Linking Travel Motivations and Willingness to Support Sustainable Tourism: A Case of Visitors to Tanzania

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Abstract

The growing tourists' arrivals to various destinations worldwide in connection to the efforts to attain sustainable tourism development create the need for understanding the main travel motivations as linked to travelers support to sustainable tourism. Currently there are few studies that have been conducted to link tourists travel motivation and their willingness to support sustainable tourism development. The primary objective of this study was to examine the link between tourists travel motivations and their willingness to support sustainable tourism development. Employing a survey strategy, data were collected using a self-administered questionnaire and the results from statistical analysis indicate that, all the thirteen items measuring tourists' support for sustainable tourism rated high with mean scores above 5. Further, the p-values of the t-tests were less than the 1% level of significance for nature, family and accomplishment motivations indicating that the beta coefficients of these three dimensions were significant, and explained some of the variation in tourist's willingness to support sustainable tourism. This article propose an integrated approach to understand tourists' motivations and how they are linked to willingness to support sustainable tourism so as to secure long-term existence of tourism as an industry.

Keywords. Tourism industry, Travel motivations, sustainable tourism, sustainability, willingness to support sustainable tourism

Introduction

Tourism is increasingly viewed as the best alternative and most viable option for the sustainable economic, social as well as environmental development of many countries (Recupero, 2001). Thus, most countries in the world, Tanzania being amongst, are now focusing on developing tourism as an important source of growth for their economies. This move will be successful after a comprehensive understanding of the main travel motives that tourists are seeking to achieve as well as the importance of each motivational factor that improves tourists' travel experience sa well as how these motives are linked to their willingness to support sustainable tourism. On one hand according to Kleiven (2005), the identification of important motives has been a central topic in the field of leisure research. Pearce, (1995) even believes that as tourism grows into an increasingly sophisticated consumer industry, the motivations of tourists will become a core part of all tourism studies. Given the growth of tourism worldwide and its development, it becomes critical that tourists' experiences are crafted to meet their travel motives as well as the industry's sustainability.

The primary objective of this paper was to examine the link between tourists travel motivations and their willingness to support sustainable tourism development. The growing debates about sustainable tourism highlight the essence of the sustainability paradigm as the balance between economic growth, environmental preservation and social justice (Hall, 2000; Weaver and Lawton 2004). After World War II, many countries began aggressively promoting themselves as tourism destinations (Ritchie & Crouch, 2000). However, by the mid-1960s, it was marked that along with its positive returns, tourism and its associated activities brought many negative impacts to both natural environment and social fabric of the destinations' host community. These negative

impacts have primarily been attributed to inadequate or non-existent planning frameworks for tourism development (Ruhanen, 2008). In most parts of the world much emphasis was on the economic gains from tourism with little importance given to social and environmental consequences or the spill-over effects into surrounding areas. This malfunction has left many destinations with a legacy of social and environmental consequences. The experience of such destinations has shown that it is too late to redirect the negative environmental and social problems that are both detrimental to tourists and the host community (Gunn, 1988; Hall, 1994). Therefore, it has been widely advocated that tourism development should not be permitted to progress in an ad hoc manner without an overall guiding framework and predetermined strategies towards development objectives (Hall, 2000). For that reason, understanding tourists' travel motivational factors as linked to their willingness to support sustainable tourism will provide an opportunity for different parties to be involved in the planning process as well as shared responsibility. Tourists as among important stakeholders are of vital significance to the development of all three pillars of sustainable tourism, namely; economic, ecological, and social sustainability (Weaver and Lawton 2004). However there have been little studies that explore the link between tourists' travel motivations and their support for sustainable tourism.

Given the magnitude of the tourism industry in general, tied with the growing tourist arrivals, necessitates the need for adopting a sustainable approach to tourism development. According to WTO (2003), vast and complex consequences of this large movement of people brought the necessity for adopting sustainability principles in all tourism development and endeavors, in an integrated manner that will secure the long-term existence of tourism as an industry. Tourist destination sustainability to a large extent is left to the host communities, government as well as the donor organizations such as the UNEP. Tourists who are among tourism stakeholders were understudied especially in the planning process (Forsyth 1996; Nicholas and Thapa 2010). For most part, previous studies has focused on residents in local communities as key stakeholders in the sustainable tourism development process (Bass et al. 1995; Caffyn and Jobbins 2003; Choi and Sirakaya 2005; Cole 1997; Getz and Jamal 1994; Jamal and Getz 1999; Medeiros de Araujo and Bramwell 1999; Nicholas et al. 2009b; Pennington-Gray 2005; Simpson 2001; Timothy 1998). Given the infancy development level and promotion of tourism as well as scanty of studies that link travel motivations to sustainable tourism, the present study seeks to investigate tourists' motivational factors as linked to sustainable tourism with special attention given to Tanzania. The question here is-: How can tourists be an agent of change towards sustainable tourism development?

Literature Review

Motivation in Tourism Perspective

Tourists' perception of a destination can be understood from different viewpoints being; destination image, destination choice as well as travel motivations. Adopting motivation into a tourist context, Pizam, Neuman and Reichel, (1979) describe tourist motivation as: "…a set of needs, which predispose a person to participate in a tourist activity". Motivation can thus reflect numerous sets of needs, which will subsequently affect individual choices in various ways. A travel motivation/motive is also explained as the set of attributes, when aggregated together, that describe a place as a travel destination. They include all elements that are related to a destination and to travelling to the places such as the physical and cultural characteristics of the destinations and the actual distance required to get to the destination (Um and Crompton, 1990). According to

Crompton, (1979) and Fodness, (1994), travel motivations are critical aspects in understanding travel behavior. Moreover, Lubbe (1998) stressed that a tourist's motivation to travel begins when he/she realizes that there are certain needs and is aware and perceives that certain destinations may have the ability to serve those needs.

Sustainable tourism

The introduction of the sustainable development concept in the 1980s was seen as a means, or indeed, a potential framework for guiding tourism development and mitigating some of tourism's negative impacts. Sustainable development quickly gained prominence amongst academics and governments grasped the notion as it legitimized the increasingly contentious view of tourism development.

Although there is no common and accepted definition of sustainable development, various literature provide important clue as a meaning of sustainable tourism development. According to WTO (1995) sustainable tourism development is the development that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity as well as life support systems. Further, according to UNEP, (2003(a)), sustainable tourism development should meet the following requirements being; tourist resources - natural, historical, cultural and other - are preserved in a way that allows them to be used in the future, while benefiting today's society, the planning and management of tourist development are conducted in a way that avoids triggering serious ecological or socio-cultural problems in the region concerned, the overall quality of the environment in the tourist region is preserved and, if necessary, improved, the level of tourist satisfaction should be maintained to ensure that destinations continue to be attractive and retain their commercial potential and tourism should largely benefit all members of the society. According to Butler (1998) sustainable tourism, is the tourism that is developed and operated in such a manner as to follow these principles.

The notion of sustainable tourism attracted a high level of support at the conceptual level (MacLellan, 1997). Yet, this did not prevent the concept from becoming a point of discourse, debate and disagreement amongst academics aiming to define what has been described as ambiguous, vague, parochial, sectorial, a cliche´, a mythical concept, and a 'lion's den' of semantics (Butler, 1993; Hunter, 1995; McKercher, 1993; Mowforth & Munt, 1998; Muller, 1994; Orams, 1995; Robinson, 1999; Swarbrooke, 1998). Different perceptions and interpretations of sustainable development principles and their application to the tourism sector have also played an important role in the way in which sustainable tourism has been defined within the literature and this has provoked numerous authors to offer definitions on the same (Archer et al., 2005; Bramwell & Lane, 1993; Buckley, 1996; Cater & Goodall, 1992; Cronin, 1990; Hardy & Beeton, 2001; Harris & Leiper, 1995; House, 1997; Inskeep, 1991; Swarbrooke, 1998).

Criticism that academics have been too inwardly focused on defining and debating the sustainability concept confused researchers, visitors, residents, businesses and governments alike, and not contributed in any meaningful way to considerations of how the concept might be put

into practice (Berry & Ladkin, 1997; Orams, 1995; Swarbrooke, 1998). Garrod and Fyall (1998) argue that, 'unless these definitions can be translated into something that is meaningful in practice, they remain at best academic curios, at worst a threat to the achievement of genuinely sustainable tourism'. The lack of a widely accepted definition has caused some confusion over what sustainable tourism actually means (Berry & Ladkin, 1997; Swarbrooke, 1998), and the differing viewpoints on the concept have led many to question the validity of achieving sustainability. Hunter (1997) notes that however attractive the notion of sustainable tourism is as a balanced development option, difficult questions remain to be addressed: How can the concept be achieved? How is it determined when sustainability has been achieved? What does protecting the resource base mean? What are the needs of future generations? (Beckerman, 1992; Hunter, 1997; Lele, 1991; Liu, 2003; McMinn, 1997; Sofield, 2003; Stabler, 1997; Swarbrooke, 1998).

The difficulty and inherent subjectiveness in these questions has seen some claim that it is an intellectually appealing concept with little practical application (Wheeler, 1993); or that completely sustainable tourism is most likely a myth, as development requires environmental and social sacrifice to some degree and therefore we can only hope to make tourism more sustainable than it was before (Aronsson, 2000; Basu, 2003; Butler, 1998; Goodall & Stabler, 1997; Swarbrooke, 1998). Progressing alongside the academic debate surrounding the concept, sustainability issues have become a key driver of the social and political agendas in many countries (Berke, 2002; Jayawardena, 2003), and are considered to be the primary underpinning framework for establishing tourism development plans around the globe (Harrison et al., 2003). A number of authors have documented the growth in sustainability policy statements, strategies, guidelines and initiatives from national, regional and local governments, tourism organisations, businesses and local communities (Augustyn, 1998; Bramwell, 2004; Hardy & Beeton, 2001; Jepson, 2004), while Cooper (1997) claimed that governments are integrating sustainability principles into policy and planning as evidenced by a changing perspective from the short (1–5 year planning horizons) to long-term (10–20 year planning horizons), which in turn has seen the adoption of a strategic approach to destination planning and management. The public sector has assumed much of the responsibility for leading the move towards developing more sustainable forms of tourism.

Notwithstanding the efforts of some private sector operators including energy conservation, recycling and waste reduction, triple bottom line accounting and voluntary environmental accreditation (Dwyer, 2005; Jayawardena, 2003; Murphy, 1998; Swarbrooke, 1998), as Hunter (1997) notes, it is difficult to imagine the formulation and implementation of any approach to sustainable tourism in the absence of strong government planning and development control. This is due to the fact that the public sector usually has a mandate to represent the whole population, not just particular interest groups or stakeholders; it has the requisite legislative framework for action; it is seen to be impartial without commercial interests; and because it is not constrained by short-term financial objectives it should be able to take a longer term view (Sinclair & Jayawardena, 2003; Swarbrooke, 1998). However, government at all levels have received criticism for hijacking, and even abusing the sustainable term, to legitimize tourism development, achieve self-serving outcomes, and even as a political slogan (Bramwell, 2004; Hempel, 1999; MacLellan, 1997; Mowforth & Munt, 1998; Stabler, 1997; Wall, 1997). Government policies and plans for sustainable tourism development have been described as little more than statements of platitudes and rhetoric, backed by glossy images (Berke & Manta Conroy, 2000; Pforr, 2001;

Pigram, 1990; Slee et al., 1997). There are 'many apocryphal accounts of governments, as well as destination communities, paying lip-service to sustainable tourism in order to gain funding with a view to applying it to economic development through tourism.

There have also been criticisms that governments have adopted sustainable tourism development ideologies with 'so much enthusiasm but so little real action' (Butler, 1997). The role of government is such that they are encouraged to grow tourism as a means of economic development and growth, and policies pursued are therefore most suited to the interests of the national economy and the tourism industry (Dymond, 1997). Bramwell (2004) notes that as a result, governments frequently talk "green" but, in practice, usually give priority to economic growth over environmental protection'. Consequently, sustainable tourism policies may give the appearance of a paradigm shift but in reality are usually focused on the traditional concern of economic returns (Harrison et al., 2003; Wight, 2003). This has been found to be the case in many countries, where despite suggestions that sustainability is a 'motherhood' issue (McKercher, 1993), economic goals are given a far higher priority than social and environmental concerns in state and national government's tourism policy agenda (Hall, 1994). Studies of Scotland (MacLellan, 1997), Southern Europe (Bianchi, 2004) and Sweden (Aronsson, 2000) have aired similar criticisms noting that policy is overtly focused on economic growth targets with sustainability addressed only to the extent that it does not challenge the core pillars of free markets and profit maximization. Spain has also received criticism for its policies (Barke & Towner, 2003; Bianchi, 2004; Hunter-Jones et al., 1997) where the term has been adopted more in name than in actual practice, and new development still shows little sign of learning from the negative experiences of many early Spanish destinations. While the overriding economic objectives of governments are obviously an issue, some have attributed the lack of progress in sustainable tourism planning to a general lack of understanding by government of the principles underlying sustainable tourism development (Harrison et al., 2003; MacLellan, 1997; Swarbrooke, 1998).

The sustainable tourism concept is fraught with debate, disagreement and contention. However, it is the position taken by many that sustainable tourism is not a product, but a necessary philosophical base to underpin and provide direction for tourism development. While accepting that actual sustainability may only ever be approached rather than permanently achieved (Butler, 1997; Milne, 1998), Beatley (1995) advocates that the difficulties associated with sustainability should not paralyse us into complacency or non-action. He highlights the role of planners in 'promoting the dialogue about sustainability and in conceiving public-policy solutions that promote sustainability' (Beatley, 1995). The notion that inaction is unacceptable is supported by Bramwell and Lane (1993) who question: One must ask what the alternatives are to developing more sustainable tourism – presumably either sit back and do nothing or else to criticize without offering any realistic, practical ways forward. Both alternatives seem likely to . . . allow the negative effects of tourism to increase further in scale. While there is of course opportunity for academic debate and discourse regarding the sustainability concept, this must take second place to the development of practical tools, particularly in the area of planning, for destination planners, managers and their communities to address sustainability, 'it is easy to discuss sustainability but. . .the time has come to walk the talk' (Bramwell & Lane, 1993: 4). A key problem is that there is a 'grey' area of rhetoric between sustainability principles and translation into workable objectives and standards (Goodall & Stabler, 1997) and to overcome this a number

of authors have noted the need to move on from the conceptual debate and give consideration to the actual practice of sustainable tourism development (Liu, 2003; Slee et al., 1997; Welford & Ytterhus, 2004). Such arguments support the notion that in the case of sustainable tourism, there are considerable stocks of knowledge yet deficiencies in knowledge transfer, dissemination and utilisation (Cooper, 2006). Therefore, as part of a broader programme of research, this study was undertaken to examine the link between travel motivations and tourists' willingness to support for sustainable tourism to which the body of knowledge regarding sustainability is actually used in practice by the tourism sector. The study focused specifically on the tourists who are among important stakeholders in achieving sustainable tourism. As previously noted, it is the public sector that has assumed much of the responsibility for leading the move towards developing more sustainable forms of tourism (Hunter, 1997) and it is governments that are required to integrate sustainability principles into policy and planning (Cooper, 1997).

Motivation and Tourist willingness to support for Sustainable Tourism

Research on attitudes toward tourism has been examined based on residents and/or visitors perspectives in numerous geographical regions (Weaver and Lawton 2004). Visitor research has been restricted to assessing visitor preferences and levels of satisfaction to improve profitability of tourism operations. However, resident research has generally focused on impacts (socio-cultural, economic, and environmental) and associated correlates (ibid). Research has predominantly centered on the examination of resident perspectives largely due to the direct impacts experienced. Also, since communities are heterogeneous and as such, residents hold diverse perceptions and attitudes toward tourism (Andereck and Vogt 2000; Andriotis and Vaughan 2003; Harrill 2004; Lepp 2007; Mason and Cheyne 2000; Sirakaya et al. 2002; Snaith and Haley 1999). Resident attitudes' research has been examined with a focus on various factors that include: level of involvement in tourism (Akis et al. 1996; Smith and Krannich 1998); type of tourism development (Gursoy et al. 2002; Jurowski 1994); socio-demographic characteristics (Williams and Lawson 2001); community attachment (Jurowski 1994; Nicholas et al. 2009b); distance from tourism areas (Jurowski and Gursoy 2004); environmental attitudes (Nicholas et al. 2009b), and quality of life (Andereck and Jurowski 2006; Jennings 2006).

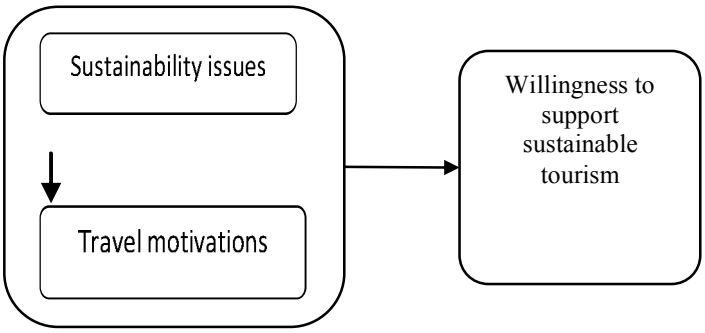
Given the dominant focus on residents, Weaver and Lawton (2004) have argued that, there is a need for integrating tourist attitudes, behavior, and motivations in management related decisions especially within the paradigmatic context of sustainable development and sustainable tourism. Weaver and Lawton (2004) examined both resident and visitor attitudes toward tourism in the hinterland of the Gold Coast in Australia. Research revealed that visitors were willing to pay extra cost to support tourism in the Gold Coast hinterland as long as it offered opportunities to experience the open hinterland and did not affect the natural resources of the region. Also, proximity to the tourism core was a factor whereby those residents that lived closer were more likely to support sharing of the tourism resources. More recently, Raymond and Brown (2007) compared resident and visitor attitudes toward tourism growth and development in the Otways region of Victoria, Australia. Their findings were consistent with those of Weaver and Lawton (2004) and concluded that visitors had positive attitude towards tourism development, but preferred slow growth that focused on nature-based opportunities.

Also, residents significantly expressed more support for tourism development than visitors, but there were some differences among coastal and non-coastal residents. According to Budeanu

(2006), tourists are less interested to adopt sustainable lifestyles or support responsible tourism product as compared to corporate and government efforts. Given the strategies that were designed to steer tourists behavior towards responsible tourism such as awards, eco-labels and certification schemes, communication and awareness campaigns as well as educational programs, however tourists response is still very low and fail to fulfill industry sustainability goals and expectations. In the same vein, despite their declared positive attitudes towards sustainable tourism, only 1 in 20 tourist act upon them and buy responsible tourism packages, choose environmentally friendly transportation or buy local produce (ibid).

Visitor spending is a prime determinant of the economic viability of tourism; visitor behavior and attitudes toward the environment are also likely to impact on the ecological sustainability of a tourism site; and the extent to which visitors interact with the host/local community has major implications for the social sustainability of a tourism development project. However, despite the primacy of visitors as key players in sustainable tourism development, there is a paucity of research examining visitor attitudes toward tourism development in general and sustainable tourism development in particular (Raymond and Brown 2007; Weaver and Lawton 2004). The present study examined tourist motivation and the extent to which tourist are willing to support sustainable tourism development.

Figure 1: Conceptual framework of the study



Research Methodology

Using a survey strategy, data were collected using a structured questionnaire. A survey was conducted in different points to obtain primary data for the study. A large amount of data were collected in the main tourist exit points including Kilimanjaro international airport (KIA) in Kilimanjaro, Julius Nyerere International Airport (JNIA) in Dar es salaam and Namanga boarder in Arusha both in Tanzania. Further, three tourist attractions were also used for data collection including Serengeti National Park, Ngorongoro Conservation Area as well as Zanzibar.

Measurement of variables

This study employed Likert-scale type of questions to obtain information from the respondents. A seven point Likert- scale type was used as the response format for the motivations with assigned values ranging from 1 being ‘‘Not important at all’’, to 7 being ‘‘Very important”. Tourists’ willingness to support for sustainable tourism was also measured based on a seven-point likert-scale that ranged from 1 being “Strongly oppose” to 7 being “Strongly support”.

Data analysis
Exploratory Factor Analysis (EFA) was performed to identify underlying factors of the importance of the tourist motivational items followed by Confirmatory Factor Analysis (CFA). Further, Multiple Regression Analysis (MRA) was performed to assess relationships between travel motivations and tourists' willingness to support sustainable tourism.

Findings
Tourists' demographic features
Results indicate that, 33.1% of the respondents were of ages ranging from 20 to 29, 32.3% were of ages ranging from 30 to 39, 18.2% were of ages ranging from 40 to 49, 14.9% were 50 or above and 1.6% were of less than 20 years old. Overall, more than 60% of the respondents were of the ages ranging from 20 to 40 years. In terms of sex, majority of the respondents surveyed were female representing 53.4% and males 46.6%. About 62.2% of the respondents are living in cohabit and 37.4 % are living single. Analysis also indicates that 24.4% of the surveyed respondents were living with kids while 75.6% are not living with kids. Educational level of respondents were also analyzed and the results revealed that 40.3% were holding master degree, 26.9% undergraduate, 16.3% high school, 11.9% above master level and 0.8% were of less than high school level of education. About 37.3% earns 60,000 USD and above, 18.7% earns less than 20,000 USD, 15% earns income between 50,001 to 60,000 USD, 11.2% earns between 30,001 to 40,000 USD, 9.6% earns annual income between 20,000 to 30,000 USD, while 8.1% earns annual income ranging from 40,001 to 50,000. In terms of occupation 70.6% of the respondents were employed, 11.5% were students, 12.2% were self employed while 5.3% were retired. Results on the size of the travel party of the respondents revealed that 86.3 % travelled with around 0 to 5 people, 4.9% travelled with 15 people and above, 5.2% travelled with 6 to 10 people and 3.6% travelled with 11 to 15 people. Furthermore, respondents' travel companion was analyzed and the results indicate that 48.5% were with family, 36.8% were with friends and colleagues, 11.5% were themselves, 2% were with friends and family while 1.2% was with relatives. In terms of nationalities, the results revealed that of the surveyed respondents 13.2% were Germans, 9.8% were Americans, 9.3% were Australians, 8.3% were British, 7.6% of the respondents were South Africans while 7.1% were French.

Results of factor analysis
Since the present study was concerned with developing tourists travel motivational scales as well as their willingness to support sustainable tourism, the sample was divided randomly into two halves using IBM-SPSS computer program whereby the first sub sample was used for Exploratory Factor Analysis (EFA) or discriminant function and the second sample was used for Confirmatory Factor Analysis (CFA). After VARIMAX rotation each factor were subsequently renamed in accordance with the construct they are representing. These include 1) Nature, 2) Family, 3) Friends, 4) Accomplishment, 5) Culture, 6) Environ-cultural Sustainability, 7) Warmth/sun, 8) socio- economic sustainability, 9) Fitness, 10) Peace/quite, and 11) Ambience for travel motivations and 1) Economic sustainability, 2) Environmental sustainability and 3) Social sustainability.

Confirmatory Factor Analysis
After conducting exploratory factor analysis (EFA) using the first split half sample, the next stage was to carry out a confirmatory factor analysis (CFA) using the second half sample to assess the

validity of the questionnaire (Hair et al 2010). This analysis assessed the fit between the data and the specified CFA measurement model. In the first stage the CFA model involves travel motivational dimensions followed by willingness to support sustainable tourism. Dimensions with cronbach's alpha above 0.7 and loadings above 0.4 were used. Further, dimensions with a minimum of three items were also included in the model. In view of this, two dimensions Friends and Ambience were not included for having cronbach's alpha below 0.7 and not meeting the criteria of minimum of three items forming the dimension respectively.

Results of Fit Indices for the Structural Model

The first step in analyzing the structural model was to evaluate the model based on the fit indices. Overall, the fit indices indicated a fair fit for the model. The value of CMIN/DF was 2.925, which is within the acceptable level of between 2.0 and 5.0 as defined by Wheaton et al (1977) and Tabachnick and Fidell (2007). The RMSEA value for the structural model was .062, which is within the recommended level of <.08 (MacCallum et al. 1996). Other fit indices GFI = .963, which point to a good model fit except for CFI =.905 which point a good model fit.

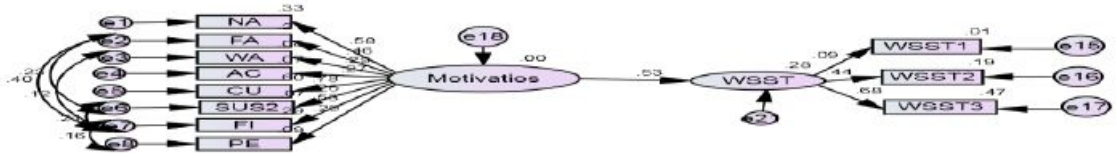


Figure 2: Structural Model

Key: Na=Nature, FA=Family, WA=Warmth, AC=accomplishment, CU=Culture, SU=Socio-cultural sustainability, FI=Fitness, PE=Peace/quite, WSST=Willingness to support sustainable tourism, WSST1= environmental sustainability, WSST2=Economic sustainability, WSST3=Social sustainability

Tourist willingness to support for sustainable tourism

Respondents were asked to indicate their level of support for sustainable tourism using seven point likert-scale with values ranging from 1 being strongly oppose to 7 being strongly support. The results indicate generally that, all the thirteen items measuring tourists' support for sustainable tourism rated high with mean scores above 5.

Hypothesis testing

The regression model for hypothesis one has tourist's willingness to support sustainable tourism as dependent variable and nine travel motivational dimensions as obtained and modified from Kleiven (1998, 1999, 2005 and 2009) as independent variables. These variables were regressed and the results are shown in table 3 below. The Analysis of variance (ANOVA) indicates F statistic of 8.68 was significant at the 1% level of significance, revealing that the model helped to explain some of the variation in tourist's willingness to support sustainable tourism. The p-values of the t-tests were less than the 1% level of significance for nature, family and accomplishment motivations indicating that the beta coefficients of these three dimensions were significant, and explained some of the variation in tourist's willingness to support sustainable tourism.

Table 1: Multiple regression relating to Hypothesis one

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.904	.197		19.786	.000
	Nature	.085	.033	.126	2.564	**.011**
	Family	.048	.022	.111	2.148	**.032**
	Warmth	.026	.023	.051	1.140	.255
	Accomplishment	.112	.021	.228	5.265	**.000**
	Culture	.034	.027	.067	1.264	.207
	Friends	.015	.022	.032	.696	.487
	Fitness	.002	.023	.006	.103	.918
	Peace	-.015	.022	-.031	-.685	.494
	Ambience	-.002	.023	-.003	-.067	.946

Adjusted R^2=0.121 F=8.68***
Independent variables: Nine travel motivational dimensions
Dependent variable: Willingness to support sustainable tourism

In the next stage, the regression model for hypothesis two has tourist's willingness to support sustainable tourism as dependent variable and the eleven travel motivational dimensions sustainability inclusive as independent variables. These variables were regressed and the results are shown in table 4 below. The Analysis of variance (ANOVA) indicates F statistic of 7.235 was significant at the 1% level of significance, revealing that the model helped to explain some of the variation in tourist's willingness to support sustainable tourism. The p-values of the t-tests were less than the 1% level of significance for accomplishment motivation and less than 5% nature motivation indicating that the beta coefficients of these two dimensions were significant, and explained some of the variation in tourist's willingness to support sustainable tourism.

Table 2: Multiple regression relating to Hypothesis three (a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.791	.218		17.402	.000
Nature	.079	.035	.117	2.281	**.023**
Family	.044	.023	.102	1.939	.053
Warmth	.026	.023	.052	1.151	.250
Accomplishment	.113	.021	.229	5.275	**.000**
Culture	.030	.028	.057	1.070	.285
Sustainability 1	.021	.026	.038	.808	.420

Friends	.015	.022	.032	.688	.491
Sustainability 2	.021	.021	.045	.984	.326
Fitness	-.002	.024	-.004	-.078	.938
Peace	-.016	.022	-.033	-.718	.473
Ambience	-.002	.023	-.005	-.099	.921

Adjusted R^2=0.120 F=7.235***
Independent variables: Eleven travel motivational dimensions
Dependent variable: Willingness to support sustainable tourism

Conclusion

Clearly, tourism emerges as a giant and essential contributor to the GDP in many countries. Notwithstanding this contribution, it is important that a sustainable approach to tourism development be adopted in order to ensure that the integrity of the industry is maintained over the long term. The primary objective of this study was to examine the link between tourists travel motivations and their willingness to support sustainable tourism development. Given that the sustainability of the industry hinges strongly on the hands of different stakeholders tourists being amongst, this study has produced invaluable insights on the standpoints of tourists travel motivations as it relates to willingness to support sustainable tourism development. The study results generally support that travel motivations are statistically related to tourists' willingness to support for sustainable tourism. Impliedly this relationship may be interpreted as it being likely that tourists have favorable willingness to support sustainable tourism after being impressed and their motives being achieved. The findings also brought to light opportunities for increased interaction between visitors and locals as well as for increased revenue to the area.

It is recommended that this research be further refined and then duplicated in order to gain a better understanding of the variables that influence tourists' support for sustainable tourism development. These variables should also be explored further to determine a more in-depth understanding of the nature of their effect on their support for sustainable tourism development in the tourism industry in general.

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