

UNDERSTANDING THE TRAVEL MOTIVATION AMONG YOUTH TRAVELERS IN KENYA: THE ‘PUSH’ AND ‘PULL’ PARADIGM.

Abstract

This study explores the factors that motivate youth travel in Kenya using the ‘Push’ and ‘Pull’ theory. This questionnaire survey involved 132 respondents aged between 15 and 32 years drawn from visitors to Nairobi National Park, Kenya. The study found out that push factors are more important determinants of youth travel in Kenya than the pull factors. In addition, while pull factors were identified as being relatively less significant, the study found out that the scope of destination product offerage and delivery factors are considered as more significant pull factors for youth travel than the natural appeal of the destination.

Key Words: Push and Pull factors; Youth Travel; Travel Motivation; Travel marketing; Tourism in Kenya

[Word count: 4415]

1. Introduction

Youth travel has been identified as one of the largest segments of global tourism and is also seen as having considerable potential for future growth (Page, 2009; UNWTO, 2008) and represents a significant market within tourism in terms of size and growth rates (Matzler and Siller, 2003; UNWTO, 2010). Young tourists have also been noted as often being the trendsetters who establish and build the attractiveness of tourist destinations (Hall, 2005; Horak and Weber, 2000). In addition, Economic importance and social-cultural values of youth travel have also been recognized (UNWTO, 2008). The segment has been acknowledged to generate 165 billion US dollars towards global tourism receipts (UNWTO, 2010) and one that provides an indicator of future travel trends (Hall, 2005). Locally owned businesses and communities particularly benefit from adventurous young travelers (d'Anjou, 2004) thus reducing leakages and stimulating investment (UNWTO, 2008). These important and multiple impacts of youth travel have recently begun to be appreciated by governments across the world, resulting in more active roles being undertaken to develop youth travel policies, products and marketing campaigns (UNWTO, 2010).

Motivation is the fundamental reason for particular travelling behavior and plays a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectations (Wall and Mathieson, 2006). The importance of understanding the factors that influence the choice of destinations cannot therefore be gainsaid in destination marketing. According to Crompton and McKay (1997), this importance lies in three reasons: (a) understanding tourist motivations would pave the way for creating better products and services, (b) satisfaction with tourism experiences is intrinsically related to initial motives of

tourists, and (c) motives must be identified and prioritized first before a destination marketer can understand tourist decision-making processes. It is important to note that although motivation is only one of various factors explaining tourist behavior, its impelling and compelling force has been considered to be one of the most elementary influences to tourist behavior (Crompton & McKay, 1997).

In the context of Kenya, little attention has been paid to understanding the factors that motivate youth travelers who evidently have continued to frequent the countries tourist attractions. Previous studies carried out on Kenya's tourism industry by Dieke (1994), Sindiga (1999), and Mutinda and Mayaka (2012) among others, have not paid attention to the potential market segment. This has led to having relatively little information available in terms of youth travel motivation or travel decision making. As result, Kenya could be losing out on the long-term potential of a rapidly growing market. The purpose of this study was therefore to provide an in-depth understanding of the factors that motivate youth travel in Kenya to the tourism industry and destination marketers.

2. Understanding Travel Motivation: Theoretical Underpinning

In view of this significance of motivation to travel decision making and satisfaction, a number of theories have been developed in an attempt to explain the motivation to tourist behavior and destination choice. Hill (2000) for instance, noted that the choice of a vacation destination, like any other product's purchase decision-making process is influenced by (a) personal characteristics such as motivation, perceptual encoding, use of memory and decision rules; and (b) external forces such as culture, family, lifestyle and situational variables. Horner and

Swarbrooke (1996) categorized the factors influencing holiday decision into two: (a) those internal to the tourist including personal motives, personality, disposable income, health, family commitments, work commitments, past experience, hobbies and interests, existing knowledge of potential holiday destination, lifestyle, attitudes, opinions and perceptions; and (b) those external to the tourist including availability of suitable products, advice of travel agents, political restrictions on travel such as visa and health regulations, information obtained from destination marketers, word-of-mouth recommendation of friends and family members, special promotions and offers from tourism organizations, and the climate of the destination regions.

The Purchase Decision framework by Um and Crompton (1990, 1991), categorizes the factors influencing travel purchase decisions into three constructs: external inputs, internal inputs and cognitive constructs. The authors view external inputs as the sum of social interactions and marketing communications to which a potential pleasure traveler is exposed. Internal inputs derive from the socio-psychological set of a potential traveler which includes personal characteristics (socio-demographics, lifestyle, personality and situational factors), motives, values and attitudes. Lastly, the cognitive constructs represent an integration of the internal and external inputs, into the awareness set and the evoked set of the destinations.

Further, Schmoll's model of travel decision process (Schmoll, 1977) suggests that purchase decisions are the result of the interaction of four fields of influence, which are both internal and external to the tourist. The model also stresses the important effects that the tourist's own perceptions have on the final purchase decision. These four fields include (a) characteristic features of the service destination e.g. range of attractions offered and cost/ value; (b) travel stimuli e.g. advertising and travel literature; (c) external variable e.g. confidence in travel trade

intermediaries; and (d) personal determinants of travel behaviour e.g. personality features, attitudes, and values.

2.1 The ‘push-pull’ paradigm in travel motivation

The sign–gestalt paradigm better known as the ‘push-pull’ factor’ compendium theory was first introduced by Tolman (1959) and later advanced by Dann (1977). In this paradigm, the logic is that tourists are *pushed* by their own needs towards destinations where they expect their needs to be satisfied. Thus travellers act on their psychological or physiological stimuli in order to satisfy a felt need or achieve an anticipated goal (Fodness, 1994; Gnoth, 1997). ‘*Pull*’ factors on the other hand are those attributes that attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2002). Overall, the ‘push and pull’ theory suggests that people travel because they are ‘pushed’ by internal and ‘pulled’ by external forces.

A number of studies have been undertaken to determine what the specific factors that form the ‘Push’ and ‘pull’ factors actually are, and what is their relative significance as motivators for travel. Uysal and Hagan (1993) developed the Push and pull framework of tourism motivations, identifying the different factors that falls into each category. According to the authors, ‘Push’ factors are related to the individual tourist and are categorized into: Motivations (such as: escape, rest and relaxation, self-esteem, prestige, adventure, social interaction, personal interests, and benefit expectations, etc.); Socio-economic and demographic factors (such as: age, gender, income, education, family life-cycle and size, occupation, second home ownership, etc.); and market knowledge. Pull factors on the other hand relate to the travel destination and include destination attributes (such as climate, historical sites, scenic beauty, cultural events, recreational opportunities, etc.); destination accessibility, maintenance or situational factors (such as

destination safety and security); and marketed image of the destination such as the perceived quality of services and facilities. The following sections examine the two sides of ‘push’ and ‘pull’ travel motivation

The ‘Push’ motivation factors

Tourists are ‘*pushed*’ by their own needs towards destinations where they expect these needs to be satisfied. Thus travellers act on their psychological or physiological stimuli in order to satisfy a felt need or achieve an anticipated goal (Fodness, 1994; Gnoth, 1997).

In identifying the ‘push’ factors, Dann (1977) suggested two factors as push travel motives: anomie and ego-enhancement. According to the author, anomie refers to the desire to transcend the feeling of isolation obtained in everyday life, where the tourist simply wishes to run away from routine. Ego-enhancement, on the other hand, results from the need of recognition, which is gained through the status conferred by travel (Fodness, 1994). Crompton (1979) further developed a conceptual framework that identified a number of push motivations for travelers. Such factors were identified as: the desire for escape from a perceived mundane environment, rest and relaxation, prestige, regression, health and fitness, adventure and social interaction, enhancement of kinship relationships, exploration and evaluation of self, and excitement.

Beard and Ragheb (1983) developed the ‘Leisure Motivation scale’ model in which they classified ‘push’ motivators into four categories: Intellectual, Social, Complete mastery, and Stimulus avoidance. According to the authors, the intellectual component assesses the extent to which individuals are motivated to engage in leisure activities involving mental deeds such as learning, discovery, thought or imagery. The social component involves the degree to which individuals engage in leisure activities for social reasons. The component includes two basic

needs: the need for friendship and interpersonal relationships, and the need for the esteem of others. The complete mastery component mainly focuses on physical involvement assessing the extent to which individuals engage in leisure activities in order to achieve masterly, challenge and competition. Finally the stimulus-avoidance component assesses the desire to escape and get away from over-stimulating life situations, including the need to avoid social contact, to seek solitude and calm conditions, or search for rest and relaxation.

Yuan and McDonald (1990) conducted a study on factors that pushed the individual to travel for an overseas holiday. The study involved four countries and identified five push factors from 29 motivational items that included: escape, novelty, enhancement of kinship relationships, prestige, and relaxation/hobbies. The two most important factors in pushing the individual to travel for an overseas holiday were identified as first, novelty and second, escape. Furthermore, Lee and Pearce (2002) developed the travel career patterns framework in which 14 motivators were identified as push factors and were ordered as: novelty, escape/relaxation, self-actualization, nature, self-enhancement, romance, kinship-belonging, autonomy, self-development (host-site involvement), nostalgia, stimulation, isolation and recognition.

From the various frameworks identified above, push motivations can be summed up as emotional and internal aspects of the individual which lead to travel decisions. However, it is important to note that the different categories illustrated may act independently or as an amalgam of such motivators operating as driving forces for the individual to travel. Further, it is informative to note that the complexity of human nature may see different individuals possessing different motivations for the same trip. This therefore brings into focus the individual traveler's

perspective into travel motivation. In this study, this fact necessitated the need to examine the factors that ‘push’ youth travelers into travel consumption.

The “Pull” motivation factors

While push factors have been related to those factors within the traveler that drive one to visit a destination, pull factors on the other hand, are those attributes that attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2005). As observed by Dann (1981), pull motivations play an important role into shaping the tourist travel motivations and may boost the individual’s desire to experience a particular destination thus, responding to and reinforcing the push factor motivation.

A number of factors have been identified as forming the pull motivators for travel. Yuan and McDonald (1990) identified seven pull factors including: budget, culture and history, ease of travel, wilderness, cosmopolitan environment, facilities and hunting. However, the authors posited that while individuals from different country may travel for the same reasons, the reasons for choosing a particular destination, and the level of importance attached to the factors might differ owing to the varying nature of different destinations. Further, You *et al.* (2000) identify travel infrastructures, environment quality and safety as major dimensions of destination attributes that attract visitors.

In an attempt to summarize the various factors that together ‘pull’ a tourist to a destination, Crouch *et al* (2004) identified ‘pull’ factors as falling into two main categories: i) service infrastructure (including such variables as transport and travel services, accommodation and catering services, shopping, recreation, and attraction services) and ii) destination environment

featuring such factors as natural, cultural social, economic, technological, and politico-legal factors. These they noted as consisting of dimensions completing the tourist destination and thus amalgamating to produce tourist destination experience. From this framework, 'pull' factors can be said to relate to Buhalis' (2000) construct of a destination as a 'bundle'-an amalgam of tourist products, services and public goods consumed under the same brand name, thus offering the consumer an integrated experience whose perception forms the pull factors into the specific destination.

While a number of factors have been identified as being the pull motivators, Pearce *et al* (1998) argue that assigning motivation power to 'pull' factors is tricky due to the fact these attributes are often translated into socio-psychological push-based motives. Therefore, a single attribute or activity may represent a mix of motives to different people, to some, as push factors and to others, as pull factors.

In summing up, while the push and pull motivations might be identified independently, Kim (2008) and Klenosky (2002), showed that the two are not independent, but related to each other and thus working together to create the reason for travel. On one hand, push factors being the forces that push individuals from home and to make decision to travel, and on the other hand, pull factors simultaneously pulling them towards a specific destination. Thus a need exists to match the main attributes of a destination with the needs and expectations of potential visitors (Gnoth, 1997 and Youet *al.*, 2000).

3 Study Methodology

The study was carried out in the Nairobi National park located approximately seven kilometers from Nairobi city center, Kenya's capital and the most cosmopolitan city in the country. In addition to the wildlife, the park hosts the Nairobi safari walk, the ivory burning site monument and the animal orphanage. The study was a questionnaire survey that involved 132 respondents drawn from visitors to the park within the ages of 15 to 30 years. This age bracket has been identified as forming the youth segment (WYSE travel confederation, 2011; UNWTO, 2008; Republic of Kenya, 2006). To ensure that only the desired population was surveyed, the questionnaire required those outside the targeted age bracket to discontinue the survey. In view of the inclusion of under-18 respondents in the study, a research permit was obtained from the National Council of Science and Technology, Kenya. Data collection was carried out during the month of April, 2012, coinciding with the school holidays in Kenya. Systematic Random Sampling was used to identify the study respondents.

4. Study Findings

4.1 Profile of Study Respondents

Majority of the respondents (84.9%) were Kenyan citizens. Overall gender distribution of the respondents was more or less even with 51.1% being males and 48.9% being females. Majority of the respondents were not married (81.8 %). The dominant age group of the respondents was 20-24 years (40.9%) followed by those aged between 25-30 years (35.6%). Majority of the respondents were students (50.7% of the total respondents with only 28.0% of the respondents having formal employment and 21.3% being self-employed. On average, majority of the respondents (54.5 %) had a monthly income of Ksh. 20, 000 or less, and only 16.7% had a

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monthly income of Ksh. 41, 000 and above. In terms of sources holiday money, over 75% of the respondents cited personal savings as the main source of financing their trips, 20.5 % from their relatives and friends, while 3.7 % of the respondents funded their trips through other sources including incentives from schools, place of work or as volunteers. Table 1 summarizes the demographics of the study respondents.

Table 1: Demographic Characteristics of Study Respondents

Characteristics		Frequency n=132	Percentage (%)
Nationality	Kenyan Citizen	112	84.9
	Kenyan Residents	7	5.3
	Non-Kenyan Residents	13	9.8
Gender	Male	68	51.5
	Female	64	48.5
Age in years	15-19	31	23.5
	20-24	54	40.9
	25-30	47	35.6
Highest level of education	Primary	6	4.5
	High school	34	25.8
	Tertiary/college	37	28.0
	University	53	40.2
	Other	2	1.5
Marital Status	Single	108	81.8
	Married	24	18.2
Net Monthly income	Below 20,000	72	54.5
	21000-30,000	24	18.2
	31,000-40,000	14	10.6
	Above 41,000	22	16.7
Occupation	Student	67	50.7
	Formal employment	37	28.0
	Self-employment	28	21.3
Source of Holiday Money	Personal saving	100	75.8
	Family/Friends	27	20.5
	Assistance	5	3.7
	Other		

4.2 Travel Frequency among youth travelers in Kenya

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To understand the motivation for travel among the selected travel respondents, the survey sought to first establish the frequency of travel among the selected segment by enquiring about the number of trips the respondents made to tourist destinations within Kenya for the last one year. Majority of the travelers (58%) had taken 3 and more trips to destinations within Kenya in the last one year followed by those who had taken at least 2 trips (3%) (Figure 1). This confirms that the target group was actively involved in travel and thus the study on what motivated their travel decisions was essential.

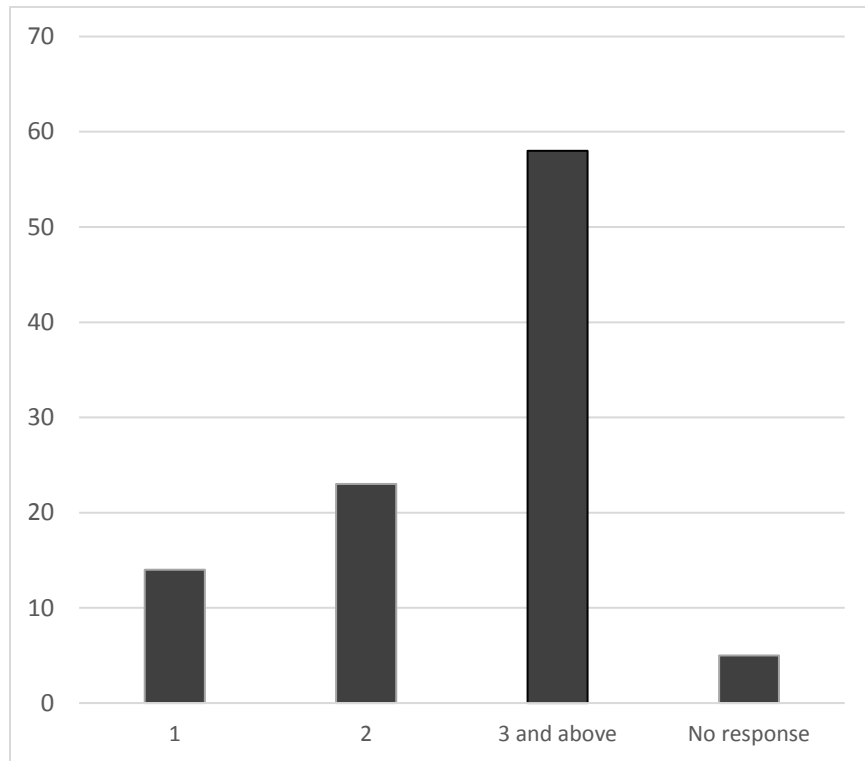


Figure 1: Frequency of travel among youth travellers in Kenya

4.3 Factors motivating youth travelers in Kenya

The focus of this study was examining the push and pulls motivations for youth travelers in Kenya. To examine these factors, possible motivators drawn from literature were presented to the respondents and asked to rate the importance of each factor in choosing travel destinations within Kenya based on a 5-point Likert scale. The responses were then categorized into push factors (those relating to the visitor and their origin environment) and pull factors (those relating to the destination being considered). Table2 summarizes the rating of the 22 factors.

[TABLE 2]

Table 2: Travel Decision motivators among youth travellers in Kenya

Travel Motivation Factors		Level of Significance (N=132)						
		Insignificant(1)	Least insignificant (2)	Fairly significant (3)	Significant (4)	Very significant (5)	Total(5+4)	% (5+4) (N=132)
1.	Have fun	6	5	6	30	85	115	87.1
2.	Visiting places I have never been before	5	6	16	24	81	105	79.5
3.	Experience new and different lifestyle	7	10	12	33	70	103	78.0
4.	Get an opportunity to increase my knowledge	8	7	16	32	69	101	76.5
5.	Have daring/adventuresome experience	8	16	15	21	72	93	70.5
6.	Resting and relaxing	8	8	27	29	60	89	67.4
7.	Outstanding scenery	19	10	19	24	60	84	63.6
8.	Doing something with my friends	14	12	23	36	47	83	62.9
9.	Nice weather	14	22	14	21	61	82	62.1
10.	Exotic atmosphere	17	1	21	23	54	77	58.3
11.	Think about good times I've had in the past	19	14	24	26	49	75	56.8

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12.	Outdoor/indoor sport activities	16	20	22	38	36	74	56.1
13.	Building and places of historical archaeological importance	18	17	23	30	42	72	54.5
14.	Doing things my own way	26	22	13	24	36	60	53.3
15.	Outdoor camping	23	21	20	33	36	70	53.0
16.	Meet new and varied people of different ethnic background	17	16	30	24	45	69	52.2
17.	Meeting people with similar interests	17	20	27	36	32	68	51.5
18.	Travel arrangement	20	19	29	28	36	64	48.5
19.	Experience thrills and excitement	8	9	22	30	33	63	47.7
20.	Work on my personal/spiritual values	25	22	28	23	34	57	43.2
21.	Visiting friends and relatives	28	23	34	25	22	47	35.6
22.	Have others know I've been there	20	24	44	26	18	44	33.3

The 22 factors were generally noted as being significant to the respondents with 17 of them being rated as such by above 50% of the respondents. These factors were subjected to Principal Component Analysis in order to reduce the number of variables by Varimax rotation. Using Kaiser Criterion, five factors having Eigen values of more than 1.0 were retained (Table 3).

Table 3: Principal Component Analysis of Travel Motivations

Component	Eigen value	% of Variance
1	7.108	32.3
2	2.269	10.3
3	1.416	6.4
4	1.280	5.8
5	1.163	5.3

These factors were then rotated converging in 5 iterations (Table 4).

Table 4: Rotated Component Matrix and Factor Loadings of Travel Motivations

	Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
TM 1	Have fun	.560	-.083	-.070	.189	.233
TM 2	Experience new and different lifestyle	.594	.187	.257	-.273	.390
TM3	Resting and relaxing	.314	.038	.098	.123	.751
TM 4	Visiting friends and relatives	-.141	.676	.186	-.005	.308
TM 5	Meeting people with similar interests	.066	.656	.292	-.073	.356
TM 6	Doing something with my friends	.032	.220	.254	.288	.594
TM 7	Doing things my own way	-.060	.543	-.111	.369	.154
TM 8	Outstanding scenery	.254	.162	.238	.667	.252
TM 9	Exotic atmosphere	.211	.146	.218	.765	.148
TM 10	Nice weather	.447	.166	.311	.610	-.134
TM 11	Meet new and varied people of different ethnic background	.420	.479	.394	.079	-.144
TM 12	Visiting places I have never before	.750	.007	.329	.044	.115
TM 13	Get an opportunity to increase my knowledge	.657	-.010	.423	.261	-.264
TM 14	Have daring/adventuresome experience	.676	.159	.060	.236	.116
TM 15	Experience thrills and excitement	.635	.258	.020	.392	.062
TM 16	Work on my personal/spiritual values	.296	.642	.068	.176	.025
TM 17	Think about good times I have had in the past	.329	.619	.050	.282	.118
TM 18	Have others know I have been there	.006	.715	.153	.096	-.174

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TM 19	Outdoor/indoor sport activities	.166	.227	.514	.305	.077
TM 20	Visiting building and places of historical archaeological importance	.086	.512	.527	.023	.003
TM 21	Outdoor camping	.075	.081	.727	.067	.245
TM 22	Travel arrangement	.180	.128	.660	.250	.107

Factor 1, explaining 32.3 % of the total variance and having an Eigen value of 7.108, was concerned with *push* factors including search for novelty of both places and lifestyles, fun and adventure, and learning (Table5).

Table 5: Component 1 (Eigen value 7.108; % of Variance 32.3)

	Variable	Factor loading
TM 12	Visiting places I have never before	.750
TM 14	Have daring/adventures experience	.676
TM 13	Get an opportunity to increase my knowledge	.657
TM 15	Experience thrills and excitement	.635
TM 2	Experience new and different lifestyle	.594
TM 1	Have fun	.560

Component 2, explaining 10.3 % of the total variance and an Eigen value of 2.269, was mainly composed of *push* factors including travel bragging, building relationships with significant others and those with similar interests, solitude and reflection, and visiting places of historical and archaeological importance (Table6).

Table6: Component 2 (Eigen value: 2.269, % of Variance: 10.3)

	Variable	Factor loading
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TM 18	Have others know I have been there	.715
TM 4	Visiting friends and relatives	.676
TM 5	Meeting people with similar interests	.656
TM 16	Work on my personal/spiritual values	.642
TM 17	Think about good times I have had in the past	.619
TM 7	Doing things my own way	.543
TM 20	Visiting building and places of historical archaeological importance	.512

Component 3, explained 6.4% of the total variance and having an Eigen value of 1.416 was composed mainly of *pull* factors focusing mainly on the scope of destination product offerage and delivery (Table7).

Table 7: Component 3 (Eigen value: 1.416, % of Variance: 6.4)

	Variable	Factor loading
TM 21	Outdoor camping	.727
TM 22	Travel arrangement	.660
TM 20	Building and places of historical archaeological importance	.527
TM 19	Outdoor/indoor sport activities	.514

Component 4, explaining 5.8% of the total variance was composed of *pull* factors concerned with the natural appeal of the destination such as exotic atmosphere, scenery and the weather.

Table 8: Component 4 (Eigen value: 1.280, % of Variance: 5.8)

	Variable	Factor loading
TM 9	Exotic atmosphere	.765
TM 8	Outstanding scenery	.667
TM 10	Nice weather	.610

The fifth component, explaining 5.3% of the variance and an Eigen value of 1.163 was composed of *push* factors including rest and relaxation, and participating in joint activities with friends (Table 9).

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Table 9: Component 5 (Eigen value: 1.163, % of Variance: 5.3)

Variable		Factor loading
TM3	Resting and relaxing	.751
TM 6	Doing something with my friends	.594

Overall, out of all factors motivating youth travel in Kenya, *push* factors were found to be more predominant motivators (i.e. components 1, 2, and 5) as compared to the *pull* factors (components 3 and 4).

4.4 Youth Travel Limiting Factors (de-motivators)

The study also sought to examine the nature of travel de-motivators among the youth categorizing them into those of personal circumstances and those concerned with the travel destination (Figure2).

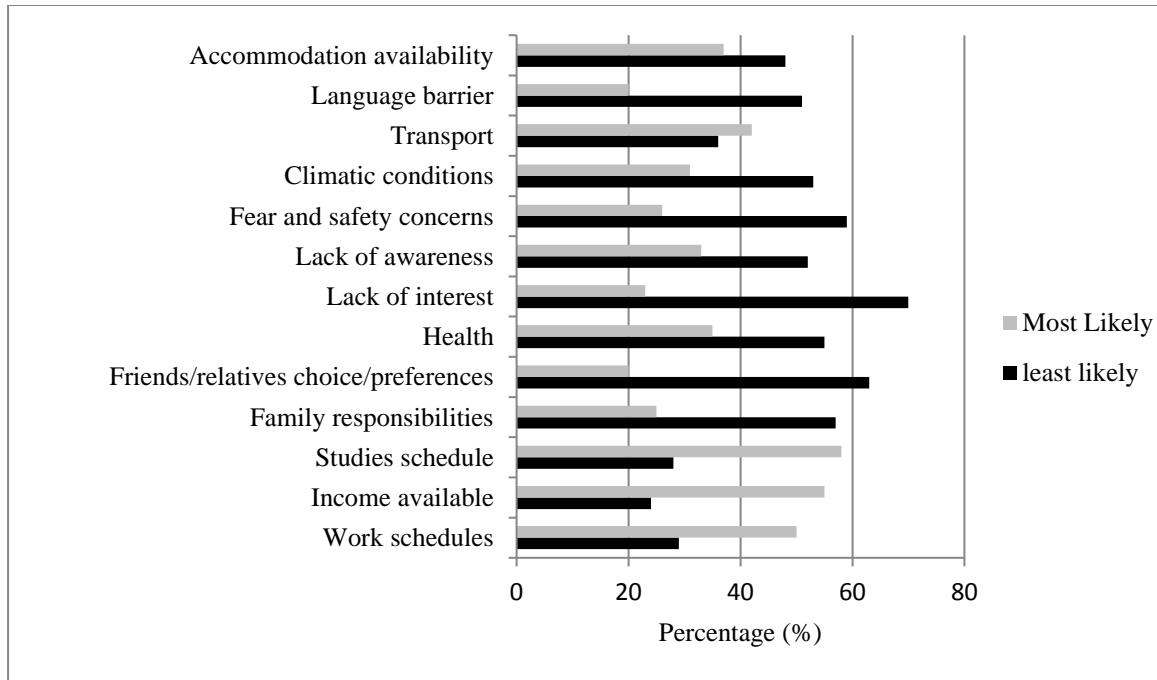


Figure 2: Youth Travel limiting factors

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Overall, the most likely factors to limit youth travel were identified as study schedules (58%), income availability (55%), work schedules (50%), and transport availability (42%). On the other hand, the most unlikely factors to limit travel among the youth included lack of interest (70%), friends and relatives choices or preferences (63%), fear and safety concerns (59%), family responsibilities (57%), climatic conditions (53%), lack of awareness (52%), language barriers (51%) and accommodation availability (48%).

Further, simple correlation analysis was used to establish whether there was any significant relationship between travel limiting factors and number of trips made to tourist destination. The results of the analysis are shown in Table 10.

Table 10: Correlation between frequency of travel and travel limiting factors

Factor	Number of Trips (R Value)
Studies schedules	0.724
Income available	0.484
Accommodation availability	0.481
Work Schedules	0.471
Transport availability	0.430
Fear and Safety concerns	0.413
Climatic conditions	0.403
Lack of interest	0.386
Language barrier	0.338
Seasonality	0.326
Health	0.206
Lack of awareness	0.125
Friends/family choice	0.048
Family responsibilities	0.027

p- value 0.05

Noting that over 50% of the youth travel market in Kenya is composed of students (Table 2) study schedules were identified as the most significant travel limiting factor ($r= 0.724$). Overall, factors of personal circumstances were noted as having a high significance as travel limiting factors including studies schedules, income availability, and work schedules. Family responsibilities, choices of friends and family members, and lack of awareness were noted as being the least significant limiting factors top travel.

5 Discussion and Conclusion

The findings of this study have demonstrated that push factors are more important determinants of youth travel in Kenya than the pull factors. While such factors may, to some great extent, be outside the control of tourism marketers, the industry can provide products and services to match this market expectations and aspirations. In addition, while pull factors were identified as being relatively less significant, the study has demonstrated that the scope of destination product offerage and delivery factors are considered as being more significant determinants of youth travel than the natural appeal of the destination. This therefore underscores the need for deliberate and strategic interventions by Kenya's tourism industry to deliver offers that appeal to, and match the expectation of the youth travel market. The tourism providers should endeavor, for instance, to make tourist destinations in Kenya more exciting, accessible and affordable. This would enable the adventurous, resilient and risk-averse youth market to explore new places within the country thus playing an important role in opening up less visited tourist destinations.

Further, the study has identified the most important factors that hinder youth travel in Kenya as being those relating to personal circumstances. It is however imperative to note that the factors identified are temporal in nature. This thus serves to demonstrate the existence of high potential possessed by the youth travel market in the country. Of more importance to note are the factors that are considered least likely to limit travel. Looked from the reverse side, Kenya's youth travelers are highly interested in travel, do not care much about the choices or preferences of friends and relatives, have little concern on safety and security, have less family responsibilities, are willing to travel regardless of the climatic conditions, are aware of travel products and destinations available in the country, language is not a barrier to them, and can use any available accommodation during their travel. This has an important implication to Kenya's tourism industry as it can target the youth travel market as a strategy for speedy recovery especially during low seasons and in times of industry shocks.

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UNDERSTANDING THE TRAVEL MOTIVATION AMONG YOUTH TRAVELERS IN KENYA: THE 'PUSH' AND 'PULL' PARADIGM.

Abstract

This study explores the factors that motivate youth travel in Kenya using the 'Push' and 'Pull' theory. This questionnaire survey involved 132 respondents aged between 15 and 32 years drawn from visitors to Nairobi National Park, Kenya. The study found out that push factors are more important determinants of youth travel in Kenya than the pull factors. In addition, while pull factors were identified as being relatively less significant, the study found out that the scope of destination product offerage and delivery factors are considered as more significant pull factors for youth travel than the natural appeal of the destination.

Key Words: Push and Pull factors; Youth Travel; Travel Motivation; Travel marketing; Tourism in Kenya

[word count:4415]

2. Introduction

Youth travel has been identified as one of the largest segments of global tourism and is also seen as having considerable potential for future growth (Page, 2009; UNWTO, 2008) and represents a significant market within tourism in terms of size and growth rates (Matzler and Siller, 2003; UNWTO, 2010). Young tourists have also been noted as often being the trendsetters who establish and build the attractiveness of tourist destinations (Hall, 2005; Horak and Weber, 2000). In addition, Economic importance and social-cultural values of youth travel have also been recognized (UNWTO, 2008). The segment has been acknowledged to generate 165 billion US dollars towards global tourism receipts (UNWTO, 2010) and one that provides an indicator of future travel trends (Hall, 2005). Locally owned businesses and communities particularly benefit from adventurous young travelers (d'Anjou, 2004) thus reducing leakages and stimulating investment (UNWTO, 2008). These important and multiple impacts of youth travel have recently begun to be appreciated by governments across the world, resulting in more active roles being undertaken to develop youth travel policies, products and marketing campaigns (UNWTO, 2010).

Motivation is the fundamental reason for particular travelling behavior and plays a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectations (Wall and Mathieson, 2006). The importance of understanding the factors that influence the choice of destinations cannot therefore be gainsaid in destination marketing. According to Crompton and McKay (1997), this importance lies in three reasons: (a) understanding tourist motivations would pave the way for creating better products and services, (b) satisfaction with tourism experiences is intrinsically related to initial motives of

tourists, and (c) motives must be identified and prioritized first before a destination marketer can understand tourist decision-making processes. It is important to note that although motivation is only one of various factors explaining tourist behavior, its impelling and compelling force has been considered to be one of the most elementary influences to tourist behavior (Crompton & McKay, 1997).

In the context of Kenya, little attention has been paid to understanding the factors that motivate youth travelers who evidently have continued to frequent the country's tourist attractions. Previous studies carried out on Kenya's tourism industry by Dieke (1994), Sindiga (1999), and Mutinda and Mayaka (2012) among others, have not paid attention to the potential market segment. This has led to having relatively little information available in terms of youth travel motivation or travel decision making. As a result, Kenya could be losing out on the long-term potential of a rapidly growing market. The purpose of this study was therefore to provide an in-depth understanding of the factors that motivate youth travel in Kenya to the tourism industry and destination marketers.

2. Understanding Travel Motivation: Theoretical Underpinning

In view of the significance of motivation to travel decision making and satisfaction, a number of theories have been developed in an attempt to explain the motivation to tourist behavior and destination choice. Hill (2000) for instance, noted that the choice of a vacation destination, like any other product's purchase decision-making process is influenced by (a) personal characteristics such as motivation, perceptual encoding, use of memory and decision rules; and (b) external forces such as culture, family, lifestyle and situational variables. Horner and

Swarbrooke (1996) categorized the factors influencing holiday decision into two: (a) those internal to the tourist including personal motives, personality, disposable income, health, family commitments, work commitments, past experience, hobbies and interests, existing knowledge of potential holiday destination, lifestyle, attitudes, opinions and perceptions; and (b) those external to the tourist including availability of suitable products, advice of travel agents, political restrictions on travel such as visa and health regulations, information obtained from destination marketers, word-of-mouth recommendation of friends and family members, special promotions and offers from tourism organizations, and the climate of the destination regions.

The Purchase Decision framework by Um and Crompton (1990, 1991), categorizes the factors influencing travel purchase decisions into three constructs: external inputs, internal inputs and cognitive constructs. The authors view external inputs as the sum of social interactions and marketing communications to which a potential pleasure traveler is exposed. Internal inputs derive from the socio-psychological set of a potential traveler which includes personal characteristics (socio-demographics, lifestyle, personality and situational factors), motives, values and attitudes. Lastly, the cognitive constructs represent an integration of the internal and external inputs, into the awareness set and the evoked set of the destinations.

Further, Schmoll's model of travel decision process (Schmoll, 1977) suggests that purchase decisions are the result of the interaction of four fields of influence, which are both internal and external to the tourist. The model also stresses the important effects that the tourist's own perceptions have on the final purchase decision. These four fields include (a) characteristic features of the service destination e.g. range of attractions offered and cost/ value; (b) travel stimuli e.g. advertising and travel literature; (c) external variable e.g. confidence in travel trade

intermediaries; and (d) personal determinants of travel behaviour e.g. personality features, attitudes, and values.

2.1 The ‘push-pull’ paradigm in travel motivation

The sign–gestalt paradigm better known as the ‘push-pull’ factor’ compendium theory was first introduced by Tolman (1959) and later advanced by Dann (1977). In this paradigm, the logic is that tourists are *pushed* by their own needs towards destinations where they expect their needs to be satisfied. Thus travellers act on their psychological or physiological stimuli in order to satisfy a felt need or achieve an anticipated goal (Fodness, 1994; Gnoth, 1997). ‘*Pull*’ factors on the other hand are those attributes that attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2002). Overall, the ‘push and pull’ theory suggests that people travel because they are ‘pushed’ by internal and ‘pulled’ by external forces.

A number of studies have been undertaken to determine what the specific factors that form the ‘Push’ and ‘pull’ factors actually are, and what is their relative significance as motivators for travel. Uysal and Hagan (1993) developed the Push and pull framework of tourism motivations, identifying the different factors that falls into each category. According to the authors, ‘Push’ factors are related to the individual tourist and are categorized into: Motivations (such as: escape, rest and relaxation, self-esteem, prestige, adventure, social interaction, personal interests, and benefit expectations, etc.); Socio-economic and demographic factors (such as: age, gender, income, education, family life-cycle and size, occupation, second home ownership, etc.); and market knowledge. Pull factors on the other hand relate to the travel destination and include

destination attributes (such as climate, historical sites, scenic beauty, cultural events, recreational opportunities, etc.); destination accessibility, maintenance or situational factors (such as destination safety and security); and marketed image of the destination such as the perceived quality of services and facilities. The following sections examine the two sides of ‘push’ and ‘pull’ travel motivation

The ‘Push’ motivation factors

Tourists are ‘*pushed*’ by their own needs towards destinations where they expect these needs to be satisfied. Thus travellers act on their psychological or physiological stimuli in order to satisfy a felt need or achieve an anticipated goal (Fodness, 1994; Gnoth, 1997).

In identifying the ‘push’ factors, Dann (1977) suggested two factors as push travel motives: anomie and ego-enhancement. According to the author, anomie refers to the desire to transcend the feeling of isolation obtained in everyday life, where the tourist simply wishes to run away from routine. Ego-enhancement, on the other hand, results from the need of recognition, which is gained through the status conferred by travel (Fodness, 1994). Crompton (1979) further developed a conceptual framework that identified a number of push motivations for travelers. Such factors were identified as: the desire for escape from a perceived mundane environment, rest and relaxation, prestige, regression, health and fitness, adventure and social interaction, enhancement of kinship relationships, exploration and evaluation of self, and excitement.

Beard and Ragheb (1983) developed the ‘Leisure Motivation scale’ model in which they classified ‘push’ motivators into four categories: Intellectual, Social, Complete mastery, and

Stimulus avoidance. According to the authors, the intellectual component assesses the extent to which individuals are motivated to engage in leisure activities involving mental deeds such as learning, discovery, thought or imagery. The social component involves the degree to which individuals engage in leisure activities for social reasons. The component includes two basic needs: the need for friendship and interpersonal relationships, and the need for the esteem of others. The complete mastery component mainly focuses on physical involvement assessing the extent to which individuals engage in leisure activities in order to achieve masterly, challenge and competition. Finally the stimulus-avoidance component assesses the desire to escape and get away from over-stimulating life situations, including the need to avoid social contact, to seek solitude and calm conditions, or search for rest and relaxation.

Yuan and McDonald (1990) conducted a study on factors that pushed the individual to travel for an overseas holiday. The study involved four countries and identified five push factors from 29 motivational items that included: escape, novelty, enhancement of kinship relationships, prestige, and relaxation/hobbies. The two most important factors in pushing the individual to travel for an overseas holiday were identified as first, novelty and second, escape. Furthermore, Lee and Pearce (2002) developed the travel career patterns framework in which 14 motivators were identified as push factors and were ordered as: novelty, escape/relaxation, self-actualization, nature, self-enhancement, romance, kinship-belonging, autonomy, self-development (host-site involvement), nostalgia, stimulation, isolation and recognition.

From the various frameworks identified above, push motivations can be summed up as emotional and internal aspects of the individual which lead to travel decisions. However, it is important to note that the different categories illustrated may act independently or as an amalgam of such

motivators operating as driving forces for the individual to travel. Further, it is informative to note that the complexity of human nature may see different individuals possessing different motivations for the same trip. This therefore brings into focus the individual traveler's perspective into travel motivation. In this study, this fact necessitated the need to examine the factors that 'push' youth travelers into travel consumption.

The "Pull" motivation factors

While push factors have been related to those factors within the traveler that drive one to visit a destination, pull factors on the other hand, are those attributes that attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2005). As observed by Dann (1981), pull motivations play an important role into shaping the tourist travel motivations and may boost the individual's desire to experience a particular destination thus, responding to and reinforcing the push factor motivation.

A number of factors have been identified as forming the pull motivators for travel. Yuan and McDonald (1990) identified seven pull factors including: budget, culture and history, ease of travel, wilderness, cosmopolitan environment, facilities and hunting. However, the authors posited that while individuals from different country may travel for the same reasons, the reasons for choosing a particular destination, and the level of importance attached to the factors might differ owing to the varying nature of different destinations. Further, You *et al.* (2000) identify travel infrastructures, environment quality and safety as major dimensions of destination attributes that attract visitors.

In an attempt to summarize the various factors that together 'pull' a tourist to a destination, Crouch *et al* (2004) identified 'pull' factors as falling into two main categories: i) service infrastructure (including such variables as transport and travel services, accommodation and catering services, shopping, recreation, and attraction services) and ii) destination environment featuring such factors as natural, cultural social, economic, technological, and politico-legal factors. These they noted as consisting of dimensions completing the tourist destination and thus amalgamating to produce tourist destination experience. From this framework, 'pull' factors can be said to relate to Buhalis' (2000) construct of a destination as a 'bundle'-an amalgam of tourist products, services and public goods consumed under the same brand name, thus offering the consumer an integrated experience whose perception forms the pull factors into the specific destination.

While a number of factors have been identified as being the pull motivators, Pearce *et al* (1998) argue that assigning motivation power to 'pull' factors is tricky due to the fact these attributes are often translated into socio-psychological push-based motives. Therefore, a single attribute or activity may represent a mix of motives to different people, to some, as push factors and to others, as pull factors.

In summing up, while the push and pull motivations might be identified independently, Kim (2008) and Klenosky (2002), showed that the two are not independent, but related to each other and thus working together to create the reason for travel. On one hand, push factors being the forces that push individuals from home and to make decision to travel, and on the other hand, pull factors simultaneously pulling them towards a specific destination. Thus a need exists to

match the main attributes of a destination with the needs and expectations of potential visitors (Gnoth, 1997 and Youet *al.*, 2000).

3 Study Methodology

The study was carried out in the Nairobi National park located approximately seven kilometers from Nairobi city center, Kenya's capital and the most cosmopolitan city in the country. In addition to the wildlife, the park hosts the Nairobi safari walk, the ivory burning site monument and the animal orphanage. The study was a questionnaire survey that involved 132 respondents drawn from visitors to the park within the ages of 15 to 30 years. This age bracket has been identified as forming the youth segment (WYSE travel confederation, 2011; UNWTO, 2008; Republic of Kenya, 2006). To ensure that only the desired population was surveyed, the questionnaire required those outside the targeted age bracket to discontinue the survey. In view of the inclusion of under-18 respondents in the study, a research permit was obtained from the National Council of Science and Technology, Kenya. Data collection was carried out during the month of April, 2012, coinciding with the school holidays in Kenya. Systematic Random Sampling was used to identify the study respondents.

4. Study Findings

4.1 Profile of Study Respondents

Majority of the respondents (84.9%) were Kenyan citizens. Overall gender distribution of the respondents was more or less even with 51.1% being males and 48.9% being females. Majority of the respondents were not married (81.8 %). The dominant age group of the respondents was 20-24 years (40.9%) followed by those aged between 25-30years (35.6%). Majority of the respondents were students (50.7% of the total respondents with only 28.0% of the respondents having formal employment and 21.3% being self- employed. On average, majority of the respondents (54.5 %) had a monthly income of Ksh. 20, 000 or less, and only 16.7% had a monthly income of Ksh. 41, 000 and above. In terms of sources holiday money, over 75% of the respondents cited personal savings as the main source of financing their trips, 20.5 % from their relatives and friends, while 3.7 % of the respondents funded their trips through other sources including incentives from schools, place of work or as volunteers. Table1 summarizes the demographics of the study respondents.

[TABLE 1]

4.2 Travel Frequency among youth travelers in Kenya

To understand the motivation for travel among the selected travel respondents, the survey sought to first establish the frequency of travel among the selected segment by enquiring about the number of trips the respondents made to tourist destinations within Kenya for the last one year. Majority of the travelers (58%) had taken 3 and more trips to destinations within Kenya in the last one year followed by those who had taken at least 2 trips (3%) (Figure 1). This confirms that

the target group was actively involved in travel and thus the study on what motivated their travel decisions was essential.

[Figure 1]

4.3 Factors motivating youth travelers in Kenya

The focus of this study was examining the push and pulls motivations for youth travelers in Kenya. To examine these factors, possible motivators drawn from literature were presented to the respondents and asked to rate the importance of each factor in choosing travel destinations within Kenya based on a 5-point Likert scale. The responses were then categorized into push factors (those relating to the visitor and their origin environment) and pull factors (those relating to the destination being considered). Table 2 summarizes the rating of the 22 factors.

[TABLE 2]

The 22 factors were generally noted as being significant to the respondents with 17 of them being rated as such by above 50% of the respondents. These factors were subjected to Principal Component Analysis in order to reduce the number of variables by Varimax rotation. Using Kaiser Criterion, five factors having Eigen values of more than 1.0 were retained (Table 3).

[TABLE 3]

These factors were then rotated converging in 5 iterations (Table 4).

[TABLE 4]

Factor 1, explaining 32.3 % of the total variance and having an Eigen value of 7.108, was concerned with *push* factors including search for novelty of both places and lifestyles, fun and adventure, and learning (Table5).

[TABLE 5]

Component 2, explaining 10.3 % of the total variance and an Eigen value of 2.269, was mainly composed of *push* factors including travel bragging, building relationships with significant others and those with similar interests, solitude and reflection, and visiting places of historical and archaeological importance (Table6).

[TABLE 6]

Component 3, explained 6.4% of the total variance and having an Eigen value of 1.416 was composed mainly of *pull* factors focusing mainly on the scope of destination product offerage and delivery (Table7).

[TABLE 7]

Component 4, explaining 5.8% of the total variance was composed of *pull* factors concerned with the natural appeal of the destination such as exotic atmosphere, scenery and the weather.

[TABLE 8]

The fifth component, explaining 5.3% of the variance and an Eigen value of 1.163 was composed of *push* factors including rest and relaxation, and participating in joint activities with friends (table9).

[TABLE 9]

Overall, out of all factors motivating youth travel in Kenya, *push* factors were found to be more predominant motivators (i.e. components 1, 2, and 5) as compared to the *pull* factors (components 3 and 4).

4.4 Youth Travel Limiting Factors (de-motivators)

The study also sought to examine the nature of travel de-motivators among the youth categorizing them into those of personal circumstances and those concerned with the travel destination (Figure2).

[FIGURE 2]

Overall, the most likely factors to limit youth travel were identified as study schedules (58%), income availability (55%), work schedules (50%), and transport availability (42%). On the other hand, the most unlikely factors to limit travel among the youth included lack of interest (70%), friends and relatives choices or preferences(63%), fear and safety concerns (59%), family

responsibilities (57%), climatic conditions (53%), lack of awareness (52%), language barriers (51%) and accommodation availability (48%).

Further, simple correlation analysis was used to establish whether there was any significant relationship between travel limiting factors and number of trips made to tourist destination. The results of the analysis are shown in Table 10.

[TABLE 10]

Noting that over 50% of the youth travel market in Kenya is composed of students (Table 2) study schedules were identified as the most significant travel limiting factor ($r= 0.724$). Overall, factors of personal circumstances were noted as having a high significance as travel limiting factors including studies schedules, income availability, and work schedules. Family responsibilities, choices of friends and family members, and lack of awareness were noted as being the least significant limiting factors top travel.

6 Discussion and Conclusion

The findings of this study have demonstrated that push factors are more important determinants of youth travel in Kenya than the pull factors. While such factors may, to some great extent, be outside the control of tourism marketers, the industry can provide products and services to match this market expectations and aspirations. In addition, while pull factors were identified as being

relatively less significant, the study has demonstrated that the scope of destination product offerage and delivery factors are considered as being more significant determinants of youth travel than the natural appeal of the destination. This therefore underscores the need for deliberate and strategic interventions by Kenya's tourism industry to deliver offers that appeal to, and match the expectation of the youth travel market. The tourism providers should endeavor, for instance, to make tourist destinations in Kenya more exciting, accessible and affordable. This would enable the adventurous, resilient and risk-averse youth market to explore new places within the country thus playing an important role in opening up less visited tourist destinations.

Further, the study has identified the most important factors that hinder youth travel in Kenya as being those relating to personal circumstances. It is however imperative to note that the factors identified are temporal in nature. This thus serves to demonstrate the existence of high potential possessed by the youth travel market in the country. Of more importance to note are the factors that are considered least likely to limit travel. Looked from the reverse side, Kenya's youth travelers are highly interested in travel, do not care much about the choices or preferences of friends and relatives, have little concern on safety and security, have less family responsibilities, are willing to travel regardless of the climatic conditions, are aware of travel products and destinations available in the country, language is not a barrier to them, and can use any available accommodation during their travel. This has an important implication to Kenya's tourism industry as it can target the youth travel market as a strategy for speedy recovery especially during low seasons and in times of industry shocks.

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intermediaries; and (d) personal determinants of travel behaviour e.g. personality features, attitudes, and values.

2.1 The ‘push-pull’ paradigm in travel motivation

The sign–gestalt paradigm better known as the ‘push-pull’ factor’ compendium theory was first introduced by Tolman (1959) and later advanced by Dann (1977). In this paradigm, the logic is that tourists are *pushed* by their own needs towards destinations where they expect their needs to be satisfied. Thus travellers act on their psychological or physiological stimuli in order to satisfy a felt need or achieve an anticipated goal (Fodness, 1994; Gnoth, 1997). ‘*Pull*’ factors on the other hand are those attributes that attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2002). Overall, the ‘push and pull’ theory suggests that people travel because they are ‘pushed’ by internal and ‘pulled’ by external forces.

A number of studies have been undertaken to determine what the specific factors that form the ‘Push’ and ‘pull’ factors actually are, and what is their relative significance as motivators for travel. Uysal and Hagan (1993) developed the Push and pull framework of tourism motivations, identifying the different factors that falls into each category. According to the authors, ‘Push’ factors are related to the individual tourist and are categorized into: Motivations (such as: escape, rest and relaxation, self-esteem, prestige, adventure, social interaction, personal interests, and benefit expectations, etc.); Socio-economic and demographic factors (such as: age, gender, income, education, family life-cycle and size, occupation, second home ownership, etc.); and market knowledge. Pull factors on the other hand relate to the travel destination and include

destination attributes (such as climate, historical sites, scenic beauty, cultural events, recreational opportunities, etc.); destination accessibility, maintenance or situational factors (such as destination safety and security); and marketed image of the destination such as the perceived quality of services and facilities. The following sections examine the two sides of ‘push’ and ‘pull’ travel motivation

The ‘Push’ motivation factors

Tourists are ‘*pushed*’ by their own needs towards destinations where they expect these needs to be satisfied. Thus travellers act on their psychological or physiological stimuli in order to satisfy a felt need or achieve an anticipated goal (Fodness, 1994; Gnoth, 1997).

In identifying the ‘push’ factors, Dann (1977) suggested two factors as push travel motives: anomie and ego-enhancement. According to the author, anomie refers to the desire to transcend the feeling of isolation obtained in everyday life, where the tourist simply wishes to run away from routine. Ego-enhancement, on the other hand, results from the need of recognition, which is gained through the status conferred by travel (Fodness, 1994). Crompton (1979) further developed a conceptual framework that identified a number of push motivations for travelers. Such factors were identified as: the desire for escape from a perceived mundane environment, rest and relaxation, prestige, regression, health and fitness, adventure and social interaction, enhancement of kinship relationships, exploration and evaluation of self, and excitement.

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Stimulus avoidance. According to the authors, the intellectual component assesses the extent to which individuals are motivated to engage in leisure activities involving mental deeds such as learning, discovery, thought or imagery. The social component involves the degree to which individuals engage in leisure activities for social reasons. The component includes two basic needs: the need for friendship and interpersonal relationships, and the need for the esteem of others. The complete mastery component mainly focuses on physical involvement assessing the extent to which individuals engage in leisure activities in order to achieve masterly, challenge and competition. Finally the stimulus-avoidance component assesses the desire to escape and get away from over-stimulating life situations, including the need to avoid social contact, to seek solitude and calm conditions, or search for rest and relaxation.

Yuan and McDonald (1990) conducted a study on factors that pushed the individual to travel for an overseas holiday. The study involved four countries and identified five push factors from 29 motivational items that included: escape, novelty, enhancement of kinship relationships, prestige, and relaxation/hobbies. The two most important factors in pushing the individual to travel for an overseas holiday were identified as first, novelty and second, escape. Furthermore, Lee and Pearce (2002) developed the travel career patterns framework in which 14 motivators were identified as push factors and were ordered as: novelty, escape/relaxation, self-actualization, nature, self-enhancement, romance, kinship-belonging, autonomy, self-development (host-site involvement), nostalgia, stimulation, isolation and recognition.

From the various frameworks identified above, push motivations can be summed up as emotional and internal aspects of the individual which lead to travel decisions. However, it is important to note that the different categories illustrated may act independently or as an amalgam of such

motivators operating as driving forces for the individual to travel. Further, it is informative to note that the complexity of human nature may see different individuals possessing different motivations for the same trip. This therefore brings into focus the individual traveler's perspective into travel motivation. In this study, this fact necessitated the need to examine the factors that 'push' youth travelers into travel consumption.

The "Pull" motivation factors

While push factors have been related to those factors within the traveler that drive one to visit a destination, pull factors on the other hand, are those attributes that attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2005). As observed by Dann (1981), pull motivations play an important role into shaping the tourist travel motivations and may boost the individual's desire to experience a particular destination thus, responding to and reinforcing the push factor motivation.

A number of factors have been identified as forming the pull motivators for travel. Yuan and McDonald (1990) identified seven pull factors including: budget, culture and history, ease of travel, wilderness, cosmopolitan environment, facilities and hunting. However, the authors posited that while individuals from different country may travel for the same reasons, the reasons for choosing a particular destination, and the level of importance attached to the factors might differ owing to the varying nature of different destinations. Further, You *et al.* (2000) identify travel infrastructures, environment quality and safety as major dimensions of destination attributes that attract visitors.

In an attempt to summarize the various factors that together 'pull' a tourist to a destination, Crouch *et al* (2004) identified 'pull' factors as falling into two main categories: i) service infrastructure (including such variables as transport and travel services, accommodation and catering services, shopping, recreation, and attraction services) and ii) destination environment featuring such factors as natural, cultural social, economic, technological, and politico-legal factors. These they noted as consisting of dimensions completing the tourist destination and thus amalgamating to produce tourist destination experience. From this framework, 'pull' factors can be said to relate to Buhalis' (2000) construct of a destination as a 'bundle'-an amalgam of tourist products, services and public goods consumed under the same brand name, thus offering the consumer an integrated experience whose perception forms the pull factors into the specific destination.

While a number of factors have been identified as being the pull motivators, Pearce *et al* (1998) argue that assigning motivation power to 'pull' factors is tricky due to the fact these attributes are often translated into socio-psychological push-based motives. Therefore, a single attribute or activity may represent a mix of motives to different people, to some, as push factors and to others, as pull factors.

In summing up, while the push and pull motivations might be identified independently, Kim (2008) and Klenosky (2002), showed that the two are not independent, but related to each other and thus working together to create the reason for travel. On one hand, push factors being the forces that push individuals from home and to make decision to travel, and on the other hand, pull factors simultaneously pulling them towards a specific destination. Thus a need exists to

match the main attributes of a destination with the needs and expectations of potential visitors (Gnoth, 1997 and Youet *al.*, 2000).

3 Study Methodology

The study was carried out in the Nairobi National park located approximately seven kilometers from Nairobi city center, Kenya's capital and the most cosmopolitan city in the country. In addition to the wildlife, the park hosts the Nairobi safari walk, the ivory burning site monument and the animal orphanage. The study was a questionnaire survey that involved 132 respondents drawn from visitors to the park within the ages of 15 to 30 years. This age bracket has been identified as forming the youth segment (WYSE travel confederation, 2011; UNWTO, 2008; Republic of Kenya, 2006). To ensure that only the desired population was surveyed, the questionnaire required those outside the targeted age bracket to discontinue the survey. In view of the inclusion of under-18 respondents in the study, a research permit was obtained from the National Council of Science and Technology, Kenya. Data collection was carried out during the month of April, 2012, coinciding with the school holidays in Kenya. Systematic Random Sampling was used to identify the study respondents.

4. Study Findings

4.1 Profile of Study Respondents

Majority of the respondents (84.9%) were Kenyan citizens. Overall gender distribution of the respondents was more or less even with 51.1% being males and 48.9% being females. Majority of the respondents were not married (81.8 %). The dominant age group of the respondents was 20-24 years (40.9%) followed by those aged between 25-30years (35.6%). Majority of the respondents were students (50.7% of the total respondents with only 28.0% of the respondents having formal employment and 21.3% being self- employed. On average, majority of the respondents (54.5 %) had a monthly income of Ksh. 20, 000 or less, and only 16.7% had a monthly income of Ksh. 41, 000 and above. In terms of sources holiday money, over 75% of the respondents cited personal savings as the main source of financing their trips, 20.5 % from their relatives and friends, while 3.7 % of the respondents funded their trips through other sources including incentives from schools, place of work or as volunteers. Table1 summarizes the demographics of the study respondents.

[TABLE 1]

4.2 Travel Frequency among youth travelers in Kenya

To understand the motivation for travel among the selected travel respondents, the survey sought to first establish the frequency of travel among the selected segment by enquiring about the number of trips the respondents made to tourist destinations within Kenya for the last one year. Majority of the travelers (58%) had taken 3 and more trips to destinations within Kenya in the last one year followed by those who had taken at least 2 trips (3%) (Figure 1). This confirms that

the target group was actively involved in travel and thus the study on what motivated their travel decisions was essential.

[Figure 1]

4.3 Factors motivating youth travelers in Kenya

The focus of this study was examining the push and pulls motivations for youth travelers in Kenya. To examine these factors, possible motivators drawn from literature were presented to the respondents and asked to rate the importance of each factor in choosing travel destinations within Kenya based on a 5-point Likert scale. The responses were then categorized into push factors (those relating to the visitor and their origin environment) and pull factors (those relating to the destination being considered). Table 2 summarizes the rating of the 22 factors.

[TABLE 2]

The 22 factors were generally noted as being significant to the respondents with 17 of them being rated as such by above 50% of the respondents. These factors were subjected to Principal Component Analysis in order to reduce the number of variables by Varimax rotation. Using Kaiser Criterion, five factors having Eigen values of more than 1.0 were retained (Table 3).

[TABLE 3]

These factors were then rotated converging in 5 iterations (Table 4).

[TABLE 4]

Factor 1, explaining 32.3 % of the total variance and having an Eigen value of 7.108, was concerned with *push* factors including search for novelty of both places and lifestyles, fun and adventure, and learning (Table 5).

[TABLE 5]

Component 2, explaining 10.3 % of the total variance and an Eigen value of 2.269, was mainly composed of *push* factors including travel bragging, building relationships with significant others and those with similar interests, solitude and reflection, and visiting places of historical and archaeological importance (Table 6).

[TABLE 6]

Component 3, explained 6.4% of the total variance and having an Eigen value of 1.416 was composed mainly of *pull* factors focusing mainly on the scope of destination product offer and delivery (Table 7).

[TABLE 7]

Component 4, explaining 5.8% of the total variance was composed of *pull* factors concerned with the natural appeal of the destination such as exotic atmosphere, scenery and the weather.

[TABLE 8]

The fifth component, explaining 5.3% of the variance and an Eigen value of 1.163 was composed of *push* factors including rest and relaxation, and participating in joint activities with friends (table9).

[TABLE 9]

Overall, out of all factors motivating youth travel in Kenya, *push* factors were found to be more predominant motivators (i.e. components 1, 2, and 5) as compared to the *pull* factors (components 3 and 4).

4.4 Youth Travel Limiting Factors (de-motivators)

The study also sought to examine the nature of travel de-motivators among the youth categorizing them into those of personal circumstances and those concerned with the travel destination (Figure2).

[FIGURE 2]

Overall, the most likely factors to limit youth travel were identified as study schedules (58%), income availability (55%), work schedules (50%), and transport availability (42%). On the other hand, the most unlikely factors to limit travel among the youth included lack of interest (70%), friends and relatives choices or preferences(63%), fear and safety concerns (59%), family

responsibilities (57%), climatic conditions (53%), lack of awareness (52%), language barriers (51%) and accommodation availability (48%).

Further, simple correlation analysis was used to establish whether there was any significant relationship between travel limiting factors and number of trips made to tourist destination. The results of the analysis are shown in Table 10.

[TABLE 10]

Noting that over 50% of the youth travel market in Kenya is composed of students (Table 2) study schedules were identified as the most significant travel limiting factor ($r= 0.724$). Overall, factors of personal circumstances were noted as having a high significance as travel limiting factors including studies schedules, income availability, and work schedules. Family responsibilities, choices of friends and family members, and lack of awareness were noted as being the least significant limiting factors top travel.

7 Discussion and Conclusion

The findings of this study have demonstrated that push factors are more important determinants of youth travel in Kenya than the pull factors. While such factors may, to some great extent, be outside the control of tourism marketers, the industry can provide products and services to match this market expectations and aspirations. In addition, while pull factors were identified as being

relatively less significant, the study has demonstrated that the scope of destination product offerage and delivery factors are considered as being more significant determinants of youth travel than the natural appeal of the destination. This therefore underscores the need for deliberate and strategic interventions by Kenya's tourism industry to deliver offers that appeal to, and match the expectation of the youth travel market. The tourism providers should endeavor, for instance, to make tourist destinations in Kenya more exciting, accessible and affordable. This would enable the adventurous, resilient and risk-averse youth market to explore new places within the country thus playing an important role in opening up less visited tourist destinations.

Further, the study has identified the most important factors that hinder youth travel in Kenya as being those relating to personal circumstances. It is however imperative to note that the factors identified are temporal in nature. This thus serves to demonstrate the existence of high potential possessed by the youth travel market in the country. Of more importance to note are the factors that are considered least likely to limit travel. Looked from the reverse side, Kenya's youth travelers are highly interested in travel, do not care much about the choices or preferences of friends and relatives, have little concern on safety and security, have less family responsibilities, are willing to travel regardless of the climatic conditions, are aware of travel products and destinations available in the country, language is not a barrier to them, and can use any available accommodation during their travel. This has an important implication to Kenya's tourism industry as it can target the youth travel market as a strategy for speedy recovery especially during low seasons and in times of industry shocks.

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[word count:4415]

4. Introduction

Youth travel has been identified as one of the largest segments of global tourism and is also seen as having considerable potential for future growth (Page, 2009; UNWTO, 2008) and represents a significant market within tourism in terms of size and growth rates (Matzler and Siller, 2003; UNWTO, 2010). Young tourists have also been noted as often being the trendsetters who establish and build the attractiveness of tourist destinations (Hall, 2005; Horak and Weber, 2000). In addition, Economic importance and social-cultural values of youth travel have also been recognized (UNWTO, 2008). The segment has been acknowledged to generate 165 billion US dollars towards global tourism receipts (UNWTO, 2010) and one that provides an indicator of future travel trends (Hall, 2005). Locally owned businesses and communities particularly benefit from adventurous young travelers (d'Anjou, 2004) thus reducing leakages and stimulating investment (UNWTO, 2008). These important and multiple impacts of youth travel have recently begun to be appreciated by governments across the world, resulting in more active roles being undertaken to develop youth travel policies, products and marketing campaigns (UNWTO, 2010).

Motivation is the fundamental reason for particular travelling behavior and plays a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectations (Wall and Mathieson, 2006). The importance of understanding the factors that influence the choice of destinations cannot therefore be gainsaid in destination marketing. According to Crompton and McKay (1997), this importance lies in three reasons: (a) understanding tourist motivations would pave the way for creating better products and services, (b) satisfaction with tourism experiences is intrinsically related to initial motives of

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Beard and Ragheb (1983) developed the ‘Leisure Motivation scale’ model in which they classified ‘push’ motivators into four categories: Intellectual, Social, Complete mastery, and

Stimulus avoidance. According to the authors, the intellectual component assesses the extent to which individuals are motivated to engage in leisure activities involving mental deeds such as learning, discovery, thought or imagery. The social component involves the degree to which individuals engage in leisure activities for social reasons. The component includes two basic needs: the need for friendship and interpersonal relationships, and the need for the esteem of others. The complete mastery component mainly focuses on physical involvement assessing the extent to which individuals engage in leisure activities in order to achieve masterly, challenge and competition. Finally the stimulus-avoidance component assesses the desire to escape and get away from over-stimulating life situations, including the need to avoid social contact, to seek solitude and calm conditions, or search for rest and relaxation.

Yuan and McDonald (1990) conducted a study on factors that pushed the individual to travel for an overseas holiday. The study involved four countries and identified five push factors from 29 motivational items that included: escape, novelty, enhancement of kinship relationships, prestige, and relaxation/hobbies. The two most important factors in pushing the individual to travel for an overseas holiday were identified as first, novelty and second, escape. Furthermore, Lee and Pearce (2002) developed the travel career patterns framework in which 14 motivators were identified as push factors and were ordered as: novelty, escape/relaxation, self-actualization, nature, self-enhancement, romance, kinship-belonging, autonomy, self-development (host-site involvement), nostalgia, stimulation, isolation and recognition.

From the various frameworks identified above, push motivations can be summed up as emotional and internal aspects of the individual which lead to travel decisions. However, it is important to note that the different categories illustrated may act independently or as an amalgam of such

motivators operating as driving forces for the individual to travel. Further, it is informative to note that the complexity of human nature may see different individuals possessing different motivations for the same trip. This therefore brings into focus the individual traveler's perspective into travel motivation. In this study, this fact necessitated the need to examine the factors that 'push' youth travelers into travel consumption.

The "Pull" motivation factors

While push factors have been related to those factors within the traveler that drive one to visit a destination, pull factors on the other hand, are those attributes that attract tourists to a specific destination once the decision to travel has been reached (Pearce, 2005). As observed by Dann (1981), pull motivations play an important role into shaping the tourist travel motivations and may boost the individual's desire to experience a particular destination thus, responding to and reinforcing the push factor motivation.

A number of factors have been identified as forming the pull motivators for travel. Yuan and McDonald (1990) identified seven pull factors including: budget, culture and history, ease of travel, wilderness, cosmopolitan environment, facilities and hunting. However, the authors posited that while individuals from different country may travel for the same reasons, the reasons for choosing a particular destination, and the level of importance attached to the factors might differ owing to the varying nature of different destinations. Further, You *et al.* (2000) identify travel infrastructures, environment quality and safety as major dimensions of destination attributes that attract visitors.

In an attempt to summarize the various factors that together 'pull' a tourist to a destination, Crouch *et al* (2004) identified 'pull' factors as falling into two main categories: i) service infrastructure (including such variables as transport and travel services, accommodation and catering services, shopping, recreation, and attraction services) and ii) destination environment featuring such factors as natural, cultural social, economic, technological, and politico-legal factors. These they noted as consisting of dimensions completing the tourist destination and thus amalgamating to produce tourist destination experience. From this framework, 'pull' factors can be said to relate to Buhalis' (2000) construct of a destination as a 'bundle'-an amalgam of tourist products, services and public goods consumed under the same brand name, thus offering the consumer an integrated experience whose perception forms the pull factors into the specific destination.

While a number of factors have been identified as being the pull motivators, Pearce *et al* (1998) argue that assigning motivation power to 'pull' factors is tricky due to the fact these attributes are often translated into socio-psychological push-based motives. Therefore, a single attribute or activity may represent a mix of motives to different people, to some, as push factors and to others, as pull factors.

In summing up, while the push and pull motivations might be identified independently, Kim (2008) and Klenosky (2002), showed that the two are not independent, but related to each other and thus working together to create the reason for travel. On one hand, push factors being the forces that push individuals from home and to make decision to travel, and on the other hand, pull factors simultaneously pulling them towards a specific destination. Thus a need exists to

match the main attributes of a destination with the needs and expectations of potential visitors (Gnoth, 1997 and Youet *al.*, 2000).

3 Study Methodology

The study was carried out in the Nairobi National park located approximately seven kilometers from Nairobi city center, Kenya's capital and the most cosmopolitan city in the country. In addition to the wildlife, the park hosts the Nairobi safari walk, the ivory burning site monument and the animal orphanage. The study was a questionnaire survey that involved 132 respondents drawn from visitors to the park within the ages of 15 to 30 years. This age bracket has been identified as forming the youth segment (WYSE travel confederation, 2011; UNWTO, 2008; Republic of Kenya, 2006). To ensure that only the desired population was surveyed, the questionnaire required those outside the targeted age bracket to discontinue the survey. In view of the inclusion of under-18 respondents in the study, a research permit was obtained from the National Council of Science and Technology, Kenya. Data collection was carried out during the month of April, 2012, coinciding with the school holidays in Kenya. Systematic Random Sampling was used to identify the study respondents.

4. Study Findings

4.1 Profile of Study Respondents

Majority of the respondents (84.9%) were Kenyan citizens. Overall gender distribution of the respondents was more or less even with 51.1% being males and 48.9% being females. Majority of the respondents were not married (81.8 %). The dominant age group of the respondents was 20-24 years (40.9%) followed by those aged between 25-30years (35.6%). Majority of the respondents were students (50.7% of the total respondents with only 28.0% of the respondents having formal employment and 21.3% being self- employed. On average, majority of the respondents (54.5 %) had a monthly income of Ksh. 20, 000 or less, and only 16.7% had a monthly income of Ksh. 41, 000 and above. In terms of sources holiday money, over 75% of the respondents cited personal savings as the main source of financing their trips, 20.5 % from their relatives and friends, while 3.7 % of the respondents funded their trips through other sources including incentives from schools, place of work or as volunteers. Table1 summarizes the demographics of the study respondents.

[TABLE 1]

4.2 Travel Frequency among youth travelers in Kenya

To understand the motivation for travel among the selected travel respondents, the survey sought to first establish the frequency of travel among the selected segment by enquiring about the number of trips the respondents made to tourist destinations within Kenya for the last one year. Majority of the travelers (58%) had taken 3 and more trips to destinations within Kenya in the last one year followed by those who had taken at least 2 trips (3%) (Figure 1). This confirms that

the target group was actively involved in travel and thus the study on what motivated their travel decisions was essential.

[Figure 1]

4.3 Factors motivating youth travelers in Kenya

The focus of this study was examining the push and pulls motivations for youth travelers in Kenya. To examine these factors, possible motivators drawn from literature were presented to the respondents and asked to rate the importance of each factor in choosing travel destinations within Kenya based on a 5-point Likert scale. The responses were then categorized into push factors (those relating to the visitor and their origin environment) and pull factors (those relating to the destination being considered). Table 2 summarizes the rating of the 22 factors.

[TABLE 2]

The 22 factors were generally noted as being significant to the respondents with 17 of them being rated as such by above 50% of the respondents. These factors were subjected to Principal Component Analysis in order to reduce the number of variables by Varimax rotation. Using Kaiser Criterion, five factors having Eigen values of more than 1.0 were retained (Table 3).

[TABLE 3]

These factors were then rotated converging in 5 iterations (Table 4).

[TABLE 4]

Factor 1, explaining 32.3 % of the total variance and having an Eigen value of 7.108, was concerned with *push* factors including search for novelty of both places and lifestyles, fun and adventure, and learning (Table5).

[TABLE 5]

Component 2, explaining 10.3 % of the total variance and an Eigen value of 2.269, was mainly composed of *push* factors including travel bragging, building relationships with significant others and those with similar interests, solitude and reflection, and visiting places of historical and archaeological importance (Table6).

[TABLE 6]

Component 3, explained 6.4% of the total variance and having an Eigen value of 1.416 was composed mainly of *pull* factors focusing mainly on the scope of destination product offerage and delivery (Table7).

[TABLE 7]

Component 4, explaining 5.8% of the total variance was composed of *pull* factors concerned with the natural appeal of the destination such as exotic atmosphere, scenery and the weather.

[TABLE 8]

The fifth component, explaining 5.3% of the variance and an Eigen value of 1.163 was composed of *push* factors including rest and relaxation, and participating in joint activities with friends (table9).

[TABLE 9]

Overall, out of all factors motivating youth travel in Kenya, *push* factors were found to be more predominant motivators (i.e. components 1, 2, and 5) as compared to the *pull* factors (components 3 and 4).

4.4 Youth Travel Limiting Factors (de-motivators)

The study also sought to examine the nature of travel de-motivators among the youth categorizing them into those of personal circumstances and those concerned with the travel destination (Figure2).

[FIGURE 2]

Overall, the most likely factors to limit youth travel were identified as study schedules (58%), income availability (55%), work schedules (50%), and transport availability (42%). On the other hand, the most unlikely factors to limit travel among the youth included lack of interest (70%), friends and relatives choices or preferences(63%), fear and safety concerns (59%), family

responsibilities (57%), climatic conditions (53%), lack of awareness (52%), language barriers (51%) and accommodation availability (48%).

Further, simple correlation analysis was used to establish whether there was any significant relationship between travel limiting factors and number of trips made to tourist destination. The results of the analysis are shown in Table 10.

[TABLE 10]

Noting that over 50% of the youth travel market in Kenya is composed of students (Table 2) study schedules were identified as the most significant travel limiting factor ($r= 0.724$). Overall, factors of personal circumstances were noted as having a high significance as travel limiting factors including studies schedules, income availability, and work schedules. Family responsibilities, choices of friends and family members, and lack of awareness were noted as being the least significant limiting factors top travel.

8 Discussion and Conclusion

The findings of this study have demonstrated that push factors are more important determinants of youth travel in Kenya than the pull factors. While such factors may, to some great extent, be outside the control of tourism marketers, the industry can provide products and services to match this market expectations and aspirations. In addition, while pull factors were identified as being

relatively less significant, the study has demonstrated that the scope of destination product offerage and delivery factors are considered as being more significant determinants of youth travel than the natural appeal of the destination. This therefore underscores the need for deliberate and strategic interventions by Kenya's tourism industry to deliver offers that appeal to, and match the expectation of the youth travel market. The tourism providers should endeavor, for instance, to make tourist destinations in Kenya more exciting, accessible and affordable. This would enable the adventurous, resilient and risk-averse youth market to explore new places within the country thus playing an important role in opening up less visited tourist destinations.

Further, the study has identified the most important factors that hinder youth travel in Kenya as being those relating to personal circumstances. It is however imperative to note that the factors identified are temporal in nature. This thus serves to demonstrate the existence of high potential possessed by the youth travel market in the country. Of more importance to note are the factors that are considered least likely to limit travel. Looked from the reverse side, Kenya's youth travelers are highly interested in travel, do not care much about the choices or preferences of friends and relatives, have little concern on safety and security, have less family responsibilities, are willing to travel regardless of the climatic conditions, are aware of travel products and destinations available in the country, language is not a barrier to them, and can use any available accommodation during their travel. This has an important implication to Kenya's tourism industry as it can target the youth travel market as a strategy for speedy recovery especially during low seasons and in times of industry shocks.

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