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Relationship between visitor motivations, destination evaluation and future behavior intentions: The case of West Virginia

Abstract

This study investigates the relationships between visitor motivations, destination evaluation and future behavior intentions. Data for the study were collected through a structured questionnaire from a purposive sample of pleasure travelers to the state of West Virginia during summer 2012. Structural Equation Modeling (SEM) was used to analyze the data in AMOS. Results showed some significant relationships between visitor motivation, destination evaluation and future behavior intention. Visitors whose motivation was to relax tended to be more concerned about the quality of all destination attributes including: tourism facilities, hospitality, supporting factors and core attractors, while adventure seekers seemed less concerned about the destination's supporting factors and hospitality. Destination's core attractors and hospitality are important for repeat visitation and destination recommendation, their evaluation was seen to significantly and positively impact future behavior intention. However, evaluation of destination's superstructure, facilities and supporting factors didn't significantly impact future behavior intention. It implies that while good facilities and infrastructure are necessary, by themselves, they don't increase repeat visitation or recommendations of the destination because these are qualities any destination can offer. Destination managers, therefore, need to understand what sets their destinations apart from the competition enough that visitors want to return and/or recommend the destination.

Key words: motivation; destination evaluation; behavior intention; West Virginia; USA

Introduction

Understanding the consumer is at the core of any successful business including tourism. To be successful, tourism practitioners must understand consumer motivation, needs, and desires that initiate behavior (Goeldner & Ritchie, 2011). Knowledge of visitor motivation gives tourism providers the necessary advantage to effectively and successfully compete with other destinations (Goeldner & Ritchie, 2003). While visitor motivation has been widely studied, not many studies were identified that investigate how visitor motivations relate to destination evaluation and future behavior intention.

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Studies exist that have investigated the relationship between visitor satisfaction and behavior intention (Valle, Silva Mendes & Guerreiro., 2006; Žabkar, Brenčič & Dmitrović, 2010); motivation and satisfaction (Devesa, Laguna, & Palacios, 2010); motivation, satisfaction and behavior intention (Schofield & Thompson, 2007); novelty seeking, satisfaction and revisit intention (Jang & Feng, 2007). Žabkar *et al.* (2010) found satisfaction to be positively related to behavior intentions. However, their study didn't include visitor motivation and how it relates to satisfaction. Devesa *et al.* (2010) found motivation to be an important factor in visit evaluation. However, the study didn't extend to evaluate the relationship between evaluation and future behavior intentions. Schofield and Thompson (2007) found relationships between motivation and visitor satisfaction and motivation and intention to return for festival attendees in separate models. The mediating role of satisfaction between motivation and intention to return was not investigated in their study. Jang and Feng (2007) investigated the relationships between novelty seeking as motivation and intention to visit over time. They also independently investigated the relationship between destination satisfaction and intention to visit. The study didn't link motivation (novelty seeking) with destination satisfaction. This study investigates the relationship between visitor motivation, destination evaluation and future behavior intentions.

Destination evaluation is directly related to visitor satisfaction based on the fact that satisfaction is an emotional response that follows cognitive evaluation of service experience. Cognitive attribute evaluation has been seen to precede the emotional response (satisfaction) (Chi & Qu, 2008; Chiou & Droge, 2006) and both cognitive evaluation and satisfaction have been seen to positively affect revisit and recommendation intentions (Valle *et al.*, 2006; Weaver, Weber & McCleary, 2007). Therefore, it can be concluded that good evaluations of service quality attributes positively impact overall visitor satisfaction and consequently future behavior intentions. This study, therefore, seeks to investigate the relationship between visitor motivation and destination evaluation and how these affect future behavior intention. It is hypothesized that travel motivation will have significant effect on destination evaluation and that destination evaluation will have a significant positive impact on future behavior intentions measured by intention to recommend and revisit.

Literature review

Motivation

Motivation to travel has often been categorized into two (push and pull) based on the work of Dann (1977). Dann's (1977) push-pull model of tourist motivation describes pull factors as those which attract the tourist to a given resort (e.g. sunshine, sea, etc.), and whose value resides in the object of travel. Push factors, on the other hand, refer to the factors predisposing the tourist to travel such as escape and nostalgia. Dann (1977) states that while a specific resort may hold a number of attractions for the potential tourist, their actual decision to visit such a destination is consequent on their prior need for travel. Push factors are thus logically, and often temporally, antecedent to pull factors. Therefore, the question 'what makes tourists travel?' can only relate to the push factors as it is devoid of destination or value content, requirements of the pull factors (Dann, 1977). Understanding these push factors that make tourists travel is critical for every destination manager in-order to effectively pull the visitors to their destination in the face of fierce competition. Effective tourism marketing can't

be attained without understanding the motivations of tourists. Motivations have to be recognized and explored to effectively develop successful tourism marketing strategies (Fodness, 1994; Pan & Ryan, 2007). The push-pull model has been widely studied and applied by many scholars to studies relating motivational drives to behavior (Crompton, 1979; Yoon & Uysal, 2005; Lee, 2009; Bansal & Eiselt, 2004; Goeldner & Ritchie, 2003; Li & Cai, 2012; Gnoth, 1997).

Pearce and Caltabiano (1983) applied Maslow's hierarchy of needs concept to tourism motivation. They argue that Maslow's hierarchy of needs model permits both analysis of tourists' needs and demonstration of how tourists can change their motivations over time. Motivation levels are likely to reflect both past experiences and available opportunities for travel. Pearce and Caltabiano (1983) developed the concept of a motivational career in travel, where travel motivations change over time as a result of past experiences. Less experienced travelers fulfill needs lower in Maslow's hierarchy while the experienced travelers are more concerned with self-esteem and self-actualization needs. Thus, destination features are not seen as simple lists of attractive features but as multi-functional venues for tourists with different motivations.

Several studies have identified specific categories of travel motivation. Crompton (1979) conceptualized motives for pleasure travel and destination choice as being located on a continuum ranging from socio-psychological motives to cultural motives. He identified nine motives: seven socio-psychological (escape from a mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction); and two cultural (novelty and education). Fodness (1994) stated that tourism motivation can be measured by five functional segments: ego enhancement, knowledge, punishment minimizations, self-esteem and reward maximization. According to Kozak (2002) people tend to take summer vacations to enjoy good weather, relax, spend time with those whom they care about and to be emotionally and physically refreshed. According to Mannel and Iso-Ahola (1987) people travel mainly to escape from personal and interpersonal environments and to seek personal and interpersonal rewards. Close to Mannel and Iso-Ahola (1987) theory is Krippendorf's (1987) assertion that people are motivated by getting away from, than going towards a place. Krippendorf (1987) gives eight motives to travel: recuperation and regeneration; compensation and social integration; escape communication; freedom and self-determination; self-realization; happiness; and broadening the mind. Vallerand and Losier (1999) proposed three forms of motivation: toward knowledge, toward accomplishment, and toward stimulation. While different motives have been suggested, they seem to be mostly intrinsic. Dann (1977) attests that while destinations may have attractive attributes to pull visitors, visitation depends on the visitor's prior need to travel and such needs don't depend on destinations. Identifying those needs is, therefore, critical for destination management in-order to effectively communicate and connect with the potential visitor.

Relationship between motivation, destination evaluation and future behavior intentions

Literature on travel motivation says that people are motivated to travel mainly by push (internal) factors and pull (external) factors (Crompton, 1979; Dann, 1977). Destination attributes such as infrastructure and core attractors are examples of pull factors (Devesa *et al.*, 2010). The implication that visitors are pulled to certain destinations, to satisfy given push motivators, suggests that visitors' evaluation of such

destinations is affected by their motivation to visit in the first place. An understanding of the motivation-evaluation relationship can, therefore, be helpful to destination managers to understand the context in which their customers evaluate their offerings. Devesa *et al.* (2010) agree that visitor satisfaction varies with evaluation of those destination aspects that are closely related to the visitor's motivation to travel. In their study on the role of motivation in visitor satisfaction Devesa *et al.* (2010) found that visitors motivated by need for rest and relaxation more positively evaluated aspects related to tranquility and conservation of natural heritage, while cultural visitors tended to more positively evaluate destination features related to monuments, museum opening hours and conservation of monumental heritage. Assaker, Vinzi and O'Connor (2011) found a significant positive direct relationship between novelty seeking and satisfaction and also between satisfaction and short-term intention to return. Similarly Jang and Feng (2007) found satisfaction to have direct and positive influence on short term revisit intention, but not medium and long-term revisit intention. They also identified novelty seeking as having direct and positive influence on medium-term revisit intentions. Schofield and Thompson (2007) also found a positive relationship between motivation to attend a festival and satisfaction. Since research has shown that motivation is related to satisfaction and that satisfaction proceeds destination service quality evaluation and positively impacts re-visitation, an argument can be made for a path linking motivation, destination evaluation and future behavior intentions.

The motivation-evaluation relationship can be explained by the expectation/disconfirmation consumer satisfaction models (Chon, 1989; Oliver, 1980) in which consumers are said to develop expectations before purchasing products and/or services and then compare those expectations to actual performance. Positive disconfirmation (satisfaction) occurs when performance exceeds expectations and negative disconfirmation (dissatisfaction) when actual performance fails to meet expectations. According to Gnoth (1997), once needs have been activated and applied to a holiday scenario, the generated motivation constitutes a major parameter in expectation formation and people choose certain behaviors in pursuit of expected results. These expectations, in turn, determine performance perceptions of products and services as well as perceptions of experiences (Gnoth, 1997). Motivation, thus impacts how consumers evaluate services, hence satisfaction formation (Gnoth, 1997). If motives are understood, then it's possible for destination managers to provide experiences and activities that meet and further exceed visitor expectations and/or desires. Meeting or exceeding expectations results in good evaluations and positive disconfirmation (satisfaction), hence favorable future behavior intentions. Just as consumers develop expectations before purchase and satisfaction during and after consumption, visitors have motives prior to their actual holiday experiences and satisfaction during and after the experience (Ross & Iso-Ahola, 1991). Therefore, satisfaction is intrinsically linked to initial motive in any confirmation/disconfirmation model of the tourist experience (Kozak, 2002).

Moscardo, Morrison, Pearce, Lang and O'leary (1996) introduce destination activities in the discussion of visitor motivation. They argue that activities are the critical link between visitor motivation and destination choice. Their study on Australian outbound travelers revealed consistent relationships between travel motivation and activities and also between activities and the features of preferred destinations (Moscardo *et al.*, 1996). Motives define expectations for activities and experiences while destinations offer activities and experiences to satisfy those expectations (Moscardo *et al.*, 1996). Since activities are key to destination attractiveness and choice and also important attributes in destination evaluation, this theory helps explain the relationship between visitor motivation and destination evaluation.

This study seeks to investigate these relationships between visitor motivation, destination evaluation and future behavior intentions. It is hypothesized that visitor motivation will have an effect on destination evaluation and destination evaluation will directly and positively influence future behavior intention.

Study methods

Data for this study were collected at two rest areas on westbound I-68 and westbound I-64 in the state of West Virginia during the months of June and July of 2012. Purposive sampling was used based on visitors' willingness to participate in the study. The research team set up tables and visitors who approached the table were briefed on the study and asked to participate. The instrument was a structured questionnaire administered face-to-face and self. Data analysis techniques used included: descriptive analysis, factor analysis and structural equation modeling (SEM).

Measurement

Motives were measured by a set of 17 variables on which the respondents were asked to rate on a scale of 1 (Disagree completely) to 5 (Agree completely) how they agreed or disagreed with each as a motive for their visit. Destination evaluation was measured by a set of 25 variables on which the respondents were asked to rate destination attributes on a scale of 1 (Poor) to 5 (Excellent). The motivation and evaluation factors were derived from literature. Behavior intentions were measured by two variables: likeliness to revisit and recommend, both measured on a 7-point (1 = Never) to (7 = Definitely) scale. These variables are presented in Table 1.

Table 1
Variables in the study and their measurement

Motivation variables 1 = Disagree completely; 5 = Agree completely	**Destination evaluation variables** 1 = Poor; 5 = Excellent	**Future behavior intentions** 1 = Never; 7 = Definitely
Get away from home	Dedicated tourism attractions	Likeliness to revisit
Relax	Interesting architecture	
Forget day to day problems	Historic sites	Likeliness to recommend
Get emotionally and physically refreshed	Availability of activities for children	
Escape from busy life	Hospitality and friendliness of the people	
Engage in sporting activities	Safety and security	
Get closer to nature	Well marked roads and attractions	
To be active	Road conditions	
Seek adventure	Variety and quality of restaurants	
To visit historical sites	Variety and quality of accommodation	
Increase my knowledge of new places	Good weather/climate	
Reconnect with friends and family	Value for money in tourism experiences	
Indulge self/family	Nature based activities	
Enjoy the good weather	Conveniently located	
Mix with other tourists	Accessibility of destination	
Rediscover self	Variety of activities to do	
Have fun	Value for money in shopping items	

Table 1 **continued**

Motivation variables 1 = Disagree completely; 5 = Agree completely	**Destination evaluation variables** 1 = Poor; 5 = Excellent	**Future behavior intentions** 1 = Never; 7 = Definitely
	Availability of tourist information	
	Special events	
	Communication facilities	
	Local transportation efficiency	
	Shopping facilities	
	Cleanliness	
	Availability of adventure based activities	
	Well known landmarks	

Results

A total of 891 usable responses were collected of which 48.3% were male and 51.7% female. The majority (55%) of the respondents were between the ages of 41 to 65 years old. They were mostly highly educated with high incomes. About 75% had college degree and higher and about 41% had annual household income of $76,000 and higher. Most (83.4%) were repeat visitors and the average number of times they had visited the state within the past 24 months was six. Average length of stay was six days. People travelled mostly in pairs (43.7%), but the average travel group size was four.

Factor analysis

Exploratory factor analysis was run to establish the underlying relationships among all the motivation and destination evaluation variables. Principal components analysis with varimax rotation was used. The KMO measures of sampling adequacy were 0.892 for motivation and 0.920 for destination evaluation factors. Bartlett's tests of sphericity for both analyses were significant at $p<0.001$ implying the data were suitable for factor analysis. Only factors with eigenvalues of one and greater were retained resulting in four motivation and four evaluation factors explaining 68.8% and 67.8% of variance respectively. The four motivation factors seemed to represent relaxation, active engagement, knowledge seeking and social interaction. These were named Relaxation, Active engagement, Knowledge and Social respectively. Test for internal consistency showed that reliability for all but one motivation factor (Social) was good with coefficients higher than 0.70 and acceptable (0.61) for the social motivation factor (Hair, Anderson, Tatham & Black, 1998; Nunnally & Bernstein, 1994). Destination evaluation factors seemed to represent evaluation of destination tourism superstructure and facilities, hospitality, supporting factors and core attractors. These were named Superstructure/Facilities, Hospitality, Supporting factors and Core attractors respectively. Reliability coefficients for all the four destination evaluation factors were above 0.07. The factor analysis results for motivation and destination evaluation are presented in Tables 2 and 3 respectively.

Table 2
Factor analysis results for motivation

Factors and motivation to visit WV items	Factor loadings	Eigenvalue	% Variance explained	Reliability coefficient
1. Relaxation		7.42	27.6	0.93
Relax	0.797			
Get emotionally and physically refreshed	0.792			
Escape from busy life	0.774			
Forget day to day problems	0.774			
Have fun	0.754			
Get away from home	0.695			
Enjoy the good weather	0.687			
2. Active engagement		1.8	17.0	0.87
To be active	0.802			
Engage in sporting activities	0.787			
Seek adventure	0.724			
Get closer to nature	0.656			
3. Knowledge		1.4	15.4	0.82
To visit historical sites	0.800			
Increase my knowledge of new places	0.799			
Mix with other tourists	0.681			
Rediscover self	0.576			
4. Social		1.1	8.9	0.61
Reconnect with friends and family	0.876			
Indulge self/family	0.713			

Table 3
Factor analysis results for destination evaluation

Factors and destination evaluation items	Factor loadings	Eigenvalue	% Variance explained	Reliability coefficient
1. Tourism superstructure/facilities		13.10	24.7	0.94
Well known landmarks	0.791			
Special events	0.745			
Interesting architecture	0.741			
Dedicated tourism attractions	0.752			
Historic sites	0.724			
Availability of activities for children	0.626			
Conveniently located	0.612			
Local transportation efficiency	0.602			
Availability of tourist information	0.565			
2. Hospitality		1.98	17.0	0.89
Hospitality and friendliness of the people	0.773			
Safety and security	0.754			
Cleanliness	0.725			
Well marked roads and attractions	0.705			
Accessibility of destination	0.668			
Variety of activities to do	0.525			

Table 3 **continued**

Factors and destination evaluation items	Factor loadings	Eigenvalue	% Variance explained	Reliability coefficient
3. Supporting factors		1.36	15.1	0.90
Value for money in shopping items	0.753			
Variety and quality of restaurants	0.708			
Variety and quality of accommodation	0.607			
Communication facilities	0.602			
Road conditions	0.572			
Shopping facilities	0.512			
4. Core attractors		1.18	11.1	0.85
Nature based activities	0.736			
Value for money in tourism experiences	0.692			
Availability of adventure based activities	0.691			
Good weather/climate	0.552			

Measurement model

Each exogenous variable was individually tested for univariate normality through examination of skewness and kurtosis. None of the exogenous variables had extreme skewness absolute values higher than 3.0 (Chou & Bentler, 1995) or problematic kurtosis absolute values higher than 10.0 (Kline, 2005). While tests for internal consistency conducted earlier confirmed convergent validity, divergent validity was tested by bivariate correlation analysis of all the motivation and destination evaluation variables. Correlation analysis results showed high and significant correlation between some variables from different constructs, resulting in deletion of two motivation variables: fun and rediscover self and nine destination evaluation variables. Deleted destination evaluation variables included: variety of activities, accessibility of destination, shopping facilities, variety and quality of accommodation, value for money in shopping, visitor accessibility to attractions, special events, well known landmarks and communication facilities. A total of 28 observed variables were left after deletion of the variables listed earlier to achieve discriminant construct validity. The remaining variables under each factor that were included in the model are presented in Table 4.

Table 4
Variables included in the model

Motivation variables 1 = Disagree completely; 5 = Agree completely	**Destination evaluation variables** 1 = Poor; 5 = Excellent	**Future behavior intentions** 1 = Never; 7 = Definitely
Relaxation	**Superstructure/Facilities**	Likeliness to revisit
Get away from home	Dedicated tourism attractions	Likeliness to recommend
Relax	Interesting architecture	
Forget day to day problems	Historic sites	
Get emotionally and physically refreshed	Availability of activities for children	
Escape from busy life	**Hospitality**	
Active engagement	Hospitality and friendliness of the people	
Engage in sporting activities	Safety and security	

Table 4 **continued**

Motivation variables 1 = Disagree completely; 5 = Agree completely	**Destination evaluation variables** 1 = Poor; 5 = Excellent	**Future behavior intentions** 1 = Never; 7 = Definitely
Engage in sporting activities	Safety and security	
To be active	**Supporting factors**	
Seek adventure	Variety and quality of accommodation	
Knowledge	Variety and quality of restaurants	
To visit historical sites	Road conditions	
Increase my knowledge of new places	**Core attractors**	
Social	Good weather/climate	
Reconnect with friends and family	Value for money in tourism experiences	
Indulge self/family	Nature based activities	

Three measurement models were run for motivation, destination evaluation and overall. The fit indices for the measurement models indicated the models were a good fit, with the exception of the significant Chi-square statistic due to the large sample size. The measurement model fit results are presented in Table 5.

Table 5
Measurement models fit Indices

Measurement model/Index	**CFI**	**TLI**	**NFI**	χ^2
Motivation	0.976	0.962	0.971	360.57*
Destination evaluation	0.956	0.931	0.951	645.97*
Overall	0.945	0.934	0.933	1826.10*

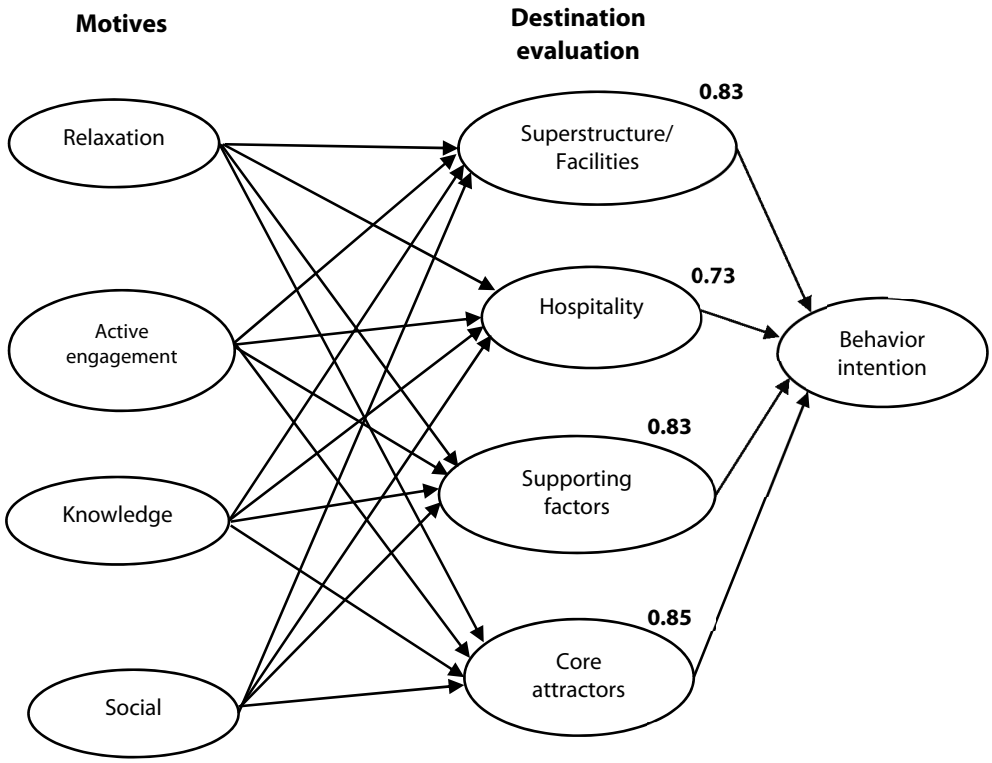
*Significant at $p < 0.001$.

Structural model

The model (presented in Figure 1) was run to test the hypotheses. Model fit indices showed that the model was a good fit: CFI = 0.956; TLI = 0.944; NFI = 0.945; RMSEA = 0.065). The Chi-square (χ^2 = 1508.5, $p<0.001$, df = 320) was significant due to the large sample size. Sample sizes larger than 200 usually result in significant chi-square (Schumacker & Lomax, 2010). The partially nested model with direct links from motivation to future behavior intention was also run. The fit indices were not any different from those of the fully nested model (CFI = 0.957; TLI = 0.945; NFI = 0.946; RMSEA = 0.064), therefore, only the results for the more parsimonious fully nested model are presented and discussed.

Results showed significant relationships among some motivation and destination evaluation variables. However, only two destination evaluation factors (hospitality and core attractors) were significantly and positively related to future behavior intention. The model showing the r^2 values is presented in Figure 1. For reader friendliness the rest of the results showing the specific relationships in the model are presented in Table 6.

Figure 1
The model with r^2 values



CFI = 0.956; NFI = 0.945; TLI = 0.944; RMSEA = 0.065

Table 6
Results for the specific relationships in the model

			Standardized coefficient
Superstructure/Facilities	<---	Relaxation	0.11**
Superstructure/Facilities	<---	Active engagement	0.21*
Superstructure/Facilities	<---	Knowledge	0.30*
Superstructure/Facilities	<---	Social	0.15**
Hospitality	<---	Relaxation	0.36*
Hospitality	<---	Active engagement	0.11ns
Hospitality	<---	Knowledge	0.005ns
Hospitality	<---	Social	00.12**
Supporting factors	<---	Relaxation	0.32*
Supporting factors	<---	Active engagement	-0.05ns
Supporting factors	<---	Knowledge	0.17*
Supporting factors	<---	Social	0.13*
Core attractors	<---	Relaxation	0.45*
Core attractors	<---	Active engagement	0.27*
Core attractors	<---	Knowledge	-0.14*
Core attractors	<---	Social	-0.06ns

Table 6 **continued**

			Standardized coefficient
Behavior intention	<---	Superstructure/Facilities	-0.04ns
Behavior intention	<---	Hospitality	0.32*
Behavior intention	<---	Supporting factors	-0.21ns
Behavior intention	<---	Core attractors	0.41*

*p < 0.001; **p < 0.005; ns = non-significant.

The results show significant as well as non-significant (ns) relationships between visitor motivation, destination evaluation and future behavior intention. Destination hospitality and core attractors play an important role influencing future behavior intentions. Each of the motivation factors has unique relationships with the four destination evaluation factors. First, the relaxation motivation factor significantly and positively influences destination evaluation on all the four destination evaluation factors (refer to Figure 1). Those driven to visit the state by relaxation motivation tend to more positively evaluate the destination's superstructure and facilities, hospitality, supporting factors and core attractors. Those whose motive was active engagement had a tendency to positively evaluate the destination's superstructure/facilities and core attractors. However, active engagement had no effect on the other two evaluation factors (supporting factors and hospitality). This finding may suggest that those that visit the destination for active engagement are less concerned about destination amenities as they spend most of their time seeking and participating in outdoor adventure activities. West Virginia is nicknamed 'Wild and Wonderful' and is well known for its outdoor adventure activities such as white water rafting, All Terrain Vehicle (ATV) riding, hiking, biking and others. Because they are mostly out there participating in outdoor activities, adventure seekers seem less concerned about the destination's supporting factors.

Knowledge seeking motive had a variety of relationships with the destination evaluation factors. There were strong and positive significant relationships between knowledge seeking motive and superstructure/facilities evaluation *(β = 0.30, p<0.001)* and supporting factors' evaluation *(β = 0.17, p<0.001)*. However, there was a significant negative relationship between knowledge seeking and core attractors evaluation *(β = -0.14, p<0.001)* and a non-significant relationship with hospitality evaluation. Knowledge seekers didn't particularly find the destination's core attractors as attractive.

Social motivation was positively and significantly related to all, but one (core attractors) of the destination evaluation factors. There was no significant relationship between social motivation and evaluation of the destination's core attractors. Those driven by social motivation are mostly visiting to reconnect with friends and family, therefore, probably not much concerned about the destination's core attractors as do other visitors.

The motivation factors' coefficients show that knowledge seeking motivation had the highest effect on evaluation of destination facilities, while relaxation motivation had the highest effect on the other three destination evaluation factors including: hospitality, supporting factors and core attractors. The high r^2 values for the destination evaluation factors show that visitor motivation plays an important role in destination evaluation. Motivation explains 83% of the variation in superstructure/facilities evaluation; 73% of variation in hospitality evaluation; 83% of variation in supporting factors evaluation and 85% of variation in evaluation of destination's core attractors. It is logical that visitors evaluate destinations based on the destinations' ability to satisfy their underlying motives to travel.

Destination evaluation plays an important role in future behavior intention. Evaluation of the destination's hospitality and core attractors accounts for 26% of the variation in future behavior intention. However, the results also suggest that there are other important factors affecting future behavior intentions besides destination evaluation. Evaluation of destination superstructure/facilities and supporting factors didn't have significant effect on future behavior intention. Likelihood to recommend and revisit the destination increases with better evaluations of destination's core attractors and hospitality. Visitors motivated by need to relax and for active engagement are more likely to revisit and recommend the destination if they are pleased with the destination's core attractors. Similarly those that visit the destination to relax and socialize are also more likely to recommend and revisit if they find the destination hospitable.

Conclusions and implications

The study findings have both theoretical and management implications. Theoretically, the findings show the existence of a relationship between visitor travel motivation and destination evaluation. Visitors evaluate the destination based on its ability to satisfy their motives to visit the destination. The high R-squared values of the destination evaluation constructs (Figure 1) show that a high proportion of the variation in destination evaluation is explained by visitor motivation. These findings can be linked to Oliver's (1980) expectation-disconfirmation model of consumer satisfaction which states that customers purchase products with expectations which they will compare with actual performance. Positive (satisfaction) or negative (dissatisfaction) disconfirmation results after purchase depending on whether actual performance exceeded or fell short of expectations respectively. Similarly, visitors choose certain destinations over others expecting that the destination will satisfy their motives. Visitors' evaluation of the destination reflects the extent to which the destination actually satisfied their motives.

The results also show that evaluation of some aspects of the destination affect future behavior intentions and others don't, irrespective of initial visitor motivation to travel. Destination's core attractors and hospitality play a critical role in future behavior intentions, while evaluation of superstructure/facilities and supporting factors don't. Chiou and Droge (2006) found similar results in which interactive service quality, not facility service quality positively affected satisfaction which in turn positively influenced loyalty. It would be expected that most destinations in the United States would have facilities and basic infrastructure of acceptable standard that destinations need to do more to differentiate themselves and achieve customer loyalty. Schmitt and Simonson (1997, p. 3) argue that in a world in which consumers' basic needs are satisfied, value can be provided by satisfying consumers experiential aesthetic needs. While good facilities and infrastructure are necessary, by themselves, they don't increase repeat visitation or recommendations of the destination according to this study's findings. It is therefore, critical that destination managers understand what sets their destinations apart from the competition enough that visitors want to keep coming back and/or recommend the destination.

Destination management needs to understand their visitors' travel motives because the visitors' future behavior depends on the destination's ability to deliver on those aspects that satisfy the visitors' motives. It's also important for destination management to understand the importance of different aspects of their destination to different types of visitors. Such knowledge helps management make decisions on

the markets or type of visitors to pursue based on the destination's ability to meet and satisfy those visitors' needs and motives. In this study, the destination seems to do well overall, for visitors who visit to relax, as shown by the strong positive relationships between relaxation motivation and all the four destination evaluation factors. The destination also does relatively well for socially motivated visitors. On the other hand, the destination doesn't do as well for knowledge seeking visitors as shown by the negative relationship between knowledge seeking motivation and evaluation of the destination's core attractors. Given that hospitality and core attractors are the only destination evaluation factors seen to significantly affect future behavior intention in this study, it can be concluded that knowledge seekers are unlikely to revisit or recommend the destination. Focus should be placed on maintaining or improving the destination's core attractors and hospitality because visitors are more likely to return and/or recommend the destination if they are happy with these two aspects of the destination.

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