



ANALYSING RURAL TOURISM MOTIVATION FACTORS AND ICT ADOPTION WITH
SPECIFIC REFERENCE TO MALEALEA LODGE IN LESOTHO

BY

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DECLARATION

This work has not been previously accepted in substance for any Master's Degree, and is not being concurrently submitted in candidature for any other and Master's Degree.

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DEDICATION

I hereby dedicate this research study to the Head of the Tourism Department, Dr. E. M. Mnguni, and Prof. S. D. Eyono Obono, from the Information Technology Department, who have always inspired and motivated me to keep on studying. Thanks for being such exemplary role models.

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To my family and to my friends

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ACRONYMS

ACSI	American Customer Satisfaction Index
CRM	Customer Relationship Management
DEAT	Department of Environmental Affairs and Tourism
DOI	Diffusion of Innovation
DTPB	Decomposed Theory of Planned Behaviour
ECM-IT	Expectation-Confirmation Model of Continued Information Technology
ECSI	European Customer Satisfaction Index
ETAM	Extension of Technology Acceptance Model
HRM	Human Resource Management
ICT	Information and Communication Technology
PCP	Pivotal-Core-Peripheral
SDT	Self Determination Theory
SERVPERF	Service Performance
SERVQUAL	Service Quality
TAM	Technology Acceptance Model
TCL	Travel Career Ladder
TCP	Travel Career Pattern Model
TOE	Technology, Organization, and Environment
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use of Technology

ABSTRACT

Tourism can be classified either as urban tourism or as rural tourism, and it is one of the fastest growing industries globally. Rural tourism is usually associated with rural development because it has strong linkages to rural resources; but it remains underdeveloped compared to urban tourism. This underdevelopment of rural tourism serves as a motivation for this study whose aim is to examine the factors affecting the perceived satisfaction of rural tourists especially in this digital world where Information Communication and Technology (ICTs) is pervasive. In fact, ICT has transformed the travel industry in a remarkable way. The objectives of this study were: i) to select suitable theories that can explain the perceived satisfaction of rural tourists; ii) to design a conceptual model of the factors affecting the perceived satisfaction of rural tourists; iii) to empirically test the planned conceptual model of the perceived satisfaction of rural tourists, and, iv) to recommend measures to be taken for the improvement of the satisfaction levels of rural tourists to the point where they can significantly contribute to the full development of rural tourism. These objectives were achieved using content analysis of existing literature on rural tourism satisfaction and through a survey of tourists from the Malealea Lodge which is located in the Mafeteng District, in the Mountain Kingdom of Lesotho.

The results of this study are the following: i) the push and pull motivation theory was selected to explain the perceived satisfaction of rural tourists; ii) rural tourism demographics, their push and pull motivation, and their level of ICT adoption were hypothesized as the factors that affect tourists satisfaction with their rural tourism experiences; iii) the satisfaction of rural tourists with their rural tourism experience is affected by their occupations (demographic factor), by their level of ICT adoption, and by their pull motivation; and this satisfaction is not affected by other demographic attributes nor by the push motivation of rural tourists; iv) it is recommended that rural tourism marketing be increased in order to attract clients from other regions besides Africa and Europe and other age groups apart from young Africans which were found by

this study to be the biggest rural tourism clientele group, and that peace and security be maintained in rural tourism destinations as these two attributes were found to have an effect on the perceived satisfaction of rural tourism. Finally, more research should be conducted on the effect of ICT adoption on rural tourism satisfaction.

Chapter 1 : Introduction

The aim of this study is to examine factors influencing the perceived satisfaction of rural tourists in a world that is increasingly influenced by the use of Information and Communication Technology (ICT). Hence, the purpose of this chapter to define rural tourism among the different types of tourism and to introduce its economic, environmental and socio-cultural benefits, its challenges, as well as the different forms of ICT usage in tourism. The identification of the challenges faced by rural tourism will then lead to the statement of the research problem at the root of this research, followed by the formulation of the study's aim and objectives, as well as its rationale and limitations. The chapter ends with an outline of the other chapters of the dissertation.

1.1 Tourism definitions

Tourism is defined as the set of activities of persons travelling to and staying in places outside their usual environment for not more than a consecutive year for various purposes (Goeldner and Ritchie, 2011). According to Goeldner and Ritchie (2011), tourists are primarily people visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. People may spend their leisure time engaging in various sports and activities such as volleyball, hockey, and tennis, sunbathing, talking, singing, taking rides or simply enjoying the environment.

Goeldner and Ritchie (2011) further state that tourists also include people participating in conventions, business conferences, or other business or professional activities, as well as those who are taking a study tour under the guidance of an expert or those that are conducting some kind of scientific research or study. For example, students visiting Robben Island in Cape Town in an educational tour are considered as tourists.

According to the South African White Paper on Tourism (Department of Environmental Affairs and Tourism [DEAT], 1996), any travel that results in one or more nights being spent away from home for whatever purpose is regarded as tourism.

1.2 Tourism classifications

According to Peters (1969) cited by Singh (2010), tourism can be classified into five categories based on the type of activities followed by the tourist: cultural, traditions, scenic, entertainment, and other attractions.

1.2.1 Cultural tourism

Cultural tourism allows tourists to satisfy their cultural and intellectual curiosity about a certain culture. This may involve visiting prehistoric monuments, as well as places of historical or religious importance. Historical tourism, religious tourism, education tourism, and space tourism can also be classified under cultural tourism. **Historical tourism** refers to traveling to a certain destination because of the history attached to it. This may involve visiting museums and streets named after famous people or events. **Religious tourism** involves people traveling from one destination to another for religious reasons. For example, some people travel to Israel to reaffirm their Christian or Jewish faith. The term **education tourism** or **edu-tourism** refers to any "program in which participants travel to a location as a group with the primary purpose of engaging in a learning experience directly related to the location" (Rodger, 1998:28). **Space tourism** involves travelling into space, outside of the earth's atmosphere.

1.2.2 Traditions centered tourism

Traditions centered tourism allows tourists to discover the traditions of other people. It takes various forms such as rural tourism, agro-tourism, village tourism, and ethnic tourism. According to Aylward (2009) and Simkova (2007), **rural tourism** can be defined as tourism which takes place in rural areas and which uses rural lifestyles as a tourism attraction. Rural tourism is usually associated with rural development because it has strong linkages to rural resources. On the other hand, **agro-tourists** watch how

traditional agriculture or farming practices take place without disturbing the ecosystem or the productivity of the host area. **Village tourism** allows tourists to live in a village in order to experience or share the village life. **Ethnic tourism** consists of visiting exotic people for the purpose of observing their cultural expressions and lifestyles. For example, one may travel to “the San Blas Indians of Panama and the isolated hill tribes of Assam in India, with the aim of visiting [their] native homes, attending [their] traditional ceremonies and dances, and possibly participating in [their] religious rituals” (Turtureanu, 2005:156).

1.2.3 Scenic tourism

Scenic tourism allows tourists to enjoy a tourism destination for its scenically beautiful landscapes such as beaches, islands, or environments. In fact, these different types of landscapes correspond to different types of tourism. **Ecotourism** or **environmental tourism** is nature based tourism, where people travel to a destination because they are attracted by the desire to observe the wildlife and scenic beauty of that destination. Ecotourism preserves natural resources and aims at maintaining the well-being and social value of the local population for the benefit of future generations. **Beach and islands tourism** is very popular as beaches provide great aesthetic and environmental value with their beautiful natural scenery of golden sands, lush green vegetation and bright blue sky. Beach tourism activities are both water-based and land-based. Water-based activities include swimming, surfing, sailing, wind surfing, etc. Land-based activities include sunbathing, parks, camping sites, etc. Furthermore, islands abound with natural beauty, rare flora and fauna, and exotic tribes. This makes islands an ideal place to be visited by adventure lovers, nature lovers, and culture lovers, as it is the case for example for Hawaii, Maldives, Mauritius, Tahiti, Andaman and Nicobar Islands (Turtureanu, 2005).

1.2.4 Entertainment tourism

Three tourism types can be classified as entertainment tourism: recreational or leisure tourism, adventure tourism, and sports tourism. **Recreational or leisure tourism** takes a person away from the boring routines of their daily lives in search of some recreational

activities. According to Colton (1987) in McKercher (1996:566) “activities or behaviors that have been socially defined as recreation, such as nature walks, horseback riding, hiking, driving for pleasure, mountain climbing, and others may also be considered as tourism activities”. Concerning **adventure tourism**, Turtureanu (2005) states that the basic motivation for this type of tourism is the tourist’s satisfaction of having complete command over his or her body in an outdoor sport activity that encompasses a sense of risk, an awareness of beauty, and the exploration of the unknown. Adventure tourism can be further classified into aerial, water based, and land based activities such as sky diving, bungee jumping, white water canoeing, water skiing, trekking, and rock climbing. A literature review conducted by Gibson (1998a:49) on the definitions of sport tourism identifies “three distinct types of behavior associated with **sport tourism**: (1) actively participating (Active Sport Tourism), (2) spectating (Event Sport Tourism), and (3) visiting and, perhaps, paying homage (Nostalgia Sport Tourism) (also see Gibson, 1998b). Thus, an appropriate definition of sport tourism might read as follows: leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities”.

1.2.5 Other forms of tourism

Tourism types that are difficult to classify under any of the four above listed tourism attractions categories include health or medical tourism, sex tourism, and gay tourism.

Health or medical tourism occurs when a person travels from his or her country of origin to seek for a better medical treatment elsewhere. The following extract from Turtureanu, (2005:155) provides a good description of health tourism.

People are travelling to various countries for treatment of various ailments and medical procedures like Cardio care, Bone Marrow Transplant, Dialysis and Kidney transplant, Neuro surgery, Joint Replacement Surgery, Urology, Osteoporosis, and numerous other diseases. Even cosmetic surgery, alternative medicines like homeopathy, acupressure, ayurvedic medicines and naturopathy are also becoming tourism products wherein travel companies are offering Yoga

and Rejuvenation packages. Tourists travel for what is illegal in one's own country, e.g. abortion, euthanasia; for instance, euthanasia for non-citizens is provided by Dignities in Switzerland. Tourists travel also for advanced care that is not available in one's own country, in the case that there are long waiting lists in one's own country or for use of free or cheap health care organization's.

Sex tourism: According to Enloe (1989:1) sex tourists are “people from economically developed nations traveling to underdeveloped countries specifically to purchase the sexual services of local men, women, and children”. Green (2001) provides the following perspective on sex tourism in Thailand:

There are three kinds of sex tourists, ‘Mr. Macho,’ usually semi-skilled workers in their early 20’s seeking as many sexual experiences as possible; ‘Mr. Average,’ the ordinary bloke interested in some romantic or emotional involvement with one or a series of women; and ‘Mr. Professional,’ the businessman. Very often within these groups is the pedophile looking for sexual experience that is forbidden in the home country – sex with children. These tourists can again be divided into four categories. Firsts there are the men who come on sex tours, advertised and organized in the home country. Others travel independently but specifically for sex. The third group comes for a ‘holiday in paradise’ but with the attitude that a holiday includes doing things that you cannot do or would not indulge in at home. This may involve sex with male as well as female prostitutes and/or children. Finally, there are those men who visit Thailand once and get swept into repeated sexual encounters, often through loneliness of the ‘hospitality’ of Thai business hosts.

Gay and lesbian tourism or pink tourism can also be classified as a form of sex tourism for lesbians and gays. Hughes (1997) and Hughes (2003), quoted in the following extract from Melián-González, Moreno-Gil, and Araña (2010:2) provide a good definition of gay tourism, also applicable to lesbian tourism.

Hughes (1997) points out that tourism for gay men means an opportunity to forming and consolidating gay identity by living and playing in a gay milieu. Gay

men on holidays can feel more comfortable in the company of other gay men and holidays may be the only opportunity to live their sexuality openly. Hughes (2003a) indicates that gay men seek holiday's destinations with the usual requirements as heterosexual but which also offer gay space and no homophobia.

1.3 Rural and traditions centered tourism

According to Farmiki (2012:73), rural tourism can be defined as tourism that takes place in rural areas, and which involves small-scale development even when rural tourists are interacting with nature and with local traditional cultures. It takes place in remote areas, hosted by small scale rural tourism businesses (Eruera, 2008:27). These businesses usually start with a low capital base, and most of them are family owned with their owners usually working as managers. According to Sharpley and Sharpley (1997), rural tourism is associated with farm tourism, agri-tourism, nature tourism, eco-tourism, and leisure tourism. This is an important form of tourism in many countries as a source of income for the locals (Pesonen, 2011:69).

1.3.1 Benefits of rural tourism

Economic, socio-cultural, and environmental benefits offered to rural areas by rural tourism are numerous.

1.3.1.1 Economic benefits

According to Murphy and Williams (1999:487), economic benefits enjoyed by rural regions engaging in rural tourism include "participating in rapid growing industry; access to a wide range of relatively inexpensive job creation opportunities; and diversifying local economies". Haldar (2007:121) also places an emphasis on the immediate or direct new employment opportunities for the locals and on the attraction of foreign exchange. This can create new types of jobs and diversification of employment and products through the creation of new markets for craft and agricultural products. This can also boost government revenues and locals can earn an income from the selling of arts and crafts, tips from customers, as well as from their agricultural work. Such income

can improve the quality of life of local communities and the employed youth may be able to resist urban immigration. It is also worth-noting that people awareness of what is offered by a rural tourism destination is usually followed by an increase in demand for the services and products of that destination, synonymous with economic stability. Singh (2010:46) highlights that village tourism, one of the forms of rural tourism, “stimulates improvements to local transportation, communications, and other basic community infrastructures”.

1.3.1.2 Socio-cultural benefits

Rural tourism can contribute to the fruitful sharing of cultural practices between tourists and locals. Moreover, according to Halder (2007), the financial rewards of rural tourism can allow locals to improve their access to quality education and health services. On the other hand, the following extract from Singh (2010:47) also applies to rural tourism.

People realize that they are the preservers of their cultural and natural property and they start to guard these things by themselves. This helps them to develop self-respect and self-esteem and it means that they can be proud of their origin. Village tourism is premised on the idea that it can be sustainable only if the natural and cultural aspects it is reliant upon survive and prosper

1.3.1.3 Environmental benefits

Rural tourism helps to protect and enhance the natural environments surrounding village communities as is shown in the following examples reviewed by the following authors:

... protection of a Howler Monkey population, Belize (Edington and Edington, 1997; Alexander 1999); reduction of poaching in the KhaoYai National Park, Thailand (Brockelman and Dearden, 1990); conservation of land and wildlife surrounding Maasai village communities in Tanzania (Christ, 1998); conservation of the Komodo National Park (Hitchcock, 1993); conservation of a hippo population in Kwa-Zulu Province, South Africa (Honey, 1999); conservation of coral reefs offshore from the village of DesaJungutBatu, Indonesia (Long and

Wall, 1996) and protection and conservation of wildlife surrounding the village of Masoka, Zimbabwe (Matzke and Nabane, 1996).

1.3.2 Challenges of rural tourism

It is worth noting that the benefits of rural tourism are, at the same time, the possible germs of the disadvantages of that form of tourism, be that economically, socio-culturally, and environmentally.

1.3.2.1 Economic challenges

Since rural tourism businesses are usually small, they cannot employ all the locals, therefore creating economic inequalities. Rural people may suffer from economic exploitation when receiving low salaries from urban investors that usually take away most of the profits to their cities/countries of origin, regardless of the promises they made to the community. Some investors even bring people from their country to work in rural communities under the pretext that locals do not have the required skills. On the other hand, overdependence on rural tourism can lead to the neglect of agriculture or farming.

1.3.2.2 Socio-cultural challenges

Rural tourism has the potential to incite rural people to abandon their cultural practices in favor of the urban life styles of their rural tourism visitors, and this may disrupt rural social structures and traditions. Other possible challenges of rural tourism include crime and prostitution; and the cohesion of the families of rural tourism workers can be threatened by their long working hours.

1.3.2.3 Environmental challenges

The natural ecology can be disturbed when family land usually dedicated to farming is diverted to tourism and to the development of its infrastructure. Tourism activities such as trekking, camping, and quad bikes can cause air pollution. When people migrate from their communities to others in search of greener pastures, this results in an over-

population, therefore creating congestion, crowding, and spoiling the scenic beauty of nature.

The following extract from the European Parliament (2013:43) provides an account of the challenges of rural tourism.

There can be some dis-benefits, especially in sensitive areas, arising from both industrial heritage tourism and to a much greater extent, from rural tourism development. Most can be reduced by informed management. They include:

- Physical damage to fragile ecosystems can be created by too much unmanaged visitation. Krippendorf (1984 and 1986) listed the main issues nearly 20 years ago. Loss of tree cover on mountain sides because of ski-run, road and car park construction leading to landslide and related erosion; trampling of vegetation by large numbers of hikers; the growing urbanisation of scenic areas; noise and litter disturbance to wildlife. Shipp (1993) extends the list of issues in Europe's protected natural areas – including pollution of water courses, air pollution and new types of damage created by mountain biking, rock climbing and orienteering and other technological developments.
- The arrival of incomers purchasing properties for second home use can be a problem, especially in conservation areas where new building is restricted. Competition for limited numbers of houses can increase house prices beyond the reach of local people. While planning and management measures can address that problem, they can be politically controversial.
- Loss of rurality: tourism can be an urbanising influence on the countryside, encouraging cultural and economic change, and new construction.
- The economic stability of the rural world can be threatened by new, perhaps large scale, tourism businesses seeking short-term gains, upsetting labour markets and land values, and becoming powerful in the governance of the region.
- The cultural heritage of the countryside may be at risk from outsiders and powerful outside cultures.

- Visitors can now penetrate any and all rural regions, no matter how remote. The long-haul flight, the hire car, the 4-wheel drive vehicle, GPS, coupled with the power of television's travel programmes which seek new 'undiscovered' areas – all present a challenge to the survival of traditional rurality – and to wilderness, a very rare and precious commodity in Europe.
- An over-reliance on tourism can create economic risks, given volatile exchange rates, growing competition from other tourism areas, and economic downturns.

1.4 Use of ICT in tourism

Interestingly, most human activities including education, health care, libraries, etc., are now affected by the emergence of ICT which has radically altered the way people work and live. Information and communication technologies are digital technologies that facilitate knowledge acquisition, processing, presentation, and management. Such technologies include micro-electronics, photonics, computers, and telecommunications industries. This is a broad definition of ICT in recognition of the fact that computers and the internet are just one of the many tools with which people communicate. Information and Communication Technology includes all communication devices, encompassing for example radio, television, cellular phones, computer and network hardware, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning. The Internet in particular has dramatically changed the way in which consumers plan and buys their tourism destinations, and how tourism providers promote and sell their products and services (Tahayori and Moharrer, 2006:1). As a result, ICT, with the advent of internet, emails, social networks, just to name a few, has become an almost universal feature of the tourism services.

For example, according to Fyall et al. (2009: 114), the significance of the Internet and the World Wide Web in tourism is that information which was once only accessible to travel agents with GDS (Global Distribution Systems) is now available to the general

public 24hrs a day and 7 days a week. The same authors further stated that the traditional limitations of time and geographical constraints do not exist when the internet is used for information searching and for online transactions. As the internet has moved from channels of technology to channels of sales and customer relationships, the tourism industry has been revolutionized into what is now called e-tourism. E-tourism is a term describing the entire range of applications of ICT in tourism for tourism actors such as tour operators, travel agencies, hotel enterprises, car rental companies, cruise companies, etc, right from the selection of destinations to the return back home, as highlighted in the subsections below (Tanzania, 2006:17).

1.4.1 Selection of services and bookings

With the advent of ICT in general and of the internet in particular, people from all over the world can access prices and accommodation availability. In fact, according to Romera, Brida, Martínez, Riaño and Devesa (2011:1012), many rural tourists use the internet to find information about their destination and plan their trip. Similar findings are reported by Komninos, MacDonald, and Barrie (2010) according to whom a good majority of rural tourists use the internet for information. Bai and Law (2006: 4) also state that ever since the introduction of the internet for business applications in the early 1990's, making online reservations for tourism products and services has turned out to be a popular trend, and Fyall et al. (2009: 114-120) further state that it reduces the cost of reservations by eliminating both travel agency commissions and conventional telephone bookings.

1.4.2 Payments for services and sales

ICT have created a global market place where forms and payments can be completed directly online (Fyall et al., 2009: 114-120), and this makes the Internet even more useful for tourists all over the world who can easily make transactions from their homes. In fact, research conducted by Dömeová and Zeipelt (2011:71) found that the majority of rural tourism customers are gained "through the internet". With the internet, sales can be successfully accomplished without the need of any intermediaries. For example, a customer is able to perform online payments without the intervention of a travel agent.

There is also the possibility of using intelligent agents in some stages of the selling process, thus leading to increased overall productivity of the tourism organization by releasing human resources.

1.4.3 Marketing

Tourist products and destinations are better advertised via the internet rather than via traditional means, such as brochures, advertising catalogs, etc. Furthermore, ICT allow direct and interactive relationships between tourism organizations and customers. However, the most interesting perspective of ICT applications on marketing is that, companies can build a customer's profile and make personalized offerings (Fyall et al, 2009: 114-120).

1.4.4 Operations

ICT has changed the way existing tourism businesses such as hotels, airlines and tour operators communicate and exchange services with each other. "Best supplier opportunities all over the world can be detected via the internet and buyer-seller transactions are easily accomplished in a completely electronic environment" (Fyall et al., 2009: 114-120). Management information systems, enterprise resource planning, customer relationship management (CRM), and other systems based on ICT can accelerate and facilitate information flow, including acquisition, storage, processing and transfer of information concerning both internal processes and the external tourism business environment. For example, it is a fact that increased personnel mobility in tourism organizations of seasonal demand (e.g. hotels, travel agencies) generates higher costs of Human Resources Management (HRM), but ICT enable online recruitment, training and evaluation, and reduce the required effort, time and costs (Garcés et al. 2004).

1.5 Problem Statement

The main problem this research is centered upon is the seriousness of the above described challenges that are faced by rural tourism as compared to urban tourism. Several authors (Ayward, 2009; Al-allak, 2010; Skoko, Skoko, Skare, and Ceric, 2006)

agree that rural tourism remains underdeveloped compared to urban tourism, despite the tremendous advances made by information and communication technologies, and despite the sustainability advantage of rural tourism and its ability to generate substantial benefits to rural areas in terms of rural productivity, employment, improved distribution of wealth, and conservation of the rural environment and culture.

1.6 Aim, objectives, and research questions

It makes sense to hypothesize that some of the above identified challenges faced by rural tourism in this modernized world can be eased if one can sustain high levels of satisfaction among rural tourists; hence, the aim of this study is to examine the factors affecting the satisfaction of rural tourists in a world that is increasingly being affected by the use of ICT. This aim is further articulated by the hereby listed research objectives:

- a) To select suitable theories that can explain the perceived satisfaction of rural tourists.
- b) To design a conceptual model of the factors affecting the perceived satisfaction of rural tourists.
- c) To empirically test the planned conceptual model of the perceived satisfaction of rural tourists.
- d) To recommend measures to be taken for the improvement of the satisfaction levels of rural tourists to the point where they can significantly contribute to the full development of rural tourism.

The above research objective can be translated into the following research questions:

- **Research Question 1:** Which theories can sustain the examination of the factors affecting the satisfaction of rural tourists?
- **Research Question 2:** How can one model the factors influencing the satisfaction of rural tourists?
- **Research Question 3:** How can one validate a hypothetical model of the factors influencing the satisfaction of rural tourists?

- **Research Question 4:** Which recommendations can be done for the improvement of the satisfaction levels of rural tourists to the point where they can significantly contribute to the full development of rural tourism?

1.7 Rationale of the study

The rationale of this study can be summarized by the following slightly adapted statement from Yoon and Uysal (2005:54): “satisfaction is determined to be a mediating construct between travel motivation and destination loyalty. Consequently, destination managers should establish a higher tourist satisfaction level to create positive post-purchase tourist behavior, in order to improve and sustain [the] destination competitiveness [of rural tourism]”.

1.8 Limitations and scope of the study

It is important to note that the empirical study conducted by the present research is restricted to nature-based tourism or ecotourism as opposed to other forms of rural tourism such as agri-tourism, cultural tourism, and traditions centered tourism as defined above.

1.9 Outline of the dissertation

This dissertation is divided into six chapters from the introduction chapter to the conclusion chapter. There is also a chapter on the theoretical frameworks relevant to this research, as well as a chapter that reviews existing literature on the studies that are similar to the current research. There is a chapter dedicated to the design of the empirical study conducted by this research and another chapter dedicated to the presentation of their results.

Chapter 1: Introduction. The purpose of this chapter is to introduce readers to rural tourism in relation to other forms of tourism such as urban tourism, health tourism, eco-tourism, etc. This chapter also serves as an introduction to the other chapters of the dissertation, and presents the aim and objectives of this research.

Chapter 2: Literature Review and Theoretical Frameworks. The purpose of this chapter is to present existing literature on the motivation and ICT related factors that affect the satisfaction of rural tourists as well as to present the theoretical frameworks that are relevant to this study, namely, tourism motivation theories, ICT adoption theories, and customer (tourism) theories.

Chapter 3: Research Design. The purpose of this chapter is to present the design of the empirical study conducted by this researcher to examine how motivation and ICT related factors affect the satisfaction of rural tourists.

Chapter 4: Research Findings. The purpose of this chapter is to present the results of the empirical study conducted by this researcher to examine how motivation and ICT related factors affect the satisfaction of rural tourists.

Chapter 5: Discussion, Recommendations, Summary, and Conclusion. This chapter discusses the results of this research by proposing ICT adoption and tourism motivation guidelines for the improvement of the rural tourism experience. This chapter also presents recommendations and ideas for future research on the use of ICT in rural tourism.

1.10 Summary

This chapter has introduced cultural tourism, traditions-based tourism, scenic tourism, entertainment tourism, and other forms of tourism such as health tourism, sex tourism, gay tourism, etc. Rural tourism is singled out as the focus of this study on the basis of the economic, socio-cultural, and environmental challenges of this form of tourism that remains underdeveloped compared to urban tourism even though their economic, socio-cultural, and environmental benefits are well acknowledged in terms of job creation, cultural exchanges, and the protection of wildlife. The benefits of e-tourism are also presented in this chapter especially for the choice of tourism destinations and bookings and for tourism marketing, sales, purchasing, operations, and human resource management. One of the main points of this chapter is the formulation of the aim and

objectives of this study to examine the motivation and ICT adoption factors affecting the satisfaction of rural tourists.

The next chapter is dedicated to the first objective of this study on the selection of suitable theories that can explain the perceived satisfaction of rural tourists.

Chapter 2 : Literature Review

The previous chapter provided the general introduction to this study, but the purpose of the current chapter is to fulfil the first objective of this study which is to select suitable theories that can explain the perceived satisfaction of rural tourists. These theories were found using content analysis from existing literature mainly searched through internet resources such as journals, books, reports, etc. The second objective of this study on the design of a conceptual model of the factors affecting the perceived satisfaction of rural tourists will be reached using the results of this literature review.

2.1 Theoretical Frameworks

Theories on the perceived satisfaction of rural tourists were found from existing literature using the Internet with the search keywords “travel satisfaction”+ “theories”. This internet search led to the identification of one paper by Iso-Ahola (1982) and of another by Mannell and Iso-Ahola (1987) where it is recognized that travel satisfaction is affected by travel motivation. One could therefore conclude that motivation theories are suitable to explain the perceived satisfaction of rural tourists, in addition to customer satisfaction theories.

ICT adoption theories are also presented in this chapter based on the fact that the aim of this study was to examine the factors affecting the satisfaction of rural tourists in a world that is increasingly affected by the use of ICT. Therefore, three types of theoretical frameworks are presented in this chapter, namely, customer satisfaction theories, tourism motivation theories, and ICT adoption theories.

2.1.1 Customer satisfaction models

Many customer satisfaction models are described by the existing literature, including the following listed by Everelles and Levitt (1992): Expectations-Disconfirmation model,

Perceived Performance model, Norms model, Multiple Process models, Attribution models, Affective models, and Equity models. The same list of models is adopted by Hom (2000), which he calls “micro-models of satisfaction”. Another list of customer satisfaction models provided by Munusamy and Fong (2008: 70) include “SERVQUAL model (Parasuraman, Zeithaml and Berry, 1988), Expectancy-Disconfirmation model (Reisiq and Chandek, 2001), Performance Only model (SERVPERF), (Al-Hawari and Ward, 2006; Kandumpully, 2002; Kurtenbasch, 2000), Attribute Importance model (Tontini and Silveira, 2007; Kim, Lee and Yun, 2004), Norms model (Fecikova, 2004), Attribution model (Casado and Ruiz, 2002), Affective model (Vinhars and Sharifah, 2006), Multiple Process model (Bauner et al., 2002), Equity model (Atilgan et al., 2005), European Customer Satisfaction Index (Vilares and Coelho, 2001) and Customer Loyalty model (Zins, 2001)”. A shorter list of customer satisfaction models provided by Aziz, Ariffin, Omar, and Yoon, (2011) includes: Expectation-disconfirmation model, Expectation-perceptions Gap model, Perception-only model, Performance-only model, and Pivotal-core-peripheral model. The consolidation of the above lists into a single list leads to the following list of models with no less than ten models: Expectations-Disconfirmation model, Expectation-perceptions Gap or SERVQUAL model, Perceived Performance or Performance Only (SERVPERF) or Perception-only model, Attribution or Attribute Importance models, Pivotal-core-peripheral (PCP) model, Norms model, Multiple Process models, Affective models, Equity models, European Customer Satisfaction Index, and Customer Loyalty model. The researcher will be discussing nine of these ten models.

2.1.1.1 Expectations-disconfirmation model

The expectations theory (see Figure 2.1) claims that individuals develop expectations of products and services under the influence of activities such as marketing and the word of mouth, and such perceptions affect their attitude towards these products and services (Oliver, 1980). Consequently, attitude towards a product or service affects the intention to purchase; and such intention ultimately influences the purchase decision. Once a product or service is purchased by a consumer, he or she will use it and compare its perceived actual post-purchase performance against its expected pre-purchase

performance in order to confirm or disconfirm whether the usage of the product or service is living up to expectations. Positive or simple confirmation will occur when the perceived actual post-purchase performance is better or equal to its expected pre-purchase performance, and this also shows that the consumer is satisfied with the product or service. Negative confirmation on the other hand happens when the perceived actual post-purchase performance is worse than its expected pre-purchase performance, and this shows that the consumer is dissatisfied with the product or service.

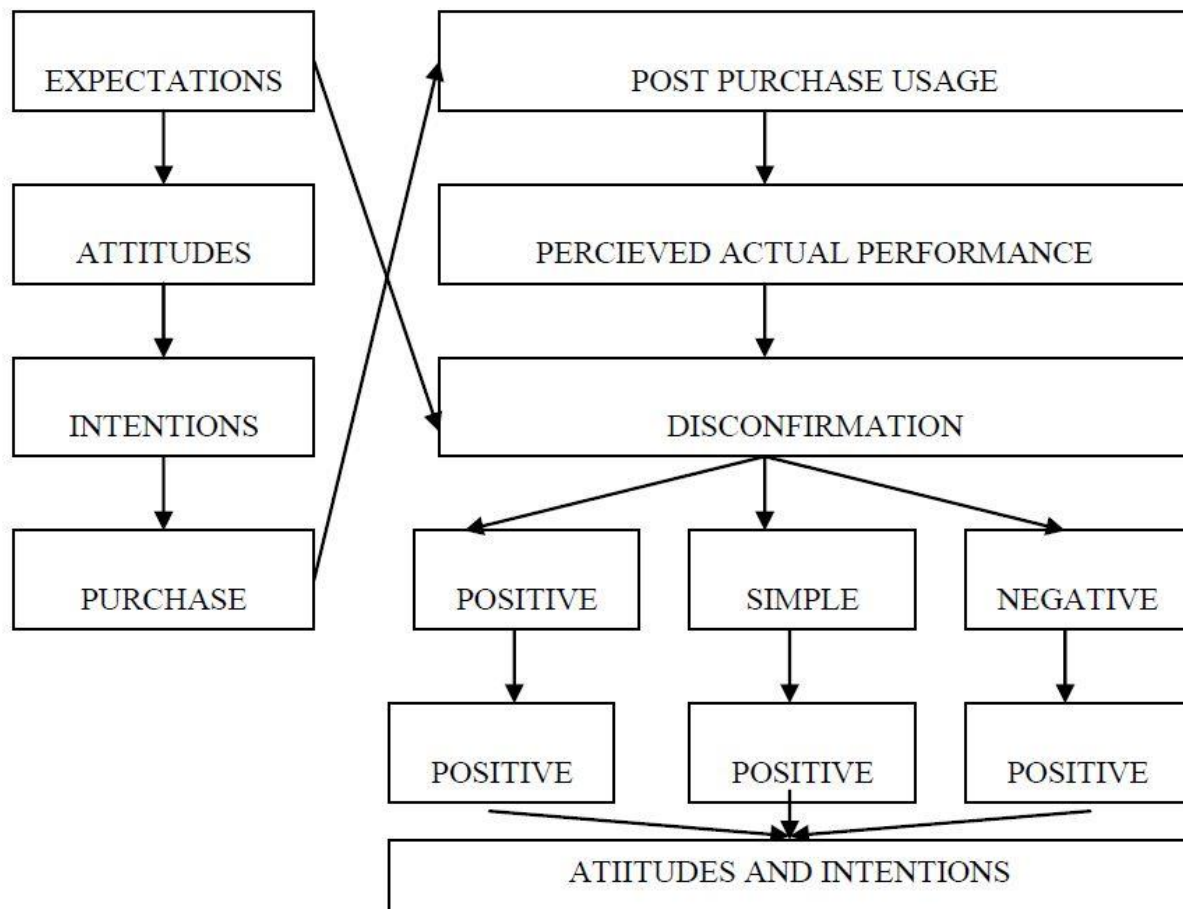


Figure 2.1: Expectations-Disconfirmation model

2.1.1.2 Expectations-Perceptions Gap model

According to this model (see Figure 2.2), consumers' perceptions on the quality of a service are a function of five main differences or gaps between consumers' expectations and the performances of services' (Parasuraman, Zeithaml and Berry, 1985). These gaps are:

- **Gap 1:** Difference between what consumers expect from a service and management's understanding of these expectations i.e. not understanding what consumers expect.
- **Gap 2:** Difference between what management perceives as the expectations of consumers and how these perceptions are translated into service quality specifications i.e. improper service-quality standards.
- **Gap 3:** Difference between how service quality is planned or designed and how it is actually implemented or delivered i.e. the service performance gap.
- **Gap 4:** Difference between how service quality has been implemented and how such implementation is being presented to consumers i.e. all talk little action gap.
- **Gap 5:** Difference between what a consumer expected from a service and what he or she actually gained from its usage.

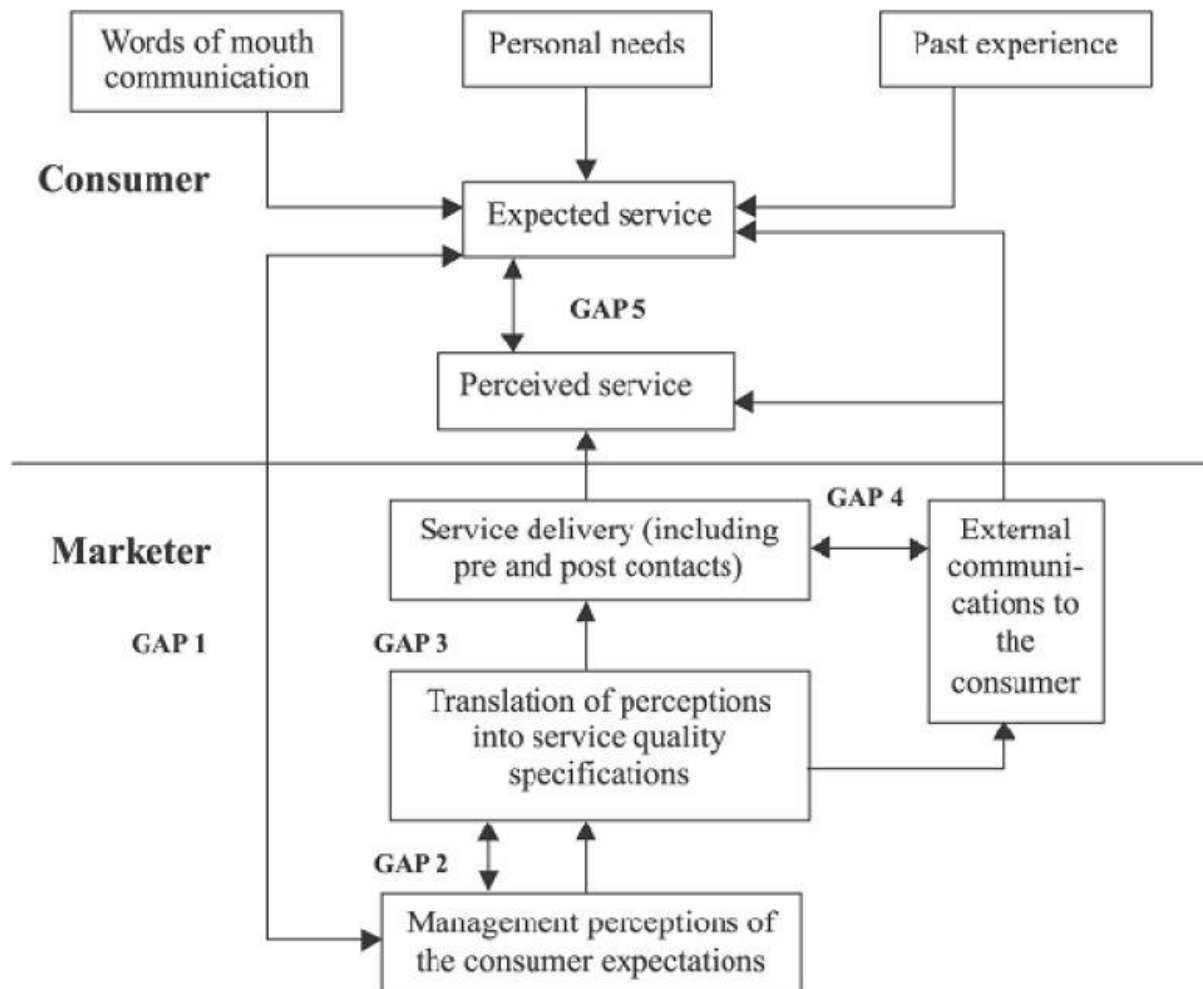


Figure 2.2: Expectation-Perception Gap model

2.1.1.3 SERVQUAL model

SERVQUAL models (see Figure 2.3) customers' perceived satisfaction of a service based on the perceived quality of that service. It was initially made up of 97 attributes clustered into ten service quality categories but these ten categories were later on readjusted into the following five dimensions of service quality: tangibility, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml and Berry, 1993). These five determinants of service quality are defined below according to Parasuraman (1998) and they are illustrated on Figure 2.3.

- Reliability: ability to perform the promised service dependably and accurately.
- Responsiveness: willingness to help customers and provide prompt service.

- Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence.
- Empathy: caring, individualized attention the firm provides its customers.
- Tangibles: appearance of physical facilities, equipment, personnel, and communication materials”.

As can be seen from Figure 2.3 individuals develop expectations of a given service influenced by their personal needs past experiences, and word of mouth from other consumers. Furthermore, consumers’ perception of the quality of a given service can be expressed in terms of the difference between what they expected from the service and their perception of what they have received from it.

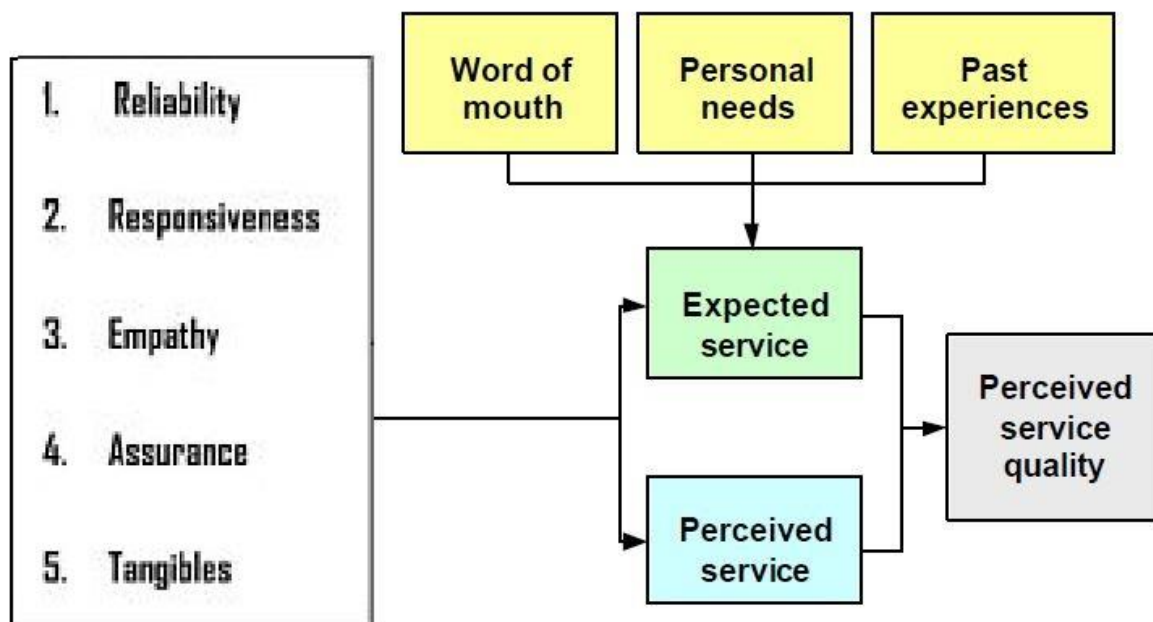


Figure 2.3: SERVQUAL model

2.1.1.4 Perceived Performance or Performance Only (SERVPERF) or Perception-only model

SERVPERF, developed by Cronin and Taylor (1992), can be seen a modification of SERVQUAL whereby consumers’ perceptions on the quality of a service only depends

on their perceptions on the service actually delivered to them, and not on their initial expectations from this service (See Figure 2.4).

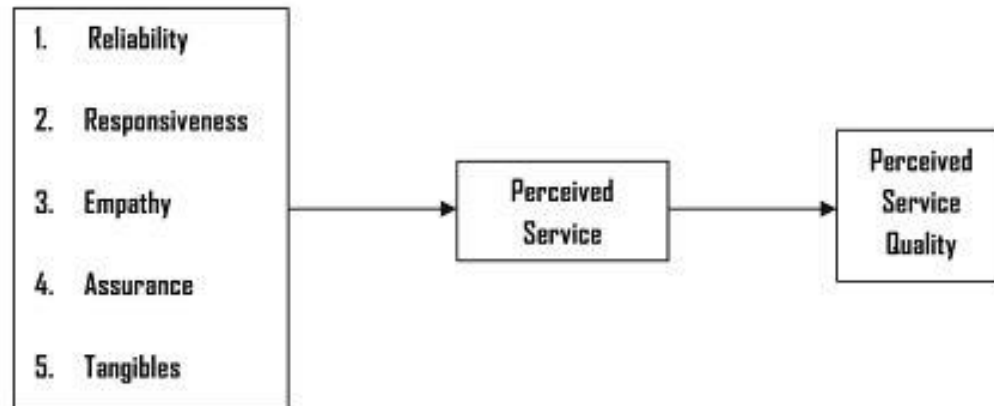


Figure 2.4: SERVPERF model

2.1.1.5 Attribution or Attribute Importance model

This model was created by Haywood-Farmer (1988) and divides customer satisfaction factors into three groups: physical facilities and processes; people's behavior; and professional judgment. According to this model, physical facilities and processes mostly impact on customers' satisfaction for services that are characterized by a short interaction with the customer and by a low level of customization of products; people's behavior mostly impact on customers' satisfaction for services that are characterized by a high interaction with the customer and by a low level of customization of products; and professional judgment mostly impact on customers' satisfaction for services that are characterized by a high interaction with the customer and by a high level of customization of products (See Figure 2.5). Another important aspect of the attribution theory is that it postulates that people tend to give themselves credit when they are satisfied with an outcome, and they tend to blame others when they are dissatisfied with an outcome.

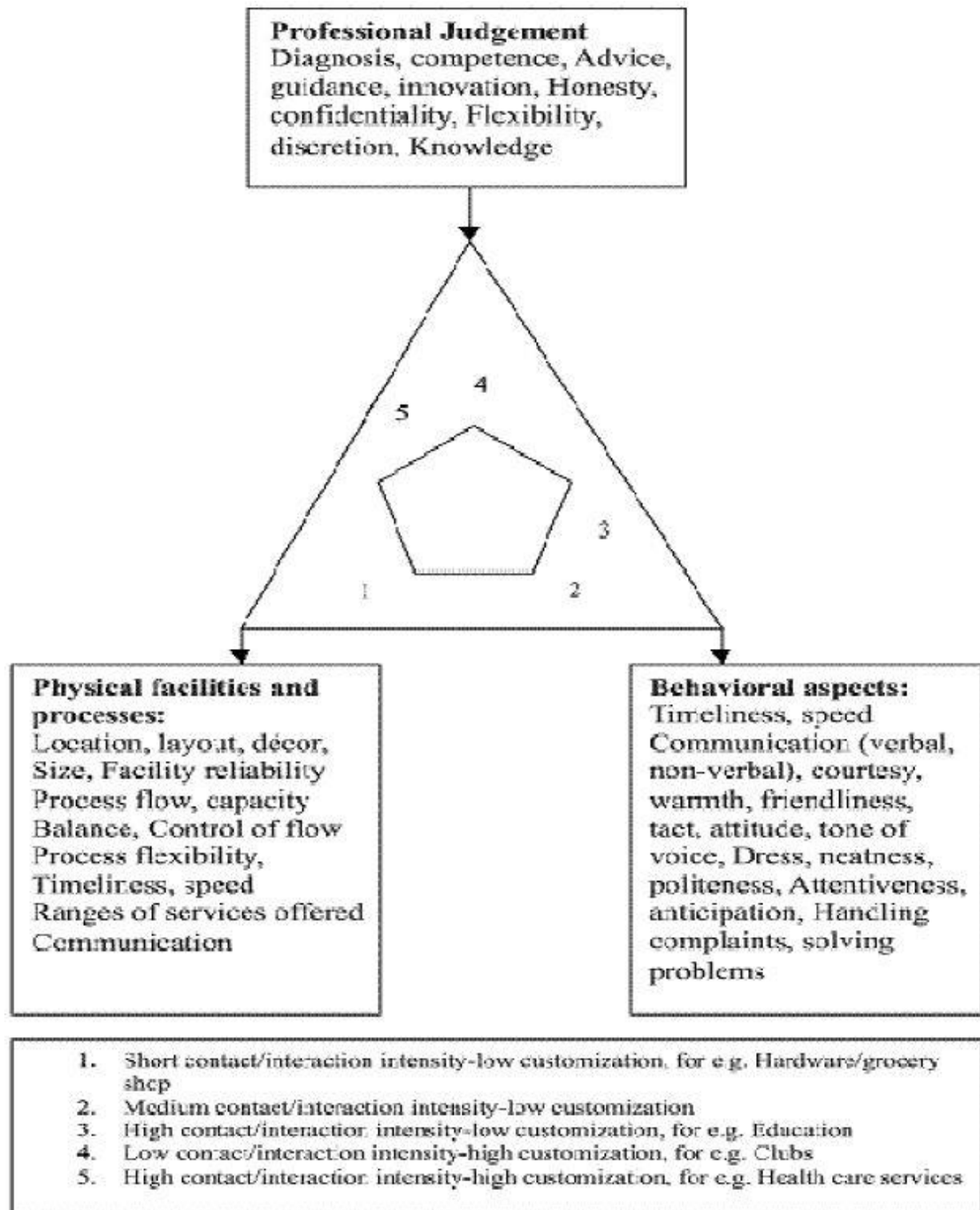


Figure 2.5: Attribution or Attribute Importance model

2.1.1.6 Pivotal-Core-Peripheral (PCP) model

The PCP model created by Philip and Hazlett (1996) defines customers' satisfaction with the quality of a service as a function of three types of attributes: pivotal, core, and peripheral. Pivotal attributes are defined as the end product or output from the service encounter; in other words, what the consumer expects to achieve, to receive, or "take away, when the service process is duly completed". Core attributes describe quality requirements for the key processes that form part of the consumer's experience for the delivery of a service, and quality requirements for 'cosmetic' processes form part of peripheral attributes (See Figure 2.6).

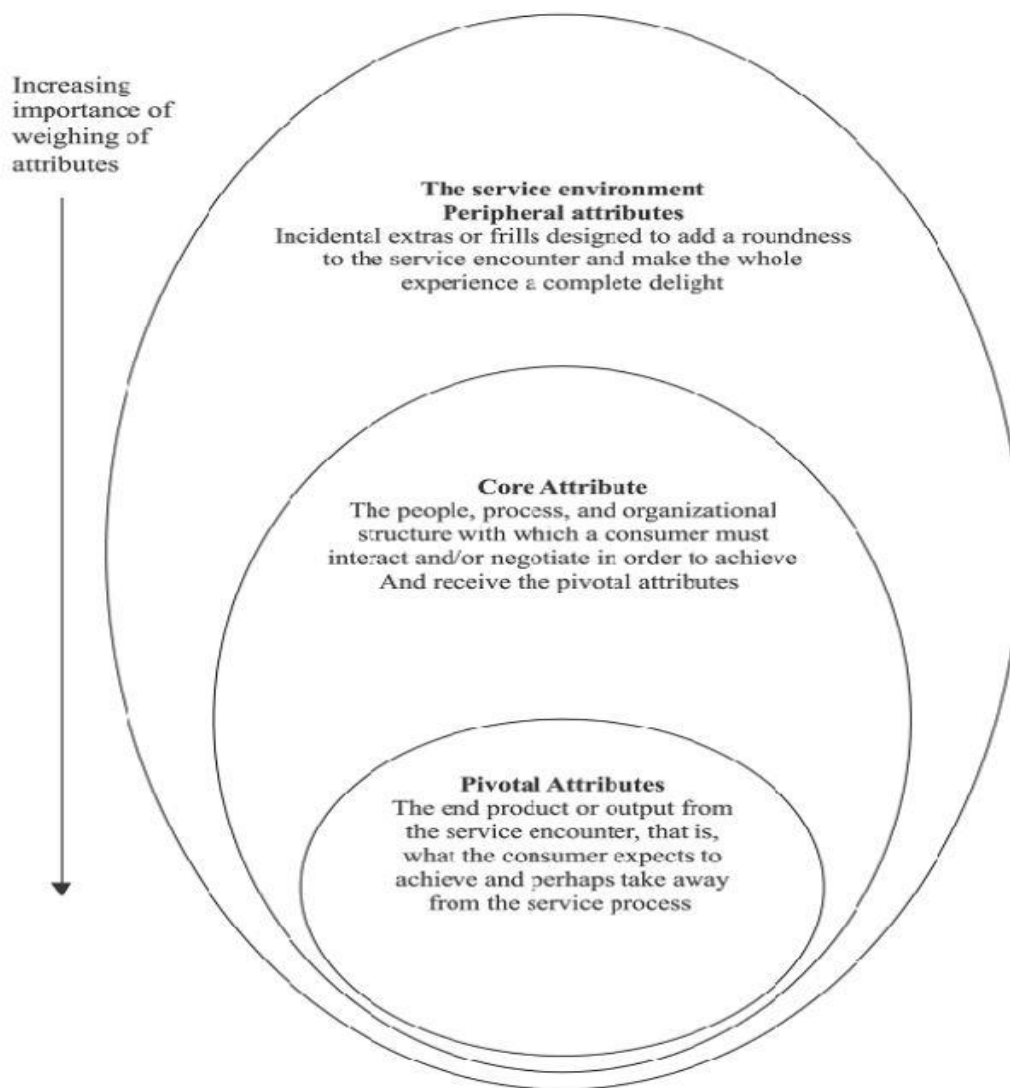


Figure 2.6: Pivotal-Core-Peripheral model

2.1.1 7 Normsmodel

The Norms model resembles the Expectations Disconfirmation model except that, in the Norms model, the consumer compares the perceived performance of a product against some performance standards. In this case, however, these standards are not predictive expectations: rather than considering what will happen in the consumption experience, the consumer uses what should happen as the comparison standard. This is the normative meaning of “should” rather than its occasional chronological connotation in the English language (See Figure 2.7).

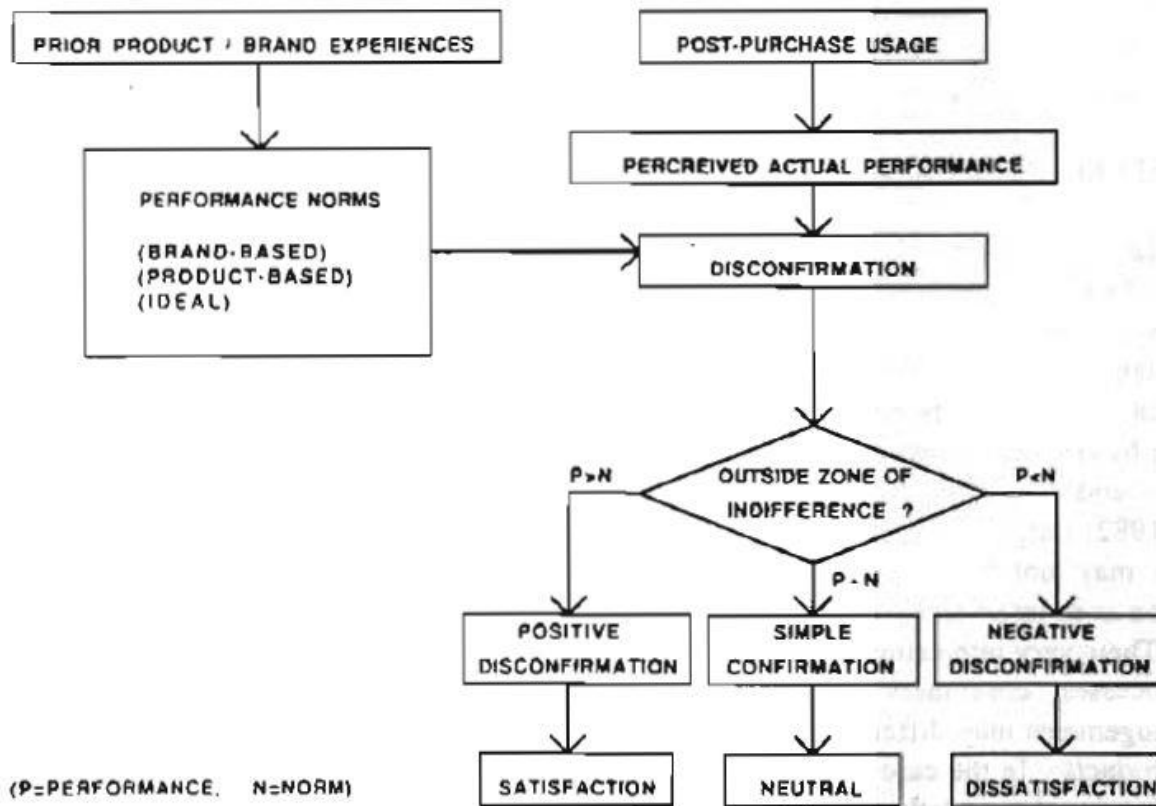


Figure 2.7: Norms model

2.1.1.8 Multiple Process model

The multiple process model of consumer's satisfaction postulates that customers use more than one comparison criteria in forming their (dis)confirmation or judgment about a product or service. For example, customers may use product or service quality as a criteria to judge their satisfaction or dissatisfaction with a given product or service. They may also use the price of a product or service as criteria to judge their satisfaction or dissatisfaction with that product or service.

2.1.1.9 Affective models

According to the emotion framework proposed by Mano (1991) (See Figure 2.8), satisfaction can be considered as an emotional state whereby people emotions are represented by two dimensions i.e. pleasantness and arousal. This framework places relaxation at the lower scale of emotion, excitement at the higher scale of emotion, and happiness or contentment sits at the middle of the excitement scale. This framework also places satisfaction between happiness and excitement on the emotion scale. A similar framework is proposed by Russell (1980). Affective models of customers' satisfaction are in agreement with these emotional frameworks by postulating that customers' satisfaction can be expressed by their emotion instead of simply be seen as the fulfillment of pre-planned and well thought through cognitive goals.

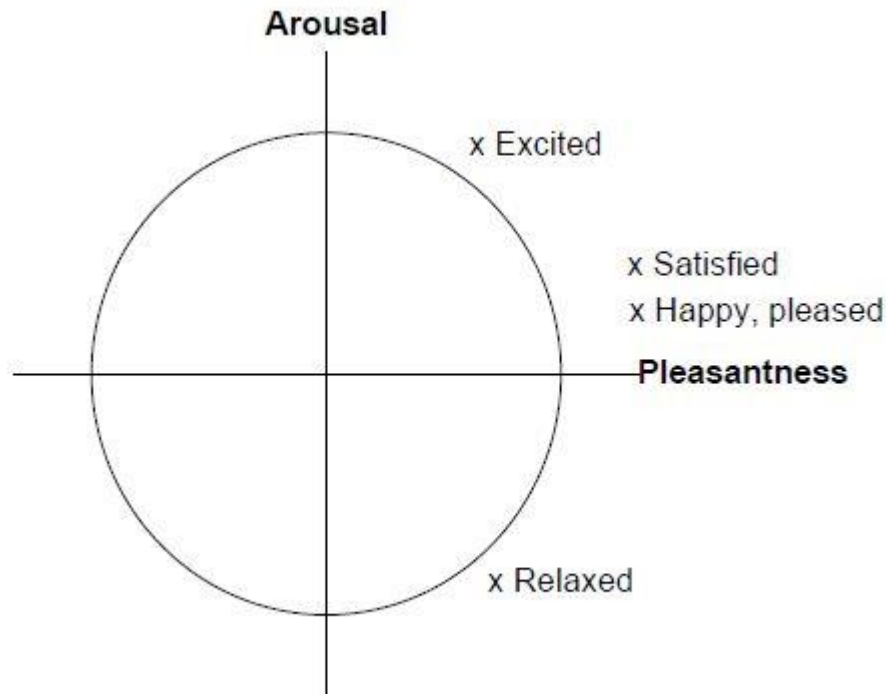


Figure 2.8: Mano Emotion Framework

2.1.1.10 Equity models

The concept of equity is closely related to the concept of fairness in the sense that outputs or rewards of equitable processes are supposed to be proportional to their inputs or efforts. The non-intervening approach to the equity theory of consumers' satisfaction postulates that a consumer is satisfied by a consumption process when he or she judges that his or her output or reward is higher than his or her input or effort for that process, irrespective of his or her judgment on the inputs and outputs ratio of others (for example the seller or service provider) for the same process (See Figure 2.9). On the other hand, the intervening approach to the equity theory of consumers' satisfaction postulates that a consumer is satisfied by a consumption process when he or she judges that his or her output or reward is higher than his or her input or effort for that process, compared to his or her judgment on the inputs and outputs ratio of others (for example the seller or service provider) for the same process (See Figure 2.10). An interesting aspect of the intervening approach is that it is hiding two different equity

theories on customers' satisfaction: the fairness theory that postulates that it is enough for consumers to become satisfied when they judge that their inputs and outputs ratios are performing at the same level as to the ones of others; and the preference theory which postulates that customers only become satisfied when they judge that their inputs and outputs ratios are performing better than those of others (inequity in their favor or positive inequity).

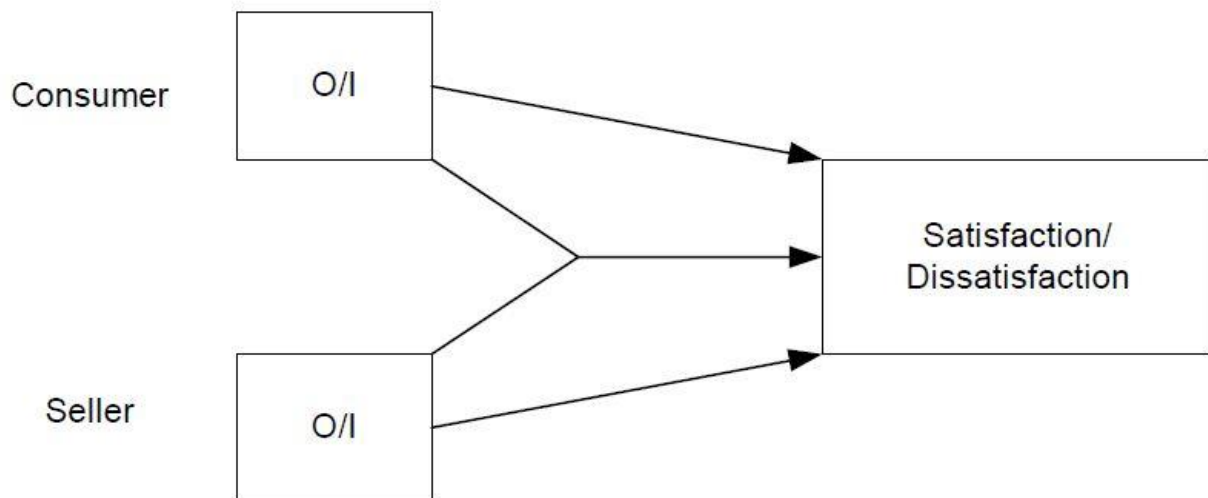


Figure 2.9: Non-intervening approach to equity theory of satisfaction

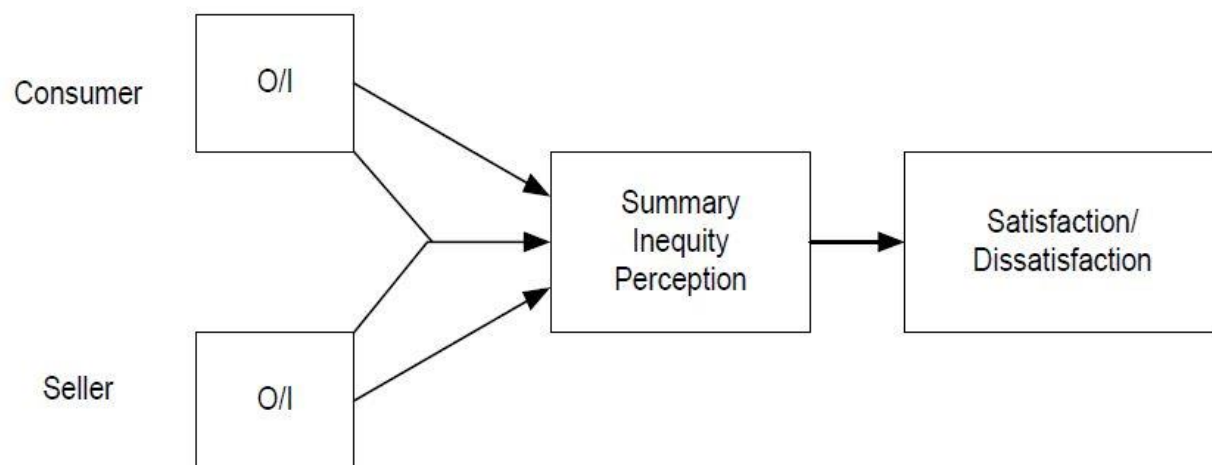


Figure 2.10: Intervening approach to equity theory of satisfaction

2.1.1.11 American and European Customer Satisfaction Index

The American Customer Satisfaction Index (ACSI) model (Figure 2.11) postulates that the satisfaction of a customer depends on his or her expectations, and on the perceived quality and value of the product or service offered to them. The ACSI also postulates that customers that are satisfied with a product or service do not complain about it and they stay loyal to it (American Society for Quality Control, 1995).

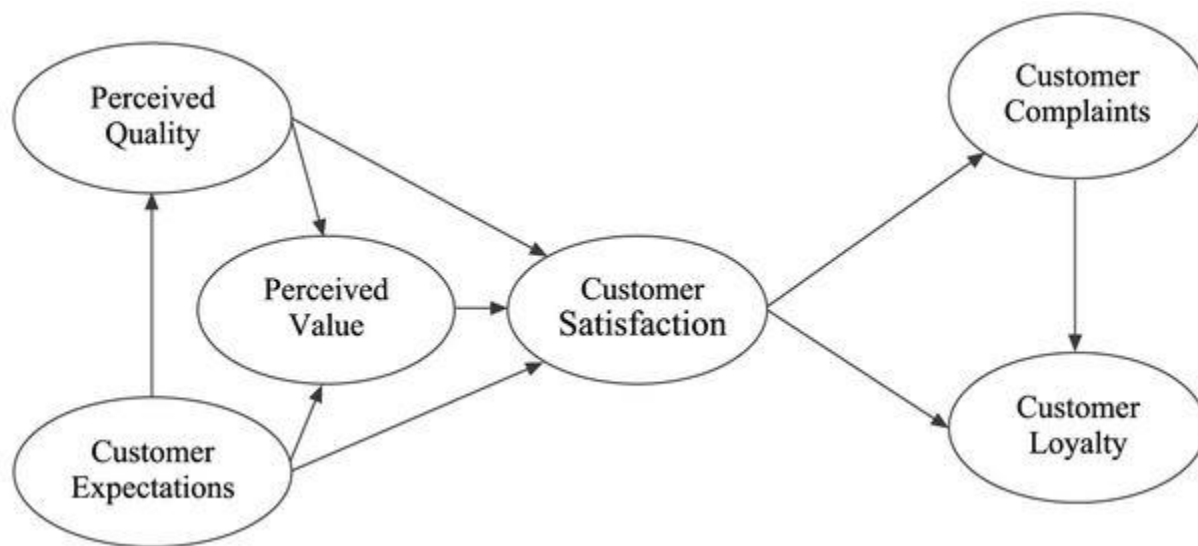


Figure 2.11: American Customer Satisfaction Index (ACSI) model

The European Customer Satisfaction Index (ECSI) model (Figure 2.12) is similar to the American Customer Satisfaction Index (ACSI) model except that ECSI furthermore postulates that customer expectations and their loyalty for a given product or service are both affected by the corporate image of the providers of such product or service. Other differences between ACSI and ECSI can be seen by comparing Figures 2.11 and 2.12 (European Customer Satisfaction Index, 1998).

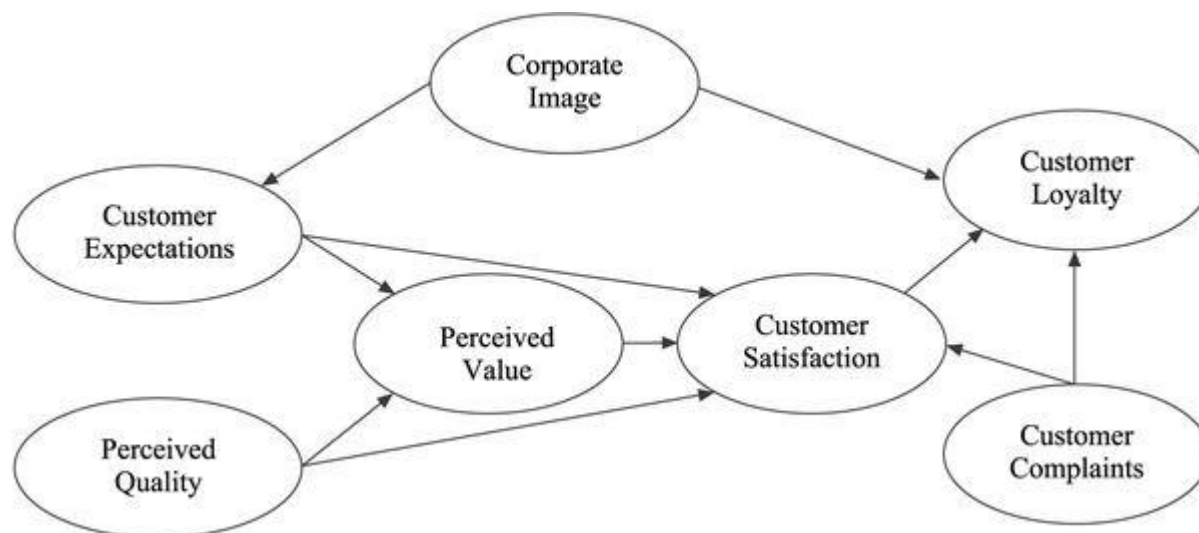


Figure 2.12: European Customer Satisfaction Index (ECSI) model

2.1.2 Tourism motivation theories

The result of an internet search conducted using the key words “tourism motivation theories” led to the identification of a paper by Zhou (2011) listing the seeking/escaping theory, the push/pull theory, and the hedonic motivation theory, as three of the most important tourism motivation theories. However, many other tourism motivation theories are present in the existing literature, including the following list of motivation theories provided cited Getz (1986): Plogallocentric and psychocentric model (Clawson and Knetsch, 1976), Pearce’s Travel Career Ladder (TCL) theory, Isa-Ahola Escaping and Seeking theory and Fridgen (1984). A more recent review of tourism motivation theories is proposed by Huang (2006) and includes: Maslow’s hierarchy of needs theory, Travel Career Ladder (TCL) theory, Travel Career Pattern (TCP) theory, Push and Pull factors theory, Escaping and Seeking theory, and Allocentrism and Psychocentrism model. Another recent overview of tourism motivation theories by Allan (2011) includes: Maslow’s needs hierarchy theory, Murrays’ needs and environmental presses theory, Pearce’s Travel Career Ladder (TCL) theory, Push and Pull theories, Plogallocentric and Psycho centric model, Expectancy theory, and Self-Determination Theory (SDT). Each of the tourism motivation theories from this list will now be briefly described.

2.1.2.1 Maslow's hierarchy of needs theory

Maslow's hierarchy of needs is a general theory of motivation that does not only apply to tourism activities; but there are other tourism motivation theories that are based on the Maslow hierarchy of needs. According to Maslow (1970), all human needs can be grouped into a five level hierarchy of needs where it is assumed that the needs of a given level only become relevant once the needs at all the levels below have been met (See Figure 2.13). These five levels of the Maslow's hierarchy of needs sorted from the lowest level to the highest level are: physiological needs, safety needs, need for belongingness and love, self-esteem needs, and self-actualization needs. Physiological needs include the most basic and crucial life needs such as food, shelter, thirst, sex, etc. and they allow humans to sustain their existence and lengthen their lives. Safety needs include the second most basic and crucial life needs such as protection, security, law, order, stability, etc. and they represent the need for humans to protect their own bodies and minds from injury. The need for belongingness and love refers to people's quest to be accepted and valued as members of a community where one cares and looks after each other. Belongingness and love needs may include the quest for affection and for relationships. The desire for individuals to gain respect from others in search of a high social status forms the core of people esteem needs that include the need for achievement, status, responsibility, and status. Humans' search for stimulation, challenges and inspiration allows them to meet their self-actualization needs in search of personal growth and fulfilment.

Maslow's hierarchy of needs can be translated into a motivation theory by claiming that human beings are motivated to participate in activities that have the potential to fulfill their needs 'in an hierarchical order' starting with their physiological needs, followed by their safety needs, their needs for belongingness and love, for self-esteem, and for self-actualization.

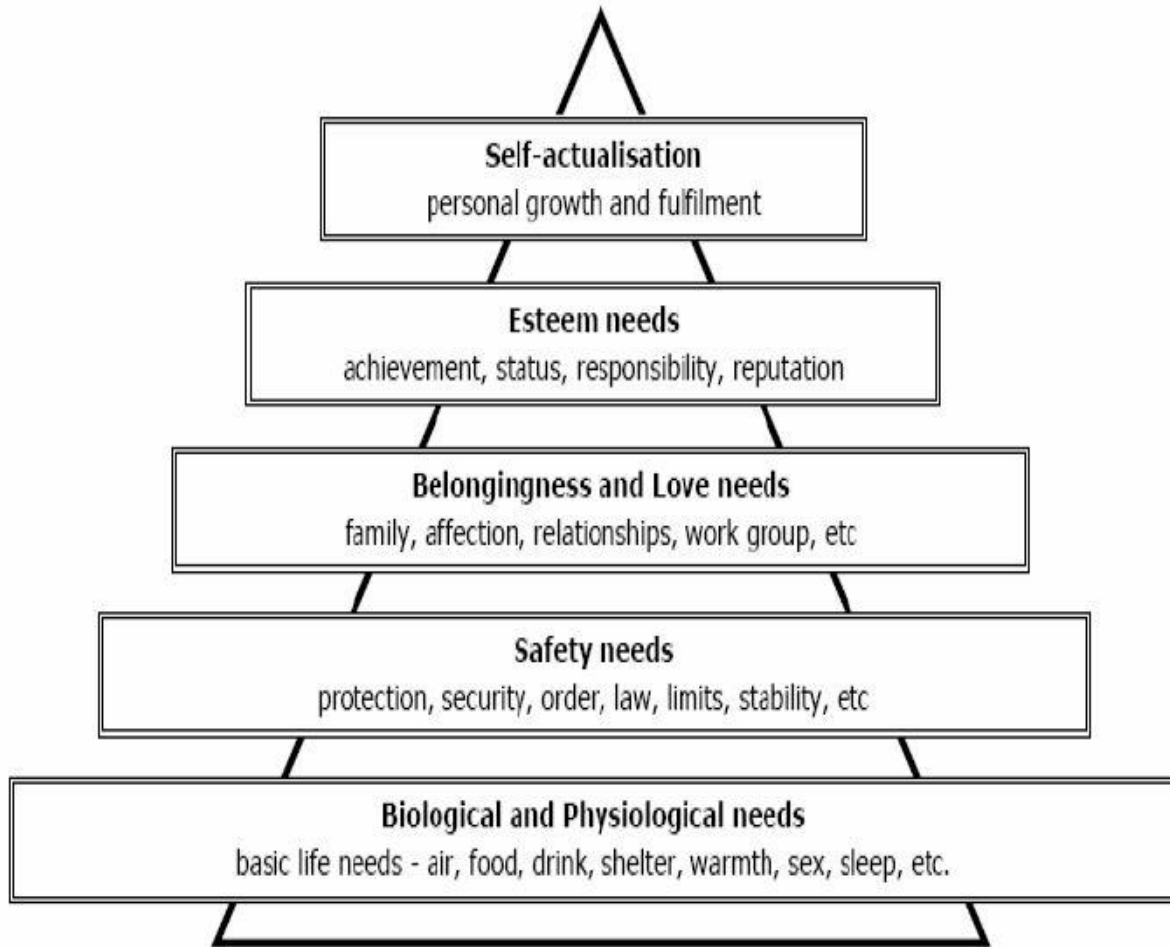


Figure 2.13: Maslow's hierarchy of needs

2.1.2.2 Murrays' needs and environmental presses theory

Murray (1938) identifies a list of twenty to thirty needs that motivate the behavior of individuals. Examples of such needs are: the need for achievement, affiliation, autonomy, dominance, play, order, sex, understanding, etc. Murray's list of needs is not hierarchical and their existence is justified as being the result of unconscious processes equally shaped by people's inherited attributes and by their environment.

2.1.2.3 Pearce's Travel Career Ladder (TCL) theory

The Travel Career Ladder (TCL) theory can be seen as an application of Maslow's hierarchy of needs' model to the tourism domain by Pearce (1982). The Travel Career Ladder (TCL) theory postulates that human beings travel to tourism destinations that

have the ability to fulfil their needs according to a hierarchy (presented by Figure 2.14) where it is assumed that the needs of a given level only become relevant once the needs at all the levels below have been met, and progression from one step of the layer to the next step of the layer depends on one's travel experiences. The concept of intrinsic or inner directed needs as opposed to extrinsic or outer directed needs is also added to TCL compared to the Maslow needs hierarchy.

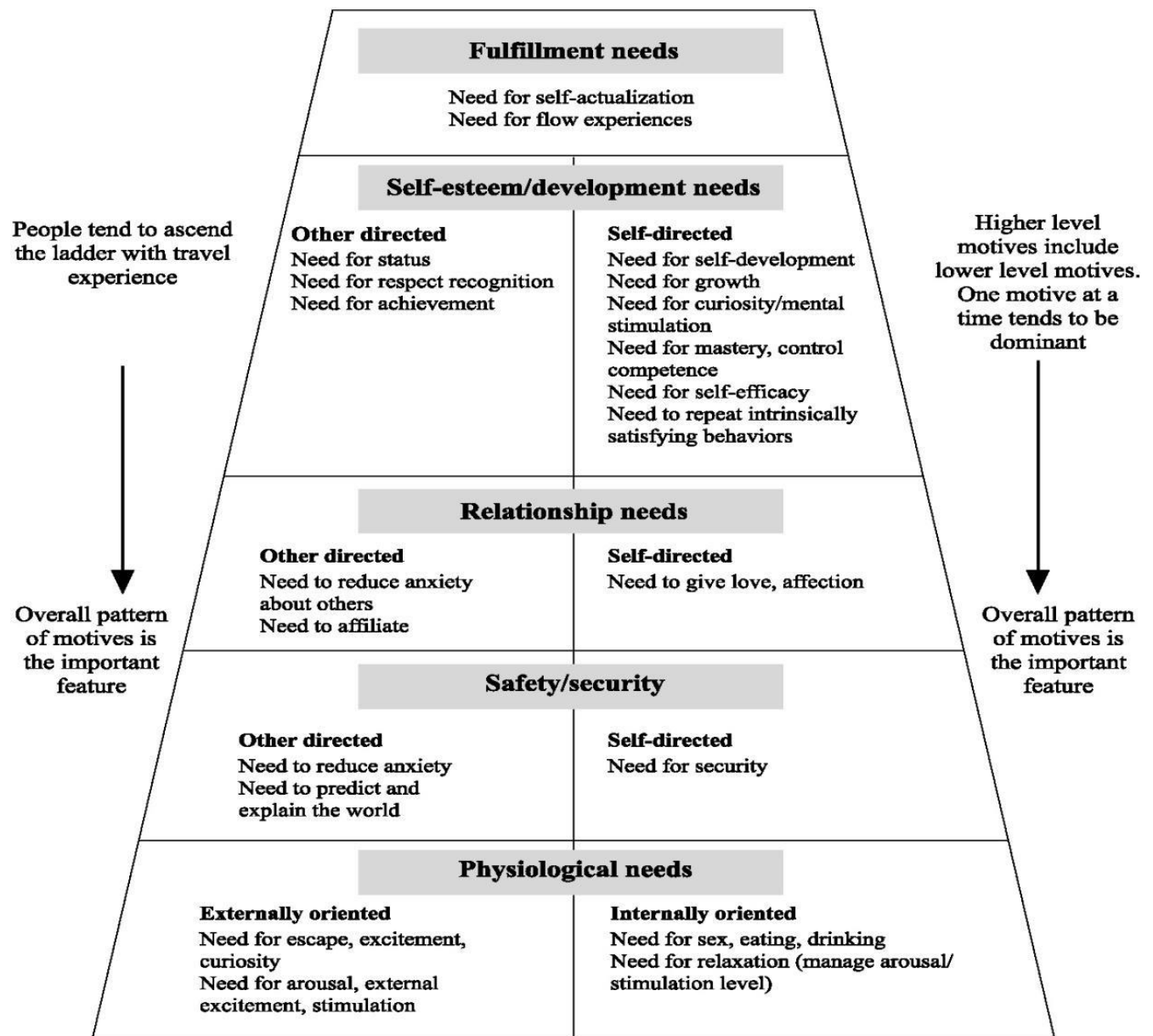


Figure 2.14: Pearce's Travel Career Ladder (TCL) theory

2.1.2.4 Travel Career Pattern (TCP) theory

Travel Career Patterns (TCP) was illustrated as an adjustment version of the TCL with 3 layers of travel motivations hereby listed from the less important to the most important: the outer layer, the middle layer, and the core layer. The outer layer may include travel motivation related to the need for tourists to be isolated or to their nostalgia. The middle layer further distinguishes two types of travel motivations: low-layer travel motivations and high-layer travel motivations. High-layer travel motivations include the desire to interact with nature and with the host site; while low-layer travel motivations include the quest for self-actualization and self-development. The core layer includes tourism desire for relaxation, their quest for novelty and relationships, and their willingness to escape from daily routines (See Figure 2.15).

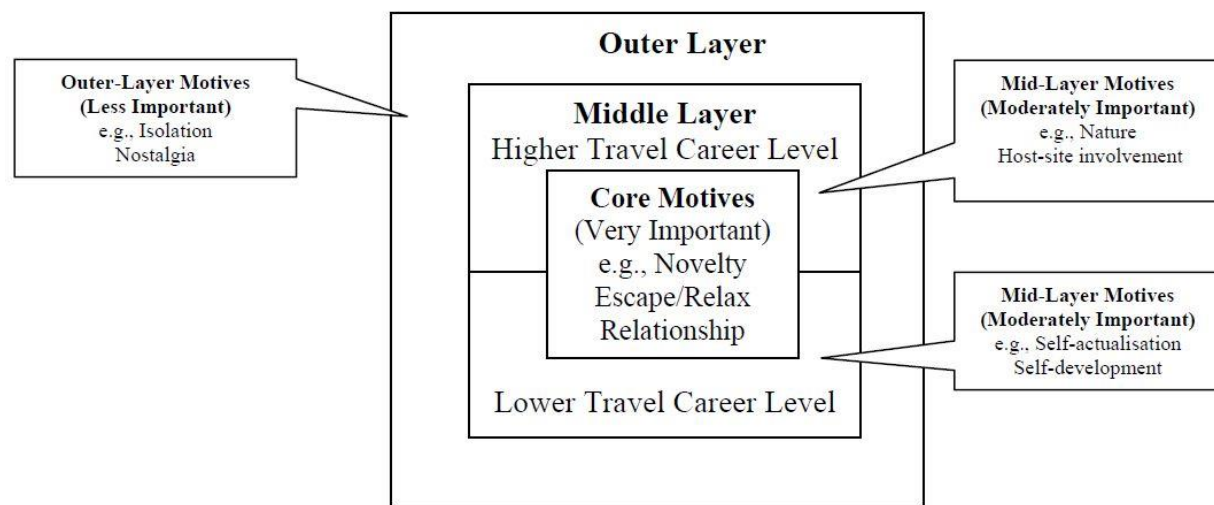


Figure 2.15: Travel Career Pattern theory

2.1.2.5 Isa-Ahola Escaping and Seeking theory

Iso-Ahola's escaping and seeking theory claims that people travel for two main personal and interpersonal reasons: to seek personal rewards as they escape from their personal environment, and to seek interpersonal rewards as they escape from their interpersonal environment. Personal rewards may include self-determination, sense of mastery,

challenge, exploration, learning, and relaxation. Interpersonal rewards are generated from social interactions and may include social contacts, a sense of belonging, and sharing. Personal and interpersonal environment problems that one may want to escape from include daily life routines and stress (See Figure 2.16).

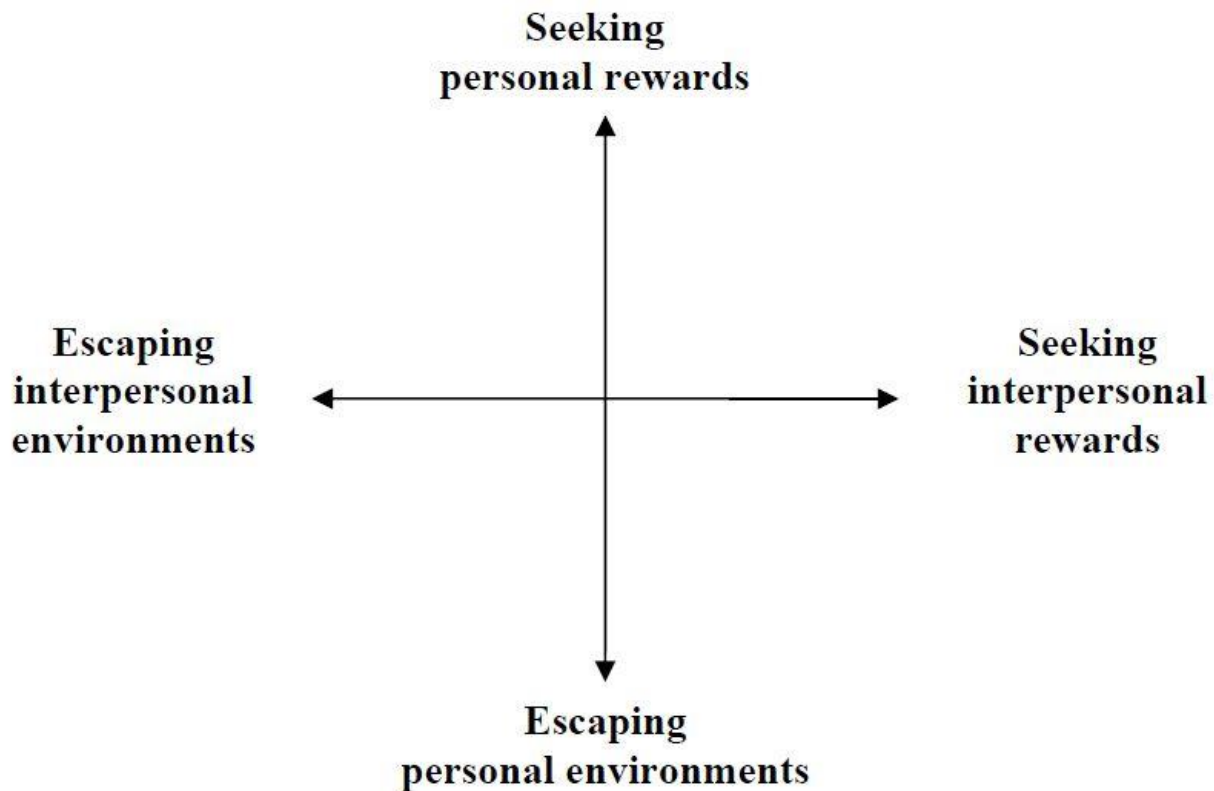


Figure 2.16: Escaping and seeking theory

2.1.2.6 Push and pull theories

According to this theory, forces that influence tourists to travel can be classified into two types: push factors, and pull factors. Push factors are closely related to personal attributes of a tourist and they can further be divided into two groups: motivation factors, and socioeconomic and demographic factors. Motivation factors relate to the quest for tourists to meet personal needs such as the need to escape, to rest and relax, for self-esteem, prestige, etc. Socioeconomic and demographic factors include age, gender, income, education, etc. On the other hand, pull factors are related to the external

attractiveness of tourism destinations both in terms of destination attributes and types of facilities. Destination attributes include climate, history sites, scenic beauty, beaches, etc. and types of facility may include accessibility, quality of services, and quality of facilities (See Figure 2.17).

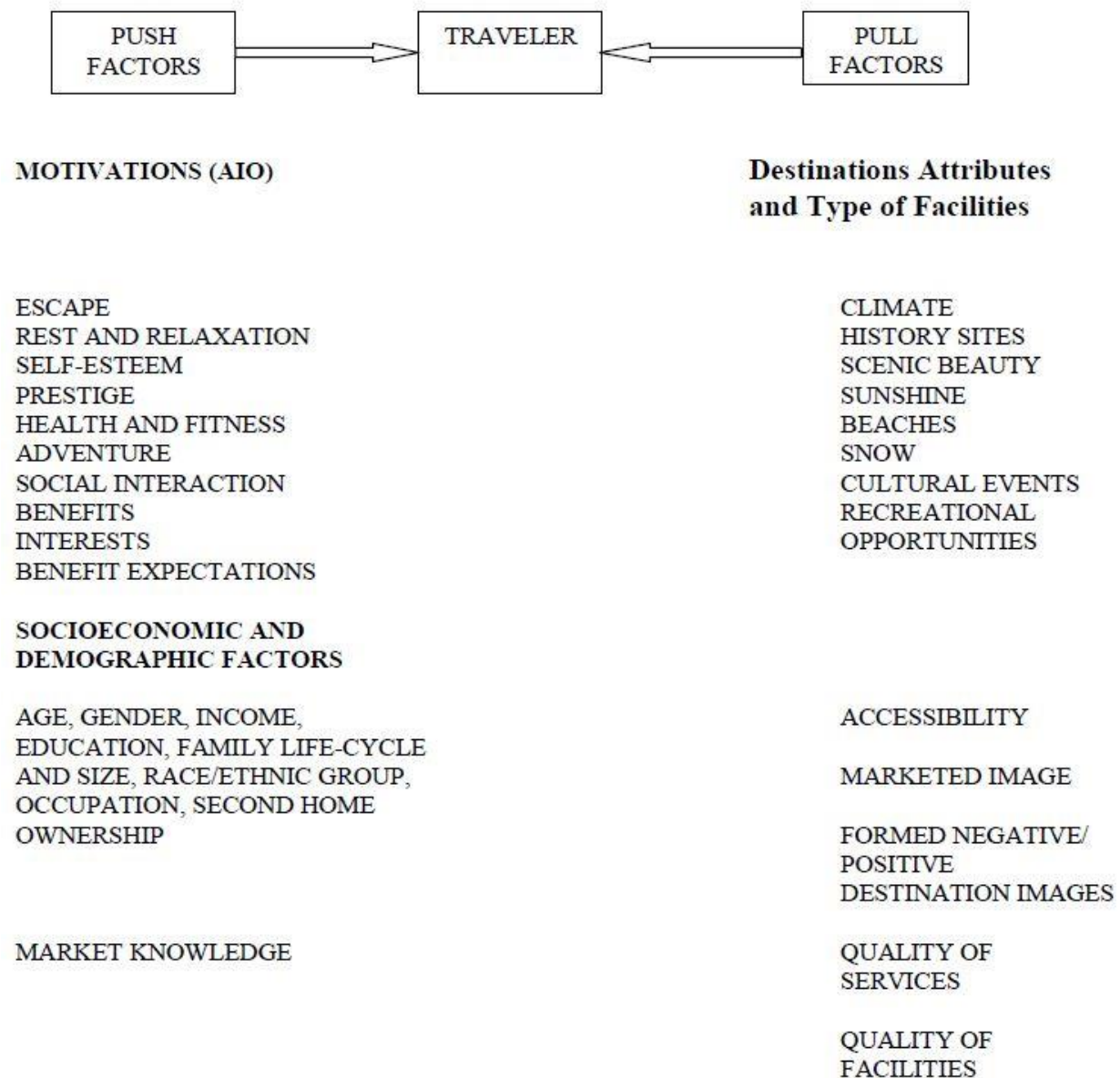


Figure 2.17: Push and Pull theory

2.1.2.7 Hedonic motivation theory

This theory places an emphasis on the personal intrinsic rewards for consumers. Its application to tourism suggests that as tourists are pushed by their emotional needs they are also being pulled by the emotional benefits (Goossens, 2000). This means that for tourists to decide or be motivated to travel, they are either pushed or pulled by emotions.

2.1.2.8 Plogallocentric and psychocentric(Plog's) model

The Plog's model defines five types of personalities for tourists and claims that these differences in personalities affect the popularity of tourism destinations. These different types of tourists' personalities are: dependable (psychocentric), near dependable (near psychocentric), middle-centric, near venture (near psychocentric) and venture (allocentric) (See Figure 2.18). The Plog's model can be seen as a scale that rates tourists according to their predisposition for adventure whereby allocentric tourists are constantly seeking for adventures, and psychocentric tourists are constantly shying away from adventures. The middle of the scale is occupied by middle-centric tourists that have a moderate predisposition to adventure. The second step of the scale is occupied by near psychocentric tourists, and the second last step of the scale is occupied by near allocentric tourists. The above described scale follows a 'normal distribution' with an overwhelming majority of tourists at the center of the scale, and a minority of tourists at the lower and upper ends of the scale.

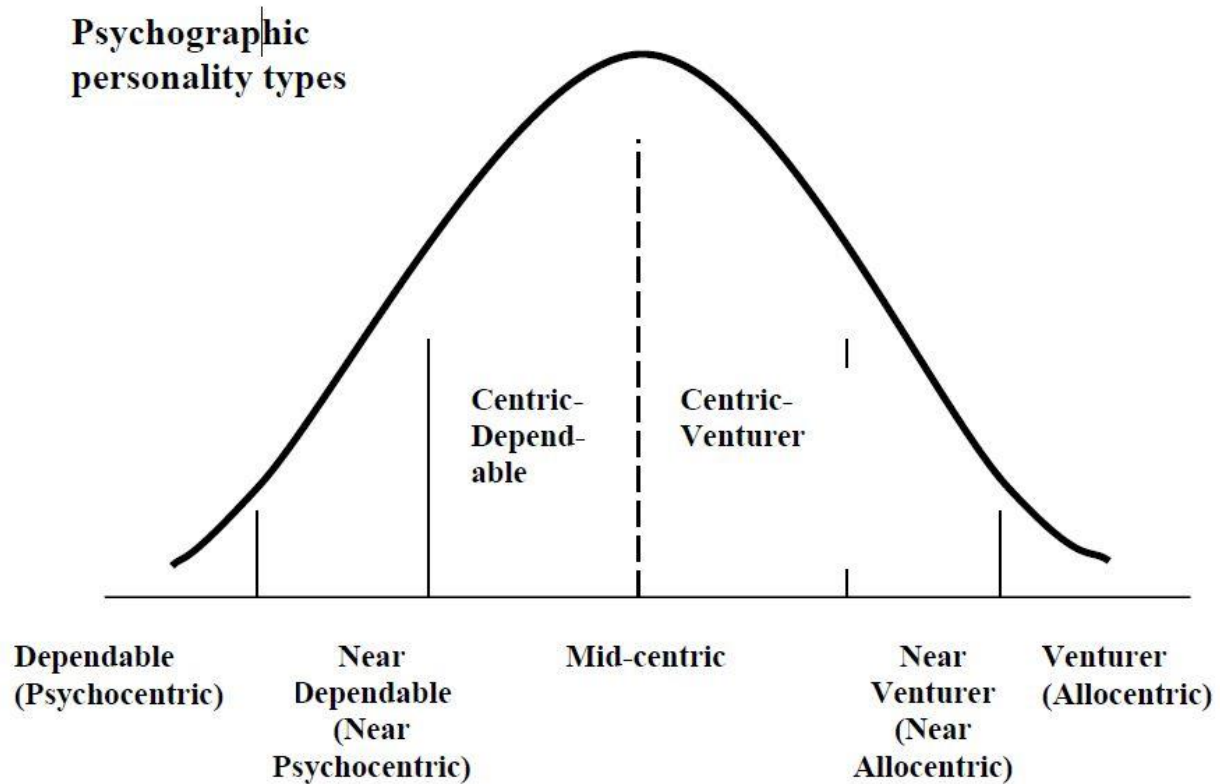


Figure 2.18: Allocentric and Psycho centric model

2.1.2.9 Expectancy theory

The Expectancy theory states that people act in manners that optimize their expectations of reaching outcomes that they perceive as important. People put efforts into activities whose outcomes are expected to reward their goals, with different levels of preferences for these goals. For example, people may consider the quest for pleasure or the dissolution of a pain as one of the expectations or goals motivating them to engage in a tourism activity.

2.1.2.10 Self-Determination Theory (SDT)

The Self-determination theory postulates that self-determination opens individuals to the possibility of freely engaging in activities that are “interesting, important, and vitalizing” to them. Moreover, motivation levels of individuals increase with their self-determination in the sense that individuals that are fully self-determined are also intrinsically motivated

(their actions are not motivated by external forces); individuals that are not self-determined are motivated (they do not have any desire for action), and individuals at the middle of the self-determination scale can be considered as being extrinsically motivated (their actions are primarily motivated by external forces). The self-determination theory also postulates that self-determination allows an individual to coherently integrate existing values and regulations within his or her own personality and being, as opposed to individuals that are not self-determined to whom regulations are forced upon by external forces. On the other hand, the reactions of individuals at the middle of the self-determination scale are either introjected (regulations are accepted because of their associated guilt) or identified (an effort is made to integrate introjected regulations only within one's personality and being).

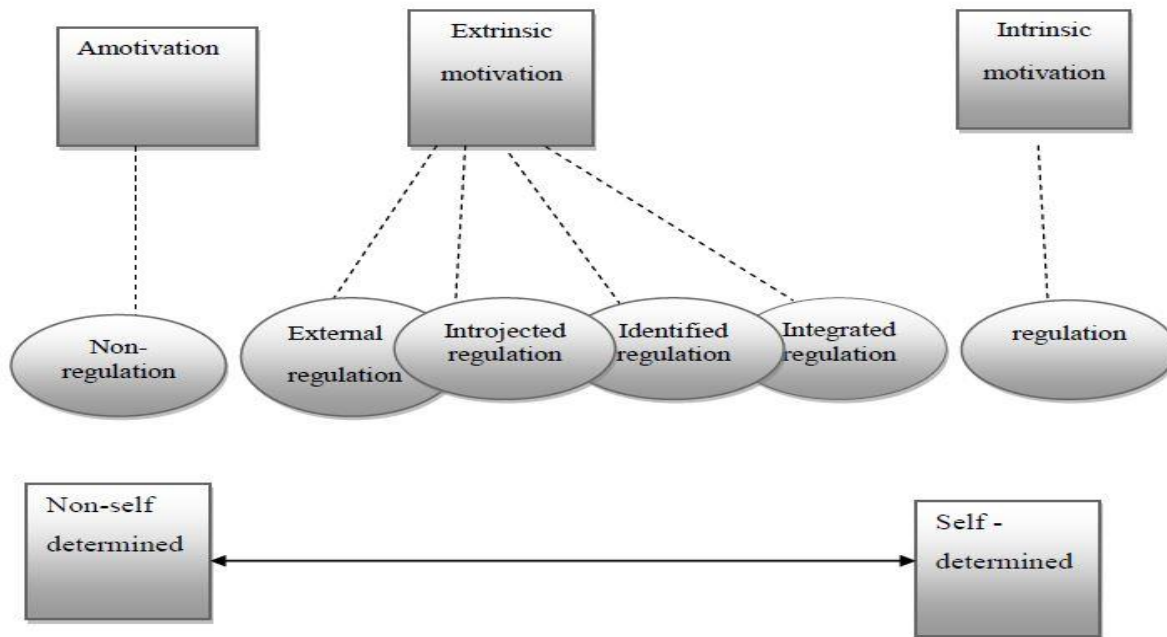


Figure 2.19: Self-Determination theory

2.1.3 Technology adoption models

Many technology adoption models are described by the existing literature, including the following ones mainly listed by Baraghani (2007): Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Decomposed Theory of Planned Behavior (DTPB),

Technology Acceptance model (TAM), Extension of Technology Acceptance model (ETAM or TAM2), Triandis model, and Diffusion of Innovation (DOI). Other technology adoption models include: Technology, organization, and environment framework (TOE), Unified Theory of Acceptance and Use of Technology (UTAUT), and Expectation-Confirmation model of continued IT usage' (ECM-IT). It is worth noting that some of these theories are the consolidation of others, and many of these theories do not only apply to the technological domain; this is why only the following models are presented below: Decomposed Theory of Planned Behavior (DTPB), Extension of Technology Acceptance model (ETAM or TAM2), Triandis model, and Unified Theory of Acceptance and Use of Technology (UTAUT).

2.1.3.1 Decomposed Theory of Planned Behaviour (DTPB)

According to the Decomposed Theory of Planned Behaviour (DTPB), people's behaviour and their intended behaviour towards a given technology depend on their attitude towards that technology and on their perceptions on that technology in terms of subjective norms and perceived behavioural control. DTPB also postulates that attitudes toward a given technology are affected by: relative advantage, complexity and compatibility of that technology; subjective norms are affected by normative influences; and perceived behavioural control is affected by efficacy and by facilitating conditions (See Figure 2.20). These concepts are briefly outlined below. Attitude towards a given technology refers to a person's general feelings of 'favorableness or un-favorableness' towards that technology. A person's subjective norm for a given technology is the extent to which he or she considers that the use of that technology forms part or not of the social norms or requirements. A person's perceived behavior control of a given technology is his or her perceptions on how easy or difficult it is to control or manage the behavior of that technology. A person's perception on the relative advantage of a given technology is the degree to which he or she thinks that the benefits derived from the use of that technology are high or not in comparison to the benefits derived from the use of prior technologies. The compatibility of a given technology is the degree of ease or difficulty for the integration of that technology in the 'world' of their users. The complexity of a given technology is the extent to which it is easy or difficult to

understand, learn, or operate it. Normative influences towards the use of given technology are the pressures exerted by individuals or groups on the people in their social surroundings to push them into considering the use of that technology as being part or not of the social norms. Efficacy or self-efficacy for a given technology refers to an individual's level of self-confidence in his or her ability to succeed or to fail in the use of that technology. Facilitating conditions are defined as the existence or not of an adequate technical and infrastructural support for the use of technology. DTPB is the integration of many technology adoption and acceptance models whose further description can be found in Taylor and Todd (1995).

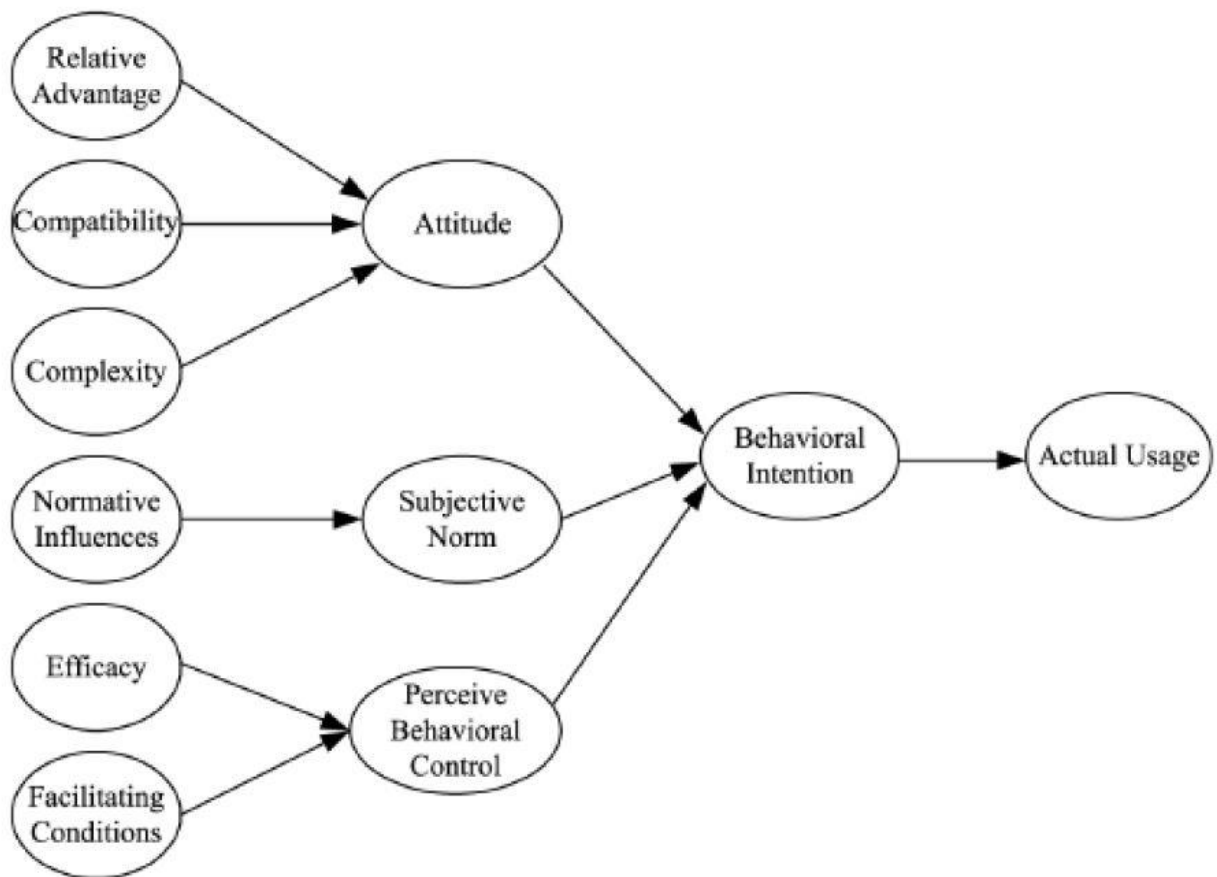


Figure 2.20: Decomposed Theory of Planned Behavior (DTPB)

2.1.3.2 Extended Technology Acceptance model (TAM2)

Extended Technology Acceptance model (TAM2) was created by Vankatesh and Davis (1996). Baraghani (2007:45) gives a clear description on how the model was developed. This model used three experiments to investigate the determinant of Perceived Ease of use, and the results found indicated that general computer self-efficacy significantly affects Perceived Ease of Use at all time, while objective Usability of the system affects users' perception after they have direct experience with the system. Vankatesh and Davis (1996) developed and tested a TAM2 model by including a number of determinants to Perceived Usefulness into the model in 2000. Therefore, it is a theoretical extension of the Technology Acceptance model that explains Perceived Usefulness and Usage Intentions in terms of social influence progress and cognitive instrumental process (See Figure 2.21).

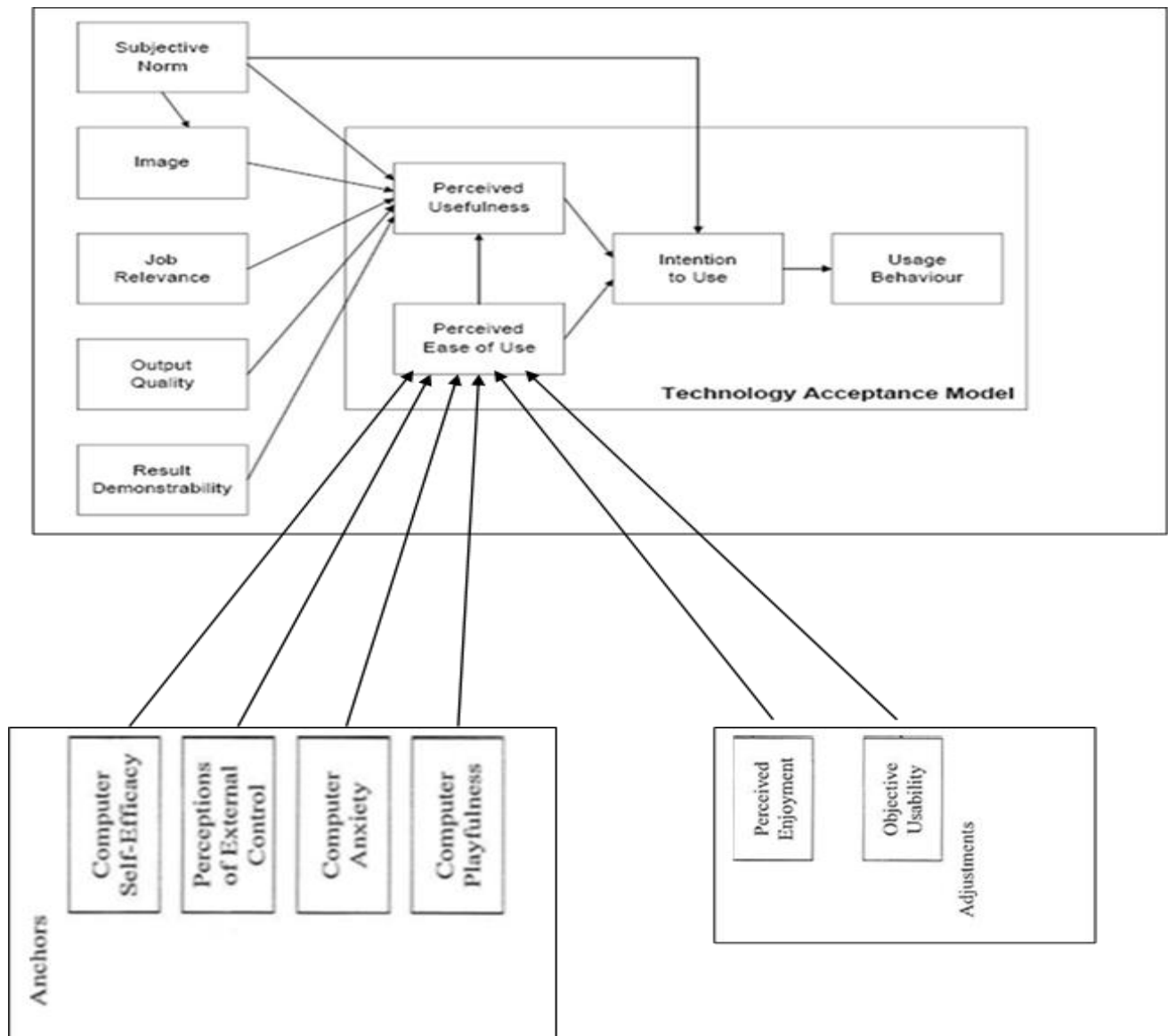


Figure 2.21: Extended Technology Acceptance model (TAM2)

2.1.3.3 Triandismodel

The Triandis model claims that people's behavior when faced with a new technology depends on their habits, their intentions towards the use of that technology, and the availability or not of conditions that facilitate the use of that technology. This model also postulates that people's intention towards the use of a technology depends on their perceptions on the consequences of that use, on their perceptions of what others

expect from them in connection with the use of that technology (social factors), and on the pleasure that one expects to derive from the use of that technology (affect) (See Figure 2.22).

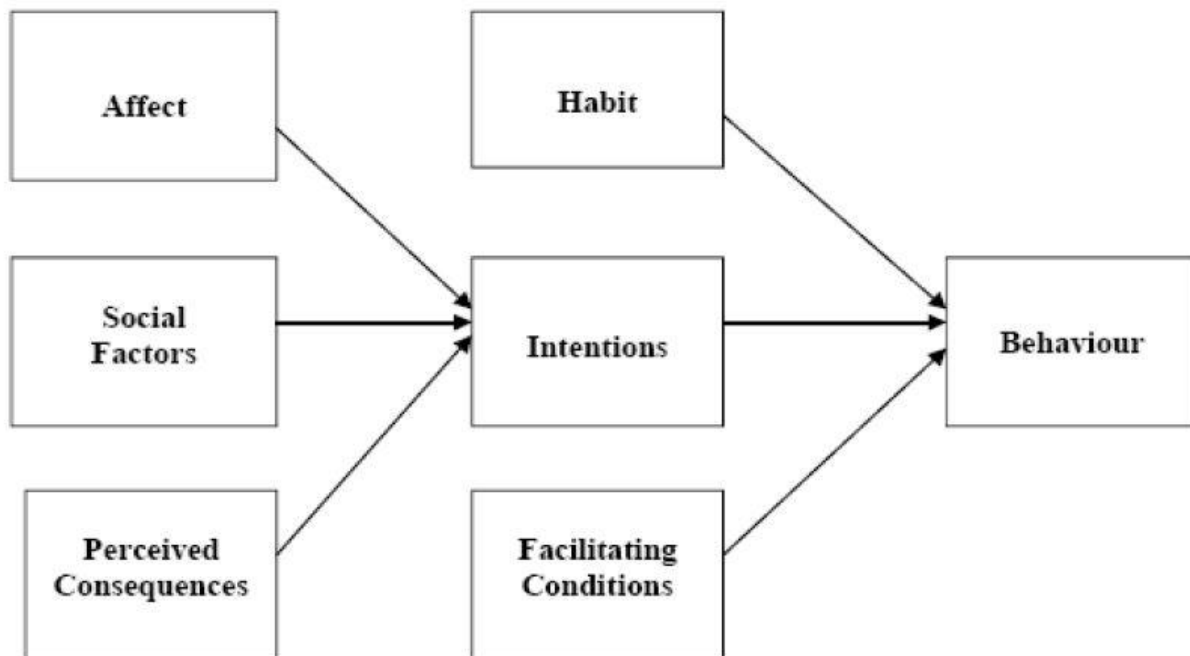


Figure 2.22: Triandis model

2.1.3.4 Unified Theory of Acceptance and Use of Technology (UTAUT)

According to the Unified Theory of Acceptance and Use of Technology (UTAUT), people's behaviour and their intended behaviour towards a given technology depend on the interaction between their demographic characteristics such as their age, gender, and their perceptions of the technology in terms of performance expectancy, effort expectancy, social influence, facilitating conditions, and voluntariness of use (See Figure 2.23). These concepts are briefly outlined below. Performance expectancy refers to the extent to which an individual thinks that technology can contribute to the improvement of his or her performance. Effort expectancy refers to how easy or difficult is it to use technology. Social influence is defined as the extent to which it is easy or difficult to influence an individual towards using technology. Facilitating conditions are

defined as the existence or not of an adequate technical support for the use of technology. Voluntariness of use refers to whether a person is using technology from his or her free will or because he or she is forced to do so. UTAUT is the merger of many technology adoptions and acceptance models whose further description can be found in Venkatesh, Morris, Davis and Davis (2003).

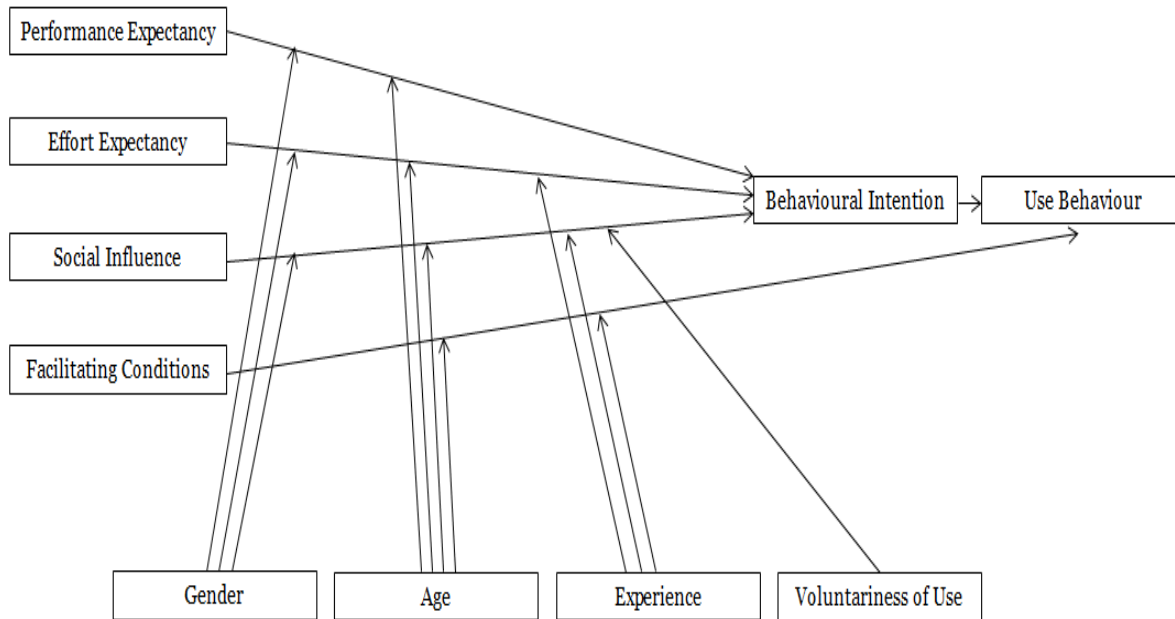


Figure 2.23: Unified theory of acceptance and use of technology

2.1 4 A new conceptual model

What is surprising from the above review of tourists' satisfaction models is that none of them shows a link between tourism motivation and tourism satisfaction, despite evidence from literature that tourism satisfaction is influenced by tourism motivation. It is also surprising that these models are silent on the impact of ICT on tourists' satisfaction despite the fact that this world is highly digital. This study therefore proposes a new tourism satisfaction model that takes into account the pervasiveness of ICT's in today's world within the relationship between motivation and satisfaction. The fundamental hypothesis of this study is represented by Figure 2.24 where it can be seen that highly

motivated tourists are very likely to adopt relevant ICT in order to be satisfied with their tourism experience. Many tourism motivation, ICT adoption, and customer satisfaction theories have been presented in this chapter, but not all of them are relevant to this study. The question to be answered now is to find out which motivational theories, which ICT adoption theories, and which customer satisfaction theories are most suitable for the study?

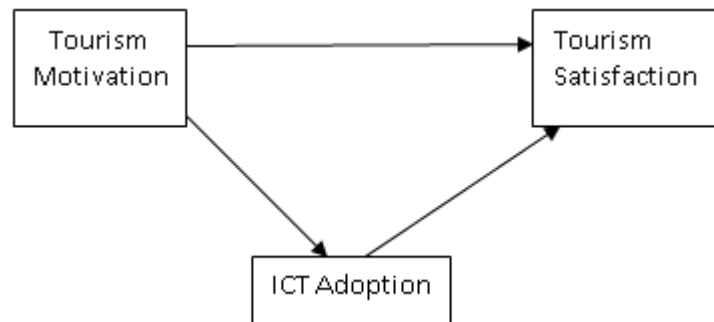


Figure 2.24: General theoretical framework

The tourism motivation theories presented in Chapter 2 can be divided into four categories:

- Maslow's hierarchy of needs based theories,
- Push and pull based theories,
- Expectations based theories, and
- Self-determination based theories.

It is even possible to consider push and pull factors as a further classification of Maslow's needs, and that reduces these theories to three: Maslow's needs including push and pull based theories, expectations based theories, and self-determination based theories. Push and pull theories were the most suitable theories as they fit well in this study. On the other hand many technology models are described by the existing literature. However, the technology acceptance model was chosen to represent ICT technology in this study especially for its usefulness construct. Two satisfaction models fitted well with this study: the Expectation-Disconfirmation model, and the expectation-

perceptions GAP or SERVQUAL model. The Expectation-Disconfirmation model postulates that once tourists are pulled or pushed to a destination from the expectations created by marketing activities, they visit such destinations with clear preconceived intentions that are either confirmed or disconfirmed by their actual experiences at the destination. On the other hand, SERVQUAL uses the same expectations concepts as the Expectation-disconfirmation model but it clearly lists the five attributes that define the expectations. These choices of suitable satisfaction, ICT adoption and motivational theories for this study when applied to Figure 2.24 result in the new conceptual model depicted by Figure 2.25.

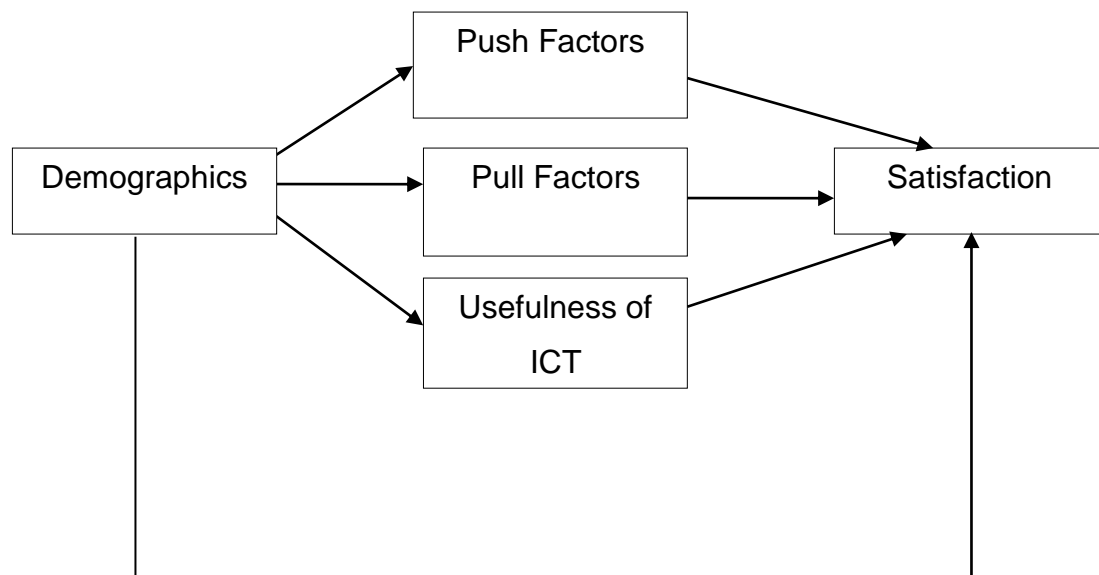


Figure 2.25: Conceptual model

As already said above, the new tourism satisfaction model proposed by this study takes into account the pervasiveness of ICT in today's world within the relationship between tourism motivation and tourism satisfaction. In this new model presented by Figure.2.25, tourism motivation is considered according the push and pull theory, ICT adoption is viewed under the extended technology acceptance theory, and tourism customer satisfaction is considered according to the Perceived Performance or Performance Only (SERVPERF) or Perception-only model. Other theoretical choices can be made either for customer satisfaction, for tourism motivation, and for ICT adoption; and such choices

may lead to future studies.

2.1.5 Conclusion

This chapter gives an overview of existing literature on the theories and models that can be suitable to achieve the objectives of this study: customer satisfaction theories, tourism motivation theories, and technology adoption theories. The list of customer satisfaction models presented in this chapter includes: Expectations-Disconfirmation model, Expectation-perceptions Gap or SERVQUAL model, Perceived Performance or Performance Only (SERVPERF) or Perception-only model, Attribution or Attribute Importance models, Pivotal-core-peripheral (PCP) model, Norms model, Multiple Process models, Affective models, Equity models, European Customer Satisfaction Index, and Customer Loyalty model. Though there are ten models, the researcher will only be discussing the nine models.

This chapter has defined ICT as digital technologies that facilitate knowledge acquisition, processing, presentation, and management. It has also defined the domestic tourism market as made up of travelers within their own country as opposed to international tourism, crediting both tourism markets for their potential for job creation and for economic development. The impact of ICT on the tourism industry is also highlighted in this chapter where it is clearly indicated that ICT and the Internet have transformed tourism activities such as entrepreneurship, marketing and sales, procurement operations, etc. The importance of rural tourism is also highlighted as well as the satisfaction of tourists.

The next chapter is dedicated to the description of the methodology of the study as well as the study area in which this study was conducted.

Chapter 3 : Research Design

The previous chapter was dedicated to the first two objectives of this study on the selection of suitable theories that can explain the perceived satisfaction of rural tourists, and on the design of a conceptual model of the factors affecting the perceived satisfaction of rural tourists. This chapter will now describe the methodology used by this study for the achievement of the third objective of this study on the empirical testing of the proposed rural tourism satisfaction model. This proposed rural tourism satisfaction model was empirically tested using a survey of rural tourists from the Malealea Lodge in the Lesotho Mountain Kingdom during the period between June and July 2013, and it is this survey that is described in this chapter in terms of its population and sampling, and in terms of its data collection and analysis methods.

3.1 Research population

The research population of this survey consisted of all the tourists that stayed at the Malealea Lodge the period between June and July 2013. The Malealea Lodge is located approximately 51 kilometers away from the Mafeteng city. Mafeteng is one of tenth districts in the Mountain Kingdom of Lesotho. It is located south of the Maseru District which hosts the capital city of Lesotho (see Figure 3.1). The Malealea Lodge offers its guests “Lesotho in a nutshell” by allowing them to explore the traditional culture of Lesotho. There is a lot to discover and enjoy from the Malealea Lodge and every season has unique attractions such as exploring mountains and valleys either by bicycles or by hiking, walking around the village and being introduced to the local chief, horse riding and pony trekking, night camping, etc. Readers are reminded that the research population of this survey consists of all the tourists that stayed at the Malealea

Lodge the period between 22nd June and 03rd July 2013. There are 54 rooms in the Malealea Lodge (see www.malealea.co.ls/rates.html) and an estimate of 1 couple per room per night gives a population size of 1296 for 12 days in a month (<http://www.malealea.com>).

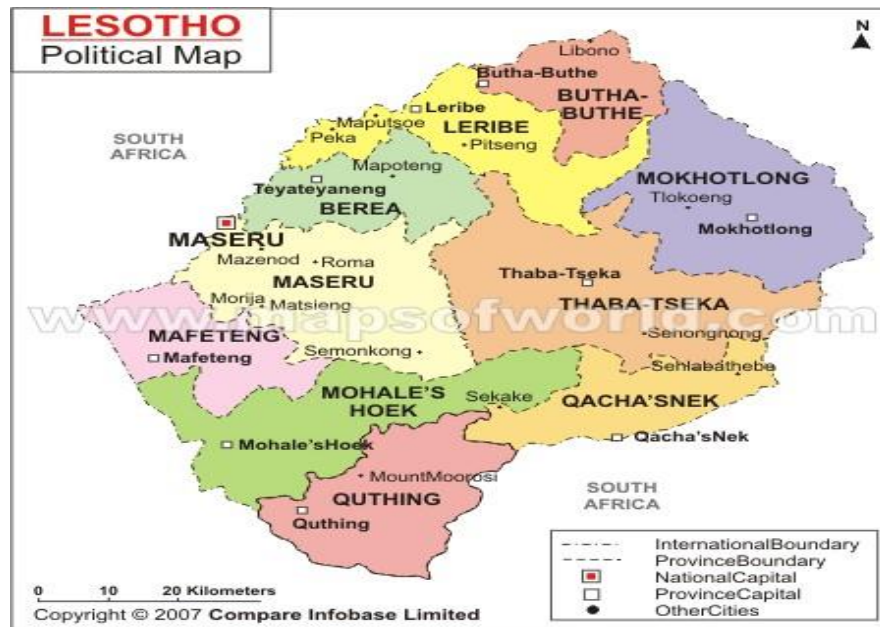


Figure 3.1: Lesotho map

source: <http://www.turkey-visit.com/map/lesotho/maseru/Maseru%20map.jpg>



Figure 3.2: An illustration of Malealea Lodge from Mafeteng District.

(<http://www.malealea.com>)

3.2 Sampling

The total sample size of this survey is calculated according to the formula sample size calculated by $(n) = (NZ^2P(1-P)) / (d^2(N-1) + PZ^2(1-P))$ [24] for finite populations, where n = sample size, Z =confidence level, P =Estimated proportion, d =precision/acceptable margin of error, and N =Population size. The value of n was estimated using the following parameters: $Z=1.96$, $P=0.05$, $d=0.051$ and $N=1296$ tourists which gives a total sample size of 67. These 67 guests were chosen using a systematic sampling method in the sense that, everyday; all the guests at the accessible areas of the lodge were systematically requested to participate in this survey depending on their acceptance to do so by willingly dedicating 10-15 minutes to it.

3.3 Data collection

The data for the survey conducted by this study was collected using a five variables questionnaire on the demographics of the rural tourists, their push motivation factors, their pull motivation factors, their ICT adoption levels, and their tourism satisfaction levels, as outlined by the new tourism satisfaction theoretical model proposed at the end of the previous chapter. Apart from the demographic variables, data for all the items of the other four variables were collected using a five point Likert-scale in order to record the level of agreement of the respondents with the item in question: strongly disagree, disagree, neutral, agree, and strongly agree.

3.3.1 Demographics

The aim of this section of the questionnaire on the demographics of rural tourists' was to identify which demographic items affect rural tourism experiences. The identification of these demographic items was done using existing literature (Perovic, Stanovcic, Moric and Pekovic, UNDATED, Salleh, Omar and Yaakap, 2013; Devesa, Luguna and Palacios, 2010; Huang, 2012; de Torre, Fuentes and Hidalgo, 2013;Huang, 2012;Tsiotsou and Vasioti, 2006;Mellina and Aballe, 2013; Jindrova and Domeova, 2013;Esu and Arrey, 2009) on the effect of demographics on rural tourism experiences where it was revealed that most of these demographics include: country of origin

(Perovic, Stanovcic, Moric and Pekovic, UNDATED; Salleh, Omar and Yaakap, 2013; and Devesa, Luguna and Palacios, 2010), age (Perovic, Stanovcic, Moric and Pekovic, Huang, 2012; and de Torre, Fuentes and Hidalgo, 2013) and occupation (Perovic, Stanovcic, Moric and Pekovic, Salleh, Omar and Mahmmod, 2013, and Huang, 2012. These factors were then captured in the demographic section of the questionnaire in the form of the following list of ten demographic items:

- A1. Gender: This questionnaire item was designed for the identification of the gender of tourists. These tourists could select one of the male or female genders if it applied to them and no consideration was given to other gender groups such as transgender.
- A2. Age group: This questionnaire item was designed for the identification of the age of tourists provided that these tourists were at least 18 years old. These tourists could select one of the following age groups if it applied to them: 18 to 24, 25 to 30, 31 to 40, 41 to 50, and 50 and above.
- A3. Continent of origin: This questionnaire item was designed for the identification of the continent of origin of tourists. These tourists could select one of the following continents if it applied to them: Africa, Europe, North America, South America, Asia, and other (Antarctica, Asia, Australia/Oceania).
- A4. Qualification: This questionnaire item was designed for the identification of the qualification level of the tourists these tourists could select one of the following qualification levels if it applied to them: pre-university, Diploma/certificate, Baccalaureate, and post graduates.
- A5. Management positions: This questionnaire item was designed for the identification of the management level of tourists. These tourists could select one of the following levels if it applied to them: none, low, middle, and top.
- A6. Occupation: This questionnaire item was designed for the identification of the occupation of the tourists. These tourists could select one of the following occupations if it applied to them: student, employed, pensioner and other (businessperson).

- A7. Marital status: This questionnaire item was designed for the identification of the marital status of the tourists. These tourists could select one of the following statuses if it applied to them: single, married, divorced and other (widow).
- A8. Frequency of vacation: This questionnaire item was designed for the identification of the frequency of vacation of the tourists. These tourists could select one of the following frequencies if it applied to them: once a year or more than once a year.
- A9. Intended duration of stay: This questionnaire item was designed for the identification of the intended duration of stay of the tourists. These tourists could select one of the following intended duration of stay if it applied to them: from 2 days or less, 3-7 days, 8-30 days, and more than 30 days.
- A10. Days already spend at the destination: This questionnaire item was designed for the identification of the tourists days already spend at the destination. These tourists could select one of the following days already spent at the destination if it applied to them: from 2 days or less, 3-7 days, 8-30 days, and more than 30 days from 2 days to more than 30 days.

Push factors. The aim of this section of the questionnaire on the push factors of the motivation of rural tourists was to measure what drives tourists to get out from their usual environment for a rural tourism experience. The identification of these push factors' items was done using existing literature (Pesonen and Komppula, 2010, Haldar, 2007, de Almeida, 2010) on push factors where it was revealed that most push factors can be summarized as follows: escape (Pesonen and Komppula, 2010), pleasure (Haldar,2007), relaxation (Pesonen and Komppula, 2010), memorable and life time experience (Pesonen, 2011;McIntosh and Goeldner, 1990), enrich themselves (de Almeida, 2010), and learning about local nature (Pesonen, 2011).These factors were then captured in the push factors section of the questionnaire in the form of the following list of ten push factors items:

- B1. Escape from daily routines: This questionnaire item was designed for the identification of the respondent's need to escape from his/her daily routines.

- B2. Quest for pleasurable activities: This questionnaire item was designed for the identification of the respondent's need to seek for pleasurable activities.
- B3. Quest for relaxation: This questionnaire item was designed for the identification of the respondent's need for relaxation.
- B4. Eagerness to discover new cultures: This questionnaire item was designed for the identification of the respondent's eagerness to discover new cultures.
- B5. Eagerness to learn more about nature: This questionnaire item was designed for the identification of the respondent's eagerness to learn more about nature.
- B6. Quest for quality time with family: This questionnaire item was designed for the identification of the respondent's need to spend some quality time with his/her family.
- B7. Quest for happy memories: This questionnaire item was designed for the identification of the respondent's need to create new happy memories.
- B8. Need to empty one's system: This questionnaire item was designed for the identification of the respondent's need to empty his or her system.
- B9. Willingness to repeat happy moments from previous rural tourism trips: This questionnaire item was designed for the identification of the respondent's willingness to repeat happy moments from previous rural tourism trips.
- B10. Search for change from everyday life: This questionnaire item was designed for the identification of the respondent's need to search for change in his or her everyday life.

3.3.2 Pull factors

The aim of this section of the questionnaire on the pull factors of the motivation of rural tourists is to measure what pulls rural tourism tourists to get out from their usual environment for a rural tourism experience. The identification of these pull factors' items was accomplished using existing literature (Basher and Ajloni, 2012, Haldar, 2007, de Almeida, 2010, Madhavan and Rustogi, 2011, Ortigueira and Gomez- Selemeneva, 2007, Pesonen, 2011, Romera et al., 2011) on pull factors where it was revealed that most pull factors can be summarized as follows: adventure (Basher and Ajloni, 2012, and Haldar, 2007), safety (de Almeida, 2010, Madhavan and Rustogi, 2011,

Ortigueira and Gomez- Selemeneva, 2007), hassle free, peaceful environment, and beautiful landscape (Pesonen, 2011;Romera et al., 2011), affordability (Basher and Ajloni, 2012; Haldar, 2007). These factors were then captured in the pull factors section of the questionnaire in the form of the following list of ten pull factors items:

- C1. Memorable and once-in-a-life-time souvenirs: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer memorable and once-in-a-life-time souvenirs.
- C2. Adventure: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer exciting adventures.
- C3. Safety: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer a safe environment.
- C4. Peaceful and hassle free: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer peaceful and hassle free environment.
- C5. Pollution free environment: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer a pollution free environment.
- C6. Beautiful landscapes: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer beautiful landscapes.
- C7. Social agenda: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that promote a social agenda.
- C8. Affordability: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that are affordable.
- C9. New culture: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer exposure to new culture.
- C10. Wildlife: This questionnaire item was designed for the identification of the respondent's attraction to tourism destinations that offer access to wildlife.

3.3.3 ICT adoption

The aim of this section of the questionnaire on the ICT adoption of the rural tourists was to measure the usage of ICT in rural tourism. The identification of ICT usage was accomplished using existing literature (Chang et al., 2013; Sirirak, 2011; Buhalis and Law, 2008; Truong and Foster, 2006; Hossandoust and Farzaneh, 2011; Brewer et al., 2008; Yousaf, 2011; and Koutroumanis, 2011) on ICT usage in tourism. These ICT were then captured in the ICT adoption section of the questionnaire in the form of the following list of ten ICT usage items:

- D1. Video cameras usefulness: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of video cameras in the rural tourism experience.
- D2. Cell phones usefulness: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of cellphones in the rural tourism experience.
- D3. Ipads, usefulness: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of Ipads in the rural tourism experience.
- D4. Laptops usefulness: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of laptops in the rural tourism experience.
- D5. Radio usefulness: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of radio in the rural tourism experience.
- D6. Debit or credit cards usefulness: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of debit or credit cards in the rural tourism experience.
- D7. Internet usefulness: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of the internet in the rural tourism experience.

- D8. Television useful in getting and receiving information: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of television in the rural tourism experience.
- D9. Emergencies: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of ICT to cater for emergencies during rural tourism experiences.
- D10. They are useful in preparation for rural destinations: This questionnaire item was designed for the identification of the respondent's perceptions on the usefulness of ICT for the preparation of rural tourism experiences.

3.3.4 Tourist satisfaction

The aim of this section of the questionnaire on the tourists' satisfaction of rural tourists' was to measure the level of satisfaction of the respondents with their rural tourism experience. The identification of these tourism satisfaction items was accomplished using existing literature (Salleh, Omar and Yaakap, 2013; Devesa, Luguna and Palacios, 2010; Park and Nunkoo, 2013; Al-babneh, 2013; Abuali and hawaidee, 2012; Salleh, Othman, Sarmidi, Jaafar, and Norghani, 2012). It was revealed that most tourists satisfaction can be summarized as follows: discovery of new places, cultures and food (Salleh, Omar and Yaakap, 2013), weather (Som, Marzuki, Yousefi and Abukhalifeh, 2012; Liu and Ko, 2011), and interaction with the locals (Salleh, Omar and Mahmmod, 2013). These factors were then captured in the tourism satisfaction section of the questionnaire in the form of the following list of ten tourism satisfaction items:

- E1. Quality of service: This questionnaire item was designed to measure the respondent's satisfaction with quality of the service offered by their rural tourism experience.
- E2. Novelties: This questionnaire item was designed to measure the respondent's satisfaction with the ability of their rural experience to allow them to discover new places and cultures.
- E3. Food: This questionnaire item was designed to measure the respondent's satisfaction with the food offered by their rural tourism experience.

- E4. Weather: This questionnaire item was designed to measure the respondent's satisfaction with the weather conditions during their rural tourism experience.
- E5. Leisure: This questionnaire item was designed to measure the respondent's satisfaction with the leisure activities offered by their rural tourism experience.
- E6. Nature: This questionnaire item was designed to measure the respondent's satisfaction with the ability of their rural experience to allow them to explore nature.
- E7. Affordability: This questionnaire item was designed to measure the respondent's satisfaction with the affordability of their rural tourism experience.
- E8. Noise levels: This questionnaire item was designed to measure the respondent's satisfaction with the noise levels during their rural tourism experience.
- E9. Interaction with the locals: This questionnaire item was designed to measure the respondent's satisfaction with their interactions with the locals during their rural tourism experience.
- E10. Safety: This questionnaire item was designed to measure the respondent's satisfaction with the safety conditions during their rural tourism experience.

3.4 Data analysis

The perceptions of the rural tourists that were surveyed by this study were analyzed using version 21.0 of the SPSS Statistical Package for Social Sciences. Data was first tested for reliability and validity using the Cronbach Alpha coefficient for all the four Likert Scale variables of this study: push factors, pull factors, ICT adoption, and tourism satisfaction. Some descriptive and inferential tests were then performed on this data. The same descriptive statistics were also analyzed for the demographics of the surveyed tourists mainly in terms of frequencies and means analysis. Inferential analysis was performed in the form of Pearson's correlation tests between Likert-scale variables, and linear regression equations were calculated for the variables with positive Pearson's correlation tests. The impact of the demographics of tourists on their satisfaction was tested using ANOVA. The combination of the variables that were positive in the one way ANOVA test with the variables that were negative in the Pearson's correlation led to the

ANCOVA testing of the combined effect of these variables. The confidence level of 95% is applicable to all the tests conducted by this study with a significance p-value between 0.00 and 0.05.

3.5 Conclusion

This chapter has described this study as a survey of a systematic sample of 67 rural tourists selected from the population of guests at the Malelea Lodge during the period between the 22nd of June 2014 and the 3rd of July 2014. This chapter also explains in detail each of the 50 items that were used for the construction of the demographic variable and of the 4 Likert-scale research variables and of the self-administered questionnaire of this survey: demographics, push factors, pull factors, ICT adoption, and tourism satisfaction. The SPSS tests used for the analysis of the data collected by this study are also introduced in this chapter: Cronbach Alpha coefficients, ANOVA, ANCOVA, mean, frequencies, Pearson's correlation, and linear regression. Most of the questions of the questionnaire were Likert-scale based and they were coded using integer values from 1 to 5. The findings for all these tests are presented in the next chapter of this dissertation.

Chapter 4 : Results

This chapter presents the results of the analysis of data on the factors affecting the perceived satisfaction of rural tourists in fulfilment of the third objective of this study. Three main results are presented below according to the statistical methods described in the previous chapter, namely, reliability and validity test, descriptive statistics, and inferential statistics.

4.1 Reliability and validity

Table 4.1 attests to the reliability of the questionnaire that was used for the collection of the data of the survey conducted by this study, as it shows Cronbach's alpha (α) greater than 0.75 for all the research variables except for the variable on the adoption of ICT by rural tourists. The Cronbach alpha coefficient for that variable is .682. This coefficient value is acceptable according to Darren and Mallery (2003) cited by Belaja et al. (2012) who stipulate that Cronbach alpha coefficients between 0.6 and 0.7 are acceptable even though they are questionable. All the ten items were used for the push variable, the ICT adoption variable, and tourists' satisfaction variable; but only the first 4 items were used from the pull variable because the Cronbach alpha coefficient was not acceptable with all ten items of the pull variable.

Table 4.1: Reliability results for the survey's variables

	N of Items	Cronbach's Alpha
Variable B: Travellers' Push factors	10	.829
Variable C: Destinations Pull factors (First four)	4	.764
Variable D: ICT adoption (Video Camera, Cell Phone, Trip preparation)	10	.682
Variable E. Tourist satisfaction	10	.780

Data validity was also confirmed in SPSS after the coding of all the data in the forms of numeric values generally between 1 and 6 to ensure that none of the values was empty and all of them had integer value between 1 and 6.

4.2 Descriptive statistics

This section presents the frequency statistics on the demographics of the respondents for the survey conducted by this study and on their push and pull motivation factors, as well as on perceptions of the usefulness of ICT during their rural tourism experience. Frequency statistics on the perceived satisfaction of these respondents are also presented in this section.

4.2.1 Demographics

The demographic profiles of the respondents of this study can be found in Table 4.2 which is represented by Figure 1, Figure 2, Figure 3, Figure 4, Figure 5, Figure 6, Figure 7, Figure 8, Figure 9, and Figure 10. Table 4.2 reveals that the demographics of the respondents of this study are almost evenly distributed for the vacation frequencies, for the management experience, and for the qualifications of the rural tourists. However, almost all the tourists from this rural tourism experience are from the African continent and more than two thirds of these tourists are male. Table 4.2 also reveals that the overwhelming majority of tourists from this rural tourism experience are younger than 40 years old and their ages are almost evenly spread within the age groups between 18 to 40. The occupational status of the respondents is largely in favour of people currently with an employment position. It is interesting to note that frequency statistics on the family status of the tourists who participated in this survey show a decreasing pattern opposite to the natural progression of family status in real life from single to marriage to divorce, and to other situations such as widow. It is also interesting to note that frequency statistics on the days already spent at the destination of the tourists who participated in this survey show a decreasing pattern opposite to the natural progression of stay durations from one to two to three to four to five etc. Most of the surveyed tourists intended to spend less than one week at their rural tourism destination.

Table 4.2: Demographics

A	Demographics	Percentage
A1	Male	64.2
	Female	35.8
A2	18-24	23.9
	25-30	29.9
	31-40	25.4
	41-50	13.4
	Above 50	7.5
A3	Africa	77.6
	Europe	13.4
	North America	3.0
	South America	1.5
	Asia	4.5
A4	Pre- University	22.4
	Diploma/certificate	23.9
	Baccalaureate	26.9
	Post graduates	26.9
A5	None	43.3
	Low	16.4
	Middle	31.3
	Top	9.0
A6	Student	16.4
	Employed	62.7
	Pensioner	4.5
	Other	16.4

Table 4.2 continued

A7	Single	55.2
	Married	37.3
	Divorced	4.5
	Other	3.0
A8	Once a year	49.3
	More than once a year	50.7
A9	2 days or less	35.8
	3-7days	43.3
	8-30days	19.4
A10	More than 30days	1.5
	2 days or less	56.7
	3-7days	28.4
	8-30days	13.4
	More than 30days	1.5

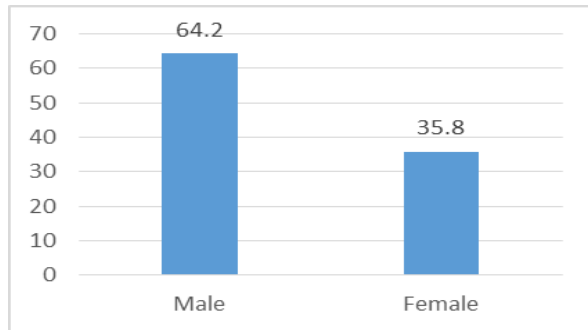


Figure 4.1: A1. Gender

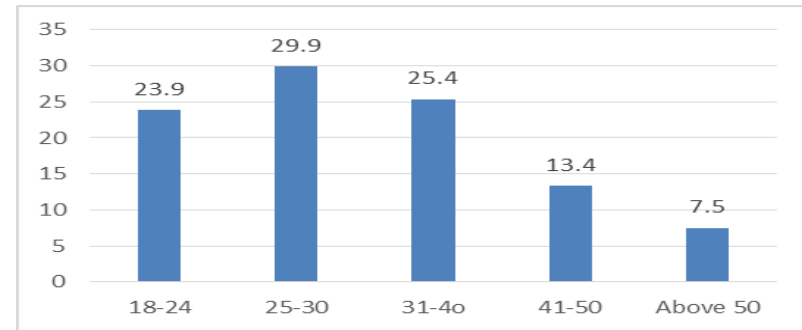


Figure 4.2:A2. Age groups

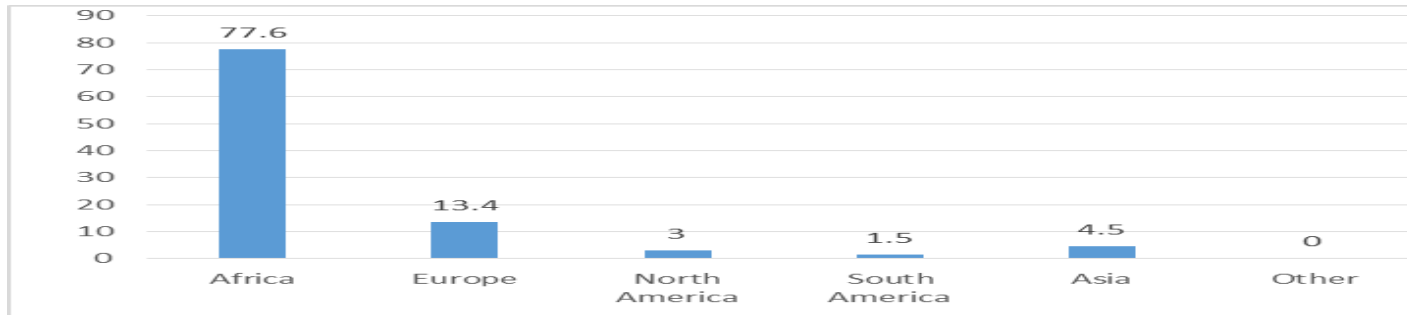


Figure4.3:A3. Continent of origin

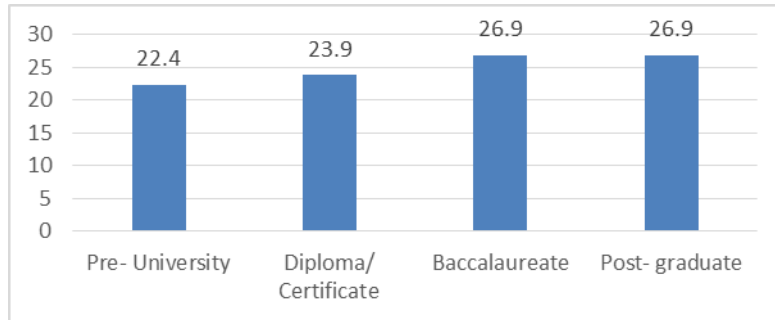


Figure 4.4:A4. Qualification

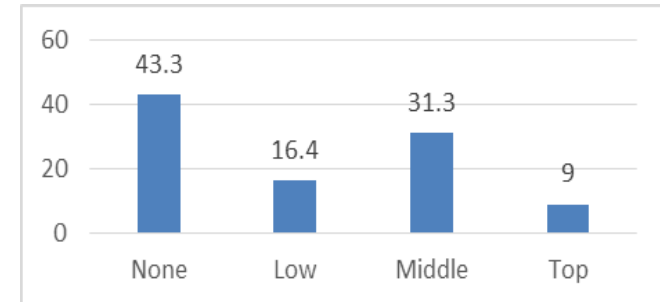


Figure4.5:A5. Management position

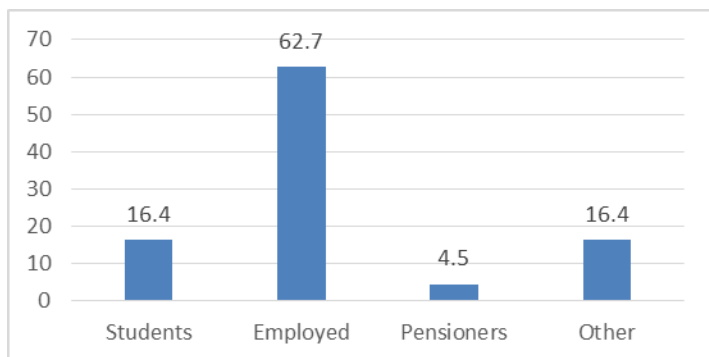


Figure4.6:A6. Occupation

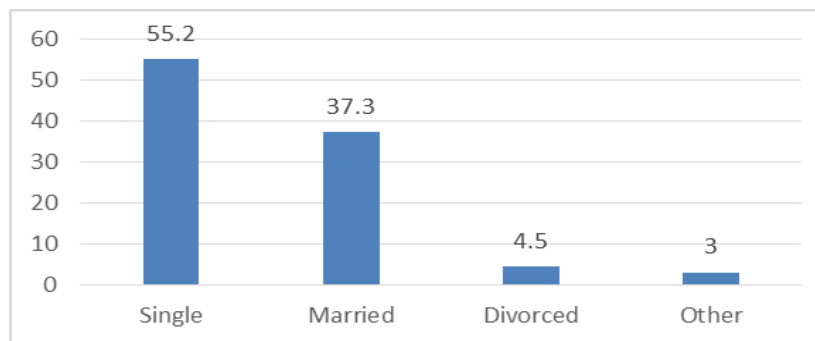


Figure4.7:A7. Marital status

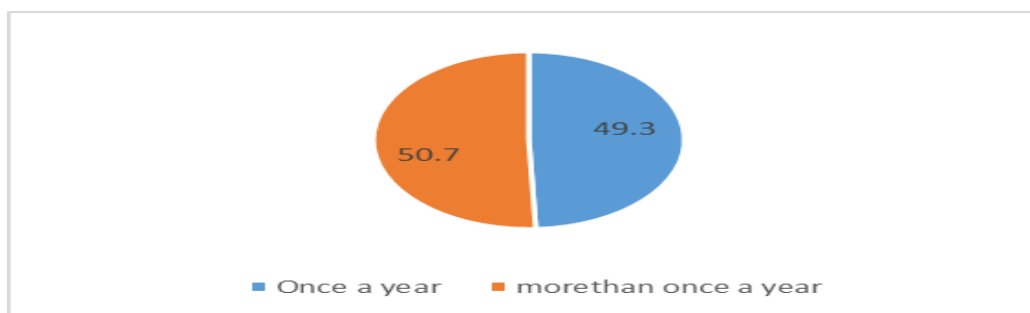


Figure 4.8:A8. Vacations frequency

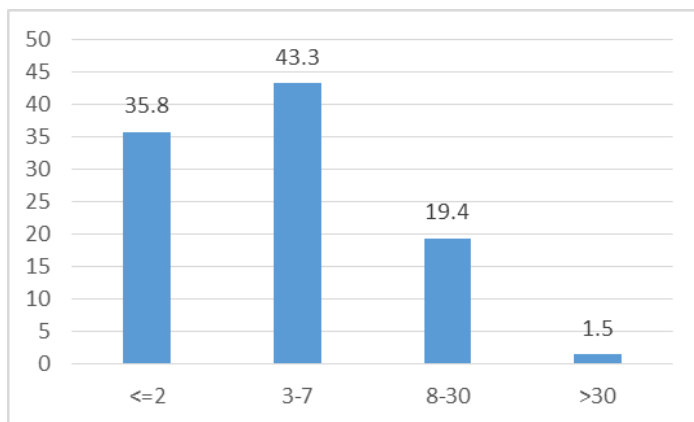


Figure4.9:A9. Intended duration of stay (in days)

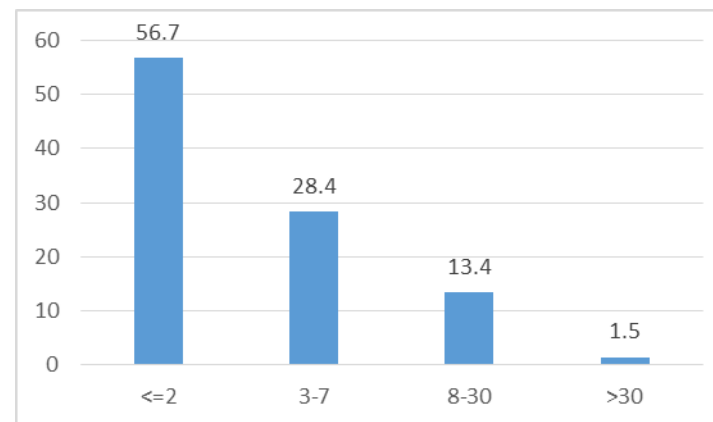


Figure4.10:A10.Days already spend

4.2.2 Push factors

Table 4.3 reveals that one of the main motivations for rural tourists is their need to be pushed away from their usual environment and this is confirmed by the fact that all the items of the push factors have a mean value of around 4 which means that rural tourists agree that these items are indeed push factors. The mean value for B1 and B8 are close to 3.5 and this may deserve further examination because of its possible interpretation as an expression of a neutral opinion. In fact further analysis of Figure 11 indicates that almost two thirds of the rural tourists agree that they need to escape from their daily routines and almost half of them agree that they need to empty their system. Moreover, it can be seen from Table 4.3 that even though rural tourists exhibit a high level of adherence to all the push motivation factors, some push motivation factors are more important than others for rural tourists; and the prominence order for these push factors from the most important to the least important is the following: relaxation and discovering of new cultures, doing something different from previous rural tourism experience, learning more about nature, seeking pleasurable activities, seeking quality time with family, seeking to repeat happy moments, seeking for new happy memories, the need to escape from daily routines, and the need to empty the system.

Table 4.3: Push factors

B	S1	S2	S3	S4	S5	Mean	SD
B1	12	9	16	30	35	3.63	1.347
B2	1	6	15	40	37	4.06	.952
B3	1	9	9	33	48	4.16	1.024
B4	1	7	7	40	43	4.16	.963
B5	1	6	10	46	36	4.09	.917
B6	0	9	13	43	34	4.03	.921
B7	1	9	21	37	31	3.88	1.008

B8	6	9	31	34	19	3.52	1.092
B9	0	13	12	42	33	3.94	.998
B10	3	3	12	40	42	4.15	.957
	3	8	15	39	36		

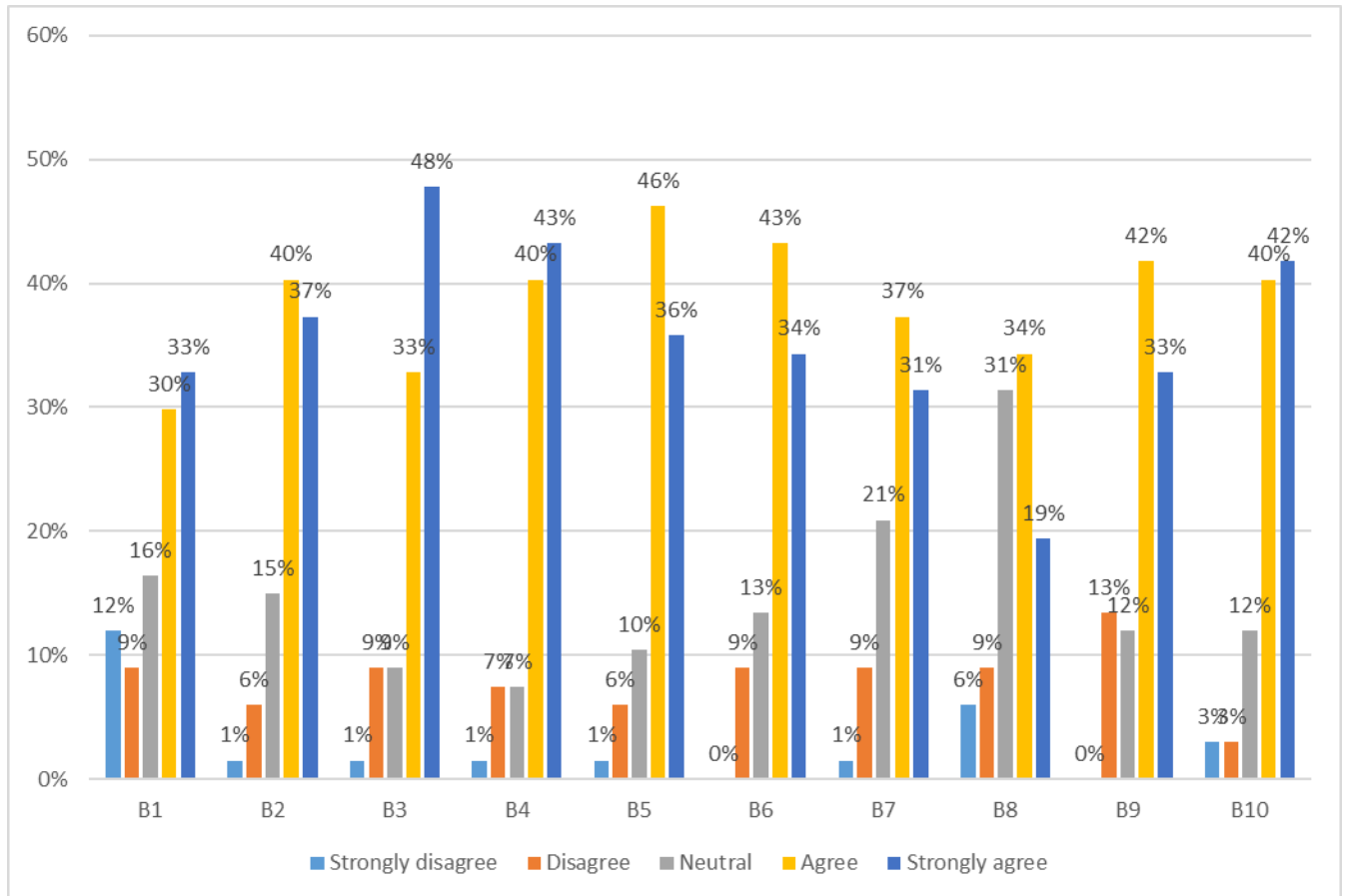


Figure 4.11: Push factors

4.2.3 Pull factors

Table 4.4 reveals that almost all rural tourists are overwhelmingly attracted to destinations that offer unforgettable souvenirs that provide exciting adventures, that are reputed for their safety, and that are peaceful. Moreover, the order of importance of these motivation factors for rural tourists from the most important to the least important

is the following: attraction to destinations with unforgettable souvenirs, attraction to peaceful destinations, attraction to safe destinations, and attraction to destinations with exciting adventures.

Table 4.4: Pull factors

C	S1	S2	S3	S4	S5	Mean	SD
C1	1	3	6	46	43	4.27	.827
C2	1	3	12	46	37	4.15	.857
C3	1	0	13	48	37	4.19	.783
C4	1	1	12	40	45	4.25	.841
	1	2	11	45	41		

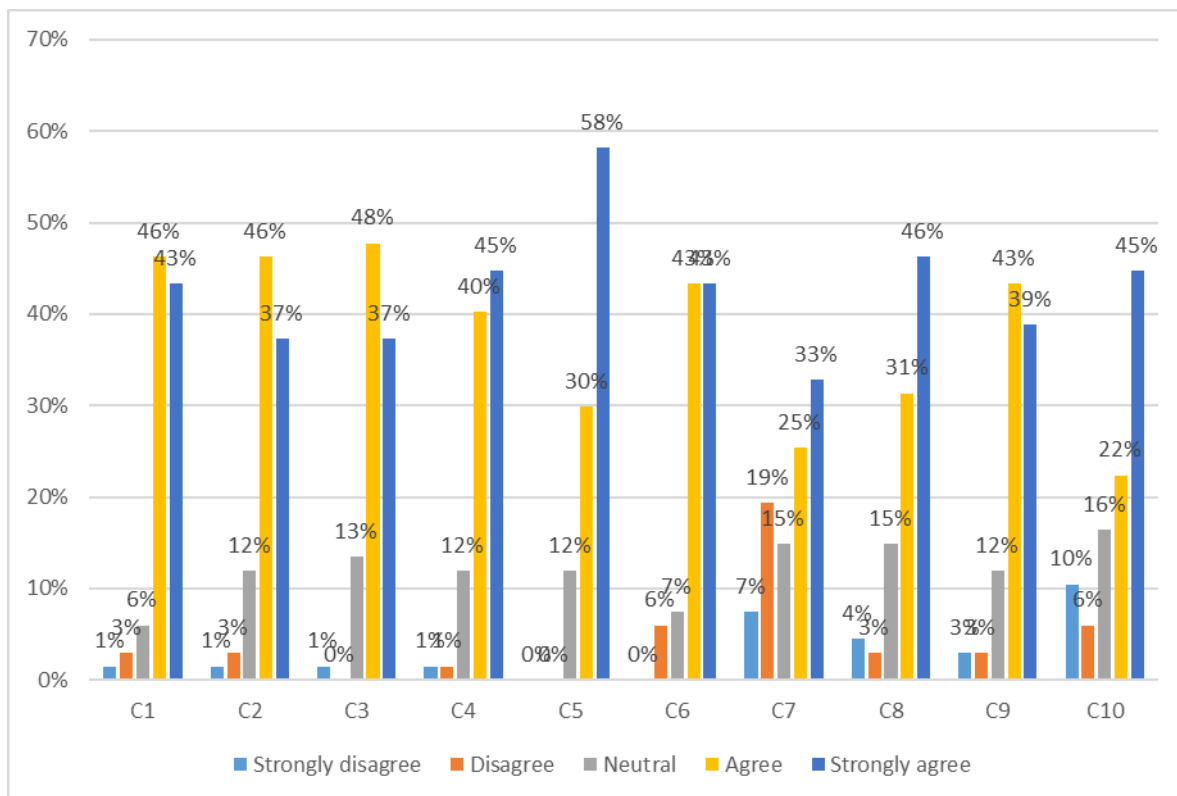


Figure 4.12: Pull factors

4.2.4 ICT adoption

Table 4.5 reveals that the proportion of rural tourists surveyed by this study shows an increasing pattern in line with the progression of the level of agreement of these respondents from strongly disagree to disagree, to neutral, to agree, and to strongly agree for six of the ICT adoption items: use of video camera, use of cell phones, use of I pads, use of internet, use of television, and use of ICT for selection and preparation of a rural tourism experiences. Moreover, it can be seen from Table 4.5 that even though rural tourists exhibit a relatively high level of acceptance of the use of ICT, some ICT are more preferred than others by rural tourists; the preference order of ICT by rural tourists from the most preferred to the least preferred is the following: video camera, cell phones, ICT for selection and preparation of a rural tourism experiences, ICT for emergencies, television, debit and credit card, internet, iPad, laptop, and radio.

Table 4.5: ICT usage

D	S1	S2	S3	S4	S5	Mean	SD
D1	1	9	7	22	60	4.30	1.045
D2	4	9	18	28	40	3.91	1.164
D3	6	18	21	27	28	3.54	1.247
D4	3	21	27	22	27	3.49	1.185
D5	6	18	25	28	22	3.43	1.196
D6	7	12	19	37	24	3.58	1.195
D7	7	18	18	25	31	3.55	1.306
D8	4	15	24	28	28	3.61	1.180
D9	1	10	25	33	30	3.79	1.038
D10	1	10	22	33	33	3.85	1.048
	4	14	21	29	32		

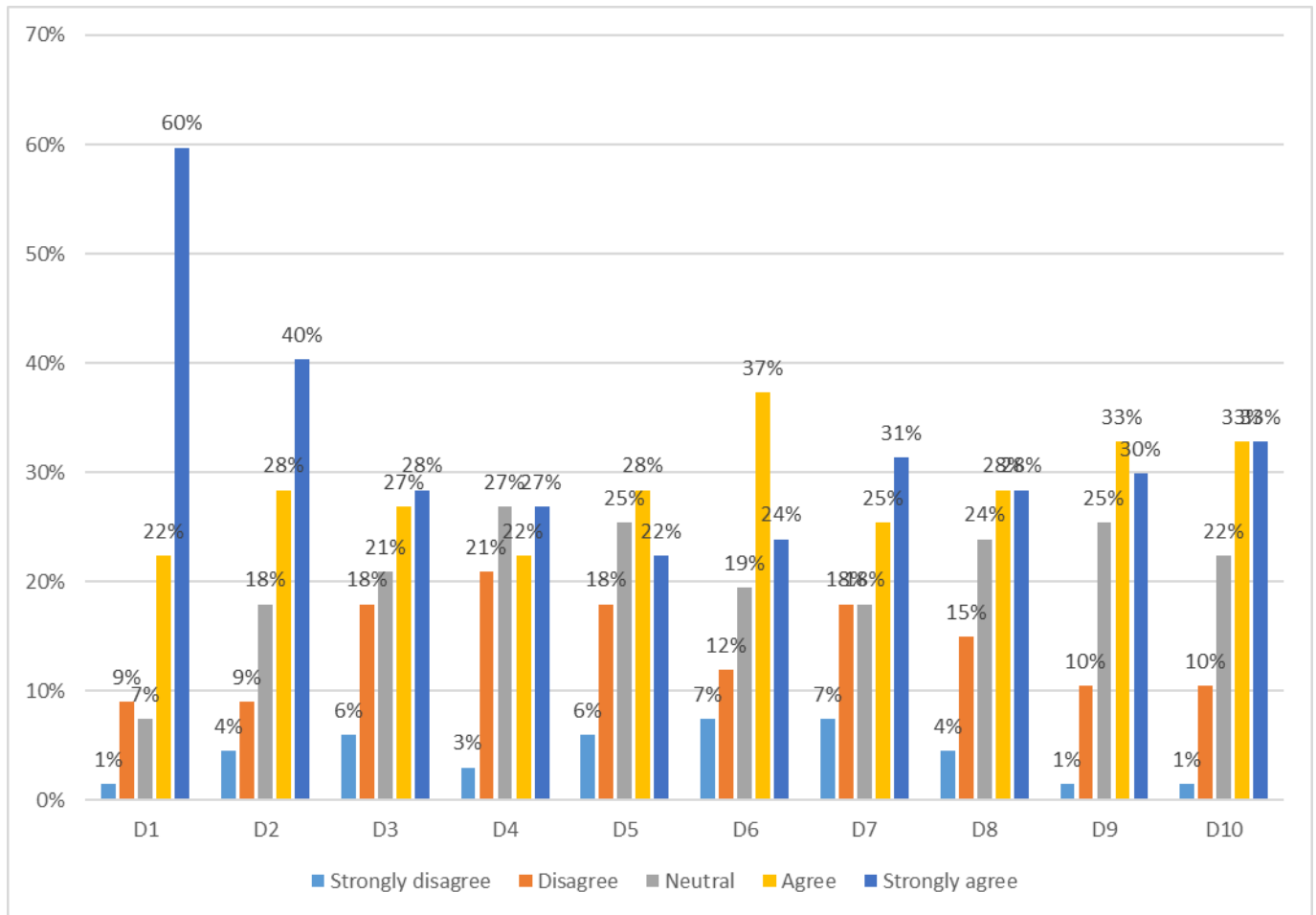


Figure 4.13: ICT usage

The general trend is of agreement but at a much lower level than before. It is clear that electronic devices are needed for certain activities; most used of the equipment was the camera (59.7%) followed by the emergency usage and preparation for rural destination (32.8%). Radio usage was the lowest (22.4%).

4.2.5 Tourist satisfaction

As can be seen from Table 4.6, that even though rural tourists exhibit a very high level of satisfaction with the rural tourism features, some features are slightly more important than others for rural tourists; and the prominence order for these satisfaction features from the most important to the least important is the following: novelties, low noise and

pollution levels, Interaction with the locals, nature, affordability, quality of service, safety, food, leisure activities and weather.

Table 4.6: Tourist satisfaction

E	S1	S2	S3	S4	S5	Mean	SD
E1	0	1	12	34	52	4.37	.756
E2	0	0	6	37	57	4.51	.612
E3	1	1	13	37	46	4.25	.859
E4	0	3	22	33	42	4.13	.869
E5	0	4	13	39	43	4.21	.845
E6	0	1	10	36	52	4.39	.738
E7	0	3	13	25	58	4.39	.834
E8	1	1	6	30	61	4.48	.804
E9	0	1	9	31	58	4.46	.725
E10	1	0	7	42	49	4.37	.756
	0	2	11	34	52		

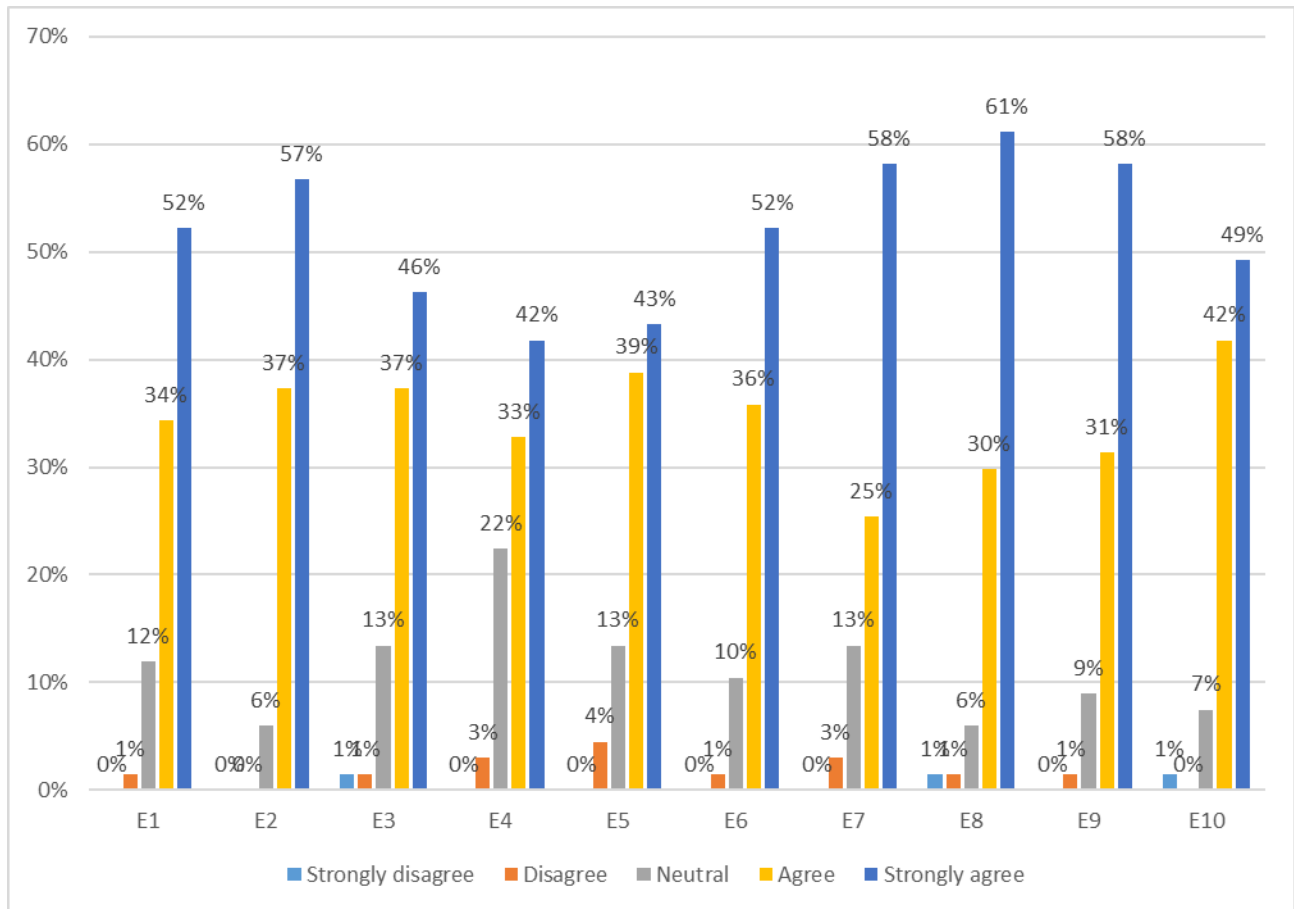


Figure 4.14: Tourist satisfaction

4.3 Inferential statistics

The results of the correlation tests performed by this study are presented in this section starting with the results of the ANOVA test and followed by the results of the Pearson's correlation tests.

4.3.1 ANOVA test results

The results of the ANOVA tests performed by this study can be found in Table 4.8, Table 4.9, Table 4.10, Table 4.11, Table 4.12, Table 4.13, Table 4.14, Table 4.15, and Table 4.16. These Anova test results can be summarized as follows in terms of their confirmation or disconfirmation of the hypotheses of this study.

Fa: Occupation is the only demographic variable that has a direct relationship with the satisfaction of rural tourists.

Fb: Intended duration and gender are the only two demographic variables that have a direct relationship with the push motivation of rural tourists.

Fc: There is no direct relationship between the demographics of a rural tourist and the tourism destination motivation factors that are pulling him or her into rural tourism.

Fd: There is no direct relationship between the demographics of rural tourists and their perceptions of the usefulness of ICT during their rural tourism experience.

4.3.2 Differences between groups

A further interpretation of the outputs of another test presented by Table 4.17 indicates that students' tourists show a lower level of satisfaction with rural tourism compared to pensioner tourists and compared to other tourists. Table 4.7 and Table 4.18 indicate that women have a higher level of motivation to be pushed away from their usual environment compared to men.

4.3.3 Pearson correlation tests results

The results of Pearson's correlation tests performed by this study appear in Table 4.19 and can be summarized as follows in terms of their confirmation or disconfirmation of the hypotheses of this study.

Fe: There is no direct relationship between the motivating factors pushing a rural tourist towards rural tourism, and his or her satisfaction with his or her rural tourism experiences.

Ff: There is a direct relationship between the tourism destination motivation factors that are pulling a rural tourist into rural tourism, and his or her satisfaction with his or her rural tourism experiences.

Fg: There is no direct relationship between the perceptions of a rural tourist on the usefulness of ICT during his or her rural tourism experiences, and his or her satisfaction with his or her rural tourism experiences.

Fh: There is a direct relationship between the tourism destination motivation

factors that are pushing a rural tourist into rural tourism and the tourism destination motivation factors that are pulling a rural tourist into rural tourism.

These ANOVA and Pearson correlation tests results are fulfilling the third objective of this study which is to empirically test the rural tourism satisfaction model proposed in the second chapter of this dissertation. This empirically tested rural tourism satisfaction model is presented by Figure 4.15.

Table 4.7: ANOVA test results for gender

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	9.036	1	9.036	.478	.492
	Within Groups	1210.237	64	18.910		
	Total	1219.273	65			
Push_Factors	Between Groups	170.052	1	170.052	4.021	.049
	Within Groups	2748.695	65	42.288		
	Total	2918.746	66			
Pull_Factors	Between Groups	1.772	1	1.772	.076	.784
	Within Groups	1522.019	65	23.416		
	Total	1523.791	66			
ICT_Adoption	Between Groups	11.693	1	11.693	.329	.568
	Within Groups	2272.125	64	35.502		
	Total	2283.818	65			

Table 4.8: ANOVA-Test results for age group

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	124.431	4	31.108	1.733	.154
	Within Groups	1094.841	61	17.948		
	Total	1219.273	65			
Push_Factors	Between Groups	35.020	4	8.755	.188	.944
	Within Groups	2883.726	62	46.512		
	Total	2918.746	66			
Pull_Factors	Between Groups	113.054	4	28.264	1.242	.302
	Within Groups	1410.737	62	22.754		
	Total	1523.791	66			
ICT_Adoption	Between Groups	133.327	4	33.332	.945	.444
	Within Groups	2150.491	61	35.254		
	Total	2283.818	65			

Table 4.9: ANOVA test for country of origin

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	145.979	4	36.495	2.074	.095
	Within Groups	1073.294	61	17.595		
	Total	1219.273	65			
Push_Factors	Between Groups	75.657	4	18.914	.412	.799
	Within Groups	2843.090	62	45.856		
	Total	2918.746	66			
Pull_Factors	Between Groups	124.355	4	31.089	1.377	.252
	Within Groups	1399.436	62	22.572		
	Total	1523.791	66			
ICT_Adoption	Between Groups	168.459	4	42.115	1.214	.314
	Within Groups	2115.359	61	34.678		
	Total	2283.818	65			

Table 4.10: ANOVA test for qualifications

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	65.666	3	21.889	1.176	.326
	Within Groups	1153.607	62	18.607		
	Total	1219.273	65			
Push_Factors	Between Groups	13.957	3	4.652	.101	.959
	Within Groups	2904.789	63	46.108		
	Total	2918.746	66			
Pull_Factors	Between Groups	68.309	3	22.770	.986	.405
	Within Groups	1455.482	63	23.103		
	Total	1523.791	66			
ICT_Adoption	Between Groups	5.121	3	1.707	.046	.987
	Within Groups	2278.698	62	36.753		
	Total	2283.818	65			

Table 4.11: ANOVA test for management positions

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	14.260	3	4.753	.245	.865
	Within Groups	1205.013	62	19.436		
	Total	1219.273	65			
Push_Factors	Between Groups	72.706	3	24.235	.536	.659
	Within Groups	2846.040	63	45.175		
	Total	2918.746	66			
Pull_Factors	Between Groups	90.416	3	30.139	1.325	.274
	Within Groups	1433.376	63	22.752		
	Total	1523.791	66			
ICT_Adoption	Between Groups	261.580	3	87.193	2.673	.055
	Within Groups	2022.238	62	32.617		
	Total	2283.818	65			

Table 4.12: ANOVA test for occupation

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	245.594	3	81.865	5.213	.003
	Within Groups	973.679	62	15.705		
	Total	1219.273	65			
Push_Factors	Between Groups	41.751	3	13.917	.305	.822
	Within Groups	2876.996	63	45.667		
	Total	2918.746	66			
Pull_Factors	Between Groups	21.836	3	7.279	.305	.821
	Within Groups	1501.955	63	23.841		
	Total	1523.791	66			
ICT_Adoption	Between Groups	197.530	3	65.843	1.957	.130
	Within Groups	2086.288	62	33.650		
	Total	2283.818	65			

Table 4.13: ANOVA test for marital status

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	137.717	3	45.906	2.632	.058
	Within Groups	1081.556	62	17.444		
	Total	1219.273	65			
Push_Factors	Between Groups	13.755	3	4.585	.099	.960
	Within Groups	2904.991	63	46.111		
	Total	2918.746	66			
Pull_Factors	Between Groups	58.210	3	19.403	.834	.480
	Within Groups	1465.581	63	23.263		
	Total	1523.791	66			
ICT_Adoption	Between Groups	201.463	3	67.154	1.999	.123
	Within Groups	2082.355	62	33.586		
	Total	2283.818	65			

Table 4.14: ANOVA test for frequency of vacation

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	62.061	1	62.061	3.432	.069
	Within Groups	1157.212	64	18.081		
	Total	1219.273	65			
Push_Factors	Between Groups	141.894	1	141.894	3.321	.073
	Within Groups	2776.852	65	42.721		
	Total	2918.746	66			
Pull_Factors	Between Groups	.123	1	.123	.005	.943
	Within Groups	1523.668	65	23.441		
	Total	1523.791	66			
ICT_Adoption	Between Groups	47.515	1	47.515	1.360	.248
	Within Groups	2236.303	64	34.942		
	Total	2283.818	65			

Table 4.15: ANOVA test for duration intention

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	95.280	3	31.760	1.752	.166
	Within Groups	1123.993	62	18.129		
	Total	1219.273	65			
Push_Factors	Between Groups	452.443	3	150.814	3.852	.014
	Within Groups	2466.304	63	39.148		
	Total	2918.746	66			
Pull_Factors	Between Groups	158.267	3	52.756	2.434	.073
	Within Groups	1365.524	63	21.675		
	Total	1523.791	66			
ICT_Adoption	Between Groups	49.069	3	16.356	.454	.716
	Within Groups	2234.750	62	36.044		
	Total	2283.818	65			

Table 4.16: ANOVA test for days already spent

		Sum of Squares	df	Mean Square	F	Sig.
Tourist_Satisfaction	Between Groups	63.870	3	21.290	1.142	.339
	Within Groups	1155.403	62	18.636		
	Total	1219.273	65			
Push_Factors	Between Groups	37.436	3	12.479	.273	.845
	Within Groups	2881.310	63	45.735		
	Total	2918.746	66			
Pull_Factors	Between Groups	59.218	3	19.739	.849	.472
	Within Groups	1464.573	63	23.247		
	Total	1523.791	66			
ICT_Adoption	Between Groups	83.479	3	27.826	.784	.507
	Within Groups	2200.339	62	35.489		
	Total	2283.818	65			

Table 4.17: Multiple comparisons

Dependent Variable: Tourist_Satisfaction

Tukey HSD

(I) Tourist_Occupation	(J) Tourist_Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-3.42381	1.39441	.077	-7.1052	.2576
	3	-7.56667*	2.60869	.026	-14.4539	-.6794
	4	-6.08182*	1.73151	.005	-10.6532	-1.5104
2	1	3.42381	1.39441	.077	-.2576	7.1052
	3	-4.14286	2.36828	.308	-10.3954	2.1096
	4	-2.65801	1.34224	.207	-6.2017	.8856
3	1	7.56667*	2.60869	.026	.6794	14.4539
	2	4.14286	2.36828	.308	-2.1096	10.3954
	4	1.48485	2.58119	.939	-5.3297	8.2994
4	1	6.08182*	1.73151	.005	1.5104	10.6532
	2	2.65801	1.34224	.207	-.8856	6.2017
	3	-1.48485	2.58119	.939	-8.2994	5.3297

*. The mean difference is significant at the 0.05 level.

Table 4.18: Descriptives

Push_Factors

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	43	38.3023	7.51042	1.14533	35.9910	40.6137	17.00	48.00
Female	24	41.6250	4.06269	.82929	39.9095	43.3405	33.00	50.00
Total	67	39.4925	6.65007	.81244	37.8705	41.1146	17.00	50.00

Table 4.19: Pearson correlation test results between Likert-scale variables

		B	C	D	E
B	Pearson Correlation	1	.247*	-.054	.010
	Sig. (2-tailed)		.044	.668	.937
	N	67	67	67	67
C	Pearson Correlation	.247*	1	-.004	.378**
	Sig. (2-tailed)	.404		.978	.001
	N	67	67	67	67
D	Pearson Correlation	-.054	-.004	1	-.105
	Sig. (2-tailed)	.668	.978		.404
	N	67	67	67	67
E	Pearson Correlation	.010	.378**	-.105	1
	Sig. (2-tailed)	.937	.001	.404	
	N	67	67	67	67

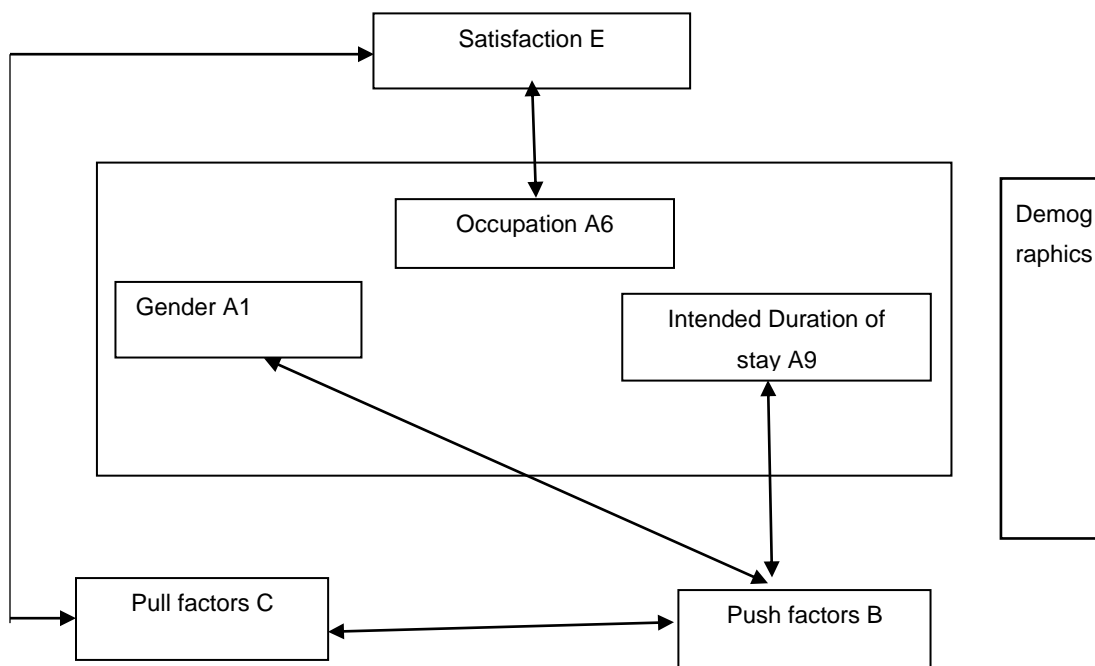


Figure 4.15: Empirically tested model of rural tourism satisfaction

4.3.4 Linear regression test results

Table 4.20: Linear Regression Coefficients

model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	31.165	4.328		7.200	.000
Pull_Factors	.305	.105	.341	2.901	.005

a. Dependent variable: Tourist satisfaction

The results of the linear regression test performed by this study are presented in Table 4.20 and can be translated by the following equation linking tourism satisfaction to rural tourists' pull motivation.

$$\text{Tourism satisfaction} = 31.165 + (0.305 * \text{pullMotivation})$$

The above equation indicates that rural tourists are experiencing a high level of satisfaction (31.165) and their satisfaction also increases according to their level of attraction or pull motivation to a given rural destination at the rate of 0.305.

4.3.5 ANCOVA tests results

The results of the ANCOVA test performed by this study are presented in Table 4.21 and indicate that the co-action of occupation and pull motivation does not affect the satisfaction of rural tourists.

Table 4.21: Tests of Between Subjects effects

Dependent Variable: Tourist Satisfaction

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	Hypothesis	57996.442	1	57996.442	3884.628	.000	.988
	Error	713.005	47.757	14.930 ^a			
Occupation	Hypothesis	148.728	3	49.576	2.455	.101	.315
	Error	323.157	16.000	20.197 ^b			
Pull_Factors	Hypothesis	269.821	19	14.201	.631	.817	.527
	Error	242.495	10.774	22.507 ^c			
Occupation *	Hypothesis	277.105	13	21.316	1.548	.157	.401
Pull_Factors	Error	413.133	30	13.771 ^d			

a. .583 MS(Pull_Factors) + .120 MS(Occupation * Pull_Factors) + .297 MS(Error)

b. .852 MS(Occupation * Pull_Factors) + .148 MS(Error)

c. 1.158 MS(Occupation * Pull_Factors) - .158 MS(Error)

d. MS(Error)

4.4 Conclusion

The results of the descriptive statistics of this study indicate that almost the entire population of this survey is made up of Africans and Europeans tourists with at least a diploma qualification, who travel at least once a year but for a stay duration of less than one week at a destination, who are very highly motivated to get away from their usual environment, who are also very strongly attracted to rural tourism destinations, use ICT during their rural tourism experiences, and are very highly satisfied with such experiences. The results of the inferential tests performed by this study further reveal that gender and intended duration affect push motivation, and occupation and pull motivation affect satisfaction. All the other variables were found to be not correlated.

The next chapter is dedicated to recommendations for the improvement of the satisfaction levels of rural tourists to the point where they can significantly contribute to the full development of rural tourism, in fulfillment of the last objective of this study.

Chapter 5 : Comparison with Related Literature, Recommendations and Conclusion

In the previous chapter, the results of the survey conducted by this study on the factors affecting the satisfaction of rural tourist were presented. This chapter now summarizes the content of this study on the satisfaction of rural tourists with their rural tourism experience and compares it against existing empirical studies on the factors affecting the satisfaction of rural tourists. The chapter ends with a set of recommendations on how to improve the level of satisfaction of rural tourists, in fulfilment of the fourth and last objective of this study.

5.1 Summary of current empirical study

Africans and Europeans tourists formed almost the entire sample the respondents and their qualification is at least at diploma level. They travel at least once a year for less than a week and their motivation to escape from their daily environment and to be attracted to external destinations is very high, and so is their use of ICT in their rural tourism experiences. Their level of satisfaction with such experiences is also very high. Inferential tests conducted by this study link rural tourists' gender and intended duration to their push motivation. They also link rural tourists' occupation and pull motivation to their satisfaction. These results were an attempt to empirically validate a theoretical model proposed by this study from the push and pull motivation theory and from ICT adoption theories. The link between rural tourists' satisfaction and the other variables from this proposed theoretical model were not empirically validated.

5.2 Summary of existing of empirical studies

The empirical studies selected covered in the literature overview (Chapter 2) are presented now according to the variables of the theoretical framework presented in Chapter 2; satisfaction, push and pull motivation, ICT adoption, and demographics.

5.2.1 Satisfaction

Some of the results of the literature overview conducted on rural tourists are presented in Table 5.1 which presents descriptive statistics on the satisfaction of such tourists. As can be seen from the table, there are seven out of 24 papers that do not give an assessment of the overall satisfaction of rural tourists; and there is an overwhelming consensus among the remaining 16 that rural tourists are highly satisfied with their rural tourism experiences. One paper reports that the satisfaction of rural tourists with their rural tourism experience is average. Table 5.1 also indicates that E2 (discovery of new places and cultures), E9 (interactions with local people), and E10 (safety conditions) are the only three items that rural tourists are not satisfied with which is a similar result to two papers. It is interesting to note that paper 1 rate all its rural tourism satisfaction items as low, paper 5 rates all its rural tourism satisfaction items as average; and all the other papers rate their tourism satisfaction items as high. It is also interesting to note that certain rural tourism satisfaction items are more popular than others in the existing literature as shown by the following ranking of the number of papers for each item on Table 5.1 where it can be seen that there is a gap in the existing literature on the role of noise and pollution in rural tourism satisfaction:

- E- Overall satisfaction (17 papers)
- E2- Discovery of new places and culture (11 papers)
- E1 - Quality of service (7 papers)
- E9 - Interactions with the locals (6 papers)
- E10 - Safety (5 papers)
- E7 - Affordability (4 papers)
- E6 - Exploration of and nature (3 papers)
- E5- Leisure activities (3 papers)

- E4- Weather (2 papers)
- E3 - Food (1 paper)
- E8 - Low level of noise and pollution (No paper).

Table 5.1 presents inferential results from existing literature and the relationship between the demographics of rural tourists and satisfaction.

Table 5.1: Summary of rural tourists' satisfaction

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P
E1			*	H		H	H	H			H					H						H			H
E2	L	H			A	H	H		H			H	H						H	L			H		H
E3									H																H
E4									H											H					H
E5		H							H			H													H
E6									H									H					H		H
E7					A				H		H							H							H
E8																									H
E9	L				A				H								H		L				H		H
E10	L								H		H						H	L							H
E	A	H		H		H	H	H		H	H	H	H	H	H		H		H	H	H			H	H

Table 5.2: Summary of demographics

A	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	P
PAE1	N	N	Y			Y					
PAE2	N	N	N	Y			N				
PAE3	N	N		N							
PAE4	N	Y		Y							
PAE5		Y					Y				
PAM6				Y							
PAM7	Y	Y		N							
PAM8	Y	Y									
PAM9	Y										
PAM10	Y	Y		Y			Y				

Table 5.3: Summary of push motivation

	M1	M2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P
B1	H	H		H					H					H		H
B2				H					H				H			H
B3	H		H	H	H	H				H				H		H
B4	H	H		H					H	H		H				H
B5	H												H			H
B6		H		H					H					H		H
B7																H
B8																H
B9	E															H
B10																H
B																H

Table 5.4: Summary of pull motivation

C	M1	M2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P
C1																H
C2	E***	H														H
C3			H	H		H	H					H	H			H
C4	E		H		H						H					H
C5																
C6	H		H		H		H	H	H	H			H			
C7																
C8					H			H			H	H	H			
C9			H	H	H	H		H								
C10								H	H							
C			E													

Table 5.5: Summary of ICT adoption

D	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P
D1																H
D2																H
D3																H
D4																A
D5																A
D6																H
D7																H
D8																H
D9																H
D10																H
D																H

Table 5.6: Other satisfaction factors

PAPERS	Factors affecting tourists satisfactions
P1	Destination facilities and destination services
P2	Demographic and destination service quality (outdoor activities, scenery, atmosphere and interest)
P3	Professionalism (service quality), Basic offers (rural lodging, settings, natural beauty), rural and regional environment (traditional local decorative objects), complementary offer (local festivities, cultural interests), tangibility (maintenance of the facilities).
P4	Positive affect (pleasurable and positive experience) and disconfirmation
P5	Motivation and experience
P6	Image, perceived quality, trust, loyalty
P7	Demographic, Hedonic (Excitement, enjoyment, memorability), interactive (meeting people, being part of the process, having choice), novelty (escape , doing something new), comfort (physical comfort, relaxation), safety (personal safety, security of belongs), stimulation (educational and informative, challenging)
P8	Demographic, Emotions, expectations
P9	Demographic, service quality, customer satisfaction
P10	Access to relevant information, environmental conditions, nature- related activities, and demographic
P11	Service quality and tangibles
P12	Demographic, leisure benefits (relax, ease stress), sensations seeking
P13	Demographic, experience evaluation, general question
P14	Demographic and satisfaction
P15	Demographic, socio-economic aspects
P16	Demographic, destination image, overall perceived value, attribute satisfaction
P17	Demographic, recreational satisfactory, service quality
P18	Tourist's place of origin, motivation to travel, product attributes
P19	Motivation
P20	Demographic, motivation
P21	Event consumers and their characteristics, spending patterns, attitudes and perceptions, demographic
P22	Service quality and image
P23	Perceived service quality and image
P24	Demographic, motivation
P25	Socio- demographic, Demand for tourist services

Notes: Service quality Yellow: 9 papers
Tourist Motivation Green: 6 papers
Destination Image Blue: 6 papers
Demographics Purple: 16 papers
Destination Experience Red: 10 papers
Tourist Expectations and disconfirmation Grey: 5

5.2.2 Push and pull motivation

Some of the results of the literature overview conducted on rural tourists are presented in Table 5.3 which presents descriptive statistics on the satisfaction of such tourists. There is an overwhelming consensus among the 14 papers that rural tourists are highly motivated with their rural tourism experiences. It is also interesting to note that certain rural tourism push motivation items are more popular than others in the existing literature as shown by the following ranking of the number of papers for each item on Table 5.3 where it can be seen that there is a gap in the existing literature on the following items: B7, B8, B9, and B10 on tourists motivation:

- B3 - Relaxation (7 papers)
- B4 - Discovering new culture (6 papers)
- B1-Escape from daily activities (5 papers)
- B6 - Quality time with family (4 papers)
- B2- Pleasurable activities (3 papers)
- B5 - Nature (2 papers)
- B7 - New happy memories (No paper)
- B8 — Empty system (No paper)
- B9- Repeat of happy moments (No paper)
- B10-Doing something different (No paper)

Some of the results of the literature overview conducted on rural tourists are presented in Table 5.4 which presents descriptive statistics on the satisfaction of such tourists. There is an overwhelming consensus among the 14 papers that rural tourists are highly motivated with their rural tourism experiences. It is also interesting to note that certain rural tourism pull motivation items are more popular than others in the existing literature as shown by the following ranking of the number of papers for each item on Table 5.3 where it can be seen that there is a gap in the existing literature on the following items: C1, C5, and C7 on tourists motivation:

- C6 - Beautiful landscape (8 papers)

- C3 -Safety (6 papers)
- C8 -Affordability (5 papers)
- C9 - New cultural realities (5 papers)
- C4 - Peaceful and hassle free (4 papers)
- C2 - Adventure (2 papers)
- C10 - Wild animals (2 paper)
- C1 - Memorable and a once in a life time souvenirs (No paper)
- C5 - Pollution environment free (No paper)
- C7 - Adoption of children (No paper)

5.2.3 ICT adoption

Among the items identified by the variable of this study on ICT Adoption of rural tourists, some of them are recognized by existing empirical studies for their positive or negative impact on the satisfaction of rural tourists, but others are absent from the empirical studies on the link between ICT adoption, and satisfaction in rural tourism. The use of ICT affects customer satisfaction. The majority of studies from existing literature indicate that ICT affect customer satisfaction (Chang et al.2013; Sirirak, 2011; Buhalis and Law, 2008; Truong and Foster, 2005; Carvalho and Costa, 2011; Hossandoust and Farzaneh, 2011; Brewer et al, 2008; Yousaf, 2011; Koutroumanis, 2011). The existing literature also indicated that ICT usage increases customer satisfaction levels and that most companies that use ICT stand a better chance in making travelers or customers more satisfied. There are no papers on the ICT usage of the following demographic variables on tourists' satisfaction: management position, frequency of vacation, intended duration of the stay and days already spent at the destination.

5.2.4 Other satisfaction factors

The results from the review of the existing literature on the factors affecting the satisfaction of rural tourists indicate that such factors are diverse and they cannot only be classified either as demographic factors or as push and pull motivation factors, or as ICT adoption factors. The following paragraphs are an attempt to present these factors

in four categories in addition to the already identified motivation and demographic factors: service quality factors, destination image factors, destination experience factors, and tourist expectations and disconfirmation factors.

Service quality factors. There are nine papers from the literature review conducted by this study that indicate that the satisfaction of rural tourists is affected by their perceptions on the quality of the services rendered by rural tourism destinations.

Destination image factors. There are five papers from the literature review conducted by this study that indicate that the satisfaction of rural tourists is affected by their image of their destination. Such destination images include feelings of trust and loyalty towards the tourism destinations in question.

Destination experience factors. There are ten papers from the literature review conducted by this study that indicate that the satisfaction of rural tourists is affected by the experience that they have enjoyed at the destination. Such experience may depend on the appreciation of the facilities offered by destinations to tourists. For example, rural lodging and natural beauty affect tourists experience at the rural tourism destinations. Positive words that usually describe the experience of rural tourists are: excitement, enjoyment, memorability, Interactive, novelty, safety, and stimulation.

Tourist expectations and disconfirmation factors. There are five papers from the literature review conducted by this study that indicate that the satisfaction of rural tourists is affected by their expectations and by the confirmation or disconfirmation of these expectations.

5.3 Comparing current empirical studies against existing empirical studies

This section compares the results of the current study against those of existing studies both in terms of descriptive and inferential statistics.

5.3.1 Descriptive statistics

Findings from the current study are in agreement with existing literature on the fact that rural tourists are usually very satisfied with their rural tourism experiences in terms of

quality of service, food, weather, leisure activities, and nature exploration. Existing literature is not unanimous as to whether rural tourists are satisfied with the other aspects of their rural tourism experience. Therefore it would be difficult to compare the high level of satisfaction found by the current study against the findings of these existing studies with regard to these other tourism satisfaction aspects.

The findings from the current study are in agreement with existing literature on the fact that rural tourists are usually pushed to rural tourism experiences because they want to escape from their daily routines, and because of their need for pleasurable activities, relaxation, enrichment, nature exploration, and spending quality time with family. Regarding the pull motivation, this current study is in agreement with the existing literature on the fact that rural tourists are usually pulled to rural tourism experiences because their desire for adventures, safety, and peaceful and hassle free environment.

5.3.2 Inferential

The findings from the current study are in agreement with the existing literature on the fact that occupation and intended duration of stay affect rural tourists' satisfaction at the rural tourism destinations. Existing literature is not unanimous as to whether rural tourists are affected by gender for their rural tourism experience. Therefore it would be difficult to compare the findings of the current study against those of the existing studies with regard to the effect of gender on the satisfaction of rural tourism experiences.

5.4 Research gaps and areas for future research

The analysis of the literature reviewed by this study points to the following gaps in the state of research on the factors affecting the satisfaction of rural tourists with their rural tourism experiences.

- None of the reviewed studies examined how ICT usage affects the satisfaction of rural tourists.
- None of the reviewed studies examined the relationship between rural tourists' demographics and their push and pull motivation.

- None of the reviewed studies examined the relationship between ICT adoption and rural tourism satisfaction let alone the possible effect on rural tourists' demographics and their push and pull motivation on that relationship.
- None of the reviewed studies examined rural tourists' satisfaction with regard to noise and pollution matters.
- None of the reviewed studies examined rural tourists' push motivations with regards to the search for new happy memories, the need to empty ones system, the search of repeat of happy moments from previous rural tourism experiences, and the search for something different from previous urban tourism experiences.
- None of the reviewed studies examined rural tourists' pull motivation with regard to the attraction to rural tourism experiences that provide memorable and a once in a life time experience souvenirs.

5.5 Recommendations

The following recommendations can be made based on the results of the current study and based on the above identified research gaps.

- One of the interesting findings of the current study is that an overwhelming majority of the tourists who participated in this survey are from the African continent and they are younger than 40 years old. Therefore, more rural tourism marketing should be conducted in order to attract clients from other regions and age groups while maintaining the loyalty of the existing young African clients.
- Another finding of the current study reveals that almost all rural tourists are overwhelmingly attracted to destinations that offer unforgettable souvenirs, that provide exciting adventures, that are reputed for their safety, and that are peaceful. Therefore, rural tourism destinations must make sure that they maintain the standard of their services especially with regards to the above identified aspects in order to take full advantage of re-visits on the one hand, and the effect of word-of-mouth on the other hand.
- One of the research gaps identified by this study is that none of the reviewed studies is examining how ICT usage affects the satisfaction of rural tourists.

Therefore, it is recommended that more research be conducted on the effect of ICT adoption on rural tourism satisfaction.

5.6 Conclusion

This chapter conducted an analysis of existing literature related to the factors affecting rural tourists' satisfaction. This chapter also compared the descriptive and inferential results of the survey conducted by this study against the descriptive and inferential results from previous empirical studies, and it can be concluded that the current study is in agreement with existing findings from the reviewed literature regarding the fact that rural tourists are highly motivated to travel and that they are satisfied with their rural tourism experiences. Moreover, the results of the literature reviewed by this study show that gender, occupation, and intended duration of stay are the demographic factors that affect rural tourists' satisfaction; but only rural tourists' occupations were found by the current study to have an effect on the satisfaction of rural tourists. Some of the major research gaps identified from the analysis of the literature reviewed by this study are: none of the reviewed studies is examining how ICT usage affects the satisfaction of rural tourists; none of the reviewed studies is examining the relationship between rural tourists' demographics and their push and pull motivation; and none of the reviewed studies is examining the relationship between ICT adoption and rural tourism satisfaction, let alone the possible effect of rural tourists' demographics and their push and pull motivation on that relationship. This chapter ends with some recommendations based on the results of the current study and on the research gaps identified from the analysis of existing literature as hereby highlighted: more rural tourism marketing should be conducted in order to attract clients from other regions and age groups while maintaining the loyalty of the existing young African clients which were found by this study as being the biggest rural tourism clientele group; rural tourism destinations must make sure that they maintain the standard of their services especially with regards to the maintenance of peace and security which was found by this study to have an effect on the satisfaction of rural tourism; more research should be conducted on the effect of ICT adoption on rural tourism satisfaction.

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Appendix A

LETTER OF INFORMATION AND CONSENT

Dear participant,

The questionnaire will take approximately 10-15 minutes. Participation is voluntary and you are free to withdraw from the study at any time without giving reasons, and without prejudice or any adverse consequences. The information you give will only be used for research purposes and will be aggregated with other responses and only the overall or average information will be used. Your identity and individual answers will be kept totally confidential. Should you wish to discuss this further please feel free to contact me or my supervisors Dr. Mnguni, 031 373 5424 and Prof Obono, 031 373 5692 or erasmus@dut.ac.za or eyonoobonoSD@dut.ac.za, or the IREC Administrator, Lavisha Deonarian: 031 373 2900 or LavishaD@dut.ac.za).

I am currently undertaking a research project as part of my studies towards a Masters' degree in Technology: Tourism and Hospitality at Durban University of Technology. The aim of this study is to investigate how Internet can be used for the promotion of rural tourism

Your assistance will be much appreciated,

Yours faithfully,

Neo Puleng Tsephe

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Appendix B

Research Questionnaire

Title: Analysing Rural Tourism Motivation Factors and ICT Adoption with Specific reference to Malealea Lodge in Lesotho.

This questionnaire is designed to gather data on factors affecting the attitude of tourists towards rural tourism. This information is required for MTech research and your name will not be used therefore please answer as fully and truthfully as possible.

Instructions: Please mark your answers with an X.

Section A. Demographics

A1. Gender

Male

☐

Female

☐

A2. Age group

18-24

☐

25-30

☐

31-40

☐

41-50

☐

Over 50

☐

A3. Continent of origin

Africa

☐

Europe

☐

North America

☐

South America

☐

Asia

☐

Other

☐

A4. Highest qualification

Pre-university

☐

Diploma/certificate

☐

Baccalaureate Degree(s) ☐

Post- Graduates ☐

A5. Management position

None ☐ Low ☐ Middle ☐ Top ☐

A6. Occupation

Student ☐ Employed ☐ Pensioner ☐ Other ☐

A7. Marital Status

Single ☐ Married ☐ Divorced ☐ Other ☐

A8. Frequency of vacations

Once a year ☐ more than a year ☐

A9. Intended Duration of the stay

2 days or less ☐ 3-7days ☐ 8-30days ☐ More than 30 days ☐

A10. Days already spend at the destination

2 days or less ☐ 3-7days ☐ 8-30days ☐ More than 30 days ☐

Section B: Push factors (travellers' attributes)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B1. I opt for rural tourism to escape from my daily routines					
B2. I opt for rural tourism in search of pleasurable activities					
B3. I opt for rural tourism in search of relaxation					
B4. I opt for rural tourism destination to enrich myself by discovering new cultures					
B5. I opt for rural tourism to learn more about nature					
B6. I opt for rural tourism to spend quality time with family					
B7. I opt for rural tourism in search for new happy memories					
B8. I opt for rural tourism to 'empty my system'					
B9. I opt for rural tourism in search of a repeat of happy moments from my previous rural tourism experiences					
B10. I opt for rural tourism in search for doing something different from my previous urban tourism experience					

Section C: Pull factors (destinations' attributes)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1. I am attracted to rural tourism experiences that provide memorable and a once in a life time souvenirs.					
C2. I am attracted to rural tourism experiences that provide exciting adventures					
C3. I am attracted to rural tourism experiences that are reputed for their safety					
C4. I am attracted to rural tourism experiences that are peaceful and hassle free					
C5. I am attracted to rural tourism experiences that offer a pollution free environment					
C6. I am attracted to rural tourism experiences that exhibit beautiful landscapes					
C7. I am attracted to rural tourism experiences with a social agenda such as the adoption of children.					
C8. I am attracted to the affordability of rural tourism					
C9. I am attracted to rural tourism experiences that introduce me to new cultural realities					
C10. I am attracted to rural tourism experiences that introduce me to animals such as lions, elephants, snakes, tigers, etc					

Section D: ICT adoption

	Strongly Disagree	Disagree	Neutral	Strongly Agree	Agree
D1. A video camera is useful in my rural tourism outings to keep memories					
D2. A cell phone is useful in my rural tourism outings to keep in touch with loved ones or for work					
D3. An ipad is useful in my rural tourism outings to keep in touch with loved ones or for work					
D4. A laptop is useful in my rural tourism outings to keep in touch with loved ones and for some work					
D5. A radio is useful in my rural tourism outings for local and international information.					
D6. A debit or credit card useful in my rural tourism outings for my expenses					
D7. Internet is useful in my rural tourism outings for local and international information.					
D8. A television is useful in my rural tourism outings for local and international information.					
D9. I will use ICTs in my rural tourism outing only for emergencies					
D10. I used ICTs for the selection of or in preparation for my rural tourism destination					

Section E. Tourist satisfaction

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
E1. I am satisfied with the quality of the service offered by the lodge staff					
E2. This rural tourism experience has made me discover new places and cultures					
E3. I am satisfied with the food that is served at the lodge					
E4. I am satisfied with the weather at the destination					
E5. I am satisfied with the leisure activities offered at the lodge					
E6. I am satisfied with the nature exploration opportunities offered by the lodge					
E7. I am satisfied with the affordability of the lodge					
E8. I am satisfied with the low level of noise and pollution at the lodge					
E9. I am satisfied with the interactions with the local people					
E10. I am satisfied with the safety conditions					

