

## TOURISM MOTIVATION AND LIVELIHOOD STRATEGIES AMONG RURAL HOUSEHOLDS IN OSUN STATE, NIGERIA

OYEBISI BAKARE

*Department of Family, Nutrition and Consumer Sciences  
Obafemi Awolowo University, Ile-Ife, Nigeria*

---

*The study examined the influence of tourism motivation factors on livelihood strategies of host people. The study area was Osun State. One tourism festival specific town from each of the three senatorial districts was purposively selected based on highest patronage and most famous. Egungun festival - Iwo (July, 2018), Osun Osogbo festival - Osogbo (August, 2018), and Baba funfun festival - Imesi-Ile (April, 2018) from Osun West, Central, and East Senatorial Districts respectively. Purposive sampling technique was used to select four hundred and fifty respondents, one hundred and fifty each from each festival. The results revealed that there is significant difference in the abilities of push and pull factors on livelihood strategies of the host people ( $t = 41.901, p < 0.05$ ). The results also showed significant relationships between push factors (relaxation ( $r = 0.2330$ ), economic power ( $r = 0.4238$ ), prestige/caste ( $r = 0.3748$ ), and worship ( $r = 0.1484$ ) while the same position was observed on pull factors (clement weather ( $r = 0.3112$ ), pristine culture ( $r = 0.3660$ ), adventure ( $r = 0.3348$ ), journey thrill ( $r = 0.2437$ ), scenery ( $r = 0.2912$ ), entertainments ( $r = 0.3712$ ), cuisines ( $r = 0.2731$ ), souvenirs ( $r = 0.4111$ ). However, family ties ( $r = -0.2679$ ) showed negative significant correlation. Regression coefficients of six pull factors; clement weather ( $b = 1.311$ ),*

---

© University of the Aegean. Print ISSN: 1790-8418, Online ISSN: 1792-6521



Except where otherwise noted, this work is licensed under  
<http://creativecommons.org/licenses/by-nc-nd/3.0/>

*pristine culture (b = 1.389), adventure (b = 1.707), entertainments (b = 1.252), cuisines (b = 1.792), souvenirs (b = 1.6731) and three push factors (official obligation (b = -0.3138), prestige/caste (b = 1.509), relaxation/fun (b = 1.655)) significantly contributed to the unit change in livelihood strategies of the host people. The study concluded that tourism motivation factors contributed to livelihood strategies of the host people. It was recommended that stakeholders should reinforce the facilities in both tangible and intangible terms to accommodate the urge of tourists and even expand the need threshold for improved patronage that will translate to more livelihood strategies for the teeming host population.*

---

**Keywords:** *Tourism, livelihood strategies, tourism motivation, rural households, livelihoods.*

## INTRODUCTION

People engage in different degrees of job activities to enhance living. According to one African parlance; work is the antidote for poverty. The economic engagements of people have multifactorial implications from skill possession, level of education, social influence, and most importantly, environment. The rural areas are endowed with pristine environment with arrays of pull motivations that can positively command the push feelings of yening individuals. Livelihood is a basic need to living which requires strategy as a component of sustainable livelihood. Livelihood comprises the capabilities, assets and activities required as means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base' (Carney, 1998). Rural people have complex livelihood strategies (due to multiple land uses and diversification of risks across several activities) which are affected by tourism in many different ways, positively and negatively, directly and indirectly (Ashley, & Hussein, 2000).

Sustainable Livelihood (SL) is a development concept beyond the conventional definitions and approaches to poverty eradication. The concept identifies and defines critical phenomenon toward livelihoods. The approach gives a comprehensive springboard for the analysis and assessment of poverty vis avis livelihoods. It considers vital aspects of poverty such as vulnerability and social exclusion. It is now recognized that more attention must be paid to the various factors and processes which either constrain or enhance poor people's ability to make a living in an economically, ecologically, and socially sustainable manner. The SL Approach offers the prospects of a more coherent and integrated approach understanding poverty.

Tourism has been acknowledged as one of the strongest and most veritable economic and social phenomena. The reasons for engaging in tourism are multifaceted, ranging from adventure, festivals, scenery, journey thrills, pristine rurality, clement weather, entertainment, and cuisine among others. On the other hand, succumb to the available assets that constitute attractions are often driven by some instinct to fulfil certain psychological urge which includes; prestige, education, fatigue, nostalgia, official obligation, affordance, worship, and boredom. The benefits of tourism can be wide ranging, through benefits to the economy, social life for people living in destinations as well as personal benefits to tourists. These tourism benefits have been found to include: rest and recuperation from work; provision of new experiences lading to a broadening of horizons and the opportunity for learning and intercultural communication; promotion of peace and understanding; personal and social development; visiting friends and relatives; religious pilgrimage and health (Dann, 1977).

From observation, studies on environmental income in rural livelihoods are increasing; however, they have yet to be widely included in rural income and livelihood studies and, if they are available, high quality of environmental income data is considered too difficult and costly to obtain (Angelsen, Larsen, Lund, Smith-

Hall, & Wunder, 2011). A similar observation can be found in the study of Mamo, Sjaastad, and Vedeld (2007), which indicated that poverty surveys in developing countries normally omit information about environmental resources which includes tourism resources. Tourism is often not usually captured in most studies on environmental resources. Understanding travel motivations is a strategic approach to further assist destination planners to understand changing patterns of travellers' behaviours and ways these changes have evolved over time (Yousaf, Amin, & Santos, 2018); and how these essentially translate to livelihood for the host population. The study therefore, aims at examining the effect of tourism motivation on livelihood strategies among rural households to fill the gap in literature.

## **LIVELIHOOD STRATEGIES IN RURAL AREAS**

Agriculture is a common activity for virtually all rural households, never a sole activity for any. The livelihood strategies of rural households vary enormously, but a common strategy is for household members to undertake a range of activities which each in some way contributes to part of household need fulfilment. Most households rely on a range of natural resource uses, and on off-farm income from employment or remittances. Diversified strategies are essential in Nigeria considering the experience farmers often go through during off season period. Farming in both crops and livestock is considerably seasonal in Nigeria. Tourism in its nature fits into the off season period hence; could offer some useful engagement that bring in new activities for destination people.

### **Tourism Development In Rural Nigeria**

The rural areas have been recognised as the hub of tourism assets. From all spheres and indications, tourism is now acknowledged as an economy linchpin that could be seized to support oil and agriculture considering its versatile role in employment generation and livelihoods especially in rural areas. According to UNTWO (2017), a good number of African countries have bought

into tourism for foreign direct investment into key economic driver for many destinations, promoting income growth and job creation in local economies. Nigeria is not left out in this drive. All the resources in the rural communities are critical to tourism undertakings. In spite of the clement weather that characterised rural areas in Nigeria, the hospitable nature borne out of communal family system ties, pristine culture that is often craved by saturated urban dwellers place the rural community at advantage of tourism enabling. Land as an important factor of production is equally germane for tourism development. Land is one of the blessings the rural areas enjoy far better than urban communities. The serenity that is coveted by city hustlers is a lifestyle in the rural areas. Rolling lull from natural and undistorted vegetation give the rural areas the feeling of tranquillity that is hard to come by in any metropolis. Abundant inherent potentials of physical and human capitals qualify rural areas for sustainable tourism venture. Tourism is often patronised by urbanites who work round the clock for a season and require a “silly season” for recreation and relaxation to refresh. The rural are possess all attributes that are seemingly opposite to cities. It is of great complimentary purpose for urban dwellers as place of rest. In the bid of resting against the next production or business season, rural areas become the destination for deserving tourists. So, the development of tourism in the rural areas is like filling a gap in the calendar of the metropolis. This in turn create a business enablement for rural populace who are often confronted with single occupational syndrome. In conclusion, the relationship between rural and urban become complimentary and symbiotic with the concept of tourism.

According to Orekoya (2018), the downturn in nation’s economies has made government to turn to tourism to stimulate development. Critical analysis of the rural areas revealed several rich tourist sites; Osun-Osogbo Sacred Groove in Osogbo, Egungun festivals in Iwo, Ede, and most towns in Southwestern Nigeria, Baba Funfun in Imesi – Ile and Oke- Imesi, Olumo Rock, Mambilla Plateau, Oguta Lake, and Ikogosi Warm Spring, Ojude Oba Festival, Argungu Festival, Eyo Festival, and Calabar Carnival among others. On different occasions, the diversity of the country has posed threats to her peaceful coexistence. In tourism context, the richness and diversity of Nigeria’s culture have always been cited as strong reason

why tourism should be a major foreign exchange earner for the country (Nwanne, 2017). From east to west, from north down south, the country is naturally endowed with rich tourist sites. Every state prides itself in outstanding and unique attractions. Sidarta (2002) in his research found that the development of tourism affects the lives of people around attractions including aspects of livelihood and income. Kolawole (2017) identified ecotourism, cultural tourism, and heritage tourism as veritable to development.

### **Theory Of Push And Pull Motivations**

The push/pull model is accepted by many researchers (Dann, 1977; 1981; Jang, & Cai, 2002; Hsu, & Lam, 2003). Push factors are defined as internal motives or forces that cause tourists to seek activities to satisfy needs, while pull factors are destination generated forces and the knowledge that tourists hold about a destination. Most push factors are intrinsic motivators, such as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction. The push and pull theory of motivations proposed by Dann (1977) is a widely accepted theoretical framework in tourism research. According to Dann (1977), multiple factors motivate tourists and/or travellers to visit particular places or destinations, but these factors can be categorised as either push or pull motivations. Dann (1977) grouped tourists' characteristics into two; anomie and ego-enhancement. The classification is based on age, marital status, gender, affordance status, residence status, and tour status. From the point of view of Dann's theory, examination of 'push' factors is logical and often temporally an antecedent to 'pull' factors. Moreover, he argued that the question of 'what makes tourists travel' can only relate to the 'push' factors, as this question is devoid of destination or value content requirements of 'pull' factors. Dann's theory assumed that both the anomie and ego-enhancement attributes were from 'push' factors. The theoretical framework was a continuum, with anomie and ego-enhancement as the polar coordinates. Meanwhile, a good number of studies on tourism motivation corroborated Dann's theory of motivation. Todorovic and Jovicic (2016) posited that the core reason for going on holidays is that individuals look for a break from usual schedule and settings that allow for relaxation and less mental fatigue. Push motivation is an

indicator of destination loyalty (Yoon, & Uysal, 2005), which has strong marketing implications. Another study identified social interaction, self-improvement, variety seeking, logistics (organization and location of destination) of travel, products offered on-site, knowledge expansion, adventure, and travel attractions as motivations for tourists to attend a wine festival (Rivera, Chandler, & Winslow, 2009). The most common travel motives are sightseeing and culture (80%), city break (47%) and visiting friends and relatives (44%) (Tourism Research and Marketing, 2013).

## **OBJECTIVES OF THE STUDY**

- I. Identify personal factors of respondents and livelihood strategies among rural households
- II. Assess the effect of push and pull motivations on livelihood strategies
- III. Examine the influence of tourism motivation factors on livelihood strategies of host people.

## **HYPOTHESES**

- I. There is no significant relationship between tourism motivation factors and livelihood strategies
- II. There is no significant difference between push and pull factors on livelihood strategies.

## **METHODOLOGY**

The area of the study was Osun State, Southwestern Nigeria. One tourism festival specific town from each of the three senatorial districts was purposively selected based on highest patronage and most famous. Egungun festival - Iwo (July, 2018), Osun Osogbo festival - Osogbo (August, 2018), and Baba funfun festival - Imesi-Ile (April, 2018) from Osun West, Central, and East Senatorial Districts respectively. Purposive sampling technique was used to

select four hundred and fifty respondents, one hundred and fifty each from each festival. The inclusion criteria used for selection were:

- i. must have travelled to the destination,
- ii. having the festival as the primary goal of being in town.

The study employed interview guided questionnaire as the instrument for data collection. The sections in the questionnaire included; tourist specifics based on push and pull factors of motivation, and observations on host people which relate to the livelihood activities towards the push and pull motives. Push factors, which were origin-related and intangible desires of individual travellers, consisted of 25 items and grouped into eight dimensions. Likewise, 26 pull motive items, which were the external forces of destination attributes in the three festivals put together, while statements on activities of host people towards offers for satisfying and meeting up the motivations were 10. The push and pull items were assessed using a 5-point Likert scale from 5 = very important to 1 = not important at all, while livelihood strategies as observed by tourists were assessed using a 5-point Likert scale from 5 = Strongly agreed to 1 = strongly disagreed. The questionnaires were well guided and monitored for completeness, hence, 450 copies recovered. The study employed the tourists to reconstruct experiences in relation to livelihood engagements of the host people. Data were collected from an insider as opposed to an outsider's perspective. Reliability test was conducted, and the results of Cronbach's Alpha was 0.871. While the test re-test was 0.833.

## RESULTS AND DISCUSSION

**Table 1: Personal characteristics of respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	314	69.78
Female	136	30.22
<b>Age in years</b>		
<20	61	13.56
20-30	102	22.67
31-40	104	23.11
41-50	43	09.56



51-60	59	13.11
>60	81	18.00
<b>Marital Status</b>		
Single	287	63.78
Married	106	23.56
Others	57	12.67
<b>Tour experience</b>		
First time	108	24.00
Second time	133	29.56
Third time	135	30.00
More than 3 times	28	06.22
<b>Income in Naira</b>		
<30000	243	54.00
30000 – 50000	112	24.89
51000 – 100000	38	08.44
>100000	57	12.27
<b>Consideration for “Call back”</b>		
Yes	285	63.33
No	165	36.67
<b>Consideration for “referral”</b>		
Yes	316	70.22
No	134	29.78

## PERSONAL CHARACTERISTICS OF RESPONDENTS

Table 1 showed the personal characteristics of the respondents. The results showed that 69.78% were males while the remaining were females (30.22%). More males than females engage in tourism, especially festivals. The respondents whose age was less than 20 years were 13.56%, those above 60 years were 18.0%, while those from 20 years to sixty years were 68.44%. Tourism patronage is slim among people under 20 years and people over 60 years. Majority (63.78%) were single, married (23.56%), and the remaining 12.67% fell under others which may be widowed, separated, or divorced. More single people engage in tourism than those married, this could be due to family obligations. Respondents' tour status showed those who were first timers (24.0%), second timers (29.56%), third timers

(30.0%), and more than 3 times (06.22%). Income of respondents showed majority (54.0%) of the tourists at the festival earned less than the Nigerian newly approved minimum wage, N30000. About one quarter earned between N30000 and N50000, another 8.44% earned N51000 to N100000, while, the remaining 12.27% earned above N100000. More than half of the tourists were earning less than the newly approved minimum wage that is about to be implemented. Over half of the respondents agreed to consideration for ‘‘call back’’ (63.33%), the remaining 36.67% disagreed to call back. Majority (70.22%) ticked ‘‘Yes’’ to referral, the remaining 29.73% ticked ‘‘No’’. The study confirmed Dann (1977) that, based push and pull factors on age, marital status, gender, and tour status

**Table 2: Livelihood strategies of the host people observed by respondents**

<b>Livelihood strategies</b>	<b>Mean</b>	<b>Standard deviation</b>	<b>Rank</b>
Accommodation	3.72	0.63	4
Food and beverage	4.10	0.95	2
Tour guiding	2.95	0.63	6
Transportation	3.79	0.84	3
Music	2.79	0.71	7
Food products	2.11	0.87	12
Fruits and vegetables	2.78	1.03	8
Photography	1.63	0.84	14
Fashion	2.40	0.83	10
Drumming	3.30	0.89	5
Dance	2.64	0.89	9
Artistries	4.12	0.81	1
Hair dressing	1.11	0.71	16
Shoe making	1.36	0.73	15
Farming	2.33	0.83	11
Others	2.08	0.87	13

## **LIVELIHOOD STRATEGIES OF THE HOST PEOPLE**

From Table 2, artistries( $x = 4.12$ ) ranked first among the observed livelihood strategies of the host people by the tourists. Artistries referred to any product of art or innovation that were on sale during the festivals. These included; caps, handkerchiefs, bandana, vests, head bands, hand bands/bangles, face caps, garlands, which in most cases were bespoke for the occasion. Food and beverage ( $x = 4.10$ ) ranked second. These referred to victuals in and around the destination. Transportation ( $x = 3.79$ ) ranked third. The remaining livelihood strategies observed by the respondents were accommodation, ( $x = 3.72$ ), drumming ( $x = 3.30$ ), tour guiding ( $x = 2.95$ ), and music ( $x = 2.79$ ) were 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> respectively.

**Table 3: Correlation and regression analyses of relationship between tourism motivation and livelihood strategies**

Variables	Correlation Coefficients	Regression Coefficients.	T-value
<b>Push factors</b>			
Economic power	0.4238*	0.6619	1.854*
Official obligation	0.0209	-0.3138	-0.848
Prestige/caste	0.3748*	0.3149	1.509*
Knowledge	-0.0147	0.0414	-0.051
Worship	0.1484*	-1.4389	-1.262
Nostalgia	0.1336	-0.1267	0.443
Relaxation/fun	0.2330*	0.9944	1.655*
Fatigue/Boredom	0.1261	0.0684	0.123
<b>Pull factors</b>			
Clement weather	0.3112*	0.4326	1.311*
Pristine culture	0.3660*	0.5901	1.389*
Adventure	0.3348*	0.1489	1.707*
Journey thrill	0.2437*	0.7134	1.217
Scenery	0.2912*	0.6723	1.203
Entertainments	0.3712*	0.3471	1.252*
Cuisines	0.2731*	0.1681	1.792*
Family ties	-0.2679*	-6.7631	-0.111
Souvenirs	0.4111*	0.5672	1.6731*

## **CONTRIBUTION OF PUSH AND PULL MOTIVATION FACTORS TO LIVELIHOOD STRATEGIES OF THE HOST PEOPLE**

Table 3 showed the findings on correlation analysis of motivation factors and livelihood strategies of host people showed positive and significant relationships between push factors (relaxation ( $r = 0.2330$ ), economic power ( $r = 0.4238$ ), prestige/caste ( $r = 0.3748$ ), and worship ( $r = 0.1484$ ) while the same position was recorded on pull factors (Clement weather ( $r = 0.3112$ ), Pristine culture ( $r = 0.3660$ ), Adventure ( $r = 0.3348$ ), Journey thrill ( $r = 0.2437$ ), Scenery ( $r = 0.2912$ ), entertainments ( $r = 0.3712$ ), cuisines ( $r = 0.2731$ ), souvenirs ( $r = 0.4111$ ). Family ties ( $r = -0.2679$ ) showed negative but significant correlation. The results of regression analysis in Table 3 also showed that the regression coefficients of three push factors (official obligation ( $b = -0.3138$ ), Prestige/caste ( $b = 1.509$ ), relaxation/fun ( $b = 1.655$ )) significantly contributed to the unit change in livelihood strategies of the host people. The table further revealed regression coefficients of five pull factors, clement weather ( $b = 1.311$ ), pristine culture ( $b = 1.389$ ), adventure ( $b = 1.707$ ), entertainments ( $b = 1.252$ ), cuisines ( $b = 1.792$ ), souvenirs ( $b = 1.6731$ ) significantly contributed to the unit change in livelihood strategies of host people. The finding is in agreement with Todorovic and Jovicic (2016) that adduced relaxation as one of the reasons for embarking on holidays. Rivera, Chandler, & Winslow, (2009) also agreed with adventure as one of the pull factors craved for in a destination by tourists. Tourism Research and Marketing (2013) corroborated the finding that most common travel motives are sightseeing and culture (80%), city break (47%) and visiting friends and relatives (44%), which translate to pristine culture and scenery.

<b>Tourism motivation</b>	<b>t-value</b>	<b>df</b>	<b>p-value</b>	<b>mean diff.</b>	<b>Rmk</b>
---------------------------	----------------	-----------	----------------	-------------------	------------

Push and pull factors	41.901	444	0.000	10.091	S
	0				

## **DIFFERENCE BETWEEN TOURISM MOTIVATION FACTORS AND LIVELIHOOD STRATEGIES OF HOST PEOPLE**

Table 4 showed the t-test analysis of the significant difference in the possibility of push and pull motivations to translating to livelihood strategies of the host people. The results revealed that there is significant difference in the abilities of push factors and pull factors on livelihood strategies of the host people ( $t = 41.901, p < 0.05$ ). The implication of the findings is that pull factors are driven by push factors and vis versa. The effect of each of push and pull factors are complimentary hence, one causes the other to exist. The finding of the study confirmed that travel motivations can further help destination planners to understand changing patterns of travellers' behaviours and ways these changes have evolved over time (Yousaf, Amin, & Santos, 2018), hence the factors compliment.

## **CONCLUSION**

The objectives of the study were to; identify personal factors of respondents and livelihood strategies among host people, examine the influence of tourism motivation factors on livelihood strategies of host people, and assess the effect of push and pull motivations on livelihood strategies. From the findings of the study, it was evident that tourism motivation factors (push and pull) are contributed to the livelihood of the host people. Push factors (relaxation, economic power, prestige/caste, and worship) and pull factors (clement weather, pristine culture, adventure, journey thrill, scenery, entertainments, cuisines, and souvenirs) contributed to livelihood of

the host people. It was also observed that the host people had a good number of livelihood strategies available in the destinations. These included; food and beverage, accommodation, tour guiding, transportation, artistries, shoe making, hair dressing, fruits and vegetables, food products, farming, photography, clothing, drumming, dance, and music. Both push and pull factors were found to offer complimentary services to both tourists and host people as the existence of one makes the other thrive. The study further confirmed the assumptions of Dann's theory and established the complimentary relationship between push and pull motivation factors.

## **RECOMMENDATION**

From the findings, it was recommended that the tourism stakeholders should focus on pull motivation factors. Improve the facilities in both tangible and intangible terms to accommodate the urge of tourists and even expand the need threshold for improved patronage that will morph into more livelihood strategies for the teeming host population. Control seems easier from destination perspectives, hence, it will be useful to improve the destination qualities which will in turn effect on the urge/need of the tourists.

## **REFERENCES**

- Angelsen, A., Larsen, H. O., Lund, J. F., Smith-Hall, C., & Wunder, S. (2011) Measuring Livelihoods and Environmental Dependence: Methods for Research and Fieldwork. CIFOR.
- Ashley, C. and Hussein, K. 2000. Development Methodologies for Livelihood Impact Assessment Experience of the African Wildlife Foundation in East Africa. Overseas Development Institute. London, PP. 60. Retrieved May 10, 2004 from [www.oneworld.org/odi/rpeg/srls.html](http://www.oneworld.org/odi/rpeg/srls.html)
- Carney, D. (1998). Sustainable Rural Livelihoods: What Contribution Can we make? Department for International Development, London.

- Dann, G. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research* 4(4), 184-194.
- Dann, G. (1981). Tourist motivation: An appraisal, *Annals of Tourism Research* 8(2), 187-219.
- Hsu, C. H. C., & Lam, T. (2003). Mainland Chinese travellers motivations and barriers of visiting Hong Kong. *Journal of Academy of Business and Economics* 2(1), 60-67.
- Jang, S. C., & Cai, L. A., (2002). Travel motivations and destination choice: a study of British outbound market. *Journal of Travel & Tourism Marketing* 13(3), 111-133.
- Kolawole, O. (2017). How Nigeria can develop key tourism market segments to grow the economy. *BusinessDay*. Retrieved from <http://www.businessdayonline.com/nigeria-can-develop-keytourism-market-segments-grow-economy/>
- Mamo, G., Sjaastad, E., & Vedeld, P. (2007). Economic dependence on forest resources: A case from Dendi District, Ethiopia. *Forest Policy and Economics*, 9(8), 916-927.  
doi:<http://dx.doi.org/10.1016/j.forpol.2006.08.001>
- Nwanne, C. (2017). December 30). A look at Nigerian tourism industry in 2017. *Saturday Guardian*. Retrieved from <https://m.guardian.ng/saturday-magazine/a-look-at-nigerian-tourism-industry-in-2017/>
- Orekoya, I. (2018). Nigerian Tourism Industry: A Key Value Driver in Employment Generation. *Journal of Tourism, Hospitality and Sports*, 36, 12 – 17. [www.iiste.org](http://www.iiste.org)
- Rivera Jr, D., Chandler, J. A., & Winslow, H. (2009). Developing a profile of visitors at a North Carolina wine festival: pilot test. *The Consortium Journal*, 14(2), 5-20.
- Sidarta, T. (2002). Dampak Perkembangan Pariwisata terhadap Kondisi Lingkungan, Sosial dan Ekonomi Masyarakat (Studi Kasus Kawasan Pariwisata Sanur, Denpasar-Bali). [Tesis]. Program Pascasarjana Universitas Diponegoro.
- Todorović, N., & Jovičić, D. (2016). Motivational Factors of Youth Tourists Visiting Belgrade. *Journal of Geography*, 66(2), 273–289. Doi:10.2298/Ijgi1602273.
- Tourism Research and Marketing (2013). *New Horizont III*. Amsterdam: WYSE Travel Confederation.

- United Nations World Tourism Organization (2017). UNWTO Annual Report 2016. Madrid: UNWTO.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56.
- Yousaf, A., Amin, I., & Santos, J. A. C. (2018). Tourists' Motivations to Travel: A Theoretical Perspective on the Existing Literature. *Tourism and Hospitality Management*, 24(1), 197-211..

**Oyebisi Bakare** (bissibakare@gmail.com) Department of Family, Nutrition and Consumer Sciences Obafemi Awolowo University, Ile-Ife, Nigeria.