

# A content analysis of cross-cultural motivational studies in tourism relating to nationalities

Daria Soldatenko, Elisa Backer\*

Federation Business School, Federation University Australia (Ballarat), PO Box 663, Ballarat, Vic., 3353, Australia

## ARTICLE INFO

**Keywords:**  
Content analysis  
Literature review  
Motivation  
Push and pull  
Cross-cultural

## ABSTRACT

The importance of outbound markets to a host country has increased scholars' interest in understanding motivational factors. Motivation is a basic determinant of tourists' behaviour and has a fundamental role in tourism. The awareness of motivational differences among tourists from main generating markets is a prerequisite for effective and successful destination marketing programs. However, cross-cultural motivation comparisons of tourists from different cultural backgrounds has received relatively little research attention. In addition, there has not been a content analysis undertaken on this topic. Therefore, the aim of this research was to examine and synthesise previous studies on cross-cultural tourist motivation comparison, reveal the gaps in the literature and indicate the future research trends. A review of 71 publications covering a period of 30 years, from 1988 to 2017, was conducted. This study focuses on both subject areas and research methods used. The findings of this content analysis identified a recent growth in cross-cultural comparison studies. The analysis also revealed an increase in more advanced analysis including multiple variables such as motivations, satisfaction, segmentation of visitors, intention behaviours, and information search behaviour. The analysis of nationalities compared in the reviewed studies indicated the shift of research interest towards Asian countries. In the case of research methods, quantitative design is more common for cross-cultural motivation studies.

## 1. Introduction

Globalisation has resulted in the flow of travellers spreading to virtually all countries of the world. According to the World Tourism Organization, every sixth resident of the planet has at some time been a traveller, and in the near future every fourth resident is likely to become a traveller (UNWTO, 2017). The contemporary global travel market is highly competitive, resulting in countries competing for potential tourists in various ways. Thus, in order to attract more foreign visitors and increase the inbound flow, it is imperative for countries to provide the travellers with competitive and desirable products and services. Accordingly, the demand of potential consumers and the existing destinations' attractions and resource potential should be taken into account.

The economic and social importance of outbound markets to a host country has increased many scholars' interest in understanding motivational factors. Travel motivation studies often consider 'why people travel' and/or 'why people visit a certain destination' because "the underlying assumption is that motivation is one of the driving forces of behaviour" (Hsu & Huang, 2008, p. 25). Essentially, the travel decision-making process is based on two categories of motivational factors: the

motives encouraging a person to travel (push factors), and the forces that attract a traveller to a particular destination to satisfy specific needs and desires (pull factors). The literature on this topic indicates that a two-tiered model consisting of 'push' and 'pull' domains has been widely accepted (Crompton, 1979; Dann, 1977; Park, Lee, & Miller, 2015; Uysal & Hagan, 1993; Xu, Morgan, & Song, 2009; Yoon & Uysal, 2005). Push motivations are related to the socio-psychological needs of a person, while pull factors are associated with destinations' attractiveness (Uysal, Li, & Sirakaya-Turk, 2008).

The successful matching of push and pull motives is important for tourist destinations worldwide. In addition, the investigation of those motives and the cultural differences in customer attitudes and behaviour are useful for segmenting markets, designing promotional programs, and developing new marketing strategies tailored for each market (Kozak, 2002). Identification of explicitly defined market segments allows the development of specifically directed and customised promotion programs (Lumsdon, 1997). The understanding of motivational factors enables tourism practitioners to attract overseas visitors more effectively and present the recreational possibilities of the host country in the demanded context (Mirzekhanova, 2013).

Travellers vary greatly in terms of preferences, interests,

\* Corresponding author.

E-mail addresses: [d.soldatenko@federation.edu.au](mailto:d.soldatenko@federation.edu.au) (D. Soldatenko), [e.backer@federation.edu.au](mailto:e.backer@federation.edu.au) (E. Backer).

<https://doi.org/10.1016/j.jhtm.2018.12.004>

Received 15 June 2018; Received in revised form 6 December 2018; Accepted 19 December 2018

1447-6770/© 2019 CAUTHE - COUNCIL FOR AUSTRALASIAN TOURISM AND HOSPITALITY EDUCATION. Published by Elsevier Ltd All rights reserved.

requirements, behavioural patterns, destination activity choices, perceptions, and other aspects. Each traveller is an individual and has his/her own travel-related traits, which are being formed under the influence of psychographic factors (values, attitudes, lifestyles), physiological, socio-demographic, psychological, cultural, economic, technological, political and other factors. Culture is one of the most influential factors in terms of both decision making as well as consumption (You, O'Leary, Morrison, & Hong, 2000). Travellers' various cultural backgrounds determine the difference in their travel motives, benefit-seeking patterns, and also vacation behaviours (Ramkissoon, Uysal, & Brown, 2011).

The significance of understanding cultural characteristics influencing travellers' behaviours has resulted in an increasing attention of scholars for this topic. Li (2014) conducted a meta-analysis of the 91 articles on cross-cultural tourist research from 26 journals over a 24-year period (1988–2011). The study was based on four basic approaches to culture assessment, proposed by Lenartowicz and Roth (1999): ethnological description, use of proxies (validated regional affiliation), direct values inference, and indirect values inference. The analysis combines cross-cultural consumer research in hospitality and tourism, which covers a wide range of research topics and tourist behaviour as perceived by tour guides and employees (Li, 2014).

The present study will focus only on motivational factors that determine the desires to travel and the destination choice. Accordingly, this study undertakes a content analysis in order to examine and synthesise previous research on cross-cultural tourist motivation comparison, reveal the gaps in the literature, and identify key future research trends. In general, the findings from this content analysis are expected to contribute to advancing both tourist behaviour research as well as decision-making literature. In particular, this research may add new depth to understanding the nature of studies about various factors affecting the travel decision-making process and causal relationships among them.

This study will highlight the tendencies and evolution of cross-cultural motivation comparison research, main subject areas and research methods. In doing so, this study makes significant contributions to the tourism literature by providing insights and implications for new research in this growing field. Revealed gaps can assist to direct future researchers to discover what research areas are needed, thereby contributing to current and future knowledge. In addition, this study will provide references for future research devoted to cross-cultural motivation comparison in tourism. Moreover, the findings from this content analysis may be used by Destination Marketing Organisations (DMOs) for marketing and promotion strategies, destination product planning, and product development, in order to gain and retain destination visitors more effectively.

## 2. Literature review

The extant literature reveals that various studies have been undertaken to understand the impact of culture in various facets of tourism. The findings of previous research acknowledges that variables such as motives, information search behaviour, perceptions of a destination, visitor services, satisfaction, loyalty levels, traveller behaviour, and activities may vary significantly according to countries of origin (Armstrong, Mok, Go, & Chan, 1997; Kang & Moscardo, 2006; Kozak, 2002; Meng, 2010; Ozdemir & Yolal, 2017; Yoon & Uysal, 2005; You et al., 2000). However, despite the increasing number of studies focused on the cultural influence with tourist behaviour, cross-cultural comparison of motivations of tourists from different cultural background has been virtually ignored.

Many researchers (for example Nikjoo & Ketabi, 2015; Yoon & Uysal, 2005; You et al., 2000) assume that motivation is a basic determinant of tourists' behaviour and has a fundamental role in tourism. For host countries, the awareness of motivational differences among tourists from the main generating markets is a prerequisite for effective

and successful destination marketing programs. The knowledge of travellers' preferences and behaviours as well as their cultural traits should be taken into account while developing and promoting tourist offers. This may help “destination managers and marketers do a better job of product/service planning, marketing communication and visitor attraction and retention” (Hsu & Huang, 2008, p. 25). As a result, the destinations would meet the desired needs of individual tourists from different markets with very different cultures and economies.

Several theoretical frameworks, such as the Push/Pull model (Crompton, 1979; Dann, 1977, 1981), the Escaping-Seeking Dimensions model (Iso-Ahola, 1982) and the Travel Career Patterns (Pearce & Lee, 2005) are the most applicable concepts for understanding tourist motivational factors. However, only push/pull theory aims to explain not only why people travel, but also why they prefer particular destinations for their holidays and why they participate in certain events and activities. In other words, in order to understand tourists' motivation for travelling and their destination choice, the push/pull model is more relevant. For this reason, the majority of cross-cultural tourist motivational studies are predominantly carried out under the push/pull theoretical framework. Accordingly, only studies that considered push and/or pull factors were included in this analysis. Pursuant to this two-tiered framework, the ‘push’ factors predispose people to travel, while the ‘pull’ “represents the specific attractions of the destination that induces the traveller to go there once the prior decision to travel has been made” (Dann, 1981, p. 191).

To investigate the role of cultural traits in influencing tourist behaviour and to undertake cross-cultural studies in this sphere, a range of techniques have been employed by scholars. Pizam and Sussmann (1995) offer indirect and direct methods. The first approach refers to local residents' and tourism entrepreneurs' perceptions of tourists across diverse nationalities. The direct method implies the exploration of cross-cultural differences in tourist behaviour based on tourists' responses about themselves or their experiences (Kozak, 2001).

According to Kim, Prideaux, and Kim (2002), there are four main techniques for cross-cultural comparison in tourism:

- 1) Comparison between perceptions of tour guides toward tourists of different nationalities.

Such comparable studies were carried out amongst tour guides towards tourists of various nationalities. For example, Pizam and Sussmann (1995) examined British tour guides' perceptions of behavioural differences and similarities between tourists from four states (Japan, Italy, France, USA) in respect of social interactions, commercial transactions, activity preferences, bargaining and knowledge of destination. Recently, Ozdemir and Yolal (2017) examined the behavioural features of international tourists travelling to Istanbul in guided tours as perceived by Turkish tour guides.

- 2) Comparison between perceptions of tourists and hosts.

Reisinger and Turner conducted a series of tourist-host comparison studies in order to identify the core cultural differences between the Asian guests and the Australian hosts (Reisinger & Turner, 1997a; 1997b, 1998, 1999). These studies highlighted the importance of understanding the impact of cultural traits on Asian tourist perceptions of Australian service and interpersonal contact with hosts.

- 3) Comparison between perceptions of employees in hospitality industries.

Some researchers examined cross-cultural features in the context of organisational behaviours within hospitality industries. The relationships between customers and employees within a Chinese cultural context of hotel management in Taiwan (Gilbert & Tsao, 2000) and cross-cultural differences between Dutch and Belgian hotel managers

(Jansen-Verbeke, 1996) were investigated.

#### 4) Comparison between perceptions of international tourist groups.

Other scholars focused on cross-cultural comparisons between tourist groups from different countries. They employed cross-cultural analysis and examined the influence of culture on various aspects of tourist behaviour. Consumer behaviour is closely associated with culture (Li, 2014). The findings from cross-cultural research indicate that cultural values and features predetermine behaviour and significantly affect travel decision-making process.

Among the mentioned methods used in cross-cultural tourism research, only direct method studies focusing on the comparison of international tourists' motivation factors were taken into consideration for the current review. As a cultural assessment approach, regional affiliation was deemed more suitable for the current study, as it implies a "use of proxies, defining cultural groupings from sample characteristics that reflect or resemble culture" (Lenartowicz & Roth, 1999, p. 784). The common proxies include nationality, place of birth, and country of residence. As "These proxies have theoretical foundations: the concept of national character (Clark, 1990), the premise that core cultural values are learned during childhood (Hofstede, 1980) and the notion that cultures and regions are intertwined (Franklin & Steiner, 1992)" (Lenartowicz & Roth, 1999, p. 784). This culture assessment approach is very common in business as well as the tourism field, as nationality, place of birth, or country of residence connect cultural groupings to geographic locations (Li, 2014).

This article will be presented through a number of key sections. As this paper provides an analysis of the relevant literature, the next section outlines to the reader the method selected for analysis of the literature for this study. The paper then outlines the literature analysis and concludes with a discussion concerning the implications for future research.

### 3. Research method

This study employs a content analysis in order to assess the progress of cross-cultural tourist motivational research for the period of investigation since the field's inception in 1988. Content analysis is a technique of gathering and organising diverse data, involving coding information into various groups or categories based on selected criteria (Guthrie, Petty, Yongvanich, & Ricceri, 2004). This method evaluates the state of research through identifying the extent, boundaries and directions of its evolving literature (Yoo & Weber, 2005). An examination of past research efforts provides new insights and practical understanding about a particular phenomenon (Baloglu & Assante, 1999; Krippendorff, 2004).

Therefore, for the purpose of this study, a content analysis of cross-cultural motivational studies of travellers from different cultural backgrounds was undertaken. To provide information on recent trends and evaluate research development on the stated topic, the study includes the analysis of publications in the field that were identified through the selected search databases. A content analysis can add new depth to understanding an aspect of tourism that has received inadequate attention (Yousuf & Backer, 2015).

The publications for review were drawn from 'Google Scholar' and 'ProQuest' databases using the following keywords: 'cross-culture/cultural', 'cross-nation/national', 'cultural differences', 'cross-cultural comparison', 'motivation', 'tourist motivations', 'tourist motives', 'tourist behaviour', 'nationality', 'destination choice', 'push factors', 'pull factors', 'destination attributes'. After careful analysis of all retrieved publications from the databases, studies were included that met the following criteria:

1. Utilised the direct method of cross-cultural research that explored differences in motivational factors of travellers representing various

cultural backgrounds.

2. Cross-cultural comparison between travellers from different countries, visiting the same destinations.
3. Employed regional affiliation as culture assessment approach (proxies such as nationality, place of birth, and country of residence).
4. Considered motivational push and/or pull factors.
5. Available online and in English.
6. Full research and peer-reviewed papers.
7. Published in tourism or tourism-related journals and books.

Whilst all publications that were identified through the selected databases against those seven criteria were included in this study, it should be noted that databases do not necessarily identify every publication in the field. That is, whilst databases such as ProQuest are broadening with their capabilities, there remains a limitation in searching, which these authors acknowledge.

Baloglu and Assante (1999, p. 53) claimed that "the maturity and sophistication of a field or discipline would most likely be assessed by using multiple indicators". Accordingly, this content analysis is based on a multi-aspect investigation of cross-cultural motivational studies specifically in tourism journals. The steps undertaken for this content analysis are as follows:

First, details of each of the 71 publications were compiled in chronological order. Those papers were summarised along the following dimensions: author, name of journal, number of citation, research topic, nationalities, push factors, pull factors, research design, data analysis techniques, and other factors. The next step involved examining the series of analysis conducted to reach the stated goals. Analysis included examining the number of papers published in each journal, the period covered by selected publications and their spreading intensity within the period studied. In addition, the number of citations and number of articles by author were examined. This was followed by examining the main research topics and findings. This stage revealed the nationalities, the most common push, pull motivational factors and additional factors that were used for comparison across chosen outputs. The amount of publications comparing only push or pull factors, or both factors for cross-cultural comparison was counted. The main findings of all reviewed publications were then considered. In the final stage, the papers were categorised according to research design (quantitative, qualitative or mix method), the sample population and size, scales for motivational variables and statistical techniques for data analysis.

### 4. Results

Results are presented in five sections in accordance with the analysis undertaken. The first section discusses which journals the relevant articles appeared in followed by an examination of which years publications appeared. The second main section of results provides information about the most cited publications and leading authors publishing more than one study on the stated topic. The third section outlines the nationalities compared in reviewed studies by year, followed by the section that is devoted to the range of topics, their relations with push and pull variables and findings of analysed research outputs. The last part of the results section reveals the research design and data analysis methods used.

#### 4.1. Journals and number of articles

A total of 71 publications concerned with cross-cultural tourist motivational research were reviewed for this study (Appendix A). Fifty studies (71%) were published in 28 peer-reviewed journals, four (5.6%) were book chapters and seventeen (24%) were theses (Table 1). As outlined in Table 1, *Tourism Management* has a strong representation with 10 published articles on cross-cultural motivational comparison in tourism within push/pull theory, followed by *Tourism Analysis* (6);

**Table 1**  
Journals and number of articles retrieved.

Journal	Number of articles retrieved
Tourism Management	10
Tourism Analysis	6
Journal of Travel Research	5
Journal of Travel & Tourism Marketing	5
International Journal of Hospitality & Tourism Administration	2
Journal of Vacation Marketing	2
Asia Pacific Journal of Tourism Research	2
Journal of Hospitality Marketing & Management (Journal of Hospitality & Leisure Marketing)	2
International Journal of Tourism Research	1
International Journal of Hospitality Management	1
International Journal of Event and Festival Management	1
Journal of Hospitality & Tourism Research	1
Journal of Hospitality and Tourism Management	1
Anatolia	1
Journal of Quality Assurance in Hospitality & Tourism	1
Journal of Teaching in Travel & Tourism	1
Current Issues in Tourism	1
Leisure/Loisir	1
Leisure Sciences	1
European Sport Management Quarterly	1
LARNet-The Cyber Journal of Applied Leisure and Recreation Research	1
E-review of Tourism Research	1
Tourism Review	1
Tourism Geographies	1
Consumer Psychology of Tourism, Hospitality and Leisure (Book)	3
Tourist satisfaction and complaining behaviour: measurement and management issues in the tourism and hospitality industry (Book)	1
Theses	17

*Journal of Travel Research* (5); *Journal of Travel & Tourism Marketing* (5); *International Journal of Hospitality & Tourism Administration* (2); *Journal of Vacation Marketing* (2); *Asia Pacific Journal of Tourism Research* (2); *Journal of Hospitality Marketing & Management (Journal of Hospitality & Leisure Marketing)* (2). The remaining 20 publications originated from 20 different sources.

Selected research outputs covered a period of 30 years, from 1988 to 2017 (Fig. 1). The year 1988 was when the first article on the topic was identified in the journals. The first decade of the 21st century experienced the growing interest in cross-cultural motivation comparison research among scholars in tourism field. In this period, 31 articles

(62%), three book chapters (75%) and nine theses (53%) were published. As can be seen from Fig. 1, the total number of publications per annum has slightly decreased in the second decade. The most productive years in terms of the number of journal articles were 2005, 2008, 2009 (five papers in each year), and 2003 and 2015 (four papers in each year). In the case of theses, this analysis revealed that the topic gained increasing attention from post-graduate researchers since 2006 with the average rate of one output per annum. However, the highest number of theses were submitted in 2002 (n = 4). Out of 17 theses on cross-cultural motivation comparison, the majority were PhD theses (n = 12) followed by five Masters theses. The number of book chapters is limited by four publications (5.6%).

4.2. The number of citations and number of publications by author

The number of citations can be a useful measure of the level of interest afforded to a field in academe (Backer & King, 2015). Accordingly, this study included an analysis to investigate the number of citations in the study period. The number of citations as of 5 October 2018 for each paper ranged from 0 to 969. Twenty four articles out of the 50 analysed for this research had been cited more than 100 times; and five out of these 24 papers have more than 300 citations. Two publications (one article and one book chapter) have never been cited. The most cited journal publications (n = 18 with more than 150 citations) are presented in Table 2. Fourteen articles in Table 2 with a high number of citations were published in high impact journals with rating A\*, such as *Tourism Management*, *Journal of Travel Research* and *Tourism Analysis*. As these journals are top-ranked international journals focused exclusively on travel and tourism, the papers they released provide up-to-date, high quality research on behavioural trends, planning and management theory in this field. That ensures the reliability of published studies and results in high citation numbers. In the case of theses, the number of citations varied from 0 to 23. Six outputs had been cited more than three times; one of them, submitted by Metin Kozak in 2000, has the highest number of citations in this field for a thesis with 23 citations.

These citations are strong, particularly given the relatively young age of the field and the small number of publications. As a point of comparison, VFR travel – a field that commenced around the same time (in 1990) had managed to accumulate 129 outputs over a 25-year period (including theses and conference papers) (Yousuf & Backer, 2015) yet had only managed to have two papers with citations exceeding 100 (Backer & Morrison, 2017). Thus, the level of citations revealed in this analysis is an indicator of strong recognition and relevance of this field of study.

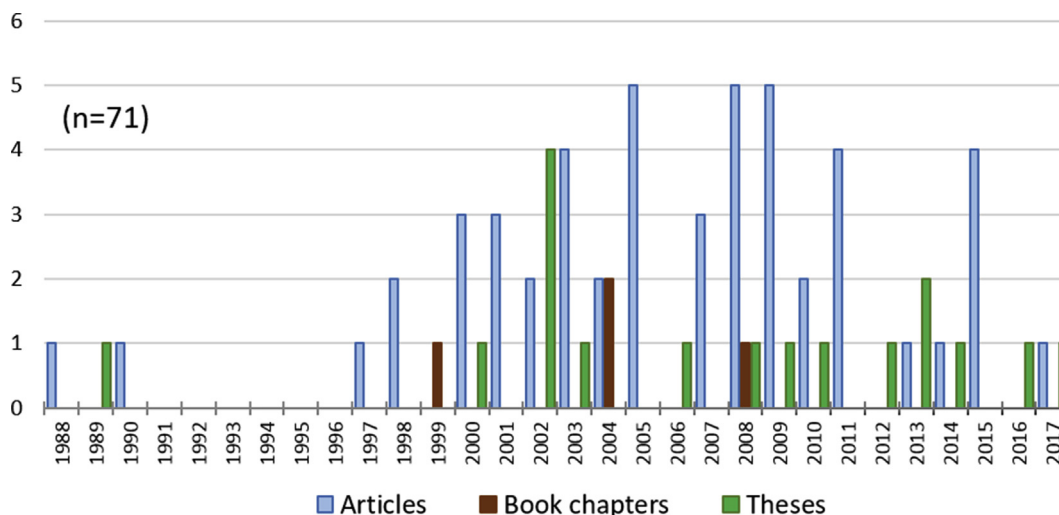


Fig. 1. Publications by year.

**Table 2**  
Number of citations by author.

Author	Number of citations (Google scholar)	Journal/ABDC Rating
Kozak (2002)	969	Tourism Management/A*
Lee, Lee, and Wicks (2004)	760	Tourism Management/A*
Yuan and McDonald (1990)	527	Journal of Travel Research/A*
Kozak (2001)	434	Tourism Management/A*
Joppe, Martin, and Waalen (2001)	360	Journal of Travel Research/A*
Kim and Prideaux (2005)	280	Tourism Management/A*
Lee (2000)	232	Tourism Management/A*
Bonn, Joseph, and Dai (2005)	231	Journal of Travel Research/A*
Prayag and Ryan (2011)	230	Current Issues in Tourism/A
You et al. (2000)	200	International Journal of Hospitality & Tourism Administration/B
Kozak (2003)	193	Tourism Analysis/A*
Funk and Bruun (2007)	187	Tourism Management/A*
Jönsson and Devonish (2008)	179	Journal of Travel & Tourism Marketing/A
Park, Reisinger, and Kang (2008)	175	Journal of Travel & Tourism Marketing/A
Johns and Gyimóthy (2002)	172	Journal of Travel Research/A*
Kim and Lee (2000)	169	Tourism Management/A*
Richardson and Crompton (1988)	155	Tourism Management/A*
Lee and Lee (2009)	153	Tourism Management/A*

**Table 3**  
Number of publications by lead author.

Lead author	Number of publications	Percentage	Research topic
Metin Kozak	5 articles 1 book chapter 1 thesis	9.9	Visitor satisfaction with the Black Sea resorts (1998); Tourist satisfaction with destination performance (2001); Differences of motivation between tourists from the same country visiting two different geographical destinations and across those from two different countries visiting the same destination (2002); Tourist satisfaction with multiple destination attributes (2003); Destination image (2003). Destination image (2004). The influence of cross-cultural differences between tourists and between destinations on formulation and application of destination benchmarking (2000).
Choong-Ki Lee	4 articles	5.6	A comparison of event motivation between Caucasian and Asian visitors (2000); Festival market segmentation based on motivations of visitors (2004); Cognitive image of and behavioural characteristics in Guam by Korean and Japanese tourists (destination perception) (2009); Push and pull motivations, participating activities, and overall satisfaction level of international tourists visiting Macau (2015).
Antónia Correia & Geoffrey Crouch	1 articles 1 book chapter	2.8 1.4	Tourist perceptions and motivations (2003). Tourist consumer behaviour: perceptions and motivations (2004).
Geoffrey Crouch	1 articles		Motivation of frontier tourists (2005).
Gordon Walker & Xiye Wang	2 articles	2.8	A cross-cultural comparison of university students' leisure motivations (2008);
Xiye Wang	1 thesis	1.4	University students' travel motivations (2010).
Xiye Wang			University students' travel motivations (2010).
Feifei Xu & Michael Morgan	2 articles	2.8	Travel motivation and preferred holiday activities of college student tourists (2009); The cross-national segments in the student travel market (2011).
Pandora Kay	2 articles	2.8	Motivation to attend a cultural attractions and events (2009); Motivation-benefit model (2013).
Yvette Reisinger	2 articles	2.8	The relationships between psychographic factors (cultural values, personality, travel motivation, preferences for activities) & lifestyle (2004); The major motivational factors to attend the South Beach Wine and Food Festival (2008).
Samuel Seongseop Kim	2 articles	2.8	Motivations, preferred tourist resources, length of planning before travelling, information sources used, and length of stay (2005); Variations in the motives, perceived destination image, and behaviours between two Chinese groups, travelling to Korea (2015).
Daniel Funk & Tennille Bruun	2 articles	2.8	The role of socio-psychological and culture-education motives in marketing international sport tourism (2007); The nature and make-up of motivation to register for an international sport running event (2007).
<b>Total: 13 scholars</b>	<b>27</b>	<b>38</b>	

The large majority of scholars (103 out of 116 (88.8%)) contributed to cross-cultural push-pull motivation comparison research on only one occasion. However, a number of the prolific tourism researchers with multiple publications in the field were identified through the authorships analysis (Table 3). In total, these 13 scholars contributed 27 research outputs, published in wider publication forums (such as theses, book chapters and journals), that accounted for 38% of all reviewed studies.

#### 4.3. The nationalities compared

The largest amount of reviewed studies compared cultural motivational differences between Eastern and Western countries (40), followed by among Western countries (20) and among Asian countries (7). Two articles and one thesis were devoted to a comparison of French and English Canadians and one article focused on cultural influences of travel style for Korean Australians and Koreans.

**Table 4**  
Countries/regions studied.

	1988	1989	1990	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total	
United Kingdom	0	0	1	0	0	1	1+1	1	1	3	2	1	0	1	2	2	1+1	3	0	1	0	0	0	0	0	21+2=23
United States	0	0	0	0	1	0	1	2	0	1	1	5	1	1	2	1	1+1	0	0	1	1	0	0	0	0	16+4=20
China	0	0	0	0	0	0	0	1	0	0	0	2	0	0	2	2+1	1	2	1	1	1	3	1	1	1	14+5=19
Japan	0	0	1	0	0	1	3	0	1	1	0	2	0	2	0	2	0	0	0	1	0	1	0	0	0	12+3=15
Germany	0	0	1	0	0	0	1	1	2	3	2	0	0	0	1	0	0	2	0	0	0	0	1	0	0	12+2=14
Canada	1	1	0	1	0	0	0	1	0	0	0	1	0	1	3	1	2+1	0	0	0	0	0	0	0	0	10+3=13
Australia	0	0	0	0	0	1	0	0	0	0	1	2	0	2	0	1	1	1	1	0	1	2	0	0	0	11+1=12
South Korea	0	0	0	0	0	1	1	0	0	1	1	1	0	1	0	1	0	0	0	1	0	1	0	0	0	7+2=9
Taiwan	0	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	1	0	0	0	0	2	0	1	0	5+3=8
France	0	0	1	0	0	0	0	0	0	1	1	0	0	0	0	0	1	2	0	0	0	0	0	0	0	6
Hong Kong	0	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0	1	0	0	0	1	0	0	0	5+1=6
New Zealand	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	1	1	0	1	0	0	0	0	0	5+1=6
Spain	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
India	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2
Malaysia	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2
Ireland	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2
Holland	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Europe	0	0	0	0	1	0	1	0	1+4	0	1	1	0	0	3+1	1	0	1	0	0	1	1	0	0	1	12+7=19
North America	0	0	0	0	0	0	1	0	4	0	0	0	0	0	1	1	0	1	1	1	1	1	0	0	0	6+7=13
Asia	0	0	0	0	0	0	0	0	2	1	0	0	0	0	2+1	1	0	0	0	1	1	0	0	0	0	5+3=8
Oceania	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	2+2=4
South Africa	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	0	3
South America	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1

1 – number of fiteses.

Table 4 chronologically summarises the publications for each country/region. Western countries are mainly presented by the United Kingdom (23), the United States (20), Germany (14), Canada (13), Australia (12), New Zealand (6), France (6), Spain (4), Holland (2) and Ireland (2). Regarding Eastern countries, the most studied countries are China (19), Japan (15), South Korea (9), Taiwan (8), Hong Kong (6), Malaysia (2) and India (2). Academic interest in cross-cultural motivations in tourism begun from comparisons between highly industrialised cultures and Asian culture, represented by Japan (Li, 2014). The similar findings were revealed in current study. For this reason, motivations of Japanese and UK or USA travellers were the most frequently compared as representatives of distinctive cultural groups (Western and Asian). Further expanded research on this topic comprised some other Western and Asian countries listed in Table 4. In contemporary time, the cultural differences between Chinese travellers (Mainland Chinese, Taiwanese, and Hong Kongese) has gained increasing scholars' attention.

The number of nationalities (countries, groups of countries, regions) compared within one study varied from two to 23. The majority of studies reviewed for this content analysis were devoted to cross-cultural comparison between two countries/nationalities ( $n = 35$ , 49.3%). The motivational comparison of three, four and five nationalities were also widely presented - in 13, 10 and eight publications respectively. Six countries were compared in three studies, and both 13 and 23 countries were compared once.

#### 4.4. Research topics and findings

All articles are united by a common topic, namely the cross-cultural comparison of motivations for pleasure travel of people from different nationalities. In the case of current research, cross-cultural motivation studies are considered as research that examines and compares motivations and/or attribute-seeking patterns of travellers from different cultures. The overall analysis of publications allowed an identification of the following main topics of interest in this field: Motivations, Motivations and Attribute-seeking patterns, Destination-related themes, Satisfaction, Event motivations, Segmentation, Consumption pattern and Behaviour intention (Table 5).

In the case of comprehensive research, when several variables were investigated, the subject area was categorised according to the main goal of the study whilst taking into consideration other factors distinguished from tourist motivations or destination attributes. For instance, Park et al. (2015) compared not only motivations, but also activities, overall satisfaction, and post-trip behaviours of international tourists in Macau. The topic of this study was recognised as 'Satisfaction'.

Based on the determined research topics and motivational factors analysed in the reviewed publications, the link between topics of interest and push and pull variables was identified (Table 5). For example, articles devoted to the motivations for pleasure or event travel explored only push factors. The examination of the level of tourists' satisfaction is mainly correlated with pull variables, while carrying out of tourist segmentation is based on travel motives, considered as push factors. The publications focused on the Destination Perception, Image, Attributes and Choice were combined in one group because of their explicit reflection of pull variables.

The findings of all reviewed publications confirm the underlying assumption that culture impacts tourist behaviour; and demographic profiles, tourist motives, perceptions of a destination, satisfaction levels, tourist activities vary from culture to culture. For example, studying British and German visitors' choice of Mallorca and Turkey as holiday destinations, Kozak (2002) concluded that people of different nationalities have different motivations to travel and different importance level of destination attributes attracting these two cultural groups. It was further revealed that German tourists were more likely to be 'pushed' to visit Turkey for the purposes of relaxation and physical

motivations, while British visitors were motivated by 'pleasure-seeking/fantasy'. In the case of visiting of Mallorca, the largest differences between these two groups of travellers were found in physical, "pleasure-seeking/fantasy-based" and cultural motivations. The author offered some recommendations to DMOs to make destinations more competitive in the market: for Turkey – concentrate their efforts on cultural and natural resources, for Mallorca – pay more attention to German market which is interested in cultural, natural and sport tourism. Previously, the scholar discovered that British and German travellers received satisfaction with different attributes when travelling to both destinations, Mallorca and Turkey (Kozak, 2001). The largest gap between satisfaction levels of these groups of visitors are the level of language communication and prices in both destinations.

Yuan and McDonald (1990) examined the differences in the push and pull factors across four countries: Japan, France, West Germany, and the United Kingdom. The findings showed that the ranks of push factors were similar for travellers from all countries, but that there were significant differences in the level of importance of each factor among the countries. These differences found among four groups of visitors were culturally defined.

Several studies were undertaken in relation to students' motivation factors for travelling and their behavioural patterns (Chen, 2006; Dejtsak, Hurd, Elkins, & Schlatter, 2009; Kim & Jogaratnam, 2003; Reisinger & Mavondo, 2004; Wang, 2009; Walker and Wang, 2008, 2010; Xiao, So, & Wang, 2015; Xu et al., 2009, 2011). Xu et al. (2009) compared the travel motivation, behaviour and attitudes of undergraduate students from the United Kingdom and China. These two culturally distinct groups of travellers showed significant differences. For Chinese students who participated in the study, they reported that it was more important to see famous sights and learn about other cultures and history, while British student respondents were found to be more interested in having fun, socialising, and enjoying the challenges of outdoor adventure.

All authors of the studied publications highlighted the importance of this area of research and noted the substantial marketing implications to tourism development from such research. The investigation of motivational factors and cultural differences in customer attitudes and behavioural patterns are of outmost importance for tourist destinations around the world in order to develop effective marketing programs, positioning and market segmentation strategies, and better communication that acknowledge cultural differences (Kozak, 2002; Park et al., 2015; You et al., 2000).

Of note, the analysis of the literature revealed that there is no specific tendency in the theme/topic shifts in the area over the studied period. However, the overall analysis of research topics, presented in Table 5, highlighted that most studies aimed to examine tourist motivations (25.4%,  $n = 18$ ), destination-related factors (16.9%,  $n = 12$ ), or these factors (push and pull) together within one study (25.4%,  $n = 18$ ). Another popular topic within cross-cultural motivation studies was recorded as tourist satisfaction with destination attributes; this theme was investigated in eight reviewed articles (11.3%). Segmentation, consumption pattern and behaviour intention are identified topics of interest that are less studied over the stated period. In addition, such factors as sources of information, perception, planning behaviour, personality, activities, visitation intentions, involvement, travel experience, preferences, behaviour intentions (revisit intentions, willingness to recommend) were examined as additional variables and are not the main focus of the studies. Under this circumstances, further research can therefore pay more attention to the themes that have not received proper attention yet from scholar cohort.

To summarise, depending on topics of interest and based on the link between topics and push and pull variables, some studies analysed and compared only push or pull factors, whilst other studies utilised both factors for cross-cultural comparison (Table 6). Besides push and pull motivational factors, some scholars examined and compared across nationalities additional factors that are enumerated above. It is

**Table 5**  
Range of topics and their relations with push and pull variables (Chen, 2010).

Topic	Numbers of publications	Percentage	Push factors	Pull factors	Publications
Motivations and Attribute-seeking patterns	12+6=18	25.4	+	+	Couturier (1989); Yuan and McDonald (1990); Ateljjevic(1999); You et al. (2000);Kozak (2000); Kozak (2002); Suh (2002);Correia and Crouch (2003); Correia and Crouch (2004); Chen (2006);Rittichainuwat (2008); Yüksel and Yüksel (2008); Dejtsaket al. (2009); Sangpikul (2009); Xu et al. (2009); Prayag and Ryan (2011);Lee (2013);Wiriypinit (2017).
Motivations	13+5=18	25.4	+		Kim and Lee (2000); Wolfe (2002); Kim (2003); Reisinger and Mavondo (2004); Laing and Crouch (2005); Kim and Prideaux (2005); Jönsson and Devonish (2008); Walker (2008); Wang (2009);Chand (2010); Wang and Walker (2010); Chen (2010);Feng (2012);Cao (2013); Kay (2013); Xiao (2015); Chen and Tsai (2017).
Destination Perception, Destination Image, Destination Attributes, Destination Choice	8+4=12	16.9		+	Richardson and Crompton (1988); Sussmann and Rashevsky (1997); Summers and McColl-Kennedy (1998); Kastenholz (2002); Kozak (2003); Kozak et al. (2004); White and Scandale (2005);Bonn et al. (2005); McCartney (2008);Sriboonlue (2008); Lee and Lee (2009);Gao (2014);Atadil (2016).
Satisfaction	6+2=8	11.3		+	Kozak and Nield (1998); Kozak (2001); Joppe et al. (2001); Ngamsom (2002);Alampay (2003);Kozak (2003); Park et al. (2015); Kimet al. (2015).
Event motivations	7	9.9	+		Lee (2000); Dewaret al. (2001); Funk and Bruun (2007); Funk et al. (2007); Park et al. (2008); Kay (2009); Peter (2014).
Segmentation	6	8.5	+		Johns and Gyimóthy (2002); Lee et al. (2004); Lee and Sparks (2007); Kim et al. (2011); Xu et al. (2011); Assiouraset al. (2015).
Consumption pattern	1	1.4		+	Rosenbaum and Spears (2005).
Behaviour intention	1	1.4	+	+	Ramkissoon et al. (2011).

||— number of theses.

**Table 6**  
Number of publications, comparing the different factors among nationalities.

Factors for comparison	Number of publications	Percentage
Push factors	13	18.3
Pull factors	6	8.5
Push and Pull factors	10	14.1
Push + additional factors	9+4=13	18.3
Pull + additional factors	7+4=11	15.5
Push and Pull + additional factors	9+9=18	25.5

||— number of theses.

noteworthy that all reviewed theses were devoted to cross-cultural comparisons of several groups of factors: push and additional factors (n = 4), pull and additional factors (n = 4), and push, pull and additional factors (n = 9). That indicated the complexness and comprehensiveness of studies presented in theses (Table 6).

Of note, that there is also no any specific tendency in distribution of publications, comparing different motivational factors, by year (Fig. 2). However, the thorough analysis of variables in cross-cultural comparison studies demonstrated the upward trend of the examination of tourist motivations (push factors) and destination attributes (pull factors), as well as other factors that vary significantly depending on cultural background and hold important roles in the travel decision making and experience processes (Fig. 2). This tendency outlines the shift of cross-cultural motivation comparison research in tourism towards more complex studies with interrelated variables.

Although, the substantial differences in travellers' preferences, motivations and behaviour were explored depending on the countries of origin, the researchers identified the leading and strongest push and pull factors, utilising factor analysis. For example, Kozak (2002) found four dimensions of tourist motives: cultural, pleasure-seeking/fantasy, relaxation and physical motives. Yuan and McDonald (1990) identified five push factors, such as escape, novelty, prestige, enhancement of kinship relationships, and relaxation/hobbies. Similarly, according to

Kim and Lee (2000), the most general motives for travelling were reported to be knowledge, novelty, prestige/status, family togetherness and escape. Xu et al. (2009) highlighted the following motives: discover something new, see famous sights, learn about other cultures, enjoy a new challenge, escape from boredom, relax, have fun, do things with friends/family, make new friends/visit old friends. Generally, according to reviewed studies, novelty, escape, family togetherness and relaxation rank as the most important push factor in the decision for taking vacation (Table 7). Meanwhile, the most commonly reported pull factors in the analysed research were culture and history, wilderness and natural resources for various destination attractions and safety and value for money for destination attributes. These findings are presented in Table 7.

#### 4.5. Research design and data analysis

Regarding methodology, all of the reviewed research outputs are empirical studies utilising “one or more statistical analysis ranging from basic to multivariate” (Baloglu & Assante, 1999, p. 57). Quantitative studies significantly prevail (81.7%, n = 58) over qualitative papers (5.6%, n = 4). It is interesting to note that mixed methods were used in four out of 50 journal publications (8%), and in five out of 17 theses (29.4%). That is why, the conclusion drawn here is that in theses, the combination of quantitative and qualitative methods for analysis is more common, which is quite obvious for more complex studies presented in theses than in journal articles. A total of 90% (n = 62) of the all quantitative studies adopted questionnaire surveys for data collection. The sample size in those papers varied with almost two-thirds of the studies (n = 55) having a sample size of more than 300.

In terms of measurement of motivation variables, most research (86%, n = 61) utilised the 4, 5 or 7 point Likert scale. As tourist motivations are diverse and travellers often desire more than one experience during a holiday, multidimensional measures of motivation and a continuous scaling format are the most appropriate for a tourism-related studies (Kozak, 2002; Pyo, Mihalik, & Uysal, 1989). The data



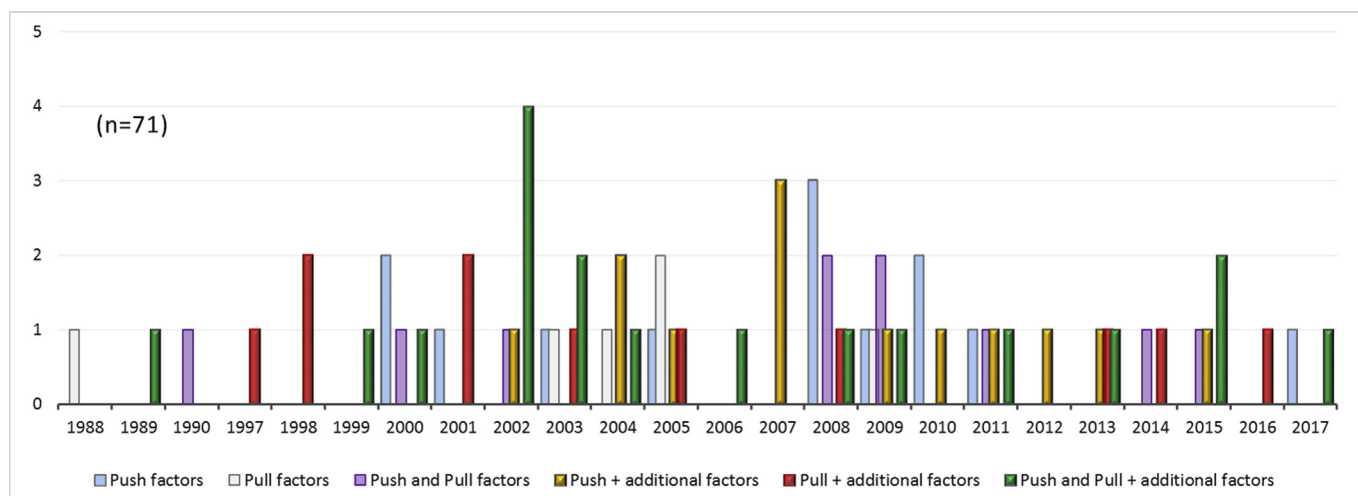


Fig. 2. Number of publications, comparing the different factors, by year.

analysis were undertaken by the means of descriptive statistics as well as inferential statistics. Most of studies employed multivariate statistical techniques (Table 8). It was found that Factor analysis (49), Chi-square tests (17), T-test (27), ANOVA (34), MANOVA (14), Regression analysis (11), Correlation analysis (5) and Cluster analysis (7), were the most widely used methods of data analysis for cross-cultural comparison research in tourism. Factor analysis is the main instrument that helps to identify the dimensions of motivations that influenced travellers to visit a particular destination. This method is important to group and reduce the number of push and pull items to fewer factors. Chi-square tests are applied to investigate whether there are any statistical difference between the socio-demographic variables among analysed groups of visitors. Independent t-tests are necessary to compare push and pull factors by nationality. Cluster analysis of respondents is based on the identified factor grouping of motivations. ANOVA and MANOVA are used to examine whether the dimensions of push and pull motivations and other variables differ depending on compared tourist groups. Regression and correlation analyses are applied to determine the relations between variables and impact to each other.

Out of the 71 reviewed studies, only three studies employed Path modelling and four – Structural Equation modelling (SEM). For example, Path analysis was used by Reisinger and Mavondo (2004) in order to investigate the relationships between major psychographic factors such as cultural values, personality, travel motivation,

Table 7

The most commonly reported push and pull factors.

Push factors	Number of publications	Percentage	Pull factors	Number of publications	Percentage
Novelty	25+8=33	46.5	Culture and history	22+6=28	39.4
Escape	25+7=32	45.1	Safe	15+8=23	32.4
Family togetherness	19+10=29	40.8	Attractions/Entertainments	14+5=19	26.8
Relaxation	18+9=27	38.0	Wilderness & natural resources	10+9=19	26.8
Socialization	13+6=19	26.8	Value for money	8+9=17	23.9
Learning	15+4=19	26.8	Accommodation	9+7=16	22.5
Fun	6+4=10	14.1	Climate and weather	10+5=15	21.1
Prestige/status	8+1=9	12.7	Level of service	10+4=14	19.7
Nature	4+5=9	12.7	Beaches	9+2=11	15.5
Sport	5+3=8	11.3	Shopping	8+4=12	16.9
Adventure	7	9.9	Variety of food	6+6=12	16.9
Shopping	4+2=6	8.5	Ease of travel	4+3=7	9.9

1 – number of theses.

Table 8

The most widely used data analysis techniques.

Statistical techniques	Number of publications	Percentage
Factor analysis	39+10=49	69.0
ANOVA	23+11=34	47.9
T-test	18+9=27	38.0
Chi-square tests	11+6=17	23.9
MANOVA	12+2=14	19.7
Regression analysis	5+6=11	15.5
Cluster analysis	6+2=7	9.9
Correlation analysis	1+4=5	7.0

1 – number of theses.

preferences for activities and lifestyle. Funk and Bruun utilised SEM to analyse the linkage between involvement, strength of motivation, cultural experience, knowledge learning, attitude toward destination (Funk & Bruun, 2007) and to investigate the impact of three motivational sources (sport motives, travel motives and destination image) on the desire to register for an international sport running event (Funk, Toohey, & Bruun, 2007).

### 5. Conclusion and implication

Understanding various tourist-generating markets is of utmost importance for host countries and it requires careful examination and comparison of travellers' motivational factors and destination attribute-seeking patterns. However, as is apparent from the current study, cross-cultural motivational comparison is an area in tourism that has had relatively little research undertaken. Only 71 research outputs were retrieved across the 30-year period from 1988 to 2017. In comparison with the first part of the investigation period, the more recent 17 years has revealed little increase in research on this stated research topic. Therefore, the small amount of publications, including journal articles, book chapters and theses, is disappointing and suggests that a substantial gap in literature exists and there is an urgent need to attract postgraduate and doctoral researchers for further input in this field. The relative lack of book chapters on cross-cultural motivation comparison topics in tourism indicates an area that is lacking in attention; perhaps because of the focus by institutions on journal papers that are more highly regarded.

To explore the progress of tourist motivational comparison research and reveal the trends over the years, the current study performed the review of the publications by focusing on subject matter, research design, and methodological issues. Thereby, this research provides new insights to the literature. As this study has been the first content analysis of cross-cultural motivational studies in tourism relating to nationalities, both the methodology and findings might be helpful for other scholars who may consider undertaking research in this area.

Investigation of the motivations encouraging people to travel and destination attributes attracting them to a particular destination, separately or combined, are the most frequently researched topics across the reviewed publications throughout the period of assessment. However, the overall analysis of research topics has demonstrated increasing interest in particular subject areas, such as the level of tourist satisfaction, segmentation of visitors, behaviour intention, in relation to push and pull motivation factors. The studies with more diverse research interests have appeared in recent years and had a tendency to grow. Such studies unite several variables (for example, motivations, satisfaction, intention behaviours, and information search behaviour) and, in some cases, explore their relationship. The categorised topics of interest reflect the appropriate group of motivational factors – push or pull. In other words, the link between the subject areas and push/pull factors utilised in the studies was determined and outlined. Considering the identified research topics, future studies can therefore explore the differences and similarities among travellers of different nationalities in relation to such factors as segmentation, consumption pattern and behaviour intention more carefully and extend the number of variables

#### Appendix B. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.jhtm.2018.12.004>.

#### Appendix A. Summary of Cross-Cultural Push/Pull Motivation Studies in Tourism relating to nationalities

Author	Name of journal/ number of citation	Research Topic	Nationalities	Push factors	Pull factors	Other factors	Research Design	Data analysis techniques
Richardson and Crompton (-1988)	Tourism management/155	Perceptions of the vacation attributes.	French and English Canadians.	–	10 items.	–	QN Questionnaire survey with tourists (912).	4 options. Chi-square test, Long-linear modelling.

within one study. Cross-cultural comparison of expenditure patterns of visitors from different countries might be one more research theme for further analysis.

The findings of the analysis of nationalities in the reviewed studies indicated the shift of research attention towards Asian countries. Cross-cultural motivational comparison between travellers from distinctive countries from economic and cultural perspectives has been very limited and requires further research. Further contributors may broaden the current research scope by comparing the motivational factors of visitors from traditional and non-traditional markets, culturally similar and distinctive markets for host countries, for example New Zealand and China for Australia.

The current content analysis reported the incline of studies towards quantitative research design. The number of quantitative publications is 10 times higher than the amount of qualitative or mixed method studies. As travel motivation is dynamic and a multilevel structure (Pearce & Lee, 2005), a research design integrating both quantitative and qualitative research methods in order to get a comprehensive understanding of the motivational factors seems important. Therefore, further studies should utilise a more sophisticated research method for cross-cultural tourist comparison that will help to identify various aspects of the phenomenon under study more accurately from different vantage points, provide enhanced knowledge to both scholars and destination marketers. The lack of research employing structural equation or path modelling showed that investigation of the relationship between motivational factors and other variables is still in primary stage and would require further in depth attention.

In addition, the analysis of cross-cultural tourist motivation studies indicated that other than tourist needs (push factors) and destination attributes (pull factors), none of the previous research examined other factors, such as money, time, expectation or information that are relevant as motivational factors. Thereby, there is a need for more studies evaluating these variables because they hold an important role in the travel decision-making process.

This study is purposely limited to the review of research outputs that met the specific selection criteria identified earlier in this paper. The availability of only online and in English language may have restricted the number of studies for analysis, and accordingly this limitation is acknowledged. Further, as previously mentioned, databases, despite improvements, are imperfect and may not capture all relevant outputs at a given time. Despite cross-cultural tourist motivational comparison research commencing around three decades ago, the research is still very much in its infancy. Accordingly, the examination of different tourist behaviour motivations across various cultures will have “tremendous potential for developing insights into the tourist behaviour literature” (Li, 2014, p. 70).

Couturier (1989)	<i>Thesis/1</i>	The values, preferences and skiing behaviour.	French and English speaking cross-country skiers.	19 items.	8 items.	Values, preferences.	QN Questionnaire survey with tourists (496).	6-point Likert scale. <i>T</i> -test, Chi-square test, Multiple regression analysis, Discriminant function analysis.
Yuan and McDonald (1990)	<i>Journal of Travel Research/527</i>	The motivations for overseas pleasure travel.	Japan, France, West Germany, United Kingdom.	29 items.	53 items.	–	QL + QN 1500 personal in-home interviews in each country.	4-point Likert scale. Factor analysis, ANOVA.
Sussmann and Rashcovsky (-1997)	<i>International Journal of Hospitality Management/101</i>	Amount of travel, source of information, ratings of accommodation attributes, and ratings of destination attributes.	French and English Canadians.	–	35 items.	Amount of travel, sources of information, ratings of accommodation attributes.	QN Questionnaire survey with tourists (189).	5-point Likert scale. <i>T</i> -test, Chi-square test.
Summers and McColl-Kennedy (1998)	<i>Journal of Hospitality &amp; Leisure Marketing/23</i>	The decision processes, the influence of motivations, perceived risk and cultural values on Australian destination choice.	Malaysia, United States.	–	9 items.	Cultural values, perceived risk, information sources used.	QL + QN Four focus groups, Questionnaire survey with students (300), Four in-depth interviews.	5-point Likert scale. MANOVA.
Kozak and Nield (1998)	<i>Anatolia/56</i>	Visitor satisfaction with the Black Sea resorts.	Western, Central and Eastern Europe, Romania.	–	11 items.	Perception, satisfaction.	QN Questionnaire survey with tourists (268).	5-point Likert scale. <i>T</i> -test, ANOVA, Mean analysis, Importance-Performance analysis.
Ateljjevic (1999)	<i>Consumer Psychology of Tourism, Hospitality and Leisure (Book)/46</i>	Perceptions and key motivational forces for selection of New Zealand as a holiday destination.	Australia, Japan, Korea, Taiwan, United Kingdom.	4 items.	10 items.	Participation on the site, information sources.	QL Interview with 499 international visitors.	Content analysis.
Lee (2000)	<i>Tourism Management/232</i>	A comparison of event motivation between Caucasian and Asian visitors.	America, Korea, Japan, Europe.	34 items.	–	–	QN Questionnaire survey with festival tourists to Korea (758).	5-point Likert scale. Factor analysis, <i>T</i> -test, Duncan's multiple-range tests, ANOVA.
Kozak (2000)	<i>Thesis/23</i>	The influence of cross-cultural differences between tourists and between destinations on formulation and application of destination benchmarking.	United Kingdom, Germany.	14 items.	20 items.	Satisfaction, future behaviour and intention (intention to recommend, intention to return to same resort, intention to visit other resorts).	QN + QL Questionnaire survey with tourists to Turkey and Mallorca (2,582).	7-point Likert scale. Content analysis, Factor analysis, Chi-square test, <i>T</i> -test, Multiple regression, Personal observations.
You et al. (2000)	<i>International Journal of Hospitality &amp; Tourism Administration/200</i>	Travel motives and benefit seeking patterns (destination attributes).	United Kingdom, Japan.	17 items.	56 items.	–	QN Secondary data.	4-point Likert scale. Chi-square analysis, Factor analysis, Test of Equality of Group Means, ANOVA, Discriminant analysis, Varimax rotation.
Kim, C. and Lee, S. (2000)	<i>Journal of Travel &amp; Tourism Marketing/169</i>	Differences of travel motivation between individualist and collectivist.	United States, Japan.	24 items.	–	–	QN Questionnaire survey with tourists (374).	Fodness's self-report scale. Factor analysis, MANOVA, Correlation analysis.
Joppe et al. (2001)	<i>Journal of travel research/360</i>	Toronto visitors' perceptions of products and services in terms of importance and satisfaction by visitor origin.	Canada, United States, overseas.	–	15 items.	Opinion on prices, level of excitement of experience, satisfaction.	QN Questionnaire survey with visitors (359).	4-point Likert scale. Means and standard deviations, Importance-satisfaction analysis.
Dewar et al. (2001)	<i>Tourism Management/117</i>	Motivation for visiting the Harbin Ice Lantern and Snow Festival, determining the reliability of the instrument in different cultural festival situations.	China, Jordan, United States.	23 items.	–	–	QN Questionnaire survey (368). Study conducted in China was compared with that done in the United States and Jordan.	5-point Likert scale. Chi-square test, Factor analysis.
Kozak (2001)	<i>Tourism Management/434</i>	Tourist satisfaction with destination performance.	United Kingdom, Germany.	–	55 items.	Satisfaction level.	QN Questionnaire survey with tourists (1,872).	7-point Likert scale. Factor analysis, <i>T</i> -test.
Kozak (2002)	<i>Tourism Management/969</i>	Differences of motivation between tourists from the same country visiting two different geographical destinations and across those from two different countries visiting the same destination.	United Kingdom, Germany.	14 items.	20 items.	–	QN + QL Questionnaire survey with tourists to Turkey and Mallorca (1,872).	7-point Likert scale. Chi-square test, Content analysis, Factor analysis, <i>T</i> -test.

Johns and Gyi-móthy (20-02)	<i>Journal of Travel Research/172</i>	The market segmentation of visitors and the prediction of tourist behaviour.	Germany, Scandinavian countries.	3 items.	61 items.	Planning behaviour.	QN Questionnaire survey with tourists (1,099).	7-point Likert scale. Factor analysis, Logistic regression analysis.
Ngamsom (20-02)	<i>Thesis/5</i>	The perceived images of Thailand as an international travel destination, travel satisfaction, travel motivation, and travel inhibitors.	Taiwan, Japan, China, Hong Kong, India, United Kingdom, Korea, United States, Malaysia, Australia, France, Singapore, Nepal, New Zealand, Germany, Holland, Finland, Sweden, Cambodia, Switzerland.	21 items.	31 items.	Satisfaction, travel inhibitors.	QN Questionnaire survey with international travelers (590).	5-point Likert scale. T-tests, ANOVA, Factor analysis, Logistic regression.
Wolfe (2002)	<i>Thesis/6</i>	Motivations and barriers of travellers with different demographic characteristics.	Non-Caucasians and Caucasians.	26 items.	–	Barriers to travel, intent to visit.	QN Questionnaire survey with Kansas residents (286).	7-point Likert scale. Factor analysis, Mann-Whitney U test, T-test, ANOVA, Chi-square test, Pearson's correlations, Regression analysis.
Kastenholtz (2-002)	<i>Thesis/5</i>	Concept, assessment, structure and role of destination image in the context of tourism in rural areas.	Portugal, foreign tourists.	4 items.	25 items.	Future travel behaviour (probability to recommend, probability to return).	QN Questionnaire survey with tourists (2,280).	5-point Likert scale. Factor analysis, Cluster analysis, Correlation analysis, Cross-tabulation, Chi-square tests, ANOVA, Kruskal Wallis tests, Multiple regression analysis, Path analysis.
Suh (2002)	<i>Thesis/3</i>	Patterns, perceptions, and references of international urban travelers.	European, North American, Japanese.	6 items.	16 items.	Trip patterns, preferences.	QN Questionnaire survey with tourists (420).	6-point Likert scale. T-test, ANOVA, Scheffe and Duncan tests, Chi-square test, Correspondence analysis, Content analysis, Conjoint analysis.
Alampay (2003)	<i>Thesis/13</i>	The relationships between tourist satisfaction/dissatisfaction, perceived quality, and purchase intentions.	Japan, South Korea, Hong Kong and Taiwan.	5 items.	4 items.	Satisfaction, quality, image, future intentions.	QN Questionnaire survey with tourists (1,846).	7-point Likert scale. Factor analysis, Chi-square test, Lagrange multiplier (LM) test, SEM.
Kim, K. Y. and J-ogaratnam (-2003)	<i>Journal of Travel &amp; Tourism Marketing/97</i>	Travel motivations of college students.	Asian and domestic (United States)	26 items.	–	–	QN Questionnaire survey with students (525).	5-point Likert scale. Factor analysis, T-test, Importance-Performance Analysis.
Correia and Cro-uch (2003)	<i>Tourism Analysis/38</i>	Tourist perceptions and motivations.	Germany, Holland, Spain, United Kingdom.	14 items.	20 items.	Perceptions.	QN Questionnaire survey with tourists (384).	5-point Likert scale. Factor analysis, KMO test, Kaiser test, T-tests, ANOVA, Scheffe's post hoc tests.
Kozak (2003)	<i>Tourism Analysis/193</i>	Tourist satisfaction with multiple destination attributes.	United Kingdom, Germany.	–	55 items.	Satisfaction level, intentions of recommendation and repeat visitation.	QN Questionnaire survey with tourists (1,872).	7-point Likert scale. Factor analysis, Multiple regression.
Kozak, Bigne, G-onzález, and Andreu (200-3)	<i>Tourism Analysis/37</i>	Destination image.	Spain, United Kingdom, France, Germany, rest of the world.	–	19 items.	–	QN Secondary data.	5-point Likert scale. Case study, ad hoc studies, ANOVA, Factor analysis.
Kozak et al. (20-04)	<i>Consumer psychology of tourism, hospitality and leisure (Book)/14</i>	Destination image.	Spain, UK, France, Germany, rest of the world.	–	19 items.	–	QN Secondary data.	5-point Likert scale. Case study, ad hoc studies, ANOVA, Factor analysis.

Correia and Croch (2004)	<i>Consumer psychology of tourism, hospitality and leisure (Book)/30</i>	Tourist consumer behaviour: perceptions and motivations.	Germany, Holland, Spain, United Kingdom.	14 items.	20 items.	Perceptions, satisfaction, and the probability of returning to the destination or of recommending.	QN Questionnaire survey with tourists (384).	5-point Likert scale. Factor analysis, KMO test, Kaiser test, T-tests, ANOVA, Scheffe's post hoc tests. Kale scale. Mean scores, Chi-square test, Path modelling.
Reisinger and Mavondo (2004)	<i>Journal of Hospitality &amp; Tourism Research/44</i>	The relationships between psychographic factors (cultural values, personality, travel motivation, preferences for activities) & lifestyle.	United States, Australia.	4 items.	–	Cultural values, personality, activities, lifestyle.	QN Questionnaire survey with students (952).	5-point Likert scale. Factor analysis, KMO test, Kaiser test, T-tests, ANOVA, Scheffe's post hoc tests. Kale scale. Mean scores, Chi-square test, Path modelling.
Lee, C.-K. et al. (2004)	<i>Tourism management/760</i>	Festival market segmentation based on motivations of visitors.	Domestic (South Korea) and foreign tourists.	34 items.	–	Satisfaction level.	QN Questionnaire survey with tourists (726).	5-point Likert scale. Factor analysis, Cluster analysis, ANOVA. Content analysis.
Laing and Croch (2005)	<i>Journal of Vacation Marketing/44</i>	Motivation of frontier tourists.	Australia, United States, United Kingdom.	16 items.	–	–	QL Interviews with tourists (6).	Binary System (0-'no', 1-'yes'). Mean analysis, ANOVA, MANOVA, Games-Howell test.
Rosenbaum and Spears (2005)	<i>Journal of Vacation Marketing/93</i>	Planned product and service consumption patterns.	United States, Canada, Japan, China, Korea, Australia/New Zealand.	–	48 items.	–	QN Questionnaire survey with tourists (1,047).	5-point Likert scale. Factor analysis, ANOVA, Correspondence analysis.
Kim, S. S. and Prideaux (2005)	<i>Tourism Management/280</i>	Motivations, preferred tourist resources, length of planning before travelling, information sources used, and length of stay.	United States, Australia, Japan, Mainland China, Hong Kong.	21 items.	–	Preferred resources, information sources, length of planning and stay.	QN Questionnaire survey with tourists (838).	7-point Likert scale. Factor analysis, Regression.
White and Scandale (2005)	<i>Journal of Hospitality and Tourism Management/32</i>	Relationships between emotion, destination attractiveness, and visit Intention.	United States, Italy.	–	20 items.	Emotions, visitation intentions.	QN Questionnaire survey with potential tourists (348).	9-point Likert scale. Factor analysis, MANOVA.
Bonn et al. (2005)	<i>Journal of Travel Research/221</i>	The differences in image perceptions based on country of origin.	In-state, domestic and international visitors to Florida.	–	10 item.	–	QN Questionnaire survey with tourists (53, 864).	5-point Likert scale. ANOVA, Fisher post-hoc test.
B. T.-H. Chen (2006)	<i>Thesis/2</i>	The travel preferences and behaviors of three different cultural groups of graduate students.	Americans, Taiwanese, and other Internationals.	13 items.	15 items.	Activities.	QN + QL Questionnaire survey with students (630). Interview with students (10).	7-point Likert scale. Factor analysis, MANOVA, SEM.
Funk and Brun (2007)	<i>Tourism Management/187</i>	The role of socio-psychological and culture-education motives in marketing international sport tourism.	New Zealand, Japan.	28 items.	–	Involvement, strength of motivation, cultural experience, knowledge learning, attitude toward destination.	QN Questionnaire survey with sports tourists (239).	7-point Likert scale. Factor analysis, MANOVA, SEM.
Funk et al. (2007)	<i>European Sport Management Quarterly/127</i>	The nature and make-up of motivation to register for an international sport running event.	Culture similar & dissimilar to Australia's culture.	38 items.	–	Sport motivation.	QN Questionnaire survey with sports tourists (239).	7-point Likert scale. Factor analysis, ANOVA, MANOVA, SEM.
Lee, S.-H. and Sparks (2007)	<i>Tourism Management/110</i>	Cultural influences on travel lifestyle. Segmentation of tourists.	Korean Australians and Koreans in Korea.	33 travel-specific lifestyle items.	–	Travel experience, preferences.	QN Questionnaire survey with immigrants and tourists (554).	7-point Likert scale. Factor analysis, Cluster analysis, Chi-square test.
McCartney (2008)	<i>Tourism Review/79</i>	Tourism destination image perceptions.	China (PRC), Hong Kong, Taiwan.	16 items.	33 items.	Information source, travel intention.	QN Questionnaire survey with tourists (1,462).	5-point Likert scale. Cross-tabulation, Regression analysis.

Park, K.S. et al. (2008)	<i>Journal of Travel &amp; Tourism Marketing/175</i>	The major motivational factors to attend the South Beach Wine and Food Festival.	United States, Canada, South America, Europe, Asia.	44 items.	–	–	QN Questionnaire survey with tourists (475).	5-point Likert scale. Factor analysis, ANOVA, T-test, Tamkane test.
Sriboonlue (2008)	<i>Thesis/-</i>	Perceived psychological distance and perceptions of Thailand.	Asia (China, Taiwan), Europe Germany, United Kingdom, North America.	–	40 items.	Perceived psychological distance, overseas travel experience, attitudes, behavioural intentions.	QN Questionnaire survey with tourists (698).	5-point Likert scale. Factor analysis, T-test ANOVA, Scheffé test, Pearson correlation coefficient, Multiple regression analysis.
Jönsson and Devonish (2008)	<i>Journal of Travel &amp; Tourism Marketing/179</i>	Underlying reasons for tourists' decision to visit a destination (motivations).	United Kingdom, United States, Canada.	14 items.	–	–	QN Questionnaire survey with tourists (164).	7-point Likert scale. Descriptive Statistics, ANOVA, T-tests.
Rittichainuwat (2008)	<i>Journal of Travel Research/124</i>	Travel motivation on thana-tourism and response differences to disaster.	Thailand, Scandinavian countries.	Curiosity.	19 items.	–	QL + QN In-depth interview, Questionnaire survey with tourists (251).	5-point Likert scale. Factor analysis, MANOVA.
Yüksel and Yüksel (2008)	<i>Tourist satisfaction and complaining behaviour: measurement and management issues in the tourism and hospitality industry (Book)/-</i>	The travellers' motivations for taking overseas holidays and their attribute-seeking patterns.	United Kingdom, Germany.	11 items.	28 items.	–	QN Questionnaire survey with tourists (905).	7-point Likert scale. Chi-square test, Factor analysis, T-test, Cluster analysis, ANOVA.
Walker and Wang (2008)	<i>Leisure Sciences/45</i>	University students' leisure motivations.	Canada, China.	21 items.	–	–	QN Questionnaire survey with students (399).	7-point Likert scale. Factor analysis, MANOVA, T-test, Hotelling-Williams test.
Wang (2009)	<i>Thesis/1</i>	University students' travel motivations.	Canada, China.	39 items.	–	Face concern.	QN Questionnaire survey with 295 Canadian and 352 Chinese university students.	5-point Likert scale. Factor analysis, ANOVA, MANOVA.
Kay (2009)	<i>Journal of Hospitality Marketing &amp; Management/32</i>	Motivation to attend a cultural attractions and events.	Australia, New Zealand, North America, United Kingdom, Ireland, Asian countries.	31 items.	–	–	QN Questionnaire survey with tourists (961).	6-point Likert scale. Factor analysis, Chi-square test.
Dejtisak et al. (2009)	<i>LARNet-The Cyber Journal of Applied Leisure and Recreation Research/7</i>	The travel decision and travel motivations of domestic and international university students.	United States, non-United States.	29 items.	27 items.	–	QN Questionnaire survey with students (205).	5-point Likert scale. T-test, ANOVA.
Lee, G. and Lee, C.-K. (2009)	<i>Tourism Management/153</i>	Cognitive image of and behavioural characteristics in Guam by Korean and Japanese tourists (destination perception).	Korea, Japan.	–	36 items.	–	QN Questionnaire survey with tourists (481).	5-point Likert scale. Factor analysis, T-tests Importance-performance analysis, Chi-square tests.
Sangpikul (2009)	<i>Journal of Teaching in Travel &amp; Tourism/42</i>	Travel motivations of international tourists.	9 European countries, 7 Asian countries.	13 items.	13 items.	–	QN Questionnaire survey with tourists (400).	5-point Likert scale. Factor analysis.

Xu et al. (-2009)	<i>International Journal of Tourism Research/117</i>	Travel motivation and preferred holiday activities of college student tourists.	China, United Kingdom.	9 items.	7 items.	Attitude to travel, source of funding, planning in advance, source of information, type of accommodation, transport and food.	QN Questionnaire survey with students (523).	5-point Likert scale. The mean value, the frequencies, Mann–Whitney test.
	<i>Thesis/1</i>	The motivation of international volunteer tourists and relevant travel behaviors.	USA/Canada, Taiwan/Asia, UK/Europe, Australia/New Zealand	36 items.	–	Leisure activities.	QN + QL Questionnaire survey with volunteer tourists (235). Interview with volunteer tourists (10).	7-point Likert scale. Item analysis, ANOVA, T-tests.
Chand (2010)	<i>International journal of hospitality &amp; tourism administration/19</i>	Motivations of domestic and foreign tourists to travel to religious centres of India.	India, United Kingdom, United States, Canada, France.	26 items.	–	–	QN Questionnaire survey with tourists (1,000).	5-point Likert scale. Factor analysis, T-tests.
Wang and Walker (-2010)	<i>Leisure/Loisir/18</i>	University students' travel motivations.	Canada, China.	9 items.	–	–	QN Questionnaire survey with students (806).	5-point Likert scale. Factor analysis, MANOVA, ANOVA.
Xu et al. (2011)	<i>Tourism Analysis/3</i>	The cross-national segments in the student travel market.	China, United Kingdom.	9 items.	–	Travel behaviour (accommodation, transportation, food, activities).	QN Questionnaire survey with students (523).	5-point Likert scale. ANOVA, Chi-square, Cluster analysis.
Prayag and Ryan (2011)	<i>Current Issues in Tourism/230</i>	The relationship between the 'push' and 'pull' factors of a destination and the influence of nationality on these factors.	UK, South Africa, India, France, Germany.	4 items.	12 items.	–	QL Interviews with tourists (103).	Thematic analysis, Content analysis.
Kim, W.G. et al. (2011)	<i>Journal of Quality Assurance in Hospitality &amp; Tourism/24</i>	Benefits market segmentation analysis of international tourists.	China, Hong Kong, Europe, North America, Australia/New Zealand.	25 items.	–	–	QN Questionnaire survey with tourists (1513).	7-point Likert scale. Factor analysis, Cluster analysis.
Ramkissoon et al. (2011)	<i>E-review of Tourism Research/5</i>	Cultural behavioural intentions of tourists across four national groups.	France, United Kingdom, Germany, India.	23 items.	15 items.	Perceived authenticity, behaviour intentions (revisit, recommend), information search behaviour.	QN Questionnaire survey with tourists (541).	5-point Likert scale. Factor analysis, ANOVA, Multinomial logistic regression.
Feng (2012)	<i>Thesis/1</i>	The motivations of visitors to sport heritage sites.	Domestic travelers (China), international travellers (Europe, North America).	14 items.	–	Past experiences.	QL Interview with tourists (17).	Content analysis, Document analysis.
Kay and Meyer (2013)	<i>Tourism Analysis/2</i>	Motivation-benefit model.	Australia, New Zealand, North America, United Kingdom/Ireland.	9 items.	–	Attitudes, benefits sought, benefits gained.	QN Questionnaire survey with tourists (720).	6-point Likert scale. Factor analysis, MANOVA, SEM.
Lee, W. S (2013)	<i>Thesis/1</i>	Cross-cultural value measurement scales.	Non-Asians and Asians.	52 items.	6 items.	Tour behaviours.	QN + QL Questionnaire survey with tourists (489). Interview with 54 non-Asians and 44 Asians.	7-point Likert scale. Factor analysis.
Cao (2013)	<i>Thesis/-</i>	The motivational factors that lead East Asian backpacker tourists to choose backpacking.	East Asia (Japan, Korea, China).	8 items.	–	Destination regions, generic skills.	QN Questionnaire survey with backpacker tourists (100).	4-point Likert scale. T-test, ANOVA.
Gao (2014)	<i>Thesis/-</i>	The destination image interpretation in the context of two cultural groups.	United States, China.	–	40 items.	Travel intentions and behaviours.	QN + QL Questionnaire survey with tourists (428).	Semantic network Analysis (centrality analysis, network structure measurements). Correspondence analysis, T-tests.

Peter and Anandkumar (2014)	<i>International Journal of Event and Festival Management/8</i>	Travel motives of travellers visiting Dubai during the Dubai Shopping Festival.	23 nationalities. 3 European countries, 14 Asian countries, North America, Oceania, South Africa.	31 items.	–	–	QN Questionnaire survey with English-speaking tourists (604).	5-point Likert scale. Factor analysis, The Kaiser-Meyer-Olkin (KMO), Bartlett's test, Scheffe test (post hoc), ANOVA.
Kim, S. S. et al. (-2015)	<i>Journal of Travel &amp; Tourism Marketing/9</i>	Variations in the motives, perceived destination image, and behaviours between two Chinese groups, travelling to Korea.	China, Taiwan.	23 items.	16 items.	Preferred attractions, tourist behaviour, satisfaction.	QN Questionnaire survey with tourists (689).	5-point Likert scale. Factor analysis, MANOVA, T-test.
Xiao et al. (2015)	<i>Tourism Analysis/10</i>	University students' travel motivations and activity preferences.	Domestic (Australia) and International.	32 items.	–	Activities.	QN Questionnaire survey with students (307).	7-point Likert scale. Factor analysis, T-test, Partial Least Squares Path Modelling.
Assiouras et al. (2015)	<i>Asia Pacific Journal of Tourism Research/12</i>	The push and pull motivations of East Asian tourists who visit Greece; Market segmentation.	Japan, China, South Korea.	18 items.	19 items.	–	QN Questionnaire survey with tourists (1,099).	5-point Likert scale. Factor analysis, Cluster analysis, ANOVA.
Park, S. H. et al. (2015)	<i>Asia Pacific Journal of Tourism Research/14</i>	Push and pull motivations, participating activities, and overall satisfaction level of international tourists visiting Macau.	Mainland China, Hong Kong, Taiwan, Western countries (America, Europe, Oceania).	15 items.	19 items.	Activity attributes, satisfaction, post-trip behaviours.	QN Questionnaire survey with tourists (956).	5-point Likert scale. Chi-square, Factor analysis, MANOVA, ANOVA, Scheffe's multiple range tests.
Atadil (2016)	<i>Thesis/-</i>	The destination choice behaviour of tourists by using meme maps, images and decision making styles.	Chinese, Arab, Russian and German tourists.	–	24 items.	Tourism involvement, memes, decision making style.	QN 1) Questionnaire survey with 426 prospective Chinese and Arab travellers. 3) QN Questionnaire survey with 272 Russians and 262 German travellers.	5-point Likert scale. Factor analysis, Importance-Performance Analysis. 2) Cluster analysis, MANOVA, Crosstabulation analysis. 3) Meme maps, Regression analysis.
Chen, C. M. and Tsai (2017)	<i>Tourism Geographies/-</i>	Tourist motivations and perceptions at the battlefield site on Kinmen Island of Taiwan.	Taiwan, China and foreign tourists.	25 items.	–	–	QN Questionnaire survey with tourists (437).	5-point Likert scale. Factor analysis, T-tests, ANOVA, Scheffe's post hoc tests.
Wiriyapinit (2017)	<i>Thesis/1</i>	The motivations of golf tourists.	East Asia, South Asia, South East Asia, North America, Europe, Oceania.	21 items.	28 items.	Political stability factors.	QN Questionnaire survey with golf tourists (417).	5-point Likert scale. ANOVA, Pearson Product Correlation technique.

## References

- Alampay, R. B. A. (2003). *Visitors to Guam: Modeling satisfaction, quality and intentions*. Recreation and Tourism Resources: Michigan State University. Department of Park.
- Armstrong, R. W., Mok, C., Go, F. M., & Chan, A. (1997). The importance of cross-cultural expectations in the measurement of service quality perceptions in the hotel industry. *International Journal of Hospitality Management*, 16(2), 181–190.
- Assiouras, I., Skourtis, G., Koniordos, M., & Giannopoulos, A. A. (2015). Segmenting East Asian tourists to Greece by travel motivation. *Asia Pacific Journal of Tourism Research*, 20(12), 1389–1410.
- Atadil, H. A. (2016). *An examination of destination choice behaviour using meme maps, images and decision making styles*.
- Ateljevic, I. (1999). Tourism motivation, values and perceptions. *Consumer psychology of tourism, hospitality and leisure*, 1, 193–209.
- Backer, E., & King, B. (Vol. Eds.), (2015). *VFR travel research: International perspectives: Vol. 69* Channel View Publications.
- Backer, E., & Morrison, A. M. (2017). VFR travel: Is it still underestimated? *International Journal of Tourism Research*, 19(4), 395–399.
- Baloglu, S., & Assante, L. M. (1999). A content analysis of subject areas and research methods used in five hospitality management journals. *Journal of Hospitality & Tourism Research*, 23(1), 53–70.
- Bonn, M. A., Joseph, S. M., & Dai, M. (2005). International versus domestic visitors: An examination of destination image perceptions. *Journal of Travel Research*, 43(3), 294–301.
- Cao, Q. (2013). *East Asian backpacker tourists' motivations for participating in backpacking*. Long Beach: California State University.
- Chand, M. (2010). A cross-national study of motivational determinants among non-resident Indian visitors to religious centers in India. *International Journal of Hospitality & Tourism Administration*, 11(1), 22–38.
- Chen, B. T.-H. (2006). *Analysis of leisure and tourism behaviors of international and American graduate recreation majors in the central United States*. University of South Dakota.
- Chen, L.-J. (2010). *An investigation of international volunteer tourists' motivation: A mixed design study*. VDM Publishing.
- Chen, C. M., & Tsai, T. H. (2017). Tourist motivations in relation to a battlefield: A case study of Kinmen. *Tourism Geographies*, 1–24.
- Clark, T. (1990). International marketing and national character: A review and proposal for an integrative theory. *Journal of Marketing*, 66–79.
- Correia, A., & Crouch, G. I. (2003). Tourist perceptions of and motivations for visiting the Algarve, Portugal. *Tourism Analysis*, 8(2), 165–169.
- Correia, A., & Crouch, G. I. (2004). A study of tourist decision processes: Algarve, Portugal. *Consumer Psychology of Tourism, Hospitality and Leisure*, 3, 121–134.
- Couturier, H. (1989). Ethnicity as a determinant of the values, preferences and behaviour of French and English speaking cross-county skiers in the province of New Brunswick, Canada. Dissertation Abstracts International. *Humanities and Social Sciences*, 50(3).
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424.
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184–194.
- Dann, G. M. S. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187–219.
- Dejtsiak, M., Hurd, A., Elkins, D., & Schlatter, B. (2009). A comparison of travel decisions



- between US and international students. *LARNet-The Cyber Journal of Applied Leisure and Recreation Research* (January).
- Dewar, K., Meyer, D., & Li, W. M. (2001). Harbin, lanterns of ice, sculptures of snow. *Tourism Management*, 22(5), 523–532.
- Feng, Q. (2012). *Heritage sport tourism strategies and motivations: The case of the birds nest olympic stadium*. University of Alberta.
- Franklin, W., & Steiner, M. C. (1992). *Mapping American culture*. University of Iowa Press.
- Funk, D. C., & Bruun, T. J. (2007). The role of socio-psychological and culture-education motives in marketing international sport tourism: A cross-cultural perspective. *Tourism Management*, 28(3), 806–819.
- Funk, D. C., Toohy, K., & Bruun, T. (2007). International sport event participation: Prior sport involvement; destination image; and travel motives. *European Sport Management Quarterly*, 7(3), 227–248.
- Gao, M. (2014). *Culture-based interpretation of projected destination images: A semantic network analysis*.
- Gilbert, D. C., & Tsao, J. (2000). Exploring Chinese cultural influences and hospitality marketing relationships. *International Journal of Contemporary Hospitality Management*, 12(1), 45–54.
- Guthrie, J., Petty, R., Yongvanich, K., & Ricceri, F. (2004). Using content analysis as a research method to inquire into intellectual capital reporting. *Journal of Intellectual Capital*, 5(2), 282–293.
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Beverly Hills, CA: Sage.
- Hsu, C. H. C., & Huang, S. (2008). Travel motivation: A critical review of the concept's development. *Tourism Management*, 14–27.
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256–262.
- Jansen-Verbeke, M. (1996). Cross-cultural differences in the practices of hotel managers: A study of Dutch and Belgian hotel managers. *Tourism Management*, 17(7), 544–548.
- Johns, N., & Gyimóthy, S. (2002). Market segmentation and the prediction of tourist behavior: The case of Bornholm, Denmark. *Journal of Travel Research*, 40(3), 316–327.
- Jönsson, C., & Devonish, D. (2008). Does nationality, gender, and age affect travel motivation? A case of visitors to the caribbean island of Barbados. *Journal of Travel & Tourism Marketing*, 25(3–4), 398–408.
- Joppe, M., Martin, D. W., & Waalen, J. (2001). Toronto's image as a destination: A comparative importance-satisfaction analysis by origin of visitor. *Journal of Travel Research*, 39(3), 252–260.
- Kang, M., & Moscardo, G. (2006). Exploring cross-cultural differences in attitudes towards responsible tourist behaviour: A comparison of Korean, British and Australian tourists. *Asia Pacific Journal of Tourism Research*, 11(4), 303–320.
- Kastenholtz, E. (2002). *The role and marketing implications of destination images on tourist behavior: The case of northern Portugal (doctoral dissertation)*. Retrieved from RIA-Repositório Institucional da Universidade de Aveiro.
- Kay, P. L. (2009). Cultural experience tourist motives dimensionality: A cross-cultural study. *Journal of Hospitality Marketing & Management*, 18(4), 329–371.
- Kay, P., & Meyer, D. (2013). Do they all speak the same language? A motivation-benefit model toward cultural experiences for English-speaking tourists. *Tourism Analysis*, 18(4), 385–398.
- Kim, K. Y., & Jogaratnam, G. (2003). Travel motivations: A comparative study of Asian international and domestic American college students. *Journal of Travel & Tourism Marketing*, 13(4), 61–82.
- Kim, C., & Lee, S. (2000). Understanding the cultural differences in tourist motivation between Anglo-American and Japanese tourists. *Journal of Travel & Tourism Marketing*, 9(1–2), 153–170.
- Kim, W. G., Park, Y., Gazzoli, G., & Sheng, E. (2011). Benefit segmentation of international travelers to Macau, China. *Journal of Quality Assurance in Hospitality & Tourism*, 12(1), 28–57.
- Kim, S. S., Penny Wan, Y. K., & Pan, S. (2015). Differences in tourist attitude and behavior between Mainland Chinese and Taiwanese tourists. *Journal of Travel & Tourism Marketing*, 32(1–2), 100–119.
- Kim, S. S., & Prideaux, B. (2005). Marketing implications arising from a comparative study of international pleasure tourist motivations and other travel-related characteristics of visitors to Korea. *Tourism Management*, 26(3), 347–357.
- Kim, S.-S., Prideaux, B., & Kim, S.-H. (2002). A cross-cultural study on casino guests as perceived by casino employees. *Tourism Management*, 23(5), 511–520.
- Kozak, M. (2000). *Destination benchmarking: Facilities, customer satisfaction and levels of tourist expenditure*. Sheffield Hallam University.
- Kozak, M. (2001). Comparative assessment of tourist satisfaction with destinations across two nationalities. *Tourism Management*, 22(4), 391–401.
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23, 221–232.
- Kozak, M. (2003). Measuring tourist satisfaction with multiple destination attributes. *Tourism Analysis*, 7(3–4), 229–240.
- Kozak, M., Bigné, E., González, A. N. A., & Andreu, L. (2003). Cross-cultural behavior research in tourism: A case study on destination image. *Tourism Analysis*, 8(2), 253–257.
- Kozak, M., Bigné, E., González, A., & Andreu, L. (2004). Cross-cultural behaviour research in tourism: A case study on destination image. *Consumer psychology of tourism, hospitality and leisure: Vol. 3*, (pp. 303–317).
- Kozak, M., & Nield, K. (1998). Importance-performance analysis and cultural perspectives in Romanian Black Sea resorts. *Anatolia*, 9(2), 99–116.
- Krippendorff, K. (2004). Reliability in content analysis. *Human Communication Research*, 30(3), 411–433.
- Laing, J. H., & Crouch, G. I. (2005). Extraordinary journeys: An exploratory cross-cultural study of tourists on the frontier. *Journal of Vacation Marketing*, 11(3), 209–223.
- Lee, C.-K. (2000). A comparative study of caucasian and Asian visitors to a cultural expo in an Asian setting. *Tourism Management*, 21(2), 169–176.
- Lee, W. S. (2013). *Development of a personal values scale and non-Asian tourists' preferred attributes for a one day seoul tour package: A discrete choice experiment*. The Pennsylvania State University.
- Lee, G., & Lee, C.-K. (2009). Cross-cultural comparison of the image of Guam perceived by Korean and Japanese leisure travelers: Importance–performance analysis. *Tourism Management*, 30(6), 922–931.
- Lee, C.-K., Lee, Y.-K., & Wicks, B. E. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25(1), 61–70.
- Lee, S.-H., & Sparks, B. (2007). Cultural influences on travel lifestyle: A comparison of Korean Australians and Koreans in Korea. *Tourism Management*, 28(2), 505–518.
- Lenartowicz, T., & Roth, K. (1999). A framework for culture assessment. *Journal of International Business Studies*, 30(4), 781–798.
- Li, M. (2014). Cross-cultural tourist research: A meta-analysis. *Journal of Hospitality & Tourism Research*, 38(1), 40–77. <https://doi.org/10.1177/1096348012442542>.
- Lumsdon, L. (1997). *Tourism marketing*. London: International Thomson Business Press.
- McCartney, G. (2008). Does one culture all think the same? An investigation of destination image perceptions from several origins. *Tourism Review*, 63(4), 13–26.
- Meng, F. (2010). Individualism/collectivism and group travel behavior: A cross-cultural perspective. *International Journal of Culture, Tourism and Hospitality Research*, 4(4), 340–351.
- Mirzekhanova, D. (2013). The possibilities for an intensification of the tourist flow from East-Asian countries to Khabarovsk krai. *Geography and Natural Resources*, 34(3), 266–271.
- Ngansom, B. (2002). *The impacts of a bundle of travel determinants on repeat visitation: An exploratory study of tourism in Thailand*.
- Nikjoo, A. H., & Ketabi, M. (2015). The role of push and pull factors in the way tourists choose their destination. *Anatolia*, 26(4), 588–597.
- Ozdemir, C., & Yolal, M. (2017). Cross-cultural tourist behavior: An examination of tourists' behavior in guided tours. *Tourism and Hospitality Research*, 17(3), 314–324.
- Park, S. H., Lee, C.-K., & Miller, J. C. (2015). A comparative study of the motivations, activities, overall satisfaction, and post-trip behaviors of international tourists in Macau: Mainland Chinese, Hongkongese, Taiwanese, and Westerners. *Asia Pacific Journal of Tourism Research*, 20(10), 1174–1193.
- Park, K. S., Reisinger, Y., & Kang, H. J. (2008). Visitors' motivation for attending the South Beach wine and food festival, Miami beach, Florida. *Journal of Travel & Tourism Marketing*, 25(2), 161–181.
- Pearce, P. L., & Lee, U.-I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, 43(3), 226–237.
- Peter, S., & Anandkumar, V. (2014). Dubai shopping festival: Tourists' nationality and travel motives. *International Journal of Event and Festival Management*, 5(2), 116–131.
- Pizam, A., & Sussmann, S. (1995). Does nationality affect tourist behavior? *Annals of Tourism Research*, 22(4), 901–917.
- Prayag, G., & Ryan, C. (2011). The relationship between the 'push' and 'pull' factors of a tourist destination: The role of nationality—an analytical qualitative research approach. *Current Issues in Tourism*, 14(2), 121–143.
- Pyo, S., Mihalik, B., & Uysal, M. (1989). Attraction attributes and motivations: A canonical correlation analysis. *Annals of Tourism Research*, 16(2), 277–282.
- Ramkissoon, H., Uysal, M., & Brown, K. (2011). A cross-cultural comparison of tourists' cultural behavioural intentions. *E-Review of Tourism Research*, 9(5).
- Reisinger, Y., & Mavondo, F. (2004). Modeling psychographic profiles: A study of the US and Australian student travel market. *Journal of Hospitality & Tourism Research*, 28(1), 44–65.
- Reisinger, Y., & Turner, L. (1997a). Cross-cultural differences in tourism: Indonesian tourists in Australia. *Tourism Management*, 18(3), 139–147.
- Reisinger, Y., & Turner, L. (1997b). Tourist satisfaction with hosts: A cultural approach comparing Thai tourists and Australian hosts. *Pacific Tourism Review*, 1(2), 147–159.
- Reisinger, Y., & Turner, L. (1998). Cultural differences between Mandarin-speaking tourists and Australian hosts and their impact on cross-cultural tourist-host interaction. *Journal of Business Research*, 42(2), 175–187.
- Reisinger, Y., & Turner, L. (1999). A cultural analysis of Japanese tourists: Challenges for tourism marketers. *European Journal of Marketing*, 33(11/12), 1203–1227.
- Richardson, S. L., & Crompton, J. L. (1988). Cultural variations in perceptions of vacation attributes. *Tourism Management*, 9(2), 128–136.
- Rittichainuwat, N. (2008). Responding to disaster: Thai and scandinavian tourists' motivation to visit Phuket, Thailand. *Journal of Travel Research*, 46(4), 422–432.
- Rosenbaum, M. S., & Spears, D. L. (2005). Who buys that? Who does what? Analysis of cross-cultural consumption behaviours among tourists in Hawaii. *Journal of Vacation Marketing*, 11(3), 235–247.
- Sangpikul, A. (2009). Internationalization of hospitality and tourism higher education: A perspective from Thailand. *Journal of Teaching in Travel & Tourism*, 9(1–2), 2–20.
- Sriboonlue, U. (2008). *The influence of psychological distance on perceptions of Thailand: A comparison of Asian, European and North American tourists*, Vol. 69.
- Suh, Y. K. (2002). *International urban travelers: Patterns, perceptions, preferences in global tourism*.
- Summers, J., & McColl-Kennedy, J. R. (1998). Australia as a holiday destination: Young Americans' vs. Young Chinese Malaysians' decision making. *Journal of Hospitality & Leisure Marketing*, 5(4), 33–55.
- Sussmann, S., & Rashcovsky, C. (1997). A cross-cultural analysis of English and French Canadian's vacation travel patterns. *International Journal of Hospitality Management*, 16(2), 191–208.
- UNWTO (2017). *Tourism highlights*. Retrieved from <https://www.e-unwto.org/doi/pdf/10.18111/9789284419029>.
- Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. *Encyclopedia of Hospitality and Tourism*, 21, 798–810.

- Uysal, M., Li, X., & Sirakaya-Turk, E. (2008). Push-pull dynamics in travel decisions. *Handbook of Hospitality Marketing Management*, 412–439.
- Walker, G. J., & Wang, X. (2008). A cross-cultural comparison of Canadian and Mainland Chinese university students' leisure motivations. *Leisure Sciences*, 30(3), 179–197.
- Wang, X. (2009). *A comparison of Canadian and Chinese university students' travel motivations and concept of face*. Alberta: University of Alberta.
- Wang, X., & Walker, G. J. (2010). A comparison of Canadian and Chinese university students' travel motivations. *Leisure/Loisir*, 34(3), 279–293.
- White, C. J., & Scandale, S. (2005). The role of emotions in destination visitation intentions: A cross-cultural perspective. *Journal of Hospitality and Tourism Management*, 12(2), 168–179.
- Wiriyapinit, S. N. (2017). *An analysis of the push and pull travel motivations of tourists on sport tourism associated with golf in Hua Hin Thailand*. Alabama: United States Sports Academy.
- Wolfe, K. L. (2002). *Investigating seeking and escaping aspects of tourists' motivations and specific barriers of travel: A study of two national Park sites*. Kansas State University.
- Xiao, U., So, K. K. F., & Wang, Y. (2015). The university student travel market: Motivations and preferences for activities. *Tourism Analysis*, 20(4), 399–412.
- Xu, F., Morgan, M., & Moital, M. (2011). Cross-cultural segments in international student travel: An analysis of British and Chinese market. *Tourism Analysis*, 16(6), 663–675.
- Xu, F., Morgan, M., & Song, P. (2009). Students' travel behaviour: A cross-cultural comparison of UK and China. *International Journal of Tourism Research*, 11(3), 255–268.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56.
- Yoo, J. J.-E., & Weber, K. (2005). Progress in convention tourism research. *Journal of Hospitality & Tourism Research*, 29(2), 194–222.
- You, X., O'Leary, J., Morrison, A., & Hong, G.-S. (2000). A cross-cultural comparison of travel push and pull factors. *International Journal of Hospitality & Tourism Administration*, 1(2), 1–26.
- Yousuf, M., & Backer, E. (2015). A content analysis of Visiting Friends and Relatives (VFR) travel research. *Journal of Hospitality and Tourism Management*, 25, 1–10.
- Yuan, S., & McDonald, C. (1990). Motivational determinates of international pleasure time. *Journal of Travel Research*, 29(1), 42–44.
- Yüksel, A., & Yüksel, F. (2008). Different nationalities, different holiday motivations and attribute-seeking patterns. *Tourist satisfaction and complaining behavior: Measurement and management issues in the tourism and hospitality industry* (pp. 167–185). New York: Nova Science Publishers.