooriya

Supervisor

## Table of Contents

Title	Page Number
Table Contents	i-viii
List of Tables	ix-xi
List of Figures	xii
Acknowledgements	xiii
Abstract	xiv-xv
<b>Chapter 01 – Introduction to the Study</b>	<b>1-11</b>
01.1 Introduction to the Chapter	1
01.2 Background	1-4
01.3 Research Problem	4-6
01.4 Research Questions	6-7
01.5 Objectives of the Study	7
01.6 Significance of the Study	7-9
01.7 Scope of the Study	9
01.8 Limitations of the Study	9-11
01.9 Chapter Summary	11

<b>Chapter 02- Literature Review</b>	<b>12- 54</b>
02.1 Introduction to the Chapter	12-13
02.2 Tourism and Tourist	13-16
02.2.1 Tourism	13-15
02.2.2 Tourist	15-16
02.3 Motives	16-27
02.3.1 Motivation definitions	16-18
02.3.2 Motivation and Motives	18-19
02.3.3 Approaches in Studying Tourist Motives	20-27
02.3.2.1 Push and Pull Motives	20-25
02.3.2.2 Application of Maslow's Hierarchy of Needs Theory in Tourism Research	25-26
02.3.3 Segmenting the Market Using Travel Motivations	26-27
02.4. Destination	27-48
02.4.1 Defining Destination	27-30
02.4.2 Actors Include in a Destination	30-31
02.4.3 Destination Marketing	31-32
02.4.4 Destination Image Perception	32-48
02.4.4.1 Defining Image	34-37
02.4.4.2 Features Describing the Image Construct	37-38



02.4.4.3 Image and Image Perception	38-43
02.4.4.4 Image Formation	43-48
02.5 Relationship between Tourist Motives and Destination Image Perception	48-50
02.6 Influence of Country of the Origin of the Tourists on the Relationship between Image Perception and Tourist Motives	51-54
02.6.1 Importance of Considering the Country of the Origin of the Tourists	51-52
02.6.2 Country of the Origin and Culture	52
02.6.3 Influence of the Country of the Origin of Tourists on Tourist Motives and Image Perception	53-54
02.7 Chapter Summary	54
<b>Chapter 03 - Research Design</b>	<b>55-87</b>
03.1 Introduction to the Chapter	55
03.2 Conceptual Framework	55
03.2.1 Tourist Motives	56-58
03.2.2 Image Perception	59-62
03.3 Research Questions	62
03.4 Hypotheses	62-65
03.4.1 Hypothesis 01	63
03.4.2 Hypothesis 02	63-64

03.4.3 Hypothesis 03	64
03.4.4 Hypothesis 04	65
03.5 Purpose of the Study	66
03.6 Type of Investigation	66
03.7 Extent of Researcher Interference	67
03.8 Study Setting	67
03.9 Unit of Analysis	67
3.10 Time Horizon	67-68
03.11 Measurement and Measures	68-72
03.11.1 Operationalization	68
03.11.1.1 Tourist Motives	68
03.11.1.2 Image Perception	70
03.11.2 Scaling	72
03.12 Sample Design	72-73
03.12.1 Population	72
03.12.2 Sampling Unit and Sample Size	72
03.12.3 Sampling Design	72-73
03.13 Data Collection Method	73-74
03.13.1 Sources of Data	73-74
03.13.2 Data Collection Method	74



03.14 Data Analyzing Techniques	75
03.15 Validation of Measurement Properties	75-86
03.15.1 Content Validity	76
03. 15.2 Unidimensionality	76-79
03. 15.3 Appropriateness of the Factor Analysis	79
03.15.4 Internal Consistency	81-82
03.15.5 Convergent Validity	82-84
03.15.6 Discriminant Validity	85-86
03.16 Chapter Summary	86-87
<b>Chapter 04 – Data Analysis</b>	<b>88-134</b>
04.1 Introduction to the Chapter	88
04.2 Sample Profile	88-89
04.2.1 Sample by Age	90
04.2.2 Sample by Gender	91
04.2.3 Sample by Country of Origin of Respondents	91-92
04.2.4. Sample by Purpose of Visit	93
04.3 Basic Statistical Analyses	93-99
04.4 Validation of Measurement Properties	99-107
04. 4.1 Appropriateness of the Factor Analysis	99-101

04.4.2 Internal Consistency	101-103
04.4.3 Convergent Validity	103-105
04.4.4 Discriminant Validity	105-107
04.5 Hypothesis Testing	107-133
04.5.1 Salient Motive of the Tourists Arriving Sri Lanka is Exiting Experience	108-111
04.5.2 Extent of Destination Image Perception on Sri Lanka as a Tourist Destination	111-114
04.5.3 The Relationship between Tourist Psychological Motives and Destination Image Perception of the Tourists Who Select Sri Lanka as a Tourist Destination	114-123
04.5.3.1 Scatter Plot Graph	115-116
04.5.3.2 Scatter Plot Graph with Line of Best Fit	117
04.5.3.3 Correlational Analysis	118-119
04.5.3.4 Bivariate Regression Analysis	119-120
04.5.3.5 Examination of Residuals	121
04.5.3.6 Determining the Strength of the Association	122
04.5.3.6 Determining the Significance of the Association	123
04.5.4 The Country of the Origin of Tourist Has a Moderating Effect on the Relationship between Tourist Motives and Image Perception	124-133

04.5.4.1 Tourist Motives and Country of the Origin	126
04.5.4.2 Image Perception and Country of the Origin	127
04.5.4.3 Analysis Using Dummy Variable Regression	127-129
04.5.4.4 Test of Significance of Estimated Parameters of the Dummy Variable Regression Model	129-131
04.5.4.5 Determining the Strength of the Association	131-132
04.5.4.6 Determining the Significance of the Association	132-133
04.6 Chapter Summary	133-134
<b>Chapter 05 – Discussion</b>	<b>135-149</b>
05.1 Introduction to the Chapter	135
05.2 Salient Motives of Tourists to Sri Lanka as a Tourist Destination	135-139
05.3 Extent of Tourist Image Perception on Sri Lanka as a Tourist Destination	139-142
05.4 The Relationship between Tourist Psychological Motives and Destination Image Perception of the Tourists Who Select Sri Lanka as a Tourist Destination	142-144
05.5 The Country of the Origin of Tourist Has a Moderating Effect on the Relationship between Tourist Motives and Image Perception	144-148
05.6 Chapter Summary	148-149

<b>Chapter 06 – Summary and Conclusion</b>	150-156
06.1 Introduction to the Chapter	150
06.2 Summary	150-153
06.3 Conclusion	153-156
06.4 Chapter Summary	156
<b>Appendixes</b>	
Appendix 01 - Questionnaire 01	
Appendix 02- Questionnaire 02	



## List of Tables

<b>Table Title</b>	<b>Page Number</b>
Table 3.1: Items of Motive Dimensions	69
Table 3.2: Items of Image Perception Dimensions	70-71
Table 3.3: Factor Loading of Tourists' Motives Items	77
Table 3.4: Factor Loading of Image Perception Items	78
Table 3.5: Validity Indexes	80
Table 3.6: Internal Consistency Statistics	82
Table 3.7: Convergent Validity	84
Table 3.8: Discriminant Validity of Image Perception Construct	85
Table 3.9: Discriminant Validity of Tourist Motives Construct	86
Table 4.1: Summary of the Sample Profile	89
Table 4.2: Sample by Age	90
Table 4.3: Sample by Gender	91
Table 4.4: Sample by Country of the Origin of Respondents	92
Table 4.5: Sample by Purpose of Visit	93
Table 4.6: Decision Criteria in Assessing the Normal Distribution	95
Table 4.7: Results of Univariate Normal Distribution Test: Dimensions of Tourist Motives	96
Table 4.8: Results of Univariate Normal Distribution Test: Dimensions of Image Perception	98

Table 4.9: Validity Indexes	100
Table 4.10: Internal Consistency Statistics	102
Table 4.11: Convergent Validity	104
Table 4.12: Discriminant Validity of Image Perception Construct	106
Table 4.13: Discriminant Validity of Tourist Motives Construct	107
Table 4.14: Statistical Tool to Test the Hypothesis	108
Table 4.15: Mean Scores – Dimensions of Tourist Motives	109
Table 4.16: Paired Sample t-Test	110
Table 4.17: Mean Values of the Dimensions of the Image Perception	112
Table 4.18: Decision Criteria-Degree of Image Perception	112
Table 4.19: One Sample T-test	113
Table 4.20: Correlations of Tourist Push Motives and Image Perception	118
Table 4.21: Coefficients of Tourist Push Motives and Image Perception	119
Table 4.22: Coefficient Determination for Tourist Motives and Image Perception	122
Table 4.23: Analysis of Variance – F Statistic	123
Table 4.24: Mean Values of Tourist's Motives and Mean Values Image Perception by the Country of the Origin of Tourists	125



Table 4.25: Association between the Country of Origin and Tourist Motives – ANOVA	126
Table 4.26: Association between the Country of Origin and Image Perception – ANOVA	127
Table 4.27: Dummy Variables	128
Table 4.28: Coefficients of Tourist Motives and Image Perception	129
Table 4.29: Coefficients of Dummy Variables and the Interaction Terms	130
Table 4.30: Results of Coefficient of Determination	131
Table 4.31: ANOVA- F statistic	132

**List of Figures**

<b>Figure Title</b>	<b>Page Number</b>
Figure 3.1: Conceptual Framework	55
Figure 4.1 Scatter Plot of Tourist (Push) Motives and Image Perception	116
Figure 4.2: Scatter Plot Graph with Line of Best Fit – Tourist (Push) Motives and Image Perception	117
Figure 4.3: Normality Plot of Residuals	121

## **Acknowledgements**

Profferssor. B.N.F. Warnakulasooriya, for his tremendous guidance, patience and his unique teaching style. Dear Sir, please accept my gratitude towards the guidance you provided, time and effort you have exerted and thank you for the exposure and insights you have given on the arena of research.

Next, I would like to thank Mr. N. Agilan (Lecturer, University of Peradeniya), Mr. Kamal and his staff (Cultural Center, Knady) for the genuine support that has provided; and the time and effort extended towards my research work.

Finally, my gratitude is for my supportive family; my mother, father, husband, sister and brother for the understanding, patience and all the assistance provided to achieve this difficult task. Without all of you, the final outcome of my effort will not be a success.

# **Tourist Motives and Destination Image Perception: The Case of Sri Lanka as a Tourist Destination**

**Wijethunga Mudiyanseelage Heshani Uthpala Wijethunga**

## **ABSTRACT**

Tourism as a growing industry constitutes a major contributor to the Gross Domestic Product in Sri Lanka and draws high priority status in the government's policy initiatives. However, the emergence of new destinations worldwide has opened new avenues for potential tourists to choose a destination to match with their interests and motivation. The image held by travelers on a specific tourist destination is of high influence to select alternative tourist destinations. Majority of past researches have integrated image perception with external stimuli, by ignoring the influence of internal factors such as psychological motives and tourist's country of the origin. The objectives of the present study are to identify salient motives of tourists; to assess the extent of image perception of tourists to Sri Lanka; to test the association between tourist motives and destination image perception of the tourists who select Sri Lanka as a tourist destination and finally to study whether the association between tourist's motives and image perception is moderated by the tourists' country of the origin. Single cross sectional research design was employed to collect data through a self administered questionnaire. The unit of analysis and the proxies are the international tourists to Sri Lanka. A sample of 290 international tourists, who came to Sri Lanka during January to August, 2014 was selected. First, an exploratory factor analysis with

Varimax rotation was performed to examine whether the originally developed indicators are converged on the respective dimensions of each construct. Next, paired sample t-test and one sample t-test were carried out to measure the first two hypotheses while regression analysis and regression analysis with dummy variables have been performed to test the last two hypotheses respectively. The analysis shows that the destination image perception on Sri Lanka is not a favorable one, rather neutral and further novelty, knowledge, escape and relationship strengthening are the salient motives of the tourists to Sri Lanka. Moreover, it is found that there is a weak positive relationship between Tourist's Motives and Image Perception; and there is a moderating impact by the country of origin to the relationship between Tourist's Motives and Image Perception. The implication of this research can be used to develop the tourist marketing mix to suit the image perception of tourists and to segment the destination market basing on tourist motives.

Key words: Country of the Origin, Destination, Image perception, International Tourists, Tourist Motives