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British Virgin Islands Tourists' Motives to Travel, Destination Image, and Satisfaction

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Walden University

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Walden University

College of Management and Technology

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Sherrine Augustine

has been found to be complete and satisfactory in all respects,
and that any and all revisions required by
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Walden University
2017

Abstract

British Virgin Islands Tourists' Motives to Travel, Destination Image, and Satisfaction

by

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MPM, Keller School of Management, 2009

MIS, Keller School of Management, 2006

BS, DeVry University, 2005

Doctoral Study Submitted in Partial Fulfillment

of the Requirements for the Degree of

Doctor of Business Administration

Walden University

December 2017

Abstract

The turbulent events of the world have resulted in a decline in the number of travelers since 2011. Nevertheless, approximately one billion international tourists still travel annually. Tourist activity plays an important role in the global economic activity. The purpose of this correlational study was to examine if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. The target population consisted of noncitizen and nonresident tourists of the British Virgin Islands (BVI) between March 2017 and April 2017. Oliver's expectancy-disconfirmation theory that the individual will act in a particular way because the expectation that a certain outcome follows the act formed the theoretical framework for this study. Data were collected through a self-developed paper survey using existing Likert-scale questions based on prior research to measure the study variables. A convenience sample of 257 noncitizen and nonresident tourists of the BVI resulted in 247 participants with useable responses. Standard multiple regression analysis determined whether there was a relationship between destination image, push and pull motives to travel, and BVI tourists' satisfaction. The results indicated the 2 predictors, destination image and push and pull motives to travel, accounted for approximately 17% of the variation in tourist satisfaction ($R^2 = .166$, $F(2,244) = 24.233$, $p < .001$). Either destination image and push and pull motives to travel both predictors had a significant relationship with tourist satisfaction. The implications for positive social change include employment opportunities through various tourism sectors and for the future development of tourism profitability and sustainability benefiting the local community.

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Dedication

To my mother, Lucina, you motivate me on a daily basis to be a better daughter and person. Obtaining this degree would not have been possible without all of the shared sacrifices we made. Thank you for your continued encouragement, I dedicate this to you, with all my love.

Acknowledgments

I would like to thank Dr. Natalie Casale and Dr. Leslie Miller, my doctoral study present and past chairs, for their continual support and guidance throughout this process. Your encouragement helped to keep me going when I wanted to stop. I would also like to thank the other members of my committee, Dr. Craig Martin, Dr. Reginald Taylor, and Dr. Neil Mathur, as well as my various course peers at Walden, for their feedback and tireless pursuit of excellence. All of you encouraged me to continually demonstrate high scholarly standards and also taught me to have a lot of patience.

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Finally, I would also like to thank all of the visitors that participated in my study. I have been genuinely humbled by the outpouring of support and participant feedback that helped to improve my study and was part of some data-driven recommendations that can identify ways to improve tourist satisfaction in the BVI.

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Section 1: Foundation of the Study

Business managers in developing countries continue to emphasize development and promotion of tourism (Bazneshin, Hosseini, & Azeri, 2015). Altunel and Erkut (2015) argued that providing a superior visitor experience associates with high levels of tourist satisfaction. Additionally, more tourism managers acknowledge how important tourist satisfaction is in today's competitive world to reap economic benefits (Bazneshin et al., 2015). The purpose of this quantitative correlational study was to examine if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction.

Background of the Problem

Tourism marketers face increasing competition, innovation, and branding in a dynamic worldwide market, leading destination marketers to adopt innovative strategies to emphasize the destination's uniqueness and tourists' satisfaction (Hultman, et al. 2015; Rajaratnam et al., 2014). Rajaratnam et al. (2014) proclaimed the importance for destination managers to assess tourist satisfaction to ensure a better understanding of how tourist satisfaction relates to the destination of choice. Researchers noted some destination managers are not addressing tourist satisfaction, nor attempting to address consumer dissatisfaction (Batista et al. 2014; Fernandes & Correia, 2013). Pratminingsih, Rudatin, and Rimenta (2014) concluded travel motivation and destination image are fundamental travel behaviors of a visitor in assessing tourist satisfaction.

Problem Statement

Since 2011, the tourism industry has experienced some turbulent events resulting in a decrease in the number of travelers (Estrada & Koutronas, 2016; Hajibaba et al., 2015; Rahimi, 2016). Despite the turbulent events, more than 1 billion tourists travel internationally, which contributes to tourism making up 9% of the global gross domestic product worldwide (Hsieh & Kung, 2013). The general business problem was that some tourists remain unsatisfied if the destination does not meet their needs, resulting in a competitive disadvantage (Grigaliūnaitė & Pilelienė, 2014). The specific business problem was that some tourism officials and managers do not know whether a relationship exists between destination image, push and pull motives to travel, and tourists' satisfaction.

Purpose Statement

The purpose of the quantitative correlational study was to examine if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. The first predictor variable was destination image. Push and pull motives, another predictor variable, consisted of 13 predictor variables: (a) push knowledge, (b) push sightseeing variety, (c) push adventure, (d) push relax, (e) push lifestyles, (f) push family, (g) pull event and activities, (h) pull sightseeing variety, (i) pull easy access and affordability, (j) pull history and culture, (k) pull variety seeking, (l) pull adventure, and (m) pull natural resources. The criterion variable was tourist satisfaction. The population was comprised of departing tourists in the British Virgin Islands (BVI) from the period of March 2017 to April 2017. The implications for this

study of positive social change include contributing to the economic enhancement of the BVI, which may help to generate employment and entrepreneurship opportunities for residents and sustainability benefiting the local community.

Nature of the Study

I selected the quantitative method for this study. The quantitative method was most appropriate for this study because researchers use the quantitative method to examine any existing relationships among variables (Westerman, 2012). Researchers also use a quantitative method to examine how one or more variables affect or influence other variables (Barry, Chaney, Piazza-Gardner, & Chavarria, 2013). This study involved my examination of the potential influence of motivation to travel and destination image on BVI tourist satisfaction. Furthermore, within quantitative research, researchers statistically analyze numerical data (Turner, Balmer, & Coverdale, 2013; Venkatesh, Brown, & Bala 2013). In this study, I collected and analyzed numerical data. A qualitative method did not meet the needs of this study when examining the potential influence of variables on one or more other variables, and do not address relationships among variables (Goodbody & Burns, 2011). A mixed method did not meet the needs for this study because researchers use mixed method studies to answer both qualitative and quantitative research questions within one study (Bromwich & Scapens, 2016) and in this study, I only sought to answer a quantitative research question.

The design of this study was correlational. The correlational design is an appropriate design when the researcher seeks to examine a noncausal relationship between or among variables (Luft & Shields, 2014). This study involved me determining

if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. In this study, the manipulation of destination image and push and pull motive to travel (the two predictor variables) did not occur without the random assignment of people to each variable nor a causal relationship (see Luft & Shields, 2014). The comparative design, a common quantitative design, was not appropriate for the purpose of this study as I did not look to compare variables (see Atchley, Wingenbach, & Akers, 2013; Venkatesh et al., 2013). An experimental design was not appropriate as experimental designs require researchers to manipulate the independent variables (Benredouane, 2016; Chirico et al., 2013; Howard, Best, & Nickels, 2014), which was not possible given the nature of the study variables.

Research Question and Hypothesis

I developed one research question to guide this study: What is the relationship, if any, between destination images, push and pull motives to travel, and tourists' satisfaction?

H₀: There is no statistically significant relationship between destination image, push and pull motives to travel, and tourists' satisfaction.

H_a: There is a statistically significant relationship between destination image, push and pull motives to travel, and tourists' satisfaction.

Theoretical Framework

The theoretical framework for this study is an expectancy-disconfirmation theory. Oliver (1980) developed the expectancy-disconfirmation theory—a cognitive theory of customer satisfaction—focused on customers making postpurchase evaluative judgments

concerning a specific buying decision. According to Oliver, people are either satisfied or dissatisfied because of a positive or negative difference between their expectations and perceptions before and after receiving a service.

My intent with this quantitative correlational study was to examine if motivation to travel and destination image significantly influenced tourist satisfaction. According to the expectancy-disconfirmation theory, pretravel perceived expectations should affect a tourist's satisfaction with a destination (see Oliver, 1980). Furthermore, tourists will make judgments about their tourist destination experience based on their original perceived expectations. If tourist judgments about the destination are positive, they are likely to be more satisfied (Mohamed et al., 2014). When tourists are satisfied, they will communicate positive experiences to motivate others to make a purchase or repeat purchase (Mohamed et al., 2014).

Operational Definitions

Providing operational definitions of terms that a reader may not understand and which readers will not find in a basic academic dictionary is critical to successful research (Dimoska & Trimcev, 2012; Hallmann et al., 2012). The following are operational definitions for technical terms, jargon, and special words that I refer to in the study.

Destination competitiveness: A country's ability to create value and integrate relationships within an economic and social model that takes into account a destination's natural capital and its preservation for future generations (Dimoska & Trimcev, 2012; Hallmann et al., 2012).

Destination image: A combination of a tourist's impression as well as various tourism products, attractions, and attributes of the destination (Whang, Yong, & Ko, 2015).

Tourism sustainability: Accountability for the current and future social, economic, and environmental impact of the destination while addressing the needs of the visitor (Crnogaj et al., 2014; Yüzbaşıoğlu, Topsakal, & Çelik, 2014).

Tourist satisfaction: A psychological state that develops when the travel experience satisfies the traveler's desires, expectations, and needs (Leung, Woo, & Ly, 2013).

Assumptions, Limitations, and Delimitations

Reflecting on and identifying potential shortcomings and boundaries of a study are critical (Hesse-Biber, 2016). By making the shortcomings and boundaries clear to readers, researchers can be transparent to indicate how to address such shortcomings in the study, and to avoid having others point out the shortcomings (Hesse-Biber, 2016). Researchers often make known shortcomings and boundaries by discussing study assumptions, limitations, and delimitations (Foss & Hallerg, 2013; Hesse-Biber, 2016).

Assumptions

An assumption is an indicator in the study regarding what is true or certain without proof (Foss & Hallerg, 2013; Hesse-Biber, 2016). I held four main assumptions in this study. The first assumption was that participants who completed the survey were international visitors to the BVI. The second assumption was that participants would easily understand the questions on the data collection instrument. Another assumption

was that all participants would answer the survey questions honestly and accurately. My final assumption was that all visitors would wait until the completion of their stay in the BVI before completing the survey.

Limitations

Limitations refer to potential weaknesses of the study that are out of a researcher's control (Hesse-Biber, 2016). I identified two limitations of this study. The first limitation was that with a quantitative co relational study, researchers cannot determine cause and effect. If motivation to travel and destination image influence tourist satisfaction, a third variable may account for any observed relationship. The second limitation was that the sample of tourists included in the study may not be a true representation of the population. The sample characteristics may not be the same as the characteristics of most BVI tourists, limiting the generalizability of the findings to all tourists.

Delimitations

Delimitations refer to the boundaries a researcher sets for a study, which the researcher can control (Hesse-Biber, 2016). This study had six delimitations. First, my focus was on gathering the perceptions of tourists who travel only to the islands within the BVI, not those of tourists who travel to other countries. The second delimitation was that while many other variables exist that influence tourist satisfaction, in this study I focused only on motivation to travel and destination image. Another delimitation was that the study population was noncitizens or nonresidents entering the BVI for leisure and not for business. My exclusion of all tourists who visited the BVI outside of the data

collection period of the study was another delimitation of the study. The fifth delimitation related to the study population that I limited to only international visitors departing the BVI. My focus in this study was exclusively on the BVI tourism industry. Finally, the survey was in English, and therefore, only those visitors who could read English were able to complete the survey.

Significance of the Study

The results of this study have potential value to business practice in that destinations must remain competitive to maintain and increase the income of residents of the community (see Webster & Ivanov, 2014). An association exists between destination competitiveness and the long-term economic prosperity of residents (Zehrer & Hallmann, 2015). According to Rajaratnam et al. (2014), tourist satisfaction and the destination attributes influence tourism to the destination. If a tourist's experience is satisfying, the tourist leaves permanent footprints on the physical, social, cultural, and economic environments of destinations resulting in repeat visitors (Kim, Uysal, & Sirgy, 2013). Therefore, tourism managers and stakeholders have the responsibility to ensure sustainable tourism in the BVI, while ensuring a tourist's experience is satisfying. However, to gain wider acceptance of the BVI community, tourism managers need to implement their strategies for developing tourism to the local community, which enhances the territory's economic growth (see Kim et al., 2013).

This study's implications for positive social change include the potential to increase the territory's economic growth (see Ridderstaat, Croes, & Nijkamp, 2014). Sustainable tourism allows for the future development of tourism to promote businesses'

profitability and sustainability benefiting the local community (Begum, Er, Alam, & Sahazali, 2014). Growth in the number of tourists usually requires the expansion of infrastructure (roads, water supply, hospitals, sewage treatment, and waste disposal) and tourism facilities (accommodations, restaurants, and transportation systems), which are critical factors in the development of tourism in the BVI (Ridderstaat et al., 2014).

Tourism development leads to employment opportunities through various tourism sectors such as hotels, boating, and restaurants, which attract migration to the BVI. For this reason, the BVI's environment should maintain a level of industry high enough to sustain tourism longevity. Van Vuuren and Slabbert (2012) stated that a destination's *environment* is a key factor in motivating tourists to visit a destination. However, for tourism managers and stakeholders to implement corrective measures to make the BVI a more marketable tourism product, they need to ensure the social and economic growth of the residents of the territory (Ridderstaat et al., 2014). Understanding what factors may influence tourist satisfaction could increase the BVI's competitiveness with other potential destination islands. Most importantly, an increase in the number of tourists equates to an increase in revenue; increased revenue directly contributes to the economic and social enhancement of the residents of the BVI (Begum et al., 2014).

A Review of the Professional and Academic Literature

The literature review section will include a comprehensive review of literature related to the study topic. The review section will begin with a discussion of the strategy for searching the literature. Then I will provide a critical analysis and synthesis of literature related to the theoretical framework of this study and the independent variables

(motivation to travel and destination image) and dependent variable (tourist satisfaction) of the study will follow a restatement of the study purpose and hypotheses. Also included in this section will be a discussion of the measurement of the study variables.

Literature Search Strategy

My use of a structured approach for searching the literature allowed for a comprehensive review of all sources. First, I selected the key terms for searching the literature from the study topic, which included the theoretical framework and study variables. The initial keyword search terms were *tourist satisfaction, destination image, motivation to travel, tourism, and customer satisfaction, and loyalty, expectancy-disconfirmation theory, perceived expectations, tourism destination, and destination competitiveness*. Opting to use the key terms and variations to search databases I found in the Walden University Library proved to be most useful in developing this review. The key sources in my search included Science Direct, Taylor and Francis Online, Sage Journal, Emerald Management, and Hospitality & Tourism Complete. Valuable information also came from Google Scholar and the EBSCOhost database. A search of all referenced databases resulted in identifying valuable literature sourced from peer-reviewed journal articles, books, and relevant government offices (see Table 1).

Table 1

Literature Review Source Content

| Literature review content | Total # | # less than 5 years at date of graduation | % total peer-reviewed Less than 5 years at graduation date |
|---------------------------|---------|---|--|
| Peer-reviewed journals | 106 | 95 | 0.89% |
| Books | 3 | 2 | 0.67% |
| Nonpeer reviewed | 9 | 5 | 0.27% |
| Older articles | 2 | 0 | 0.00% |
| Other | 2 | 2 | 0.01% |
| Total | 122 | 104 | 0.85% |

Application to the Applied Business Problem

The purpose of the quantitative correlational study was to examine if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. The first predictor variable was destination image. Push and pull motives, another predictor variable, consisted of 13 predictor variables: (a) push knowledge, (b) push sightseeing variety, (c) push adventure, (d) push relax, (e) push lifestyles, (f) push family, (g) pull event and activities, (h) pull sightseeing variety, (i) pull easy access and affordability, (j) pull history and culture, (k) pull variety seeking, (l) pull adventure, and (m) pull natural resources. The criterion variable was tourist satisfaction. The population was comprised of departing tourists in the British Virgin Islands (BVI) from the period of March 2017 to April 2017. The implications for this study of positive social change include contributing to the economic enhancement of the BVI, which may help to generate employment and entrepreneurship opportunities for residents and sustainability benefiting the local community.

Theoretical Framework

Oliver's (1980) expectancy-disconfirmation theory provided the theoretical framework for this study. According to this theory, an individual will act in a particular way because the expectation that a certain outcome follows the act (Oliver, 1980). Disconfirmation is a visitor's expectation of the performance of a facet normally attributed to the enhancement of a visitor's travel experience such as the aesthetics of a country (Oliver, 1980). For example, the aesthetics of the BVI includes beaches, courteous locals, accommodations, and location, to name but a few. According to Moital, Diaz, and Machado's (2013) findings, which support Oliver's theory, because of the experience of enjoying these attributes as opposed to relying on perceived expectations, visitors can unreservedly declare whether their perceived expectations matched or exceeded their experience. This example demonstrates the core of the expectancy-disconfirmation theory, which gauges and disconfirms visitors' perceptions of their intended stay (Moital et al., 2013).

Oliver (1980), developed expectancy-disconfirmation theory—a cognitive theory of customer satisfaction—based on customers making postpurchase evaluative judgments concerning a specific buying decision. This concept defines the importance of visitor's satisfaction in a destination as an emotional response to his or her experience (Oliver, 1980). In other words, if the visitor's experience of the destination complies with previously formed perceptions of the destination, the visitor will make a positive evaluation of the purchase thus signifying that he or she are a satisfied tourist. By this same measure, if a visitor's experience does not comply with expectations the tourist may

be dissatisfied (Sukiman et al., 2013).

Oliver's (1980) theory relied on the notion that people are either satisfied or dissatisfied because of a positive or negative difference between expectation and perception. The positive or negative difference is comparative to their expectations before a visit or receiving a service, and the experience after a visit or receiving a given service (Oliver, 1980). Establishing this comparative difference indicates the customer's level of satisfaction (Oliver, 1980). In this way, the theory can be imperative to understanding the key role that tourist satisfaction plays in a destination's ability to remain sustainable and profitable (Ridderstaat et al., 2014). Furthermore, the degree of customer satisfaction relates to sustainability regarding a destination's competitive advantages and differentiation from alternative destinations (Sukiman et al., 2013). According to Wong and Dioko (2013), Oliver's expectancy-disconfirmation theory can be used as an indicator of a destination's performance.

In their study, Wong and Dioko (2013) explored the outcomes of customer satisfaction among tourists and found that the measurement of performance solely depends on expectation and/or disconfirmation. Wong and Dioko concluded that to outperform the destination competitors, a service provider must deliver a higher level of service that outweighs the value of customer cost. Similarly, Sukiman et al. (2013) conducted a study measuring tourist satisfaction of international and domestic visitors on holiday in Pahang, Malaysia. The aims of their study included three primary objectives: measuring the gap between tourist expectations and experiences, determining levels of tourist satisfaction using the holiday satisfaction (HOLSAT) model, and recommending

improvement strategies (Sukiman et al., 2013).

Although the expectancy-disconfirmation theory is the most commonly used theory, the notion of tourists having previous expectations before receiving the service followed by a comparison of their perceived outcome of the service in order to determine if the tourist was satisfied or dissatisfied can be looked at through different theoretical lens (Deng, Yeh, & Sung, 2013). Oliver and Swain (1989) presented a different perspective and used the equity theory to analyze tourist satisfaction based on the relationship between the sacrifices, rewards, expected value, time, and costs the visitors sustained. No variable within their study relied on whether the customer received more value than spent regarding price, time, and efforts (Oliver & Swain, 1989). Furthermore, normative theory establishes the tourist's need for meeting a norm (Correia, Kozak, & Ferradeira, 2013). The normative theory allows tourists to compare their present experience of a destination with an alternative or different experience (Correia et al., 2013; Sukiman et al., 2013). In their study, Cheng, Fang, and Chen (2015) used perceived performance, which measures the overall satisfaction based on the actual performance, regardless of the visitor's prior expectation. My objective with this study was to understand whether visitors are either satisfied or dissatisfied because of a positive or negative difference between expectation and perception *before* and *after* their travel experience to the BVI.

Although Oliver's (1980) expectancy-disconfirmation theory, which measures customer satisfaction based on tourists' experience, differs from Correia et al.'s (2013) normative theory, which focuses on tourists' perceptions, these theories are similar in that

tourists tend to make judgments regarding their destination experiences based on their original perceived expectations (Correia et al., 2013; Das & Ryan, 2016). If tourists' judgments about the destination are positive, they are likely to be more satisfied (Das & Ryan, 2016). Thus, Das and Ryan (2016) recommended that when studying tourist satisfaction, a need exists for increased understanding of the antecedent behind the evaluation versus the acceptance of the simple assessment. Otherwise, the true knowledge of the clients' emotional experience might be limited (Das & Ryan, 2016). Hence, my goal of comprehending the antecedent destination image along with push and pull motives to travel behind tourist satisfaction made Oliver's expectancy-disconfirmation theory appropriate for this study.

The BVI

The BVI tourism sector is a key component in the territory's socio-economic development and prosperity (Cohen, 1995 ; BVI Tourism Board, 2016). Located 60 miles east of Puerto Rico (PR), the BVI has exquisite white sandy beaches, historical sites, and numerous cultural attractions (BVI Tourism Board, 2016). The BVI also has fishing, picturesque blue waters, sailing, and dive sites (BVI Tourism Board, 2016). The BVI has an excellent environment for tourism development with beautiful waters and unique diving excursions (BVI Tourism Board, 2016). Many researchers have identified tourism as the main industry for economic growth in many countries (Njoroge, 2015). Tourism is one of the two economic pillars in the BVI and contributes to the country's economic growth (BVI Tourism Board, 2016; Njoroge, 2015). As a result, enhancing the

tourism and hospitality industry may be destined to play a pivotal role in the BVI's future economic prosperity.

During the 1960s, when most Eastern Caribbean countries opted towards self-rule to break away from colonialism, the BVI chose to remain dependent, a decision that ultimately impacted the determination to decline full membership within the West Indies Federation (BVI Tourism Board, 2016; Njoroge, 2015). As a result, in 1962, the BVI formally became a dependent territory of the British (BVI Tourism Board, 2016; Njoroge, 2015). The BVI includes 60 cays and islets with four main islands: Tortola, Virgin Gorda, Anegada, and Jost Van Dyke (BVI Tourism Board, 2016; Njoroge, 2015). From the early 1960s, the BVI government invested and implemented strategies to contribute to the growth and prosperity of the economy (Cohen, 1995).

Tourism in the BVI contributes to 40% of the gross domestic product and the remainder comes from international banking and other industries (BVI Tourism Board, 2016; Development Planning Unit, 2015). According to the most recent census data in 2013, the BVI's population is 29,151, with an average household monthly income of \$2,452.73, and an average expenditure of \$1,000.00 (Development Planning Unit, 2015). More than half of the BVI population came from migration (Cohen, 1995). Many nationalities came to the BVI to seek employment, particularly in the hospitality industry, which includes yacht charters (Cohen, 1995).

The reason for developing the yacht chartering industry within the BVI tourism product was to highlight the uniqueness of its entire, pristine natural environment (BVI Tourism Board, 2016). The natural environment is responsible for many of the people

visiting the BVI and is behind the BVI's nickname "Nature's Little Secret" (BVI Tourism Board, 2016; Cohen, 1995). Cohen (1995) stated that the opening of Little Dix Bay Resort and the first yacht chartering company in 1969 helped with the prosperous economy. The BVI has a visitor expenditure of \$458.50 million, a 1.09 % increase from the year 2013 (Development Planning Unit, 2015). Of the total expenditures, 53% attributes to yacht charters, 27% hotels, 10% other, and 7% cruise ship (Development Planning Unit, 2015). The Development Planning Unit (2015) indicated that in 2014, 513,118 tourists visited the BVI, an increase of 1% arrivals from 2013. Of these arrivals, 70% came from the United States, 7% from Canada, 4% from the United Kingdom, 4% from France, 3% from Germany, and 13% from other countries (Development Planning Unit, 2015).

BVI government officials see the tourism industry as a priority for maintaining and improving the well-being of the territory (BVI Tourism Board, 2016). Political stability in tourism allows the people of the BVI to develop further and enhance infrastructure, such as widening the territory's airspace and roads and accommodating the expansion of a cruise ship pier, which is necessary for tourism to flourish (Cohen, 1995). However, Dwyer, Pham, Forsyth, and Spurr (2014) noted that government support and the current tourism budget allocated for marketing and promotion activities of tourism in the BVI are insufficient compared to other Caribbean islands. Because of the accessibility to these islands, the alternative Caribbean islands have a competitive advantage to the BVI (Dwyer et al., 2014). Thus far, the BVI tourism product includes guaranteed sustainability (BVI Tourism Board, 2016). This sustainability is produced by

both local managers and entrepreneurs who work to not only increase the influx of tourists but also the level of their satisfaction (Begum et al., 2014). This factor, combined with the increase in revenue, will also help to strengthen the BVI's position in the global market as a potential tourism avenue (BVI Tourism Board, 2016).

A tourism destination is a destination that has various products and services to meet visitor needs (Lamsfus et al., 2013). A visitor selects a tourist destination based on whether he or she believes the destination has all the desired amenities (Buhalis & Amaranggana, 2013). Therefore, as Lamsfus et al., (2013) stated, most tourists' perceptions of a destination are a result of information gathered from various travel information boards. To identify one destination over another destination, it is necessary to look at a combination of various components in the destination that can satisfy the traveler's perception prior, during, and after a trip (Chung, Lee, Lee, & Koo, 2015). Additionally, Buhalis (2000) added that to qualify as a tourism destination, destinations should be measured according to the six A's:

- Attractions: natural, man-made, artificial, purpose built, heritage, and special events
- Accessibility: transportation comprised of routes, terminals, and vehicles
- Amenities: accommodation, catering facilities, retailing, and other tourist services
- Available Packages: pre arranged packages by intermediaries and principals
- Activities: jet skiing, hiking, tours
- Ancillary Services: services used by tourists, such as banks, post offices, telecommunication, newsagents, and hospitals

The potential to mainstream tourism was established as agriculture became limited, and to some nonexistent (O'Neal, 2012). As time progressed through slavery in the BVI, agriculture became dominant and soon after mass production of sugarcane became the norm of most British Caribbean colonies (O'Neal, 2012). Similarly sugar cane became the main crop of the BVI, which allowed the BVI to conduct foreign trade with Danish West Indies islands for instance St. Thomas and other nearby islands (O'Neal, 2012). In the mid-1960s, the BVI began to seek interest in financial services and tourism known as the *twin pillars* (BVI Tourist Board, 2016).

O'Loughlin (1962) recommended that the BVI pursue tourism as their main source of economic development, which may likely bring a higher standard of living to the population. The acceptance of the O'Loughlin report validated the construction of Laurance Rockefeller's Little Dix Bay Hotel in Virgin Gorda in 1964 as the promotion and development strategy of the tourism era in the BVI (Cohen, 2010). After, Prospect Reef Hotel featured 131 rooms in Road Town, Tortola (O'Neal, 2012). The Development Planning Unit (2015) indicated that in 1981, 154,500 tourists visited the BVI--an increase of 782% arrivals from 1967.

Of the twin pillars, tourism is the most important industry employing a large percentage of both local and nonnationals skilled, and professional positions in the territory, equating to many local entrepreneurs within the industry (O'Neal, 2012). The main reason for tourism is to temporary escape from everyday life routines, stress, and constraints (Rasouli & Timmermans, 2014). During this economic growth of the BVI, Hillmer-Pelgram (2013) labeled the BVI as the "Sunny Success Story" because of the

fast growth noted far more than in any other British Caribbean islands. Therefore, it is vital that the BVI maintain and continue the transformation of the tourism-based economy in the BVI.

Tourism Motivation

Many researchers, who have studied tourist behavior, try to understand what tourists do and why they make the decisions to do what they do (D'Avanzo & Pilato, 2014). Tourists' motivation is one of the major factors behind choosing a destination over another as related to the ultimate goal of remaining profitable (Pratminingsih, Rudatin, & Rimenta, 2014). The focus of earlier researchers was to understand the reasons why tourists travel (Crompton, 1979; Dann 1981), and these reasons are a crucial factor for comprehending tourist behavior (Tangeland, Vennesland, & Nybakk, 2013). However, before examining the various sources, establishing a definition of motivations is vital for presenting the research. According to Zhang and Peng (2014), motivation is a set of needs that persuade persons to act and to find a way to obtain satisfaction. With this definition as a baseline, the research indicates that motivation is one of the major factors that drive tourists' decisions to choose a destination of choice (Pratminingsih et al., 2014). As a major factor in understating tourist motivations, researchers with a history of studying tourist behavior focused primarily on understanding two main factors: (a) what tourists want to do on their vacation and (b) why they make the decisions to do what they do (D'Avanzo & Pilato, 2014). While the research landscape before 2016 focuses on what tourists want to do on their vacation and why they make the decisions to do what

they do (D'Avanzo & Pilato, 2014), Crompton's (1979) and Dann's (1981) studies offered some of the earliest research into tourist motivations.

Crompton's (1979) and Dann's (1981) research suggested more fundamental approach and included the basic question as to why tourists travel, as a crucial factor in understanding tourist behavior (Tangeland et al., 2013). The literature also strongly reflects that tourism officials, who are aware of tourist behavior, used insights into these questions to develop strategies to capitalize on benefits from tourist behavior, tourist expectations, and travel experiences to encourage future travel (Battour, Ismail, Battor, & Awais, 2014; Grafeld et al., 2016; Kim, Kim, & King, 2016). Building on the earlier definition of motivation being a set of needs that persuade persons to act and to find a way to obtain satisfaction (Zhang & Peng, 2014), Crompton offered the perspective that inspiration or enthusiasm can influence an individual to accomplish an event as a quest for personal satisfaction. With this understanding, tourist's motivation fall into four travel market segments: (a) business travel, (b) government or corporate business travel, (c) visitation of friends and relatives, and (d) pleasure vacation travel (Crompton, 1979).

Maslow's (1954) hierarchy of needs model is a useful tool for understanding tourism motivation. This five-stage model depicts a hierarchal pyramid of needs based on physiological needs (Maslow, 1954). These needs form two categories portraying higher-level needs and lower level needs for self-actualization (Adiele & Abraham, 2013). Maslow's five-stage model pyramid depicts, in descending order, from top to bottom the following: biological and physiological needs, safety needs, love and belongingness needs, esteem needs, and self-actualization needs.

The model advances the idea that of accomplishment before the feat of self-actualization, an individual attain the hierarchy of needs according to the Maslow's (1954) pyramid. Maslow proposed that this model helps to explain the process individuals undergo in fulfilling psychological needs. This model proposed fulfilling lesser needs before higher needs. For example, if an individual is hungry or homeless, (a base or lower need) considering the virtues of career opportunities (need to fulfill self-actualization) will be irrelevant (Maslow, 1954). Following this notion, this example holds that self-actualization occurs following fulfillment of all other needs. Further expansion of this model shows the placement of lower or basic psychological needs such as hunger, thirst, shelter, and sexuality at a higher priority level than needs promoting self-actualization (Adiele & Abraham, 2013; Maslow, 1954).

Next, in the Maslow's (1954) pyramid model hierarchy is the safety needs aspect. This element includes description of needs, such as security, protection from pain, fear, and anxiety (Adiele & Abraham, 2013; Maslow, 1954). Safety needs also include the need for sheltering dependency, order, and lawfulness (Adiele & Abraham, 2013; Maslow, 1954). Conceptually, after attaining the previous needs, there is now a need for belongingness, which involves love, affection, emotional security, social acceptance, and a sense of identity (Adiele & Abraham, 2013; Liu & Mattila, 2015).

The next level is the higher needs or esteem needs (Maslow, 1954). With these needs, the focus of the needs elevates to less basic needs such as achieving goals and gaining approval, as well as recognition from ones' peers (Adiele & Abraham, 2013). At the top of the needs pyramid is self-actualization, which is self-fulfillment through the

realization of potential and ability based on the need for comprehension and insight into society and the world (Maslow, 1954; Moscardo, Dann, & McKercher, 2014). In contrast to Maslow's (1954) pyramid model, other studies present a slightly different perspective on tourism motivational factors.

Although Crompton (1979) was the first to expound on the classification of tourist motivations into push and pull tourism factors, Dann (1981) was the first to use these terms *push and pull factors*. Crompton's research identified two distinct types of socio-psychological motivations as drivers of the fundamental aspects of tourist's decision-making process. The first driving force is the initial decision to travel, whereas the second plays a role in deciding to choose a destination, location, or event (Crompton, 1979). Researchers widely accept the theory of both push and pull motivational factors (Battour et al., 2014; Bhargava, 2013; Chung Koo & Kim, 2014; Dann, 1981; Naidoo & Rughoonauth, 2015; Seebaluck, Munhurrun, Wang, Luo, & Tang 2015). The concept behind this theory is that people travel based on a push by internal forces and a pull from external forces, while considering the composition of a destination's attributes (Canziani, & Gladwell, 2014; Chung et al., 2014; Gursoy et al., 2015; Kraftchick & Byrd, 2014). There are two types of motives to travel, which are push motives and pull motives (Chung et al., 2014; Kayat, Sharif, & Karnchanan, 2013; Maslow, 1954).

Push motives to travel. Push motives originating from Maslow's (1954) hierarchy of needs model are intrinsic motivations that provide fundamental goals and needs that are the basis of behavior motivation (Chung et al., 2014; Kayat et al., 2013; Maslow, 1954). Accordingly, Prebensen, Woo, Chen, and Uysal, (2012) and Jensen

Lindberg and Østergaard, (2015), push factors correlate to a tourist's need to make a trip, the experience, and the destination they seek. Therefore, these needs have influenced the individual to act on them from an emotional conundrum requiring them to mentally escape from their daily routine (Radicchi, 2013; Šimková & Holzner, 2014). Nassar, Mostafa, and Reisinger (2015) identified the following four push factors of motivation to travel to a destination: (a) leisure and recreation, (b) visiting friends and relatives, (c) health and wellness, and (d) religion. Mody, Day, Sydnor, Jaffe, and Lehto, (2014) and Lehto (2014) identified additional common push factors, such as novelty, seekers, and socializers. Šimková and Holzner (2014) claimed that escaping from the daily routine and workplace and fulfilling social needs, such as meeting other people and experiencing something unique or unusual are the needs of the tourist. Crompton (1979) singled out eight motivational push factors:

- Escape is the change in environment, which allows travelers to explore, discover, evaluate and reevaluate the destination.
- Relaxation is an individual's method of attaining mental rest often via engaging in activities outside their normal routine.
- Prestige is the traveler's desire to travel to the destination that does not have heavy tourist traffic.
- Regression is the traveler's vacation that allows him/her to distance one's self from their normal surroundings to engage in behavior that is outside the scope of his/her usual practice.

- Enhancement of kinship relationships is the traveler's desire to be brought closer together with family and friends to strengthen bonds.
- Facilitation of social interaction is the traveler's desire for socialization, meeting new people and experiencing different aspects of life.
- Novelty is the tendency of tourists to desire experiencing new activities and unvisited destinations.
- Education is the tourist's desire to learn the history of his/her destination location to enhance his or her vacation experience.

Pull motives to travel. Pull factors deemed as extrinsic motivations, which are a result of the attractiveness of the image of the destination (Seebaluck et al., 2015). The destination image refers to characteristics that attract visitors to visit the destination (Crompton, 1979). Pull motives fall into four categories: historical and heritage attractions; cultural and cuisine experiences; rest and relaxation facilities; and family and friend bonding opportunities (Leong, Yeh, Hsiao, & Huan, 2015). Many tourists evaluate the destination image based on the destination's characteristics (Kayat et al., 2013; Zhang Xiaoxiao, Liping, & Lin, 2014). Hence, the ideal situation requires the needs of the visitors due to the above factors that individuals use to decide on their destinations (Kayat et al., 2013; Leong et al., 2015; Zhang et al., 2014). Chen and Chen (2015) stated that a combination of push and pull factors attract a different type of travelers seeking various values.

Some would argue that pull factors are more straightforward and identifiable because they are external making the visited location easier to compare (Caber &

Albayrak, 2016; Lai & Vinh, 2013; Pretense et al., 2012; Tangeland et al., 2013).

However, the pull factors that attract one visitor to a destination could significantly vary from the pull factors that attract another visitor to the same destination (Prayag & Hosany, 2014; Prebensen et al., 2012). The destination choice originates from tourists' assessments of a location's qualities and includes factors such as natural and cultural attractions, social opportunities, physical amenities and facilities, nightlife, and ambiance (Kim et al., 2016; Lacher, Oh, Jodice, & Norman, 2013; Prayag & Hosany, 2014). Kassean and Gassita, (2013) and Mussalam and Tajeddini, (2016) listed culture link, accessibility, products, quality, advantage, events, ecological attributes, shopping, and natural amenities as examples of pull motivations.

History of push-pull motivation to travel. The push-pull concept is among the considerable number of works on tourism motivation (Chen & Chen, 2015; Li, Zhang, & Cai, 2013; Tangeland et al., 2013) and there are empirical studies that distinguish the many push-pull factors. Crompton (1979) conducted one of the earliest investigations into motivation to travel. Crompton identified nine common push-pull motivation factors behind an individual's decision to travel: (a) escape, (b) exploration, (c) relaxation, (d) prestige, (e) regression, (f) enhancement of family relationship, (g) social interaction, (h) novelty, and (i) education. Furthermore, Li et al. (2013) used 82 push-pull items and identified 10 push-pull motivational factors: (a) escape and relax, (b) fulfillment of unprecedented experiences, (c) business, (d) child education, (e) development, (f) relationship and family togetherness, (g) natural scenery, (h) self-development, (i) shopping, and j) nostalgia. An additional push-pull motivation factor analysis conducted

by Scholtz, Kruger, and Saayman (2013) found six motivational factors : (a) escape, (b) finances (c) socializing and exploration (d) family, and (e) wildlife experience.

Moreover, Chen, Bao, and Huang (2014) surveyed persons to understand what their motivations were and identified four motivations to travel factors: (a) interaction, (b) self-actualization, (c) destination experience, and (d) escape and relaxation. For aforementioned, Dan's (1977) concepts were the underlying basis for identifying the push-pull motivation to travel factors to examine why an individual would be motivated to travel.

Similarly, Correia et al. (2013) examined the relation of motivation to travel and tourist satisfaction, and found three push-pull motivations to travel factors that are: (a) novelty, (b) knowledge, and (c) facilities. Lee and Hsu's (2013) study also found three push-pull motivational factors: (a) cultural experiences (b) leisure, and (c) psychology and self-expression. Additionally, Li and Ryan (2014) explored what motivates Chinese tourists to visit North Korea, and discovered that tourists were curious and mysterious, noting that curiosity was the most significant factor in the decision to visit a country. The more the destination is mysterious, the more visitors want to travel to the location (Lin & Ryan, 2014). However, some travelers would rather not visit a destination that is too crowded (Li & Ryan, 2014). Mody et al. (2014) identified the motivational responsibility for international and domestic travelers visiting India. Three push-pull motivational factors singled out were: (a) novelty, (b) seekers, and (c) socializers (Mody et al., 2014).

There is no single instrument established as the benchmark for motivational factors. In fact, the devised methods of measurement vary to fit parameters of specific

research. However, this review identifies a series of valid questions related to each variable as a reasonable basis for measurement. Chapter 1, Table 2 indicates the variable and related questions.

Table 2

Variable and Related Questions

| Variable | Definition | Question |
|----------------------|--|---|
| Tourism motivations | Motivation is a set of needs that persuade persons to act and to find a way to obtain satisfaction. | What is your primary reason for traveling? Why did you take this particular vacation? Why did you decide to travel at this time? What do you hope to get out of this vacation? |
| Push factors | Push factors correlate to a tourist's need to make a trip, the experience, and or the destination they seek | Rate the following travel reasons from most important to least important: Escape, Relaxation, Prestige, Regression, Relationships, social interaction Novelty, Education. Of these topics, which is the most important and why? How long since your last vacation? |
| Pull factors | Pull factors are considered as extrinsic motivations, which are a result of the attractiveness of the image of the destination | What about this location made you want to visit? How did you find out about this location? What attributes of this location attraction did you enjoy most? How did you learn of this location? |
| Destination image | The accumulated mental images that a person has of a destination as a result of their interaction with the tourism products and services | What did you like about the images you saw of the destination? What was your impression of the location based on the images you saw? What image attracted you the most? What image attracted you the least? How did the image make you feel about this destination? |
| Tourist satisfaction | The essence of consumer's experiences with products and services | Would you come back to this location? What was your favorite part of the visit? Which was your favorite part of this visit? Which was your least favorite part of this (<i>table continues</i>) |

| Variable | Definition | Question |
|----------|------------|---|
| | | Visit? Is this location better or worse than other locations you have visited and why? What was your first impression of the location upon arrival? Did the location live up to your expectations? |

Note: Tourism motivations definition and questions retrieved from Zhang and Peng (2014); Push factors definition and questions retrieved from Prebensen, Woo, Chen and Uysal (2012); Pull factors definition and questions retrieved from Seebaluck et al. (2015); Destination image definition and questions retrieved from Gunn (1972); Tourism satisfaction definition and questions retrieved from Belanche, Casaló and Guinalfú, (2012) and Dayour and Adongo, (2015).

Table 2 does not include every conceivable question of a customer; however, the table presents measurable responses from guests. Aside from possible questions posed in a survey setting, previous literature also suggested that researchers adapt scales to explore specific motivational factor (Prayag & Hosany, 2014). Caber and Albayrak (2016) aim to determine whether any other items should be included in the measurement tool to identify push-pull motivation to travel factors. The measurement of push-pull factors depends on the attributes of the destination, which represent the perceptions of the destination (Prayag & Hosany, 2014). Hence, understanding the visitor's push-pull motivation to travel to a destination may explain a visitor's choices and their repeat visitation (Wang, Luo, & Tang, 2015).

Travelers get a push from a psychological factor or they get a pull from external forces based on the destination's attributes (Leong et al., 2015; Seebaluck et al., 2015). Travelers search for simultaneous satisfaction of their needs and want, which makes their motivational factors multifaceted (Bhargava, 2013). Along with push-pull motives, the

characteristic of the destination helps the individual determine which destination to visit. Therefore, Kim, Oh, and Jogaratnam's (2006) and Mohammad and Som's (2010) classification of push-pull factors is in a survey modified to fit the BVI.

In summary, targeting tourists by the activities they pursue enables tourism authorities to identify and understand tourist travel-related behavior by observing their patterns and needs (Kim et al., 2016). Many scholars studied the relationship between motivation and visitor satisfaction while defining the motivation factors influenced by tourist satisfaction respectively in their study (Caber & Albayrak, 2016; Lee & Hsu, 2013; Lee, Kang, & Lee, 2013). Almeida, Correia, and Pimpão, (2014) proclaimed that other scholars suggested that offering fresh air as a motivational factor is insufficient for a satisfactory experience. For this reason, many other factors affect the tourism destination selection to ensure tourist satisfaction (Caber & Albayrak, 2016; Prayag, Hosany, Muskat, & Del Chiappa, 2015).

Destination Image

The destination image is an independent variable in the proposed study that references the impressions a tourist may acquire based on different pre-conceived notions about a destination (Battour et al., 2014; Crompton, 1979; Ramseook-Munhurrin, Seebaluck, & Naidoo, 2015). In tourism literature, no consensus exists on a universal definition of destination image; however, Gunn (1972) was among the first scholars to propose a theory of destination image formation. This theory purports that images represented the accumulation of mental images that a person has for a destination because of their interaction with the tourism products and services. This baseline definition led to

other researchers examining various aspects of destination image formation (Jiménez-Zarco & Izquierdo-Yusta, 2015; Llodrà-Riera, Martínez-Ruiz, Özdemir, & Şimşek, 2015; Rajesh, 2013). One such study focused on understanding the influences of destination image on traveler's intentions to travel to certain destinations (Deng et al., 2013; Kayat et al., 2013; Özdemir & Şimşek, 2015; Zhang, Fu, Cai, & Lu, 2014). Another related study focused on the relationships between destination image and relevant variables, such as tourist service quality, tourists' satisfaction, and their impact on intentions to return to a particular destination (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016; Tan & Wu, 2016; Tosun, Dedeoğlu, & Fyall, 2015; Zhang et al. 2014). As the research reflects, image and imagery proved to be a very informative variable in understanding the impact of destination image that lent to a deeper look into travelers' image-related decisions (Stylos et al., 2016; Tan & Wu, 2016; Tosun et al., 2015; Zhang et al., 2014).

Cognitive and affective are two concepts of destination image derived from other studies by Agapito, Oom do Valle, and da Costa Mendes (2013) and Chung et al. (2015). Imagery allows the ability to formulate pre- and post- judgments regarding destination image based on any external stimuli received (Agapito, et al., 2013; Chung et al., 2015). According to Zhang et al. (2014), the cognitive concept refers to the interpretation of knowledge and beliefs regarding the physical attributes of a destination. The affective concept refers to the individual's feelings, while pertaining to the attributes and the natural environments (Költringer & Dickinger, 2015). This behavior implies that cognitive stimuli fall under the pre-judgments of knowledge and beliefs; whereas,

affective stimuli the visitor post visit to the destination, how they feel about attributes and natural environments (Prayag et al., 2015).

Agapito et al. (2013) agreed with the cognitive and affective concepts examined by Zhang et al. (2014), but also introduced a third concept. Agapito et al.'s theory stated that destination image comprised of three components: cognitive, affective, and conative. The cognitive component is the evaluation of destination attributes; affectively refers to one's emotions and feelings towards the intended destination; and lastly conative component speaks to a person's intention to visit a destination (Choi et al., 2015; Ryu, Decosta, & Andéhn, 2016; Xie & Lee, 2013).

With the third conative component introduced, further research touched on other aspects of tourist behavior (Elliot & Papadopoulos, 2015). Elliot and Papadopoulos (2015) claimed that while cognitive and affective components added an emotional consideration to the destination images, visitors based their decision to recommend the destination to others as a result of the conative component (Llodrà-Riera et al., 2015). The belief is that global evaluations refer to the overall image perceptions of visitors (Kayat et al., 2013; Prayag & Hosany, 2014). Some researchers stated that all three components should be measured together to satisfy the tourist interests and personal needs (Papadimitriou, Apostolopoulou, & Kaplanidou, 2013; Servidio, 2015).

Destination image influences tourists' buying behavioral patterns towards a specific destination, and as a result affected tourist satisfaction (Deng et al., 2013; Kayat et al., 2013; Seebaluck et al., 2013). Destination image impacts tourist satisfaction, which in turn affects the intentions of a revisit (Phillips, Wolfe, Hodur, & Leistrizet,

2013; Suhartanto & Triyuni, 2016). Ramseook et al. (2015) stated that in the mind of a visitor, destination image could be very persuasive, determining both purchasing decisions and a visitor's intentions to visit or revisit. Tawil and Al Tamimi (2013) also listed and described three components of destination image which include: the product - the quality of the destination's attributes; the behavior and attitude of the destination hosts -how the destination accommodated the consumer; and the environment -weather, scenery, and facilities. Island destinations image equates to an exotic destination, which includes pristine beaches, white sand, blue sea, landscape, biodiversity, and vibrant culture to attract visitors (Lucrezi& van der Walt, 2016; Seebaluck et al., 2013). Ramseook-Munhurrun et al. (2015) argued that beaches are major attractions for the tourism industry and the beaches were a motivational factor for tourists to visit island destinations. Studies drew distinctions based on the quality of a destination image as related to customer satisfaction.

Assaker and Hallak (2013) agreed with Zhang et al. (2014), in that destination image does influence future returns based on consumer satisfaction. Assaker and Hallak argued that the more favorable the destination image was, the higher the result in overall customer satisfaction. Many researchers stated that customer satisfaction influences future customer behavior (Deng et al., 2013; Kayatet al., 2013; Seebaluck et al., 2013). Additionally, researchers argued that a positive image of a destination reinforces the traveler's decision to visit; however, a negative image will deter a traveler from visiting (Chen, Chen, & Okumus, 2013; Chen & Phou, 2013; Pietila & Fagerholm, 2016; Zhang et al., 2014).

By contrast, Kayat, Sharif, and Karnchanan (2013) recognized that destination image directly and indirectly influences customer satisfaction and behavioral intentions. Quintal, Phau, and Polczynski (2014) proclaimed that when the positive image overshadows a negative image, tourists are more eager to visit. Quintal et al. (2014) suggested a logical correlation that positive destination images produce increased customer satisfaction. A destination must align its destination image with its customer satisfaction goals as interrelated factors that influence the tourist buying process (Stylos et al., 2016). Furthermore, Ryu et al. (2016) and Cucculelli and Goffi (2016) advanced the notion that tourists' perceptions of a destination do affect the destination image and its sustainability. Tourists' perceptions further exemplify the importance of destination image as related to a tourist destination to maintain a competitive stance in the industry.

For a destination to remain competitive, the destination must find strategies to maximize earnings and always maintain the positive destination image comparable with alternative destinations (Mwaura, Acquaye, & Jargal, 2013). The destination should implement strategies to promote and attract more visitors in this competitive environment. Mwaura et al. (2013) stated that although promotional campaigns can be expensive, the awareness that the campaign brings to the destination enhances the images of the destination. Destinations maintain and enhance their image to increase tourism receipts, income, employment, and government revenues among other contributions of international tourism (Ramseook-Munhurrun et al., 2015).

The conceptualization of destination image varies based on each researcher's study (Olya & Altinay, 2016). The cognitive, affective, and conative components of

destination image should be included in the destination images evaluation process because the exclusion of any component may result in an incomplete measurement (Rasoolimanesh, Jaafar, Marzuki, & Mohamad, 2015). Rasoolimanesh et al. (2015) recommended that future researchers should use guidelines for measuring destination image based on four criteria: (a) attributes and holistic components; (b) functional and psychological characteristics of the attributes and holistic components; (c) integrated, unique and common features of a particular destination; and (d) use of qualitative and quantitative methodology to measure the quality of the destination image. Examining various push-pull motivations to travel and the impact of the destination image can logically advance the review to an analysis of the next variable, tourist satisfaction and its essential role in understanding and maintaining profitability.

Tourist Satisfaction

Tourist satisfaction or customer satisfaction is an integral component of marketing that affects customer retention, profitability, and competitiveness (Kärnä, 2014).

Customer satisfaction is the key to securing customer loyalty and long-term financial performance (Deng et al., 2013; Kärnä, 2014). Understanding customer satisfaction brings a positive reaction to an organization, such as long-term benefits, customer loyalty, and organizational profitability (Cheng et al., 2015; Grafeld et al., 2016; Kärnä, 2014). In every market, an organization must define customer satisfaction (Kärnä, 2014). Understanding the impact of a satisfied tourist allows the competitiveness of the destination increases through customer retention and the destination sustainability.

Belanche, Casaló, and Guinalú, (2012) and Dayour and Adongo, (2015) identified satisfaction as the essence of consumer's experiences with products and services. Quality is a determining factor in the consumer's intent to repurchase a product or service (Ali, Dey & Filiferin, 2015). Quality is a clear and concise indication of how customers emotionally evaluate their experiences (Altunel & Erkut, 2015). Therefore, the destination should ensure that quality of the product or services consume, produces a satisfied tourist with the intent to repurchase.

Some researchers completed an extensive investigation into tourist satisfaction with their chosen tourism destinations (Grafeld et al., 2016; Rajaratnam et al., 2014; Rajesh, 2013). The goal was to understand the influence(s) of tourist satisfaction based on their intentions to travel to a destination (Caber & Albayrak, 2016). Researchers examined other influences of tourist satisfaction such as tourist service quality and the impact on intentions to return (Kim, Holland, & Han, 2013; Marković & Raspor Janković, 2013; Prayag, Hosany, & Odeh, 2013; Rajesh, 2013). In previous studies includes variables such as motivation, destination image, and tourist satisfaction however, no one study included all three variables. Tourist satisfaction is the tourists' overall evaluation of the destination experience, which fulfills their desires, expectations, and needs (Ramseook-Munhurrin et al., 2015). Tourist satisfaction is the visitor's emotional response that precedes their cognitive responses to the service experience (Cong, 2016). As mentioned by Ramseook-Munhurrin et al. (2015) and Cong (2016), tourist satisfaction is the tourist's assessment of the destination's characteristics. Therefore, based on their experience satisfied tourists are likely to return

to the destination and recommend the destination to others (Araslı & Baradarani, 2014). Various factors that affect the level of satisfaction influence a tourist's perception of a destination (Araslı & Baradarani, 2014). Identified factors are accommodations, restaurants, attractions, environment, accessibility, and safety (Chew & Jahari, 2014). Moreover, Belanche et al. (2012) and Dayour and Adongo (2015) agreed that the destination's products and services influence tourist satisfaction. Hence, the outcome of high levels of satisfaction leads to repeated purchase of services and vacations, as well as positive word-of-mouth (WOM) referrals (Confente, 2014; Ramseook-Munhurrun et al., 2015).

Chung et al. (2015) stated that there are three reasons to guarantee that consumers are satisfied: positive WOM, recurrence in customer visits, and addressing complaints promptly. WOM leads to the recommendation of a product or service to family and friends; repeat customers bring a steady source of income (Yeoh, Othman, & Ahmad, 2013). Dealing with complaints may be very expensive and time-consuming; however, positive handling of complaints leads to a good reputation for an organization (Ogbeide, Böser, & Harrinton, 2015). When a destination follows the three reasons as explained by Chung et al. the destination becomes more competitive to the alternative; thereby, improving the destination's sustainability in the tourism industry.

Furthermore, to understand customer satisfaction, it is important to distinguish between the overall satisfaction and the tourist satisfaction with an individual attribute of the tourism experience (Rajesh, 2013). Rajesh (2013) stated that satisfaction might be a psychological state of mind that the tourist brings to the destination, based on the

destination preconceptions. Rajesh also noted that there are three types of satisfaction related to tourist experiences: (a) emotional response: response to an emotional or cognitive judge; (b) objects of customer satisfaction: a response to specific focus of the trip; and (c) a response to a particular moment of the trip. Regarding products, these three stages would occur before purchase, after the purchase, and after consumption respectively (Rajesh, 2013).

Past researchers indicated that tourist satisfaction is also an excellent indicator of repurchase intention (Phillips et al., 2013; Su, Swanson, & Chen, 2016). Tourism leaders should always satisfy their customers to retain them (Phillips et al., 2013; Su et al., 2016). Ultimate guest satisfaction also requires tourism officials to be able to identify and modify services, which affect the tourist's experience and the destination product for maximum satisfaction (Kayat et al., 2013; Hosany, 2014). Constant effort is also an imperative for tourism officials to improve the tourism experience by understanding the components that impact the ability to increase consumer satisfaction and visitation (Simpson & Siguaw, 2013). These factors ultimately result in the improvement of the financial feasibility and success of the organization (Kayat et al., 2013; Prayag & Hosany, 2014; Simpson & Siguaw, 2013).

Summary

This review included examination of research that draws distinct parallels and relationships between factors that influence tourist behavior based on the Oliver's (1980) expectancy-disconfirmation theory. This theory states that an individual will act in a way because of the expectation of a certain outcome (Oliver, 1980). Disconfirmation is a

visitor's expectation of the performance of a facet normally attributed to the enhancement of a visitor's travel experience, such as the aesthetics of a country (Oliver, 1980). In support of this theory, Zhang and Peng (2014) focused on the three primary variables in discussing the expectancy-disconfirmation theory: tourism motivations, destination image, and tourist satisfaction.

First, I draw the parallels between motivation to travel and what components drive people to travel. Building on the baseline definition of motivations as presented by Zhang and Peng (2014), motivations are a direct result of eight internal push factors and several external pull factors that are the root of travel motivations (Crompton, 1979). Through an examination of these factors, the literature revealed that destination image, another significant variable that influences tourist behavior, played a large role in traveler's decision-making processes helping to shape push-pull factors (Caber & Albayrak, 2016; Kayat et al., 2013; Özdemir & Şimşek, 2015; Zhang et al., 2014). Furthermore, research revealed that not only was destination image influential in shaping travelers' motivations before taking a trip (Gunn, 1972), destination image also played heavily on influencing the travelers' level of satisfaction when comparing their experience with their expectation (Kärnä, 2014). Satisfaction being the factor that affects customer retention, profitability, and competitiveness (Kärnä, 2014), a direct relationship exists between tourism motivations, destination image, and the customer's ultimate satisfaction (Kim et al., 2016; Prayag & Hosany, 2014).

Transition

Section 1 began with a discussion on the importance of understanding tourist satisfaction for leaders can improve the BVI tourism industry. However, some tourism officials and managers in the BVI do not know whether a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. Therefore, I will use a quantitative correlational study to examine if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. According to Oliver's (1980) expectancy-disconfirmation theory, an individual will act in a way because of the expectation of a certain outcome.

Section 2 will include the role of the researcher, lists eligibility criteria for the participant, and describes research method I chose for this study. In the section, I will also provide information on the sampling technique used, a discussion of the data collection, the instrument used for data collection, and its reliability and validity, and finally, the data analysis. Section 3 will include a presentation of the findings, a discussion regarding the applicability of professional practice, information on the implications for social change, recommendations for action and further research, reflections, and the conclusion of the study.

Section 2: The Project

Section 2 will begin with a restatement of the purpose of the study, followed by a discussion of the role of a researcher, the study participants, the research method, and the population and sample strategy. I will also discuss issues associated with conducting ethical research, the instrumentation, and the data collection and analysis techniques. The section will end with a discussion of study validity.

Purpose Statement

The purpose of the quantitative correlational study was to examine if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. The first predictor variable was destination image. Push and pull motives, another predictor variable, consisted of 13 predictor variables: (a) push knowledge, (b) push sightseeing variety, (c) push adventure, (d) push relax, (e) push lifestyles, (f) push family, (g) pull event and activities, (h) pull sightseeing variety, (i) pull easy access and affordability, (j) pull history and culture, (k) pull variety seeking, (l) pull adventure, and (m) pull natural resources. The criterion variable was tourist satisfaction. The population was comprised of departing tourists in the British Virgin Islands (BVI) from the period of March 2017 to April 2017. The implications for this study of positive social change include contributing to the economic enhancement of the BVI, which may help to generate employment and entrepreneurship opportunities for residents and sustainability benefiting the local community.

Role of the Researcher

In a quantitative study, the role of the researcher may include (a) data gathering, (b) analyzing and interpreting data, and (c) presenting the study results (Eide & Showalter, 2012; Freire, Santos, & Sauer, 2016). For this study, I used a survey in the data collection process; participants received a paper survey during the process of clearance entering the BVI. Because of the security levels at various ports of entry, I received a letter of cooperation to gain directed access to participants (see Appendix A), reducing any potential bias towards the study (see Breiby, 2015). I had participants complete a paper-and-pencil paper survey, anywhere convenient to them, because of the likelihood that Internet service may not be available (see McPeake, Bateson, & O'Neill, 2014).

Working in various sectors of the tourism industry before 2015, I had already read documents where stakeholders of the BVI community suggested some tourists might not be satisfied with the BVI tourism product. Numerous external factors in the BVI contribute to tourists' experiences, which includes sea and land-based activities. I did not interact with any participants of the study either in a professional or personal relationship manner. The data collected were trustworthy and adhered to the protocols outlined in the *Belmont Report* (U.S. Department of Health and Human Services, 1979). In accordance with the *Belmont Report* guidelines, participants had the opportunity to decide whether to participate in the study and receive the respect they deserve (see U.S. Department of Health and Human Services, 1979). Participation was strictly voluntary, ensuring all individuals fully understood they could outright refuse to participate or withdraw at any

time. I treated each participant in an ethical manner as required by the human subject protocols identified in the *Belmont Report* (U.S. Department of Health and Human Services, 1979).

For ethical guidance compliance, I completed the online course entitled Protecting Human Research Participant and earned certificate number 1613158 (see Appendix B). In accordance with the *Belmont Report*, I granted all persons participating in this study the rights of respect, beneficence, and justice (see Manasanch et al., 2014). Beneficence is the researcher's ability to maximize benefits and reduce risks (Annoni et al., 2013; Quintal et al., 2014). The researcher must not cause any harm to the participants before, during, or after the study (Quintal et al., 2014). Furthermore, I was careful to ensure the distribution of surveys among the participants occurred in a just and fair manner (see Wester, 2011).

Participants

To participate in this study, participants had to meet specific eligibility criteria. The participants had to be noncitizens or nonresident visitors of the BVI entering at any port of entry into the BVI. Individuals of 18 years of age or older could participate in the study as a measure of protection to the participants. The participants were tourists departing from the BVI during the period of March 2017 to April 2017. Providing visual aids helped me in encouraging visitors to participate (see Alameda-Pineda et al., 2016; Farrell et al., 2014; Kumer, Recker, & Mendling, 2016). To gain access to participants, all monitors located at all ports of entry displayed several advertisements informing the visitors about the survey. The advertisements included a description of the survey

purpose, the benefits of participating, eligibility criteria, the directions for survey completion and return, and instructions for obtaining a survey. The advertisement also included a statement that all participants were required to read the implied consent form before completing the survey (see Appendix C). I received a letter of cooperation to gain directed access to participants because of the security levels at various ports of entry(see Appendix A). When conducting a paper survey, participants tend to misplace their survey; therefore, alternate avenues to collect a survey were available (see Edelman et al., 2013; Kaur Mann & Kaur, 2016; Khan, Xiang, Aalsalem, & Arshad, 2013). In the event of any misplaced surveys, participants had the opportunity to obtain a survey from either ferry terminals or airport departure lounges. Participants had the option to withdraw from the study at any time, either by not completing or by not turning in the survey into a lock box at any port of departure.

Research Method

The method for this study was quantitative. The quantitative research method is the appropriate method for studies when researchers gather numeric data to examine the relationship (if one exists) between or among variables when answering the research question/s. (Reinholds et al., 2015; Rozin et al., 2012; Zhang et al., 2016). It can also examine how one or more variables affect or influence other variables (Barry et al., 2013; Pekar & Brabec, 2016; Seisonen, Vene, & Koppel, 2016; Zhang et al., 2016).

Testing the null hypothesis was the next course of action and the researchers used the quantitative method to test null hypotheses using parametric and non-parametric statistical tests (Aoyagi et al., 2015; Sanfilippo, Casson, Seyhan, Mackey, & Hewitt,

2016; Schneider, 2015). Quantitative researchers use statistical procedures to evaluate relationships among the various distinct variables in the study (Aoyagi et al., 2015; Olesen & Petersen, 2016; Schneider, 2015). Quantitative researchers also collect data from a sample, hoping to be able to generalize the results to a larger population (Cokley & Awad, 2013; Hitchcock & Newman, 2013; Schneider, 2015). This study involved examining the relationships that may exist between destination image, push and pull motives to travel, and tourist satisfaction in the BVI. Furthermore, within quantitative research, researchers statistically analyze numerical data (Schneider, 2015; Turner et al., 2013; Venkatesh et al., 2013). Therefore, by using a quantitative method in this study, I tested whether a statistical relationship existed between destination image, push and pull motives to travel, and BVI tourist satisfaction.

In this study, I collected numeric data using Likert-type items to examine the relationship (if any) between the study variables. A quantitative methodology was selected for this study, as the focus was on identifying any potential correlational relationship among variables and testing the null hypotheses (see Barry et al., 2013; Sanfilippo et al., 2016; Schneider, 2015). For this quantitative study, a deductive method was essential because the deductive method begins with a theory, then derives hypotheses and then test the hypotheses; therefore, a qualitative or mixed method would not have been appropriate (see Feisinger, 2013; Venkatesh et al., 2013; Zandvavian & Daryapoor, 2013).

Research Design

The design I selected for this study was correlational. The correlational design is an appropriate design when the researcher seeks to examine a non-causal relationship between or among variables (see Bleske-Rechek, Morrison, & Heidtke, 2014; Croker, 2012; Mosing et al., 2016). In this study, my objective was to examine whether a noncausal relationship existed among two independent variables (push and pull motive to travel and destination image) and one dependent variable (tourist's satisfaction). The researcher cannot manipulate the independent variables, nor randomly assign participants to levels of the independent variable, when conducting an experimental design (Al-Jarrah et al., 2015; Thorarensen, Kubiriza, & Imsland, 2015). In this study, the manipulation of destination image did not occur, along with the push and pull motives to travel, without me randomly assigning of people to each variable; therefore, I could not examine results using an experimental design (see Benredouane, 2016; Chirico et al., 2013; Howard et al., 2014). Additionally, the comparative design was not an appropriate design because my objective was not to make comparisons between variables (Atchley et al., 2013; Sharma, 2013; Yu-Jia, 2012).

Population and Sampling

The target population for this study included BVI tourists who visited between the period of March 2017 to April 2017. The estimated population of tourists for this time period was 152,190 (Development Planning Unit, 2015), which included visitors from places, such as the United States, Canada, the United Kingdom, France, Germany, Holland, Italy, Sweden, Spain, Argentina, Brazil, Venezuela, Organization of Eastern

Caribbean States countries, the French West Indies, and the Netherland Antilles (Development Planning Unit, 2015). The study population included noncitizens or nonresident visitors entering at any of the 10 ports of entry in the BVI. Individuals access the 10 ports of entry from Tortola (which has four air and seaports), Virgin Gorda (which has three air and seaports), Anegada (which has two air and seaports), and Jost Van Dyke (which has one seaport) (Development Planning Unit, 2015).

I used a nonprobability convenience sampling technique to identify participants for the study, as opposed to a probability sampling method, using random selection. Using a nonprobability sampling method, researchers unsystematically select participants; therefore, there is no guarantee that all members of the population had an equal chance of inclusion in the sample (see Azzalini, 2016; Baker et al., 2013; Skowronek & Duerr, 2009). The most common nonprobability sampling techniques are purposive and convenience sampling (Baker et al., 2013; Guest, Bunce, & Johnson, 2006; Ho, 2015). Convenience sampling refers to the availability of potential participants or the convenience of the researcher, which may not represent the target population (Baker et al., 2013; Guest et al., 2006; Wallace, Clark, & White, 2012). Convenience sampling allows a researcher to make generalizations based on the sample studied; hence, one drawback is the potential internal bias by the researcher (Agyemang, Nyanyofio, & Gyamfi, 2014; Dutang, Goegebeur, & Guillou, 2016; Nagara & Okoli, 2016). Convenience sampling is one of the most used sampling techniques because it is fast and inexpensive and the participants are more readily available (Bornstein et al., 2013; Dutang et al., 2016; Nagara & Okoli, 2016). In contrast, random sampling is relatively

straightforward, but very costly, with results more generalizable (Asendorpf et al., 2013; Barr et al., 2013; Janssen, 2013).

The sample size in a study should be large enough to satisfy the analysis used (Button et al., 2013; Laud & Dane, 2014; Thorarensen et al., 2015). A researcher must choose a population capable of providing a sample size adequate for generating sufficient data (Holland & Kopp-Schneider, 2015; Muskat, Blackman, & Muskat, 2012). Using a robust sample size is imperative for a researcher to interpret the study results accurately (Arseneau & Balion, 2016; Button et al., 2013; Holland & Kopp-Schneider, 2015).

To determine the needed sample size, I used a sample size calculator and conducted a power analysis. The sample size calculator was G* Power, a statistical software package researchers use for conducting an apriori sample size analysis (Faul, Erdfelder, Buchner, & Lang, 2009). A power analysis, using G*Power version 3.1.9 software, determined the appropriate sample size for the study. An apriori power analysis, assuming a medium effect size ($f = .15$), $\alpha = .05$, indicated a minimum sample size of 135 participants was required to achieve a power of .80. Increasing the sample size to 236 increased power to .99. Therefore, I sought out between 135 and 236 participants for the study. Using a medium effect size ($f = .15$) and $\alpha = .05$ was appropriate for this study as displayed in Figure 1.

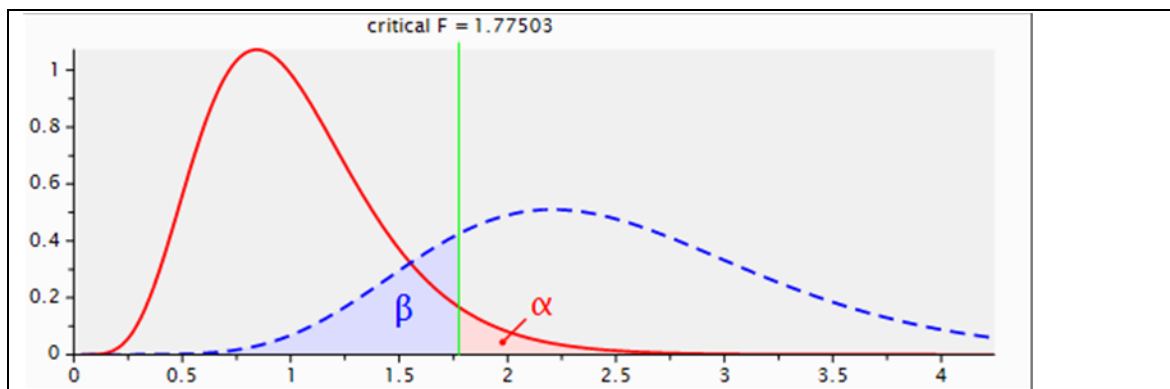


Figure 1. Power as a function of sample size.

Ethical Research

The researcher's sole responsibility is to protect participants and to ensure the quality of the research results (Eide & Showalter, 2012). In this study, to comply with the *Belmont Report's* ethical guidelines, I took specific steps to protect the rights and confidentiality of research participants. The first step was to ensure participants received and read the information on the implied consent form before completing the survey.

Because of the security levels at various ports of entry, I received a letter of cooperation to gain directed access to participants. Therefore, I confirmed that all prospective participants were 18 years or older, and that the participant read the implied consent and consent form before completing the survey (see Appendix A). The survey included written instructions reminding the participants of when to complete the survey and where to return the completed survey at the end of their visit. As participants stood in line waiting for processing by an official at all ports of entry for admittance, visitors were able to view several advertisements about the survey displayed on monitors. The advertisements established ethical assurances by explaining rights of study participants

and protecting the participants' rights to privacy, ensuring confidentiality, and maintaining honesty.

I notified all prospective participants that to participate, they must be over the age of 18 and categorized as a noncitizen or nonresident visitor (see Appendix A). The implied consent and consent forms indicated the measures followed when conducting this research. In the case of a misplaced survey, participants had the opportunity to receive an additional survey in the departure lounge either at ferry terminals or airports.

Participants had the option to withdraw from the study at any time, either by not completing the survey or by not turning the survey into the appropriate entity. To avoid coercion, there were no incentives associated with participating in this study. I choose not to include incentives to ensure participants' decision to participate in the study remained unaltered by financial gain. The storing of data for 5 years on a secure computer was to help protect the rights of participants. The data collected will be password protected and only accessible to me. There is the electronic erasing of the data from the computer, after 5 years. Also, I will keep the completed surveys, and any printed information will be locked away and destroyed by secure shredding after 5 years.

Data Collection Instruments

No existing instrument exists to gather data on all variables for the study. Unobservable variables in the study are psychological constructs, and using an existing instrument is typically most appropriate when measuring such constructs (Barry et al., 2013; Davies, Smith, Windmeijer, & Martin, 2013; Slaney & Racine, 2013). Instead, I created a self-developed survey, with individual survey items to measure the study

variables. Although more challenging and labor intensive to develop, there are certain advantages with developing a unique, purpose-specific survey. For example, a self-developed survey ensures the inclusion of the variables and concepts a researcher must measure based on a detailed review of the literature (Bettoni et al., 2014; Buchanan, Siegfried & Jelsma, 2015; Granko, Wolfe, Kelley, Morton, & Delgado, 2014). Opting for a self-developed survey allows a researcher to prepare each question specific to the research questions of the study (Bettoni et al., 2014; Buchanan et al., 2015; Granko et al., 2014). The instrument for the proposed study is a paper survey. Also, a self-developed instrument can systematically address issues of validity and reliability explained under the Data Collection Section. Table 3 includes a summary of the variables in the survey, listed in the order they appeared in the survey instrument.

Table 3

Variable Measurement

| Variable | Survey item # | Level of measurement |
|--|---------------|----------------------|
| Demographic (gender) | 1 | Ordinal |
| Demographic (purpose of visit) | 2 | Ordinal |
| Demographic (islands to be visited) | 3 | Ordinal |
| Demographic variable (BVI arrival method) | 4 | Ordinal |
| Demographic variable (nationality) | 5 | Ordinal |
| Demographic (has been to the BVI before) | 6 | Ordinal |
| Demographic (household income) | 7 | Ordinal |
| Destination image (predictor variable) | 8 | Nominal |
| Push and pull motives to travel (predictor variable) | 9 | Nominal |
| Tourist satisfaction (criterion variable) | 10 | Ordinal |

Demographic Survey Items

The first section of the survey instrument included demographic questions. The demographic information collected were gender, the purpose of visit, islands visited, BVI arrival method, nationality, prior visit to the BVI, and household income. I measured each demographic variable using a single question at an ordinal level.

Destination Image

The second section of the survey instrument included questions to gather the data on the study's independent and dependent variables (destination image, push and pull

motives to travel, and tourist's satisfaction). I measured the first independent variable, destination image, using a single question at the nominal level of measurement. Assaker and Hallak (2013) and Stylidis, Belhassen, and Shani (2014) studied destination image and measured this variable using a single item because of the various dimensions of destination image. The intent was to use a modified version of the single item Assaker and Hallak used to measure destination image. Assaker and Hallak's single item was, "How would you describe the image that you have of that destination before the experience" (p. 604). Participants provided answers using a 5-point Likert-type scale. The scale ranged from 1 (*not all satisfied*) to 5 (*extremely satisfied*), with high scores indicating exceptional levels of destination image and lower scores indicating unsatisfactory levels of destination image (Assaker & Hallak, 2013). Similar to previous studies, the emphasis was on an overall evaluation of destination image, using the scale above, rather than analyzing the individual components of the destination image construct (Assaker & Hallak, 2013; Prayag et al., 2015; Zhang et al., 2014).

Push and Pull Motives to Travel

The second section of the survey instrument also included questions, at the nominal level of measurement, to gather the data on the study's independent construct of push and pull motives to travel. Kim, Oh, and Jogaratnam (2006) and Mohammad and Som (2010) studied push and pull motives to travel and measured the variable using multiple items. The intent was to use a modified version of the instrument that Kim et al. and Mohammad and Som used to measure push and pull motive to travel to fit the needs of the BVI. Push and pull motives of this study consisted of 13 predictor variables: (a)

push knowledge, (b) push sightseeing variety, (c) push adventure, (d) push relax, (e) push lifestyles, (f) push family, (g) pull event and activities, (h) pull sightseeing variety, (i) pull easy access and affordability, (j) pull history and culture, (k) pull variety seeking, (l) pull adventure, and (m) pull natural resources. Participants provided answers using a 5-point Likert-type scale. The scale ranged from 1 (*not at all satisfied*) to 5 (*extremely satisfied*), with high scores indicating exceptional levels of push and pull motives to travel and lower scores indicating unsatisfactory levels of push and pull motives to travel.

Tourist Satisfaction

I measured the dependent variable, tourist satisfaction, as a continuous variable at the ordinal level of measurement. Assaker and Hallak (2013) studied tourist satisfaction and measured this variable using a single item to understand the overall visitor satisfaction with the visitor visit to a destination. Assaker and Hallak's satisfaction scale contained one item intended to measure the overall tourist satisfaction with visitors experience to the BVI. This single item from Assaker and Hallak is, "How would you describe your overall satisfaction with your stay in that destination" (p. 604). Participants provided answers using a 5-point Likert-type scale. The scale ranged from 1 (*not all satisfied*) to 5 (*extremely satisfied*), with high scores indicating exceptional levels of tourist satisfaction and lower scores indicating low levels of tourist satisfaction.

Instrument Reliability and Validity

I conducted a pilot test to assess validity and reliability of the instrument using specific methods described in the following Data Collection Technique section. The study involved measuring each variable using one item based on how researchers have

measured the variables in previous studies. Because there was no existing survey instrument available for my study, no published reliability and validity information was available.

Data Collection Technique

I used a paper survey to collect data. Some researchers stated that data collection is often the most costly and time intensive portion of research (Baker et al., 2013; Dunn et al., 2014; Pires et al., 2016). Three advantages for using paper surveys are: (a) allowing participants to complete a survey anywhere, (b) helping in reducing any bias towards the researcher, and (c) paper responses are at a higher rate than web-based surveys (Cahill, Pierce, Werner, Darley, & Bobersky, 2015; Hohwü et al., 2013; McPeake, Bateson, & O'Neill, 2014). The disadvantage of using paper surveys is the high cost of printing not associated with using a web-based survey (Binu & Misbah, 2013; Cahill et al., 2015; Sue & Ritter, 2012).

After distributing the survey to participants, I conducted a field test and a pilot test to assess validity and reliability of the instrument. Researchers use a field test to assess the survey instrument for content validity (Chakraborty, Fry, Behl, & Longfield, 2016; Harshman & Yeziarski, 2016; Li, Scott, & Walters, 2014). The field test for this study included four experts in the areas of academics and business practice to assess the survey instrument for content validity. Leggett et al. (2016) suggested the following guidelines for assessing questionnaire validity; the field test involved gathering information to answer three questions:

- Does the instrument look like a survey?

- Is the survey appropriate for the study population?
- Does the survey include all of the questions needed to answer the study research question and achieve the study objectives?

Flesch Reading Ease and Flesch-Kincaid grade level tests are methods used for checking readability (Eltorai et al., 2015; Hartley, 2016; Lenzner, 2013). The results of these tests for the consent form and survey instrument were 49.8 on the Flesch Reading Ease test and 15.6 on the Flesch-Kincaid grade level test, indicating the survey was suitable for the reader/participant. Based on results from the readability tests, no modifications of the survey instrument were necessary.

The experts agreed on the first question that the survey looks like a survey. Second, the experts agreed the survey is appropriate for the study population. Finally, the survey included all the questions to answer the research question. In addition, the field test involved a test for readability of the survey instrument. The subject matter experts agreed the survey questions would measure the variables as presented in Table 4. Four experts in the areas of academics and business practice reviewed the survey and gave feedback. The dialog between the experts provided qualitative feedback to enhance this survey. For instance, under the demographic section, the question stated, “which island will you be visiting?” Because the visitor completed the survey after their experience, the wording changed to “which islands did you visit?” Other than the changing the tense, they confirmed the questions created in the self-made survey instrument were appropriate for the sample population.

Table 4

Survey Questions' to Measure Variables

| Variable | <i>M</i> | <i>SD</i> |
|---|----------|-----------|
| Destination Image | 5 | 0.5 |
| Push Motives to Travel | 4.5 | 0.577 |
| Pull Motives to Travel | 4.5 | 0.577 |
| Tourist satisfaction (criterion variable) | 5 | 0.5 |
| Demographic (gender) | 4.5 | .0.577 |
| Demographic (purpose of visit) | 4 | 0.5 |
| Demographic (islands to be visited) | 4.5 | 0.577 |
| Demographic variable (BVI arrival method) | 4 | 0.5 |
| Demographic variable (nationality) | 5 | 0.5 |
| Demographic (has been to the BVI before) | 5 | 0.5 |
| Demographic (household income) | 5 | 0.5 |

Note. $N = 4$. Response options ranged from 1 (*strongly agree*) to 5 (*strongly disagree*).

Conducting test–retest procedures of the survey instrument enhanced the internal validity of the instrument based on any difficulties observed to gather evidence of reliability (Mello, Merchant, & Clark, 2013; Rickards, Magee, & Artino Jr, 2012; Van Teijlingen & Hundley, 2002). I administered the survey to a small convenience sample from visiting tourists using the test–retest procedure using 5 days for test–retest interval.

Participants read and signed the consent form prior to completing the survey. A period longer than 5 days may make the factors I measured to change and may alter the scores in the independent variable (tourist satisfaction; Becken & Wilson, 2013; Breiby, 2015; Dubois, Ceron, Gossling, & Hall, 2016).

Conducting test–retest procedures of the survey instrument enhanced the internal validity of the instrument based on any difficulties observed to gather evidence of reliability (Chang & Chang, 2016; Mello et al., 2013; Rickards et al., 2012). Researchers use the Pearson’s correlation coefficient and Spearman’s rho to measure instrument reliability (Baumester et al., 2016; Harshman & Yeziarski, 2016; Karyadi et al., 2014). I calculated the reliability of Questions 8–10, the questions measuring each of the study variables, using Pearson’s r . The Pearson’s correlation coefficient was at least tourist satisfaction and push motives were more than 0.7; hence, the parameters for the two constructs were reliable. Table 5 contains the results of the test–retest procedure for each of the study variables.

Table 5

Test-Retest Results for Study Variables

| Variable | Pearson’s r Correlation |
|----------------------|---------------------------|
| Destination image | .522 |
| Tourist Satisfaction | 1.000 |
| Push Motives | .891 |
| Pull Motives | .203 |

Note. $N = 8$

After the completion of the pilot studies, I published and printed the survey for distribution. Individuals identified as noncitizens or nonresident visitors, who are 18 years and older and entering the BVI at any ports of entry received a paper survey from the researcher (see Appendix A). The paper survey included written instructions guiding participants how to complete the survey and where to return upon completion at the end of their visit. In addition, all monitors located at all ports of entry and departure lounges displayed several advertisements informing the visitors about the survey. Because many ports in the BVI are normally open for extended hours, reoccurring advertisements were intended to motivate more visitors to participate in the surveys. In the event of any misplaced surveys, participants had the opportunity to obtain a survey from either ferry terminals or airport departure lounges.

Data Analysis

The research question for this study is: What is the relationship between destination image, push and pull motives to travel, and tourists' satisfaction? The hypotheses were as follows:

H_0 : There is no statistically significant relationship between destination image, push and pull motives to travel, and tourists' satisfaction.

H_a : There is a statistically significant relationship between destination image, push and pull motives to travel, and tourists' satisfaction.

Statistical Analyses

For statistical data analysis, I used multiple regression. Multiple linear regression is the appropriate method of quantitative data analysis when there is one interval

dependent variable and more than one interval or categorical independent variable (Donneau, Mauer, Lambert, Lesaffre, & Albert, 2015; Mehmood & Ahmed, 2016; Wang, Chiou, & Muller, 2016). The criterion variable in this study was tourist satisfaction, had an ordinal level of measure. The predictor variables in this study were destination image and push and pull motives to travel, which have ordinal measurement levels. Therefore, because this study involved more than two continuous variables, simple regression analysis cannot be used (Bakrania et al., 2015; Luchman, 2014; Rybak, Sternberg, & Pfeiffer, 2013). Multiple regression analysis helps in determining how much the independent variable explained the variation in the dependent variable and the independent variable improved the accuracy in predicting the values of the dependent variable (Gho & Zhang, 2014; Luchman, 2014; Nimon & Owsald, 2013).

Simple linear regression and Analysis Of Variance (ANOVA) are two types of quantitative statistics; however, they do not meet the needs for this study. ANOVA is appropriate with categorical independent variable and a continuous dependent variable to compare means (Dios et al., 2013; Hesamian, 2015; Pekar & Braver, 2016). Also, in ANOVA, the researchers seek to find the means among groups (Dios et al., 2013; Hesamian, 2015; Thorarensen, Kubiriza, & Imsland, 2015), which is not an objective of this study. With simple linear regression, the goal is to predict the value of a dependent variable based on the value of an independent variable (Ardhakupar, Sridhar, & Atrey, 2014; Brown, 2014; Wang et al., 2016). This study included an examination of the relationship (if any) between two independent variables and a dependent variable; therefore, simple linear regression was irrelevant to this study.

Assumptions

Researchers base multiple regression analysis on certain assumptions.

Researchers proposed five assumptions to be tested when using multiple regression analysis: (a) measurement error, (b) normality, (c) linearity, (d) multicollinearity, and (e) homoscedasticity (Dormann et al., 2013; Kim, Sugar, & Belin, 2015; Kock & Lynn, 2012). In the following subsections I will provide a discussion of each assumption of multiple regression.

Measurement error. Conducting multiple regression analysis may include the assumption of no error in the measure of variables (Blackwell, Honaker, & King, 2015; Shear & Zumbo, 2013; Stout, 2013). Cronbach's alpha is a common test for measurement when measuring multiple items (Osborne & Water, 2002; Tonetto & Desmet, 2016; Valim, Marziale, Richart-Martínez, & Sanjuan-Quiles, 2014). Therefore, for the variable push-pull motives to travel, I performed Cronbach's alpha test for measurement of error.

The results of the Cronbach's Alpha test indicated that the push motives (see Tables 6 and 7) subscale consisted of 25 items ($\alpha = .927$). The pull motives were indicated as well (see Tables 8 and 9) subscale had 12 items ($\alpha = .869$). In this case, with push motives having an alpha value of 0.927, which is approaching 1 indicates high reliability and high internal consistency of the underlying 25 items. For pull motives, an alpha value of 0.869 indicates high reliability and high internal consistency of the underlying items. Thus I can conclude that both test items are highly reliable and

consistency. I also note that push motives items are slightly more reliable than pull motives test items. Therefore, the questionnaire was highly reliable.

Table 6

Reliability Statistics for Push Motives

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .927 | 25 |

Table 7
Item-Total Statistics Push Motives to Travel

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|-------------------------------|-----------------------------------|--|--|
| Push1 | 95.0162 | 198.943 | .501 | .925 |
| Push2 | 94.7490 | 201.026 | .539 | .925 |
| Push3 | 94.8340 | 200.456 | .507 | .925 |
| Push4 | 94.7530 | 197.699 | .640 | .924 |
| Push5 | 95.1619 | 196.461 | .535 | .925 |
| Push6 | 95.0729 | 198.783 | .483 | .925 |
| Push7 | 95.2186 | 190.318 | .682 | .922 |
| Push8 | 95.3036 | 190.359 | .665 | .923 |
| Push9 | 95.2267 | 192.891 | .602 | .924 |
| Push10 | 94.9150 | 196.623 | .568 | .924 |
| Push11 | 94.7449 | 198.646 | .571 | .924 |
| Push12 | 94.9190 | 193.766 | .651 | .923 |
| Push13 | 94.9838 | 196.170 | .543 | .925 |
| Push14 | 94.9352 | 200.272 | .367 | .927 |
| Push15 | 94.8057 | 198.092 | .493 | .925 |
| Push16 | 94.9231 | 197.364 | .484 | .926 |
| Push17 | 94.6356 | 201.216 | .489 | .926 |
| Push18 | 94.9028 | 194.714 | .631 | .923 |
| Push19 | 95.3887 | 190.076 | .648 | .923 |
| Push20 | 95.3441 | 189.568 | .633 | .923 |
| Push21 | 95.3077 | 190.157 | .601 | .924 |
| Push22 | 95.3887 | 192.491 | .495 | .926 |
| Push23 | 95.2227 | 192.092 | .581 | .924 |
| Push24 | 95.5506 | 190.940 | .576 | .924 |
| Push25 | 95.2794 | 190.438 | .634 | .923 |

Table 8
Reliability Statistics for Pull Motives

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .869 | 12 |

Table 9

Item-Total Statistics Pull Motives to Travel

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected if Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|-------------------------------|--------------------------------------|---|--|
| Pull1 | 43.8866 | 41.711 | .544 | .859 |
| Pull2 | 44.2348 | 42.278 | .491 | .863 |
| Pull3 | 43.8623 | 40.615 | .686 | .850 |
| Pull4 | 43.9352 | 39.671 | .685 | .849 |
| Pull5 | 43.9393 | 39.919 | .679 | .849 |
| Pull6 | 43.8016 | 41.550 | .551 | .858 |
| Pull7 | 44.0648 | 41.654 | .546 | .859 |
| Pull8 | 43.8988 | 41.498 | .578 | .857 |
| Pull9 | 43.3725 | 43.381 | .512 | .861 |
| Pull10 | 43.5020 | 43.023 | .543 | .859 |
| Pull11 | 43.2955 | 45.469 | .370 | .868 |
| Pull12 | 43.1336 | 45.263 | .427 | .865 |

Normal distribution. I performed a visual inspection and created a histogram of each variable to test the assumption of normal distribution. Kolmogorov-Smirnov and Shapiro-Wilk test determine whether a normal distribution of each variable existed (Abbasi, 2013; Hanusz & Tarasińska, 2015; Rao, Kumar, & Rosaiah, 2015). In the research, the assessment of normality determined the specific statistical tests researchers utilize: parametric or non-parametric (Punzo, Browne, & McNicholas, 2016). The parametric test produces a bell-shaped curve versus a non-parametric (Fernandes, Madeiros, & Veiga, 2014; Punzo et al., 2016; Urbano, 2015). Researchers can use bootstrapping procedures when the data failed to meet the statistical assumption of normality (Hiller, Marshall, & Dunn, 2015; Kang, Harring, & Li, 2014; Saki, 2014).

Linear relationship. Another assumption for multiple regression that determines whether a linear relationship exists between variables (Hirudayaraj & Das, 2016; Li, Wang, & Yang, 2016; Valente, Castellanos, Vanacore, & Formisano, 2013). To test for linearity assumption, I created and inspected a scatter plotter of predicted and residual values for each variable (Li, 2015; Singh, Engel, Jansen, de Haan, & Buydens, 2016; Yan & Zhang, 2015). If linear relationships do not exist, researchers can use bootstrapping procedures to examine any possible influence of assumption violations (Kang, Haring, & Li, 2014; Marill, Chang, Wong, & Friedman, 2015; Saki, 2014).

Homoscedasticity. Homoscedasticity is the assumption that the variance of errors is similar at all levels of an independent variable. Conducting a scatterplot analysis helped to test for assumptions of homoscedasticity (Francq & Govaerts, 2014; Punzo et al., 2016; Urbano, 2015). To test whether a violation of homogeneity exists, I created and visually examined plots of residuals to test for homoscedasticity. The outcome was satisfactory.

Multicollinearity. Multicollinearity existed when a possible predictor-predictor redundancy phenomenon occurred (Amini & Roozbeh, 2016; Chandra & Sarkar, 2015; Kock & Lynn, 2012). Using a normal probability plot (P-P) of the regression standardized residual tested for multicollinearity (Amini & Roozbeh, 2016; Aslam, 2014; Chandra & Sarkar, 2015). To test for multicollinearity, I examined the correlation coefficients among the predictor variables.

Violation of assumptions. Violating assumptions can result in errors (Lu & Qiao, 2016; Rice, Traffimow, Graves, & Stauble, 2013; Sedgwick, 2014). There are two

types of errors, which can occur when using inferring statistical significance of the analysis (Akobeng, 2016; Rice et al., 2013; Sedgwick, 2014). Type I error when the researchers reject the true null hypothesis and Type II error results when the researchers do not reject a false null hypothesis (Delorme, Micheaux, Liquet, & Riou, 2016; Li & Mei, 2016; Liu et al., 2015). For example, decreasing the p -value, from .05 to .01, reduces the possibility of a Type I error, but also increases the likelihood of a Type II error (Delorme et al., 2016; Li & Mei, 2016; Liu et al., 2015). If the violation of an assumption exists, Punzo et al. (2016) suggested that researchers should use bootstrapping procedures. Therefore, I used the bootstrapping procedure to mitigate any violations of assumptions.

Interpreting Results

Descriptive designs include an examination of the current condition of a situation or circumstance (Correia & Kozak, 2016; Li et al., 2014; Montilla & Kromrey, 2016; Olya & Altinay, 2016). I used descriptive statistics to examine the distribution of data. Some of the measures included the standard deviation, mean, and variance. I used a preestablished probability standard of .05 for the alpha, or p -value, which is common in tourist satisfaction (Assaker & Hallak, 2013; Correia & Kozak, 2016; Liu et al., 2015). The related confidence interval for an alpha of .05 is 95%. A medium effect size ($f^2 = .15$) is appropriate based on a review of 29 articles where tourist satisfaction, as measured by destination image or motivation to travel, was the outcome measurement (Correia & Kozak, 2016; Li, Scott, & Walters 2014; Olya & Altinay, 2016).

Software and Data

Common software researchers use to analyze statistical data include Statistical Package for the Social Sciences (SPSS), Statista, and Microsoft Excel (Ahman et al., 2013; Ayatollahi, Golestan, Sharifi, Esform, & Shahcheraghi, 2013; Cori et al., 2013). Tourism industry researchers commonly use SPSS. As a result, I used the same. I obtained satisfactory results complying with the rules of procedure.

Before conducting data analysis, researchers visually inspect the survey data for missing, incomplete, or unusual information (Cai & Zhu, 2015; Kim et al., 2015; Zvoch, 2014). The purpose of data clean is to detect errors and remove these errors for quality improvement (Cai & Zhu, 2015; Kim et al., 2015; Zvoch, 2014). Data cleaning is important in statistical analyses (Cai & Zhu, 2015; Kim et al., 2015; Zvoch, 2014). To address missing data, the most popular method used is the deletion of any cases that have missing data (Kim et al., 2015; Punzo et al., 2016; Zvoch, 2014). Because of the use of a paper survey, the likelihood of missing data was minimal.

Study Validity

Study validity is the final consideration of the project. Validity is an important aspect of the study, which involves the integrity of conclusions drawn from the research (Barry et al., 2013; Baumeister et al., 2016; Chakraborti et al., 2016). There are two types of validity: internal validity and external validity (Baumeister et al., 2016; Chakraborti et al., 2016; Pericci & Pereira, 2016).

Internal Validity

Le Borgne et al. (2016) stated some internal validity could occur in instrumentation, statistical regression, selection, and testing. Williams and Aber (2015) stated that internal validity supports the notion that observed covariation correlates to a causal relationship. This study was a correlational study, and therefore, there were no threats to internal validity.

Statistical conclusion validity. The statistical conclusion of validity, there are two types of errors Type I and Type II (Akobeng, 2016; Lu & Qiao, 2016; Sedgwick, 2014). Rejection of a true null hypothesis is Type I error, and non-rejection of a false null hypothesis is when Type II error occurs (Kratochwill & Levin, 2014; Le Borgne et al., 2016; Pericci & Pereira, 2016). Three statistical conclusions of validity are instrument validity, data assumption, and sample size (Burgess & Thompson, 2013; Dialsingh, Austin, & Altman, 2015; Lu & Qiao, 2016).

Reliability of the instrument. Research study reliability mirrors the consistency of the study and instrument; therefore, the researchers should verify the survey instrument for reliability (Barry et al., 2013; Rickards et al., 2012; Trani, Babulal, & Bakhsh, 2015). Reliability increases the trustworthiness of the measurement tool and enabled subsequent researchers to reach similar conclusions in replications (Almeida, Ferreira, & Cavalcante, 2015; Barry et al., 2013; Trani et al., 2015). To ensure the reliability of the proposed study, I computed Cronbach's alpha using the variable push and pull motives to travel. Cronbach's alpha is relevant when multiple items exist within the scale to compare the coefficient of the sample to that of the instrument (Baral, 2015; Osborne & Water, 2002; Tonetto & Desmet, 2016). Cronbach's alpha provided a means

for testing the reliability of a survey instrument (Yunus, 2010). Scholars, such as Kim et al. (2006) and Mohammad and Som (2010), used Cronbach's alpha to test the reliability of instruments they used to measure the same variables as used in this study.

Data assumption. The five assumptions identified in the Data Analysis section are a normal distribution of variables, a linear relationship between the dependent variables, homoscedasticity, and lack of collinearity among the independent variables, and measurement error (Behr, 2015; Kim et al., 2015; Osborne & Water, 2002). Therefore, a violation of assumptions can result in errors, resulting in the use of a nonparametric procedure, such as discriminant analysis to analyze the data (Benner, Gugercin, & Willcox, 2015; Behr, 2015; Saart, Gao, & Kim, 2013). Bootstrapping procedures address violations of assumptions (Benito, Solana, & Lopez, 2014). Again, I used bootstrapping to address violations of assumptions.

Sample size. Kouveliotti and Vagenas (2015) stated that statistical validity depends on the sample size. Using an insufficient sample size for this study may result in an incorrect inference about the study. For this study, I conducted a G*Power 3.1.9.2 analysis to calculate a sufficient sample size. A priori power analysis indicates a minimum sample size of 135, assuming a medium effect size ($f = .15$), with $\alpha = .05$ to achieve a power of .80 while the power of .99 requires a sample size of 236. Therefore, a sample size of between 135 and 236 participants was appropriate for the study.

External Validity

External validity is the ability of generalization to the larger population (Raina, 2015). External validity refers to an instrument's ability to measure attributes of the

study's constructs (Walls et al., 2011). Threats to external validity represent factors that reduce the ability to generalize the study results to a larger population of study (Khorsan & Crawford, 2014; Oo, 2016; Raina, 2015). Therefore, using nonprobability sampling may limit the ability to generalize the results of the study to other population.

Transition and Summary

Section 2 began with the role of the researcher and the participants, who are visitors to the BVI. The research method and design I selected for this study were a quantitative correlational study using a paper survey to collect data through convenience sampling. I concluded Section 2 with a discussion on data analysis process using multiple linear regression and methods used to test the study's validity.

Section 3 will include a presentation of the findings, a discussion regarding the applicability of professional practice, information on the implications for social change, recommendations for action and further research, reflections, and the conclusion of the study. This will form a consolidated part of the paper. This section will aim to provide a comprehensive outlook on what will done and what should be done.

Section 3: Application to Professional Practice and Implications for Change

Introduction

The purpose of the quantitative correlational study was to examine if a relationship exists between destination images, push and pull motives to travel, and tourists' satisfaction. The first predictor variable was destination image. Push and pull motives, another predictor variable, consisted of 13 predictor variables: (a) push knowledge, (b) push sightseeing variety, (c) push adventure, (d) push relax, (e) push lifestyles, (f) push family, (g) pull event and activities, (h) pull sightseeing variety, (i) pull easy access and affordability, (j) pull history and culture, (k) pull variety seeking, (l) pull adventure, and (m) pull natural resources. The criterion variable was tourist satisfaction. The population was comprised of departing tourists in the British Virgin Islands (BVI) from the period of March 2017 to April 2017. The implications for this study of positive social change include contributing to the economic enhancement of the BVI, which may help to generate employment and entrepreneurship opportunities for residents and sustainability benefiting the local community. The results indicated that there was a statistically significant relationship between destination image, push and pull motives to travel, and tourists' satisfaction, so I had to reject the null hypothesis.

Presentation of the Findings

I used standard multiple linear regression analysis to determine if a relationship existed between the independent variables of destination image and push and pull motives to travel and the dependent variable of tourists' satisfaction. I will begin my discussion of the findings with descriptive statistics, assumptions, inferential statistics,

and the theoretical framework. I employed bootstrapping with 247 samples to mitigate the potential effect of any violation of assumptions. Presentations include bootstrapping of 95% confidence intervals where applicable.

Descriptive Statistics

I received a total of 257 survey responses, which resulted in 247 completed surveys for my analysis. A descriptive analysis of the data showed 247 visitors surveyed with more female tourists, 146, compared to 101 male tourists (see Tables 10–12). Tortola received most of the visitors (59.5%), while Anegada had the least number of visitors (4.0%). Virgin Gorda had the second largest number of tourists (19.0%), while Jost Van Dyke received 7.7% of the second least of the total tourists surveyed. The remaining 9.7% of the visitors toured other parts of BVI. Arrival at the ports of entry was mainly via ferry (68.8%), while arrival via air was the second largest means (23.9%). A small percentage (6.5%) of the tourists arrived via private charter. Private air and cruise ship arrivals each constituted 0.4% of all arrival means. Return visitors formed a 62.3% of the total tourists surveyed, with the remaining 37.7% as first-time visitors (see Table 10).

Almost half of the tourists (49.4%) were very satisfied with the destination image, while those extremely satisfied with the destination image were equally as many (40.9%). A small percentage of 1.2% was slightly satisfied with the destination image. While 8.5% of the tourists were not sure about their satisfaction with destination image, a considerably high percentage (61.5%) of the tourists were extremely satisfied, while 36.8% of the tourists were very satisfied. Only very small percentages (0.4%) of the

visitors were slightly satisfied. Those unsure about their satisfaction also formed a small percentage of 1.2% (see Table 10).

Table 10

Frequencies for Quantitative Study Variable

| Variable (survey response) | Frequency | Percent |
|-----------------------------|-----------|---------|
| Gender | | |
| Male | 101 | 40.9 |
| Female | 146 | 59.1 |
| Purpose of the visit | | |
| Vacation | 228 | 92.3 |
| Business | 10 | 4.0 |
| Seeking Work | 1 | .4 |
| Other | 8 | 3.2 |
| Island visited | | |
| Tortola | 147 | 59.5 |
| Virgin Gorda | 47 | 19.0 |
| Anegada | 10 | 4.0 |
| Jost Van Dkye | 19 | 7.7 |
| Other | 24 | 9.7 |
| Transportation | | |
| Air | 59 | 23.9 |
| Private Air | 1 | .4 |
| Cruise Ship | 1 | .4 |
| Ferry | 170 | 68.8 |
| Private Charter | 16 | 6.5 |
| Nationality | | |
| America | 26 | 10.5 |
| American | 169 | 68.4 |
| Antiguan | 1 | .4 |
| Argentinian | 2 | .8 |
| British | 5 | 2.0 |
| Canada | 2 | .8 |
| Canadian | 28 | 11.3 |
| Chinese | 1 | .4 |

(table continues)

| Variable (survey response) | Frequency | Percent |
|----------------------------|-----------|---------|
| Dominican | 1 | .4 |
| German | 1 | .4 |
| Irish | 1 | .4 |
| Italy | 1 | .4 |
| Kittitian | 1 | .4 |
| New Zealand | 2 | .8 |
| Nicaragua | 1 | .4 |
| Swedish | 4 | 1.6 |
| UK | 1 | .4 |
| Visited before | | |
| Yes | 154 | 62.3 |
| No | 93 | 37.7 |
| Income | | |
| Less than \$20,000 | 10 | 4.0 |
| \$20,000–\$39,999 | 10 | 4.0 |
| \$40,000–\$59,000 | 34 | 13.8 |
| \$60,000–\$79,999 | 27 | 10.9 |
| \$80,000–\$99,999 | 40 | 16.2 |
| \$100,000–\$149,999 | 32 | 13.0 |
| \$150,000–\$199,999 | 28 | 11.3 |
| Above \$200,000 | 66 | 26.7 |
| Destination image | | |
| Slightly satisfied | 3 | 1.2 |
| Unsure | 21 | 8.5 |
| Very satisfied | 122 | 49.4 |
| Extremely satisfied | 101 | 40.9 |
| Tourist satisfaction | | |
| Slightly satisfied | 1 | .4 |
| Unsure | 3 | 1.2 |
| Very satisfied | 91 | 36.8 |
| Extremely satisfied | 152 | 61.5 |

Note. N= 247. Noncitizens or nonresidents entering the BVI for leisure and not for business

Table 11

Descriptive Statistics Push Motives to Travel

| | Minimum | Maximum | <i>M</i> | <i>SD</i> |
|--------|---------|---------|----------|-----------|
| Push1 | 1.00 | 5.00 | 4.0081 | .81646 |
| Push2 | 2.00 | 5.00 | 4.2753 | .63528 |
| Push3 | 1.00 | 5.00 | 4.1903 | .71014 |
| Push4 | 1.00 | 5.00 | 4.2713 | .71802 |
| Push5 | 1.00 | 5.00 | 3.8623 | .92244 |
| Push6 | 1.00 | 5.00 | 3.9514 | .85401 |
| Push7 | 1.00 | 5.00 | 3.8057 | 1.04895 |
| Push8 | 1.00 | 5.00 | 3.7206 | 1.07015 |
| Push9 | 1.00 | 5.00 | 3.7976 | 1.02782 |
| Push10 | 1.00 | 5.00 | 4.1093 | .86497 |
| Push11 | 1.00 | 5.00 | 4.2794 | .74278 |
| Push12 | 1.00 | 5.00 | 4.1053 | .91346 |
| Push13 | 1.00 | 5.00 | 4.0405 | .92744 |
| Push14 | 1.00 | 5.00 | 4.0891 | .95857 |
| Push15 | 1.00 | 5.00 | 4.2186 | .88390 |
| Push16 | 1.00 | 5.00 | 4.1012 | .94669 |
| Push17 | 2.00 | 5.00 | 4.3887 | .68280 |
| Push18 | 1.00 | 5.00 | 4.1215 | .88886 |
| Push19 | 1.00 | 5.00 | 3.6356 | 1.11020 |
| Push20 | 1.00 | 5.00 | 3.6802 | 1.16125 |
| Push21 | 1.00 | 5.00 | 3.7166 | 1.18281 |
| Push22 | 1.00 | 5.00 | 3.6356 | 1.24484 |
| Push23 | 1.00 | 5.00 | 3.8016 | 1.10667 |
| Push24 | 1.00 | 5.00 | 3.4737 | 1.18180 |
| Push25 | 1.00 | 5.00 | 3.7449 | 1.11335 |

Table 12
Descriptive Statistics for Pull Motive to Travel

| | Minimum | Maximum | <i>M</i> | <i>SD</i> |
|--------|---------|---------|----------|-----------|
| Pull1 | 1.00 | 5.00 | 3.8340 | .98401 |
| Pull2 | 1.00 | 5.00 | 3.4858 | .99122 |
| Pull3 | 1.00 | 5.00 | 3.8583 | .92841 |
| Pull4 | 1.00 | 5.00 | 3.7854 | 1.02732 |
| Pull5 | 1.00 | 5.00 | 3.7814 | 1.00849 |
| Pull6 | 1.00 | 5.00 | 3.9190 | .99262 |
| Pull7 | 1.00 | 5.00 | 3.6559 | .98721 |
| Pull8 | 1.00 | 5.00 | 3.8219 | .96306 |
| Pull9 | 2.00 | 5.00 | 4.3482 | .82160 |
| Pull10 | 1.00 | 5.00 | 4.2186 | .82687 |
| Pull11 | 2.00 | 5.00 | 4.4251 | .72236 |
| Pull12 | 2.00 | 5.00 | 4.5870 | .67438 |

Assumptions Tests

To test assumptions related to multicollinearity, I reviewed the statistics provided for each variable in the study model in the correlation table, after conducting standardlinear regression analysis in SPSS. A sample size of 247 was sufficient to realize a power above 0.99. The Shapiro-Wilk testof normality indicated that the data significantly deviated from a normal distribution; destination image and tourism satisfaction had a $p < .001$ each, while push motives and pull motives Shapiro-Wilk test was significant at $p = 0.003$ and 0.002 respectively (see Table 13).

Table 13

Tests of Normality

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|----------------------|---------------------------------|-----|------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Destination image | .263 | 247 | .000 | .774 | 247 | .000 |
| Tourist satisfaction | .389 | 247 | .000 | .653 | 247 | .000 |
| Push motives | .061 | 247 | .025 | .982 | 247 | .003 |
| Pull motives | .075 | 247 | .002 | .980 | 247 | .002 |

^a. Lilliefors Significance Correction

The histogram (see Figure 2) showed a distribution of data not normal as some data were skewed to the far left, while some data points were exceptionally higher in frequency than the rest. The normal probability plot (P-P) also indicated that the data were not linear as the data points strayed from the diagonal line in a non-linear manner (see Figure 3). The scatter plot of residual versus predicted values also showed a lack of linearity in the data as there were outliers and most data points were on the negative side of the regression line (see Figure 4). The Durbin-Watson statistic is always between 0 and 4 (Field, 2013). A value of 2 means no autocorrelation exists in the sample (Field, 2013). Because the Durbin-Watson value was 1.864, which is clearly above 1.4 and within the acceptable range; therefore, no autocorrelation exists (see Table 14).

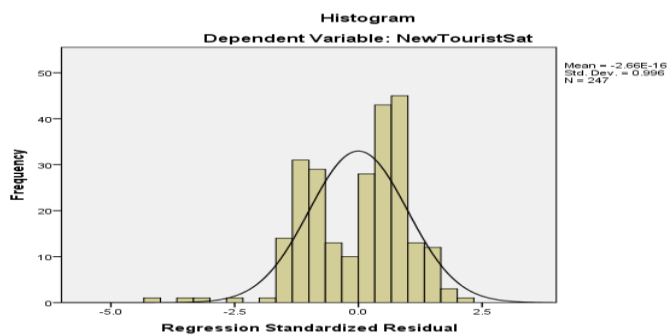


Figure 2. Histogram of the criterion variable: Tourist satisfaction.

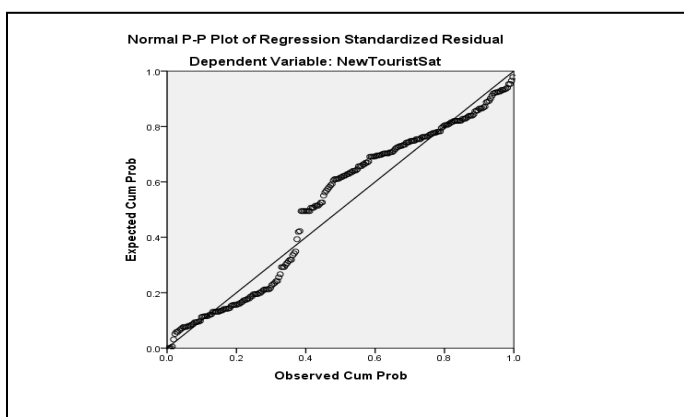


Figure 3. Normal probability plot (P-P) of the regression standardized residual.

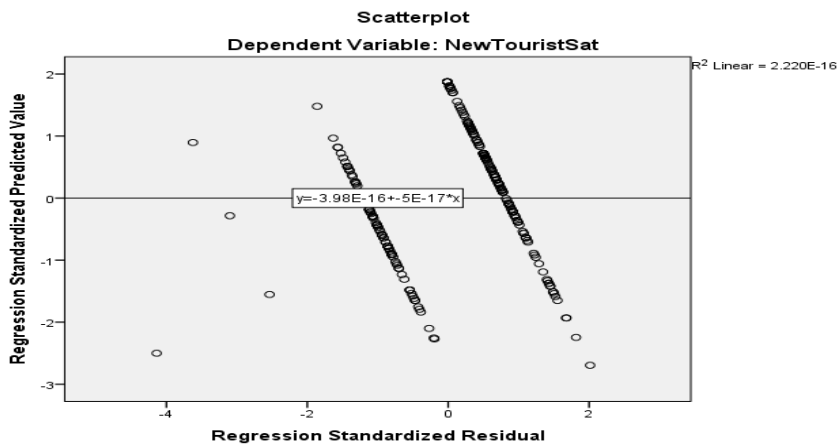


Figure 4. Scatterplot of the standardized residual.

Table 14

Bootstrap for Model Summary

| Model | Durbin-Watson | Bootstrap ^a | | | |
|-------|---------------|------------------------|------------|-------------------------|-------|
| | | Bias | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper |
| 1 | 1.864 | -.666 | .125 | .960 | 1.414 |

^a. Unless otherwise noted, bootstrap results are based on 247 bootstrap samples

Variance inflation factor (VIF) scores can assess potential issues with multicollinearity (Field, 2013). VIF scores greater than 10 indicate an issue with multicollinearity (Field, 2013). Some corrective options for multicollinearity issues are to: (a) leave the model unchanged, (b) increase the sample size, (c) remove contributing variables, (d) create an index of variables, (e) change the model, and/or (f) bootstrap the sample data (Field, 2013). The VIF values of the independent variables were between 1 and 10 (i.e., 1.113), while the tolerance values were above 0.2, (i.e., 0.899). Therefore, the study data did not violate the assumption of multicollinearity (see Table 19). Moreover, both condition indices were below a value of 30 (14.09 and 18.225 for destination image and push and pull motives respectively), meaning the data were less likely collinear (see Table 15).

Table 15

Collinearity Diagnostics

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
|-------|-----------|------------|-----------------|----------------------|--------------|-----------------------|
| | | | | (Constant) | NewDestImage | Push and Pull motives |
| 1 | 1 | 2.976 | 1.000 | .00 | .00 | .00 |
| | 2 | .015 | 14.098 | .04 | .90 | .36 |
| | 3 | .009 | 18.225 | .95 | .10 | .63 |

^a. Dependent Variable: NewTouristSat

Table 16

Model Summary

| Model | R | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | | |
|-------|-------------------|-------------------|----------------------------|-------------------|----------|--------|-----|-------------|---------------|-------|
| | | | | Square Change | F Change | df1 | df2 | Sig. Change | Durbin-Watson | |
| 1 | .407 ^a | .166 | .159 | .49449 | .166 | 24.233 | 2 | 244 | .000 | 1.864 |

^a. Predictors: (Constant), NewDestImage, Push and Pull motives

^b. Dependent Variable: NewTouristSat

Table 17

Bootstrap for Model Summary for Push and Pull Motives

| Model | B | Bias | Std. Error | Sig. (2-tailed) | Bootstrap ^a 95% Confidence Interval | |
|-----------------------|-------|-------|------------|-----------------|--|-------|
| | | | | | Lower | Upper |
| (Constant) | 2.746 | -.014 | .297 | .004 | 2.100 | 3.254 |
| Push and Pull motives | .190 | .002 | .049 | .004 | .097 | .289 |
| NewDestImage | .168 | -.001 | .053 | .004 | .049 | .269 |

^a. Unless otherwise noted, bootstrap results are based on 247 bootstrap samples

Table 18

Bootstrap for Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | | Sig. | Collinearity Statistics | |
|-----------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | Beta | t | | Tolerance | VIF |
| (Constant) | 2.746 | .268 | | 10.263 | .000 | | |
| Push and Pull motives | .190 | .041 | .289 | 4.678 | .000 | .899 | 1.113 |
| NewDestImage | .168 | .049 | .210 | 3.399 | .001 | .899 | 1.113 |

Note. Dependent Variable: NewTouristSat

Inferential Statistics

Following the violation of the linearity and normality assumptions, I employed bootstrapping for 247 samples at a 95% confidence interval to see whether there were possible influences of the violation of assumption. I used standard multiple linear regression to determine whether a relationship existed between destination image, push and pull motives to travel, and BVI tourists' satisfaction. The hypotheses were:

H_0 : There is no statistically significant relationship between destination image, push and pull motives to travel, and tourists' satisfaction.

H_a : There is a statistically significant relationship between destination image, push and pull motives to travel, and tourists' satisfaction.

As shown in Table 16, the results of the regression indicated that the two predictors, destination image and push and pull motives to travel, explained 16.6% of the variance in tourist satisfaction ($R^2 = .166$, $F(2,244) = 24.233$, $p < .001$). Also, in Table 14, destination image significantly predicted tourist satisfaction ($\beta = .168$, $p = .001$), as did push and pull motives ($\beta = .190$, $p < .001$) as depicted in Table 17. The bootstraps for push and pull motives and new destination image was still significant ($p = .004$), meaning that the

two independent variables were statistically significant predictors of tourist satisfaction. Therefore, I rejected the null hypothesis as there was a statistically significant relationship between destination image, push and pull motives to travel, and BVI tourists' satisfaction.

Push Motives of Motivation to Travel

Push motives to travel alone, according to Table 19, explained 22.0% of variance in tourist satisfaction, ($R^2 = .220$, $F(6,240) = 11.302$, $p < .001$). Table 20 shows that only knowledge and relax significantly predicted tourist satisfaction ($\beta = .165$, $p = .041$) and ($\beta = .355$, $p < .001$) respectively. The relax motive had a significantly higher predictive power than knowledge in explaining the variance in tourist satisfaction as the beta value was higher and the p -value was smaller than that of knowledge in the push motives to travel category.

Table 19

Push Motives to Travel Variance to Tourist Satisfaction

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|------------|---------------------|----------------------------|
| 1 | .469 ^a | .220 | .201 | .48201 |

^a. Predictors: (Constant), Family, Knowledge, Relax, Adventure, Sightseeing, Lifestyles

Table 20

Pull Motives Predicted Tourist Satisfaction (Coefficients^a)

| Model | Unstandardized | | Standardized | <i>T</i> | Sig. |
|--------------|----------------|------------|--------------|----------|------|
| | Coefficients | | Coefficients | | |
| | <i>B</i> | Std. Error | Beta | | |
| (Constant) | 2.707 | .253 | | 10.705 | .000 |
| Knowledge | .147 | .072 | .165 | 2.052 | .041 |
| Sight seeing | .034 | .056 | .051 | .605 | .546 |
| Adventure | .117 | .063 | .149 | 1.867 | .063 |
| Relax | .280 | .053 | .355 | 5.282 | .000 |
| Lifestyles | -.098 | .053 | -.159 | -1.843 | .067 |
| Family | -.038 | .044 | -.067 | -.865 | .388 |

^a. Dependent Variable: NewTouristSat

Pull Motives of Motivation to Travel

The pull motives, as demonstrated in Table 21, explained 23.9% of the variance in tourist satisfaction, ($R^2 = .239$, $F(7,239) = 10.748$, $p < .001$). Table 22 shows that only variety seeking and natural resources significantly predicted tourist satisfaction ($\beta = .200$, $p = .005$) and ($\beta = .294$, $p < .001$) respectively. The larger beta value and a smaller p -value for the category natural resources compared to the category variety seeking indicating that natural resources had a higher predictive power in explaining the variance in tourist satisfaction.

Table 21

Pull Motive to Travel Variance to Tourist Satisfaction

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .489 ^a | .239 | .217 | .47706 |

^a. Predictors: (Constant), Natural resources, Easy Access and affordable, Event and activities, Variety seeking, History and culture, Adventure, Sightseeing Variety

Table 22

Pull Motives Predicted Tourist Satisfaction (Coefficients^a)

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|----------------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 2.615 | .249 | | 10.515 | .000 |
| Event and activities | -.034 | .044 | -.054 | -.772 | .441 |
| Sightseeing Variety | .003 | .052 | .005 | .062 | .951 |
| Easy Access and affordable | .053 | .042 | .088 | 1.279 | .202 |
| History and culture | .036 | .057 | .049 | .632 | .528 |
| Variety seeking | .130 | .046 | .200 | 2.841 | .005 |
| Adventure | .026 | .059 | .035 | .438 | .662 |
| Natural resources | .235 | .064 | .294 | 3.700 | .000 |

Application of the findings to the theoretical framework. The present research showed the significant relationship between the tourist's satisfactions, destination images, and push and pull motives to travel. Oliver's (1980) expectancy disconfirmation theory best predicts the customer's satisfaction based on the experience of tourists. According to this theory, individuals act in a particular way because the expectation that a certain outcome follows the act. The findings of the present research are similar to the theory that

states that the variety seeking and natural resources have the significant relationship with the tourist's satisfaction.

The expectancy-disconfirmation theory gauges and disconfirms visitors' perceptions of their intended stay because of their previous knowledge. The findings suggest that the knowledge and relax situation enhances the satisfaction level of the tourists. The theory focuses on the visitor's satisfaction in a destination as an emotional response to his or her experience and the findings of present research also shows that the destination images, and push and pull motives are the initial predictors of the tourist satisfaction. The theory states that if the tourist judges their tour positive then their destination is significantly satisfied and positive, similar to this, the present research showed that the destination images enhances the tourist's satisfaction through clarifying the destiny. Oliver's (1980) theory states that the people are either satisfied or dissatisfied because of a positive or negative difference between expectation and perception. Similarly, the present research shows that the tourist satisfaction varies, depending on the visitor's push and pulls motives to travel and their pre-preconceive notion of the destination image.

Applications to Professional Practice

The professional practice from the findings from tourists who visited the BVI requires the extension of knowledge and skills in an environment, whereby the findings can be very relevant in the improvement of business practice especially in areas, which the statistics indicated as weak areas (Wong, 2015). From the analysis, because a high number of women visited the BVI in comparison to the number of men, this result

indicated a high potential for sales of women-related products within the region. The hotel and restaurant industry would also do well since most of the tourists visit the BVI for vacation purposes. The analysis indicates that Tortola had the highest number of tourists, which is an indication that this island has a boundless business potential and is an indicator that Anegada and Jost Van Dyke must improve their image to raise their level satisfaction to visitors for more tourists to visit the areas.

From the analysis, most of the arrivals to the islands are by ferry, which in the professional practice of business is an indicator that locating businesses around this entry route can have more market share than in setting the business in the airports.

Understanding Americans' culture to know their tastes and preferences of goods and services would also make a business to thrive more since they are the most visitors.

Considering the various cultures that visit the BVI may be helpful in decision-making processes to implement strategies or policies to improve the destination sustainability.

Because the analysis also indicated that most of the tourists were return visitors, this result implies that improving the destination image and the level of satisfaction of the visitors would be important in ensuring the return of visitors, which would be important in every professional practice of business. Because most of the visitors earn as high as \$200,000, this finding is an indicator of the spending power of most tourists for which professional business practices is an opportunity for the market to sell at the prevailing price with little or no effect on the demand (see Table 10).

Implications for Social Change

Tourism plays a huge role in influencing social transformation in host communities regarding alternation in behavior patterns and cultural activity (Yeoman et al., 2015). Part of the decisionmaking for tourism management is to consider the perception of the receiving community to ensure tourism development remains sustainable (Guliani & Rizwan, 2016). The implications for social change are both positive and negative (Guliani & Rizwan, 2016). Some of the negative implications, such as increased sexually transmitted disease, insecurity, and poor sanitation result from illegal prostitution, increasing crimes, crowding, social conflict, drug abuse, and trafficking (Guliani & Rizwan, 2016). The positive implications social observed through the improvement of leisure recreation, support, and acceptance of cultural activities, fostering faith and community attachment, and increased education of the people (Mason, 2015).

Residents of the destination get together and share their faith and community commitments through serving the guests (Ruiz-Ballesteros, & Brondizio, 2013). This connectivity, because of tourism, encouraged global human value and facilitated the conservation of culture and art (Ray, Das, Chaudhuri, & Ghosh, 2015). Increased cultural acceptance and support enhanced awareness through interaction, as well as encouraging respect for local traditions (Ray et al., 2015). The richness of the host destination should be maintained through preservation of the local traditions to ensure sustainable development of tourism (Mason, 2015). Tourism development led to the generation of employment through different sectors including hotels, transport, and boating

services(Ridderstaat et al., 2014). Education of the people led to the general respect of culture by the guest,encouraging investment towards a growing economy of the destination through infrastructure improvement and provision of service to the community (Yeoman, 2015).

In conclusion, improving infrastructure and tourism facilities in a destination promotespositive social transformation that contributes from the tourism industry. Change is inevitable regarding sustaining tourism development because tourism itself is a change factor (Mason, 2015). Individual, community, organization, culture, and society level has appreciated social change (Ray et al., 2015). The positive implications include an appreciation of cultural values, economic growth, education, community attachment, and awareness of local traditions in the destination.

Recommendations for Action

The research for this study indicated that the destination image is vital to customer satisfaction. Business managers needto understand that tourism is a business like any other and the customers pay for the product shown. Encouraging tourism companies to continue to market an accurate image of the destination, maycontributeto the overall satisfaction in the destination. Marketing destination image through social media drives andprint media advertisements promotes people to visit such destination.

Another argument is to enlist the help of the residents of BVI to make their area more marketable. Truly, those indigenou to that area will know all the various sights and attractions and how to make the areas more appealing while remaining culturally accurate (Del Chiappa, Atzeni, & Ghasemi, 2016). Tourism officials and managerscan

assist tourism companies in marketing their product and services. A specific focus group must be sought to ascertain the needs of the tourists and to address those needs by employing natives of that area.

Tourism officials and managers of BVI must make sure that the cultural integrity of their area remains intact through constant checking of resorts and any other activities that the tourism companies might wish to promote. Officials and managers must ensure the preservation of this consistent image and vision to the tourist the BVI. Because tourists associate a certain brand image to a particular tourist spot and if that image is not in line with their experience, satisfaction will be reduced (Chen & Phou, 2013). The final result should neither be too modern or too primitive but just right (see Table 14).

For the promotion of the refined destination image, tourism officials and managers need a sound dissemination plan. To achieve this goal, seminars can be held in various parts of the area to encourage participation of the residents for the promotion of tourism. An action committee can be formed to ascertain the needs and to decide how the tourism can be improved to increase visitor satisfaction. Collaboration with stakeholders and the tourism leaders in creating an action will improve the destination image (Dupeyras & MacCallum, 2013).

Tourism leaders use various resources to promote a proper destination image. A solid social media campaign is an idea to propagate the idea of BVI being an ideal tourist's destination. Also, prime time slots can be booked on different channels, especially during holidays, such as Christmas to ensure that people know that the BVI is a viable vacation resort destination. Also, print media allows for unlimited exposure and is

a great boost to spread awareness (Neuhofer, Buhalis, & Ladkin, 2014). Pictures of tourist attractions of BVI and scenes that capture the essence of the experience must be used (Neuhofer et al., 2014).

Recommendations for Further Research

According to Ritchie et al. (2013), many authors have done enough research on workplaces to show limited diversity, despite the high growth rate on major firms. Therefore, it is better for the measurement of effectiveness and impact of research on the performance of organizations by application of diversity initiatives used to identify weaknesses and strengths of a firm. Also, research mainly has developed measures for determining reliable and valid data that can be used to create benchmarks that organizations can employ for measuring the success of quality improvement programs (Warach, Luby, & Albers, 2016). These researchers in the field of organizational behavior and management practice contend that problems associated with unreliable, invalid, and address unrelated data through the outcomes of consumer behavior.

The first limitation associated with the inability of researchers to use a quantitative correlational study to determine the cause and effect. The researcher can perform a comparative analysis to compare how the dependent variable differs based on one or more of the independent variables. Ritchie et al. (2013) suggested that this approach would enable researcher's methods of enabling great performance of firms, such as the motivation to travel and destination image to determine how firms influence tourist satisfaction and other performance variables. Although the disadvantages exist to using this approach, the potential to produce results that depend on the reliable and valid

data taken into use. One of the ways to achieve this objective is to use variables related to business makes quantitative correlation more appropriate than others.

Warach et al. (2016) argued that regarding the second limitation of this study related to the inability of a sample population representative of the overall characteristics of BVI. Future researchers can extend data collection tools to include attributes of the general population and sample size to include participants from the target destinations that tourists have growth and volume, to align with answering the problem statement of this study.

Reflections

The doctoral study process was simultaneously rewarding and challenging. The knowledge and skills gained from this process constitute the rewarding aspect of this journey. The challenging aspect of the process involved the attempt to gain an understanding of and explain the importance of tourist satisfaction in the BVI in the societies and business practices that remain evolving and changing.

The experience gained throughout this process creates a better position from which to conduct further investigations on the topic of tourist satisfaction in the future. As highlighted in the recommendations, other studies may build on the findings from this doctoral study data. I hope to continue further research in this area by pursuing postdoctorate research.

Summary and Study Conclusions

Over 1 billion tourists travel internationally annually, despite the turbulent events of the world, which decreased the number of travelers since 2011. The study, in its form

of quantitative correlation research, served the purpose of determining whether there is a relationship between the variables of tourists' satisfaction, push and pull motives to travel and the image of the destination. In these three variables, the first predictor variable is the destination image. In addition to this, tourist satisfaction forms the criterion variable. The central research question was: What is the relationship between destination image, push and pull motives to travel, and tourists' satisfaction?

I used standard multiple linear regression analysis to determine if a relationship existed between the independent variables of destination image and push and pull motives to travel, and the dependent variables tourists' satisfaction. Based on the study results, destination image and pull push motives to travel has a positive and significant relationship to tourist satisfaction. The results of the study show that improving push and pull motives to travel, destination image may help tourism officials and managers improve the destination attributes, while increasing the number of tourists that visit the BVI. Tourist satisfaction impacts the social, economic, and environmental factors of the destination while addressing the needs of the visitor.

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Appendix A: Letter of Cooperation

SHERRINE AUGUSTINE

February 20, 2017

XYZ

Dear Mr.X

My name is Ms. Sherrine Augustine and currently enrolled in the Doctoral Program at Walden University. I am conducting a researching project on tourists' satisfaction in the BVI. The purpose of my research study is to conduct a quantitative survey on destination image, push and pull motives to travel, and tourists' satisfaction. As a doctoral candidate I am very interested in answering the question whether a relationship exist between destination image, push and pull motives to travel, and tourists' satisfaction in the BVI.

I am specifically writing to request access and permission for the administration period of eight weeks to utilize the port of entry in the BVI for collection and distribution of survey for data collection. Also to place a locked box visible where participants can easily identify for the placement of their completed survey forms. It will be clear to the participants that the study is not a British Virgin Islands-sponsored or British Virgin Islands-supported survey. I will clearly articulate this is an individual doctoral study project through Walden University. It is my intent to utilize a convenience sample with a target population of 236 non-citizens or non-residents of the BVI.


Mr. Henley, it is my hope to provide research-based evidence to support those who want to foster change and improve tourist satisfaction within the BVI. Thank you in advance for your time and attention. I look forward to your approval and access to the port of entry.

For more information about my study, feel free to call me at XYZ or e mail me ABC

If you feel you understand the study well enough to grant the researcher request, please indicate your decision by signing the enclosed Letter of Cooperation.

Have a good day.

Sincerely,


Sherrine Augustine

Letter of Cooperation

From: XXX

Date: February 20, 2017

Dear Sherrine Augustine,

Based on my review of your research proposal, I grant you access and permission for the administration period of eight weeks to utilize the port of entry in the BVI for collection and distribution of survey for data collection. Also to place a locked box visible where participants can easily identify for the placement of their completed survey forms. The researcher will be the only person that will have access to the lock box.

We understand our organization's responsibilities includes: providing the researcher access to the departure lounges in the port of entry and assigning a visible location to where place box can be a lock for participant to drop off all completed survey form. We reserve the right to withdraw from the study at any time if our circumstances change. I confirm that I am authorized to approve research in this setting and that this plan complies with the organization's policies.

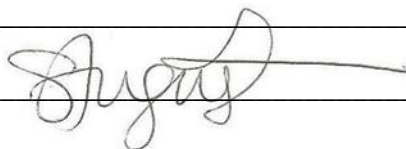
I understand that the data collected will remain entirely confidential and may not be provided to anyone outside of the student's supervising faculty/staff without permission from the Walden University IRB.

Printed Name: _____

Date of Consent: _____

Director Signature: _____

Researcher's Signature: _____

A handwritten signature in cursive script, appearing to read "Augustine", is written over a horizontal line. The signature is written in dark ink and is positioned between the "Director Signature" and "Researcher's Signature" labels.

Appendix B: National Institutes of Health Training Certificate

Appendix C: Survey Questions

Make a selection to the following statements by an indication of a tick (✓) to each statement

1. GenderMale Female **2. Purpose of Visit**Vacation Business Seeking Work Other **3. Which island will you be visiting?**Tortola Virgin Gorda Anegada Jost Van Dkye Other **4. You arrived to the BVI by**Air Private Air Cruise Ship Ferry Private Charter **5. Nationality** _____**6. Has you been to the BVI before?**

Yes

No

7. Which category best describes your household income?

- Less than \$20,000
- \$20,000–\$39,999
- \$40,000–\$59,000
- \$60,000–\$79,999
- \$80,000–\$99,999
- \$100,000–\$149,999
- \$150,000–\$199,999
- Above \$200,000

Please indicate your level of satisfaction with the following statement regarding your travel experience in the BVI (choose the response that most closely applies to your level of satisfaction):

8. Destination image. How would you describe the image that you have of that destination before the experience?

| Not at all satisfied | Slightly Satisfied | Unsure | Very Satisfied | Extremely Satisfied |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. Push Motives of motivation to travel.

| | Not at all satisfied | Slightly Satisfied | Unsure | Very Satisfied | Extremely Satisfied |
|---|-------------------------|-----------------------|--------|-------------------|------------------------|
| Knowledge | | | | | |
| Learning new things or increasing knowledge | | | | | |
| Experiencing new and different lifestyle | | | | | |
| Seeing as much as possible | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| Seeing and experiencing a foreign destination | | | | | |
| Travelling to historical places | | | | | |
| Sight seeing | | | | | |
| Sightseeing Variety | | | | | |
| To fulfill my dream of visiting a foreign land/country | | | | | |
| To sightsee touristic spots | | | | | |
| To explore cultural resources | | | | | |
| Adventure | | | | | |
| Finding thrill or excitement | | | | | |
| Having fun or being entertained | | | | | |
| Being darling and adventuresome being free to act the way I feel | | | | | |
| Reliving past good times | | | | | |
| Relax | | | | | |
| Doing nothing at all | | | | | |
| Getaway from demand of home | | | | | |
| Change from busy jobs | | | | | |
| Escaping from the ordinary | | | | | |
| Lifestyles | | | | | |
| Experiencing simple lifestyle | | | | | |
| Rediscovering myself Travel bragging | | | | | |
| Talking about a trip after returning home Indulging in luxury | | | | | |

| | | | | | |
|------------------------------------|--|--|--|--|--|
| Going places friends have not been | | | | | |
| Family | | | | | |
| Visiting friends or relatives | | | | | |
| Family togetherness | | | | | |
| Visit places family came from home | | | | | |
| Feeling a home away from home | | | | | |

Pull Motives of motivation to travel.

| | Not at all satisfied | Slightly Satisfied | Unsure | Very Satisfied | Extremely Satisfied |
|---|-----------------------------|---------------------------|---------------|-----------------------|----------------------------|
| Event and activities | | | | | |
| Activities for entire family | | | | | |
| Festivals and event | | | | | |
| Sightseeing Variety | | | | | |
| To fulfill my dream of visiting a foreign land/country | | | | | |
| To sightsee touristic spots | | | | | |
| To explore cultural resources | | | | | |
| Easy Access and affordable | | | | | |
| Affordable tourist destination Safe destination | | | | | |
| Value of money | | | | | |
| History and culture | | | | | |
| National Park Culture and traditions | | | | | |
| Outstanding scenery | | | | | |
| Variety seeking | | | | | |
| Traditional food Outdoor activities Exotic atmosphere | | | | | |
| Adventure | | | | | |
| Weather/climate | | | | | |

| Natural resources | | | | | |
|--------------------------|--|--|--|--|--|
| Natural reserves | | | | | |
| Beautiful beaches | | | | | |

10. **Tourist satisfaction.** How would you describe your overall satisfaction with your stay in that destination?

| Not at all satisfied | Slightly Satisfied | Unsure | Very Satisfied | Extremely Satisfied |
|---------------------------------|-------------------------------|--------------------------|---------------------------|--------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Appendix D: Survey Questions Analysis Key

1. Push Motives of motivation to travel

(Push Motive – Is an activity that an individual pushes themselves to complete).

| | Key |
|--|------------|
| Knowledge | |
| Learning new things or increasing knowledge | Push1 |
| Experiencing new and different lifestyle | Push2 |
| Seeing as much as possible | Push3 |
| Seeing and experiencing a foreign destination | Push4 |
| Travelling to historical places | Push5 |
| Sight seeing | |
| Sightseeing Variety | Push 6 |
| To fulfill my dream of visiting a foreign land/country | Push7 |
| To sightsee touristic spots | Push8 |
| To explore cultural resources | Push9 |
| Adventure | |
| Finding thrill or excitement | Push10 |
| Having fun or being entertained | Push11 |
| Being darling and adventuresome being free to act the way I feel | Push12 |
| Reliving past good times | Push13 |
| Relax | |
| Doing nothing at all | Push14 |
| Getaway from demand of home | Push15 |
| Change from busy jobs | Push16 |
| Escaping from the ordinary | Push17 |
| Lifestyles | |
| Experiencing simple lifestyle | Push18 |
| Rediscovering myself Travel bragging | Push19 |
| Talking about a trip after returning home Indulging in luxury | Push20 |
| Going places friends have not been | Push21 |
| Family | |
| Visiting friends or relatives | Push22 |
| Family togetherness | Push23 |

| | |
|------------------------------------|--------|
| Visit places family came from home | Push24 |
| Feeling a home away from home | Push25 |

2. Pull Motives of motivation to travel

(Pull Motives – Is an activity that an individual feels naturally pulled towards).

| | Key |
|--|------------|
| Event and activities | |
| Activities for entire family | Pull1 |
| Festivals and event | Pull2 |
| Sightseeing Variety | |
| To fulfill my dream of visiting a foreign land/country | Pull3 |
| To sightsee touristic spots | Pull4 |
| To explore cultural resources | Pull5 |
| Easy Access and affordable | |
| Affordable tourist destination Safe destination | Pull6 |
| Value of money | Pull7 |
| History and culture | |
| National Park Culture and traditions | Pull8 |
| Outstanding scenery | Pull9 |
| Variety seeking | |
| Traditional food Outdoor activities Exotic atmosphere | Pull10 |
| Adventure | |
| Weather/climate | Pull11 |
| Natural resources | |
| Natural reserves Beautiful beaches | Pull12 |