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Introduction

Nowadays more people started to travel around the world compare to the last century because of the lifestyle and social needs. In the first five months of 2022, international tourism had a significant upswing, with visitors exceeding almost half (46%) the levels of the same period in 2019. Overnight arrivals of foreign tourists more than tripled (+221%) from January to May 2022 compared to 2021, however they still fell 54% short. Through May 2022, there were around 250 million international travels reported globally. When compared to the same months in 2021, 77 million arrivals were recorded (UNWTO, 2022) as for the desire for solo travel is increasing, according to statistics from every angle. Prior to the epidemic, according to data from Booking.com, just 14% of passengers traveled alone; by mid-2021, however, that percentage had nearly doubled to 23%, and according to Google Trends, solo travel had increased dramatically by 761.15% (defianceetfs, 2022). Traveling is not just for having fun, in some research we can see that some of the respondents had time to find out what they wanted in life (Junek, Binney, & Winn, 2006). Increasingly individualistic lifestyles, shifting views on marriage and relationships, and the rise of single people living alone are some of the frequently cited reasons for the increase in solo travel (Klinenberg, 2012; Yang, Yang, & Khoo-Lattimore, 2019). There are two basic groups of reasons why people travel alone: “by default” and “by choice” (Mehmetoglu & Graham, 2001). Those without travel companions are referred to as "solo travelers by default" (Mehmetoglu & Graham, 2001; Osman, Brown, & Phung, 2019; Seow & Brown, 2018). Other research took into account a wider range of living arrangements and relationship status for people who have no one to travel with and didn't limit solo travelers by default to those living alone (Chung, Baik, & Lee, 2017). “Freedom, flexibility, and escape” are other factors that encourage solo travel (Chiang, Baik, & Lee, 2006; Mehmetoglu & Graham, 2001; Osman, Brown, & Phung, 2019; Seow & Brown, 2018; Wilson & Little, 2005). Research from the past has also shown that social interaction is also motivation for solo travel, in which individuals desire to interact socially with locals and other travelers (Bianchi C., 2016; Laesser, Beritelli, & Bieger, 2009; Osman, Brown, & Phung, 2019).

Choosing the destination where you want to spend your holidays and time is not as easy as we think. It needs to be analyzed and understand all those factors, motivations and risks. Decision making process is different for those people who are in relationship or have families. Solo travelers are not as restrained as people who have families, because they do not have to discuss where and when to go. When you have family, or depend on the other person it is hard to choose the right

place which you want to go, or of course do the things which you can only do when you are alone (Bianchi , 2015).

Some of the people think that traveling alone is weird (Tripadvisor, n.d.), but there are explanations why people do so. Motivation plays a big role and it explain why people choose to travel alone and why they pick the place which they visited (Bauer, Marion, Ritchie, & Passauer, 2020). Motivation has two factors – Push and Pull (Osman, Brown, & Phung, , 2019). It is important to talk about those factors because traveler is directly influenced by those factors. Push factors are found in traveling as motivation to escape from the daily life, chill, to have communication with the strangers and meet new people, exploring new places, to avoid stress and acquiring new knowledge. Push factors are also known as psychological factors, while pull factor helps to choose the place where you want to travel, ambience, nature (Yiamjanya & Wongleedee, 2014).

In the process of decision and creating choice we develop behavioral intention, which helps to choose a travel destination. Deciding which place they want to choose has variables. One of those variables is for communications, WOM, trading. Another includes private and community role and status, character traits, social importance, and ethics. Of course, there is extrinsic which includes beliefs, experiences from previous traveling, the photo of the place, available risks, price and etc. Those things affect on travel intention and choosing the destination, place and tasks to do (M. Hennessey, Yun, & Macdonald, 2010).

The problem of the paper is that there is a lot of information about solo traveler’s motivations, but there is no clear information about what motivates people, their attitude, desire and intention to travel solo.

The main aim of the paper is to find out what are the driving motives for solo travelers, how push and pull factors influence solo travelers and what role plays attitude and desire on intention to solo travel to visit cultural destination. In order to achieve this aim, these objectives of the research were formulated:

- Objective 1: To analyze push and pull factors of motivation for solo traveler’s to visit cultural destination;
- Objective 2: To clarify what motivates to solo traveler’s to visit cultural destination;
- Objective 3: To analyze intention to travel solo to visit cultural destination;
- Objective 4: To develop a model how push and pull motivational factors, attitude and desire influence the intention to travel solo to cultural destination;

- Objective 5: To analyze how push and pull factors, attitude and desire influence the intention to travel solo to visit cultural destination.

Structure of the paper:

The structure of this scientific work consists of three main parts. First part is devoted to literature analysis, describes cultural tourism, solo travelers motivations, push and pull motivational factors, attitude, desire and intention to solo travel, analyzes previous studies. The second part of the study describes methodology and provides the purpose of the research, hypotheses, research model, research design and population, sampling methods, designing a questionnaire. Last part of the study is devoted to the results of the study, conclusions, limitations and recommendations.

1. THEORETICAL REVIEW OF THE INFLUENCE OF MOTIVATION ON SOLO TRAVELER'S INTENTION TO VISIT A CULTURAL DESTINATION

1.1 Cultural tourism

In the subject of sociology, studies on cultural consumption have focused particularly heavily on the topic of cultural tourism. Understanding the cultural tourism audience, in particular its diversity and stratification, has been a major goal of this research. Early debates of cultural tourism also created a distinction between "generic" and "specific" tourists, with the former engaging in the destination's culture in general while on vacation, and the latter traveling specifically to participate in that destination's culture (Richards, Production and consumption of European cultural tourism, 1996). Later, based on characteristics like the depth and purposefulness of cultural motivation, this straightforward dichotomy was expanded to embrace several typologies of cultural tourists (Du & McKercher, 2014), visits to sights and activities (Pulido-Fernandez & Sanches-Rivero, 2010). Qualitative investigation by (Stylianou-Lambert, 2011) of the various "gazes" in cultural tourism, demonstrating that visitors to art museums interpret things differently and use various "perceptual filters" that affect their gaze. This demonstrates the moderate complexity of engaging in cultural tourism, which is arguably best captured using multidisciplinary and multidimensional methodologies.

To identify aspects of cultural consumption in cultural tourism, for instance, multiple correspondence analysis was applied. This showed that the style of vacation and the location of the attractions had a significant impact on the culture that was consumed, indicating a significant impact of the physical environment on cultural tourist behavior (Richards & Van der Ark, 2013).

For tourists it is important to visit the place, which is full with cultural attractions, place which is full of history, art, nature and has opportunity to gain new experiences. The other thing people are interested in is to visit other countries is cultural activities like painting, cooking, dancing, festivals or special events. Studies showed that there are some types of cultural tourism (McKercher & Cros, 2003):

1. The tourist which searches new experiences, and the culture is the main reason to visit the cultural destination;
2. The person who likes to have a journey, travels because he/she is interested in culture, but wants to have a little experience.
3. The tourist, which is not interested in culture, but gets involved with cultural experience if he/she will have an opportunity;

4. The cultural tourist who is not interested in culture enough to visit cultural destination and wants to have a little experience.
5. The person who is not motivated to visit cultural destination but visits cultural attractions.

1.2. Solo Travelers motivation

Traveling is for our mental health because it helps to combine persons habits and life. Such travel experience is needed for inner peace, which can cure emotional disorder. With that fact we can say that travelers have motivations and research found out that motivation has two main factors: Push and Pull (Crompton & McKay, 1997). Push factors are for those travelers who seek to relax, fulfill their needs, gain new knowledge and experience, escape from daily life, meanwhile pull factors is for those travelers who are interested in events and activities, history and culture, adventures, nature. Also Push and Pull was divided into: Socio-Psychological motives cultural motives (Shi, Cole, & Chancellor, 2012): Socio-Psychological, which are push factors, has nine main factors. First factor is to run away from humdrum – escaping from the reality (Michael, Nyadzayo, & Mich, 2020), which made people happier. Second factor was to study yourself and find new skills (Pung, Yung, Khoo-Lattimore, & Del, 2020) – new journey is the opportunity to develop new skills . Third factor – with the right destination and activities a trip may also be physically calming and reduce stress level. Visiting family and friends in other country was also recognized as a travel motivation. Meeting new individuals in various settings was another driving factor (Osman, Brown, & Phung, 2019). People would rather meet and encounter other people than stay at home and learn about them through the media. Another motivation is proving themselves and family members that they can do anything. Push their limits through adventurous travel was also recognized as a travel motivation and the final one – ‘‘life is short’’ and that the things that could be done today, might not be possible for tomorrow, this last motivation is called ‘‘do it today’’ and all travelers could relate to the proverb ‘‘life is brief’’. Pull factors play a big role in motivation to choose travel destination (Nikjoo & Ketabi, 2015). Two aspects were highlighted by (Crompton J. , 1979) of destination attributes that stimulate demand: novelty and education. The definition of novelty in the tourist industry is the ‘‘extent to which an experience varies from a person’s expectation’’ (Ma, Gao, Scott, & Ding, 2013). The words unpredictability, pleasure, surprise, sensation, and joy are often used to describe novel tourism experiences (Ortony, Clore, & Collins , 1988; Scherer, 2013; Mitas & Bastiaansen, 2018). Novelty is thought to be a motivating factor before behavior (Berlyne, 1970; Duman & Mattila, 2005; Barto, Mirolli, & Baldassarre, 2013)), has the ability to reach a peak experience and associated with a variety of complicated, strong and intense feelings (Cloninger, Przybeck, Svrakic, & Wetzel, 1994).

Opportunities for learning is one of the pull factors (Mazzarol & Soutar, 2002). One of the motivation factors is to learn about yourself, culture (Phillips, 2019).

Motivation also is categorized in ways as (Khan, Chelliah, & Ahmed, 2017):

1. Socio-psychological
2. Physical
3. Cultural
4. Interpersonal
5. Prestige

Socio-psychological motivation affects on travels positive attitude and helps to find the place which they want to visit, meanwhile if the traveler has cultural motivation, he/ she is trying to find out what cultural destinations he/ she can visit. Prestige motivation is for those travelers who seek to have the social standing, it is for their ego and personal development, such travelers love to talk about their life to make people feel jealous and because of that after they arrive to their own country, they start to talk about their journey with everyone who they meet and know, they are trying to impress others with their experiences and adventures. Those travelers who has physical motivations they are seeking for the relaxation and rest, pleasure, meanwhile interpersonal motivation is for those, who love meeting new people, communicate, escape from daily life or visit family members in another country (Khan, Chelliah, & Ahmed, 2017).

It is interesting that for solo travelers is found types of travelers (Laesser, Beritelli, & Bieger , 2009):

Single-solo travelers: Travelers who live alone and travel alone

Single group: Lives with one person and travels with another group or person.

Collective-solo: Does not live alone, travels alone

Collective-group: Such travelers are from the family, who love traveling with the relatives or family members, but collective-group prefers to travel without family and be with another group.

Those people who want to change their lives, social structures became solo travelers. For those people who wants to plan and make decision without asking anyone, or for those who are interested in culture, history and museums solo traveling is the great opportunity for them, because some of their friends may do not like museums and do not to visit it on their holidays, such situation may cause problems and one of them or both feel confused and stressed (Laesser, Beritelli, & Bieger , 2009). So one of the motivation for solo travelers is that they can travel freely,

organize and plan their destinations by themselves, do the activities which they wanted to do and they do not have to ask others about their opinion, they like being independent. Such travelers have push motivations – They need to explore new cultures and to feel that they are independent (Osman, Brown, & Phung, 2019). Studies have shown that there are leisure travel motivations (Dann, 1997): Anomie and ego-enhancement. We have anomie motivations when we want to escape from the routine and ego-enhancement is the motivation which makes people to think about themselves in better way and maintains self-esteem. In those studies, for leisure travel is recognized motivators are sunny places, communicable local people, and culture. Such places create feeling that you are free, finally escaped from the routine (Jogaratnam, 2006). Solo travelers tend to find the place where they will be safe, if they find out that traveling to some destinations has a risk, he / she will change the mind and of course the destination (Chung, Baik, & Lee, 2016). When solo travelers are trying to find out the information about destination, transportation, accommodation, entertainment, restaurants they are starting to find good tourist companies which give the opportunity to find any information for the destination which tourist wants to visit. Even solo travelers are sorted in two ways (Mehmetoglu & Graham, 2001):

1. By default
2. By choice

Solo travelers who travel by default do not want to travel alone but they do not have any other choices, they would like to travel with their friends, partner, or family members, while those solo travelers who travel by choice are free, they are feeling better if they travel alone, without family members, partner and friends, they seek to be free (Mehmetoglu & Graham, 2001; Osman, Brown, & Phung, 2019). Traveling alone is not as easy as we think. Being alone means that you love yourself so much that you can stand loneliness. As they travel alone, they do not have any other responsibilities, to safe others, look after of friends and etc. They just have to take care of themselves, and it make sense why they choose to be alone. Loneliness affects on people in different ways, it depends on as internal as external factors, how they self-esteem, if they have lack of confidence in themselves, they will have problem (Myers, 2018). Research from the past has also revealed that solo travelers may have social motivations for going out on their own, including a desire to interact with locals and other tourists (Osman, Brown, & Phung, 2019; Bianchi C., 2015).

Being alone has disadvantages and advantages. First of all the advantage of loneliness is that you have freedom, you can find new skills in yourself, your creativity will be developed. Such advantages give the opportunity to feel better and because of those feelings solo travelers have

desire and motivation to travel alone (Bradshaw, 2018). Disadvantages of being alone is that you are without friends, family and this feeling may cause depression, which than causes low confidence and in the end your mental health will be disordered (Firestone, 2019). Even solo travelers have 2 types: Solo tourists, they prefer to take a break, go to cruise, and have their winter season holidays in warm countries to feel the sunshine and rest, while single solo travelers have vacation with their family members and friends, such travelers are free in choosing (Heimtun & Abelsen, 2013).

Turned out that solo travelers are younger, and they do not have enough money to spend, but they were smarter and interested in cultural destinations. Such solo travelers are not interested in going to the malls and spending their money in such places, they prefer to see sightseeing or go to the museums to study new things and explore (Abbasian , 2018).

As for the people who seek the information it become easier because nowadays people started to share their experiences and give feedback and advise where to go, what to visit, eat and how to have new experiences from those places. It seems that WOM and online platforms work well (Karagoz, Isik, Dogru, & Zhang, 2020). Those persons who had past experiences and shared their knowledge to others affects on the decision-making process for the travelers. If tourist visited place and he / she liked it, had great experience, good memories, gained new skills, knowledge, he/ she will have the desire to return back and visit same place (Huang & Hsu, 2009). But that is not all, they come back to visit cultural destinations when they are satisfied with the services which for example gave museum, or hotel, or restaurant and if the traveler is delighted he / she will even promote the place, tell others to visit, post in social media in some groups or blogs, forums (Vareiro, Ribeiro, & Remoaldo, 2018).

1.3 Push motivation factors that influence solo travelers to visit cultural destination

Novelty seeking. Novelty is the process of experiencing or coming across something that is not commonly encountered (Barto, Mirolli, & Baldassarre, 2013). The theory of novelty seeking offers a more solid theoretical grounding for understanding traveler decision behavior (Babu & Bibin, 2004; (Bello & Etzel, 1985; Zuckerman, 1971). Novelty travel was defined as a journey highlighted by unexpected and novel experiences that are distinct from previous life experiences (Faison, 1977). In the context of tourism, novelty is known as an experience deviates from a person's expectations (Ma, 2013). In order to comprehend the travel reasons and visitor typology, the associated notion of novelty-seeking is used (Cohen, 1972; Farias, Aguiar, & Melo, 2014; Crompton, 1979; Dann, 1997; Chon, 1989). It is generally acknowledged that travelers make key

decisions based on novelty (Petrick, 2002). A person is craving for excitement, pleasure, or novelty. People may travel in order to have fresh and distinct experiences. The few empirical research that attempted to shed light on the motivations of tourists generally identified novelty seeking as a primary motivation (Lee & Crompton, 1992). Novelty seeking, refers to the primary motivation for traveling being to seek out something they have never experienced before, was a key factor of travel intention (Jang S. , Bai, Hu, & Wu, 2009). Also (Pearce & Lee, 2005) discovered that novelty seeking was one of the most crucial and fundamental motivational variables. Recent research has indicated that unique encounters can elicit powerful emotions and improve attention, which in turn increases the experience's capacity for memory (Skavronskaya, Moyle, & Scott, 2020).

Autonomy. One of the push motivation factors that influence on solo travelers is autonomy. The main motivation is that solo travelers need to push themselves beyond their comfort zone, which develops autonomy feeling and independence (Wilson & Little, 2008). The philosophy of independence, autonomy, and freedom lies at the heart of independent travel. The traveler develops an independent, self-reliant sense of self during the voyage (Philips , 2019).

Knowledge. Numerous research point to the desire to learn as a driving factor for travel (Crompton J. , 1979; Calatone & Johar, 1984; Dann, 1997; Etzel & Woodside, 1982; Goodrich, 1977; Woodside & Jacobs, 1985). In order to learn about the host culture, there is an educational motivation. This motivation may take the form of a desire to visit historical sites, engage in cultural activities, or communicate with members of the host culture (Fisher & Price, 1991).

Travelers are willing to look up tour information, learn about the destination's culture, and other information, according to a recent study by (Lee, Jeon, & Kim, 2011).

Escape. In general, travelers are drawn to seeking out activities that offer independence, escape, and enjoyment (Wilson & Little, 2005). Anthropologists believe that travelers are driven to seek out authentic experiences in order to escape the monotony of daily life (MacCannell, 1977). By (Mannell & Iso-Ahola, 1987) Theorize that one of the main reasons people travel for is to get away from their daily routine and stress. Various scholars categorize the escape motivation along dimensions like: escaping normal obligations, escaping from comfort, and escaping urban stress (Crompton, 1979; Hollander, 1977; Lounsbury & Hoopes, 1985; Woodside & Jacobs, 1985, Osman, Brown, & Phung, 2019, Seow & Brown, 2018). Travelers are able to evade daily stressors and routines because to these variances (Crompton, 1979; Michael, Nyadzayo, & Mich, 2020;).

Social interaction. Research from the past has also shown social incentives for solo travel, in which individuals desire to interact socially with locals and other travelers (Bianchi, 2016; Laesser, Beritelli, & Bieger, 2009; Osman, Brown, & Phung, 2019). According to the concept of "solo but not alone" (Osman, Brown, & Phung, 2019) social interactions, such as meeting other travelers, conversing with locals, and getting compassion from strangers, are important drivers and advantages of solo travel. By author (Bianchi, 2016) social connection was noted as major factor in lone travelers' satisfaction and a source of suggested tourism firms provide single travelers socially-oriented activities. Travel for pleasure may encourage a person's need for social interaction or affiliation (Tinsley & Kass, 1978). Travelers with social motivations may view their getaway as an opportunity to socialize and form long-term or short-term relationships (Crompton, 1979). Some visitors look for opportunities to interact with friends or relatives who are part of their travel party, who are locals, or who are both (Lounsbury & Hoopes, 1985; Woodside & Jacobs, 1985; Crompton, 1979). On the other hand (Cohen, 1972; Crompton, 1979; Schul & Grompton, 1983) described the trip motivation as a desire to engage with locals of the cultural environment. (Cohen, 1972) suggests that some travelers enjoy the thrill and full strangeness of coming into contact with unfamiliar people.

1.4 Pull motivation factors, attitude and desire impact to intention to travel

Safety. (Anshul, 2015) defined awareness of travel risk as the worry, attention, and response of tourists to safety. Another issue that has frequently come up in prior studies on solo travel is safety concerns. The majority of studies concurred that women are predisposed to feel a higher risk when traveling alone. For instance, the number one concern for female travelers traveling alone is the fear of sexual harassment (Jordan & Aitchison, 2008; Seow & Brown, 2018; Su & Wu, 2020). By (Bianchi, 2016) extends the finding to male solo travelers who expressed vulnerability and worries about their safety while traveling alone. (Chiu & Lin, 2010) as well as (Zheng, 2003) inadequate health information and a lack of health awareness increase travel risk at popular tourist spots, leaving visitors helpless to defend themselves against unforeseen crimes. Additionally, when tourists believe a destination is unsafe to visit or go to, they tend to cancel their trip plans, especially women and the elderly. Also (Huang, Dai, & Xu, 2020) discovered that safety is taken into account when travelers make decisions. Moreover, (United, 2020) created several guidelines, including building trust through safety and security in all aspects of tourism operations at tourist destinations, such as historical sites, online payment at hotels, border security, and airline boarding, as well as the adoption of "new norms" to improve the safety and security of travelers.

Cultural attraction. Solo travel entails experiencing and learning about various cultures and lifestyles. This involves taking in the local gastronomy, going on excursions, and attending events. Travelers seek for fresh experiences and knowledge in addition to seeing various locations. They are also interested in discovering various worldviews. One of the main reasons people travel alone is to discover the local culture because it allows them to have more individual experiences (Chiang & Jogaratnam, 2006).

Interest to visit cultural destination can be strait or broad, some of the people love to travel to cultural destination because of adventures and seek to communicate with the local people. When you communicate with the local people you are finding out those places or part of the culture history or even values, which is not written in the books, Google and tourist companies can not give such information, so communication with the local ones means that you are going into the deep of the culture, but of course there are cases when choosing destination place depends on individual and their experience. Also, tourists who are on cultural holidays would like to go to museums and art places, find out the history of that country, while another kind of tourists want to spend their time on the seaside, have activities there like sunbathing or even surfing and they do not want to do any cultural activities. Writings has shown that people who are more educated, making more money, are interested in culture (Tur, Navarro, & Sabater, 2017).

1.5 Attitude, desire, and intention to solo travel

Attitude. It has been discovered that attitudes influence and predict a wide range of behaviors. Attitudes are essential psychological constructs because they are relatively stable and persistent evaluative judgments about an item (Kraus, 1995). An individual's intention to engage in the behavior will typically be stronger the more positive their attitude toward it is (Ajzen, 2001). In our case, the behavior will be intention to solo travel.

One of the fundamental concepts for comprehending tourist motivation and behavior is attitude (Gnoth, 1997). An attitude is "a taught inclination to respond in a consistently positive or negative manner with respect to a given object," according to (Fishbein & Ajzen, 1975). (Gnoth, 1997) highlights the connection between motivation and attitude by suggesting that a tourist's attitude toward an object is influenced by his or her felt requirements and value system.

Desire. Desire was proposed as a key element in the motivational process that helps to explain decision-making (Perugini & Bagozzi, 2001). Desire is thought to be the factor that predicts intention the most accurately, and it has a favorable relationship with behavioral intention

(Perugini & Bagozzi, 2001; Han & Ryu, 2012) As a result, desire is described as a motivational component that is necessary to provide context for an individual's intentions (Song, You, Reisinger, & Lee, 2014; Lee, Song, Bende, Kim, & Han, 2012).

Intention. Behavioral intention is the probability that an individual will really carry out a specific behavior (Liu & Jang, 2009; Rashid, N.R.N., & Kassim, 2009). The behavioral intention has been linked to travel intention, visit intention, desire, and intention to promote in tourism literature (Nik, et al., 2019) The word "travel intention" literally emphasizes one's dedication or goal to travel. A mental process that results in action and converts motivation into conduct produces the mental process of travel intention. In other words, intention plays a crucial role as a bridge between motivation and subsequent travel behavior (Billy & Clark, 2009). Additionally, a person's intention to travel is the outcome of their mental process, which influences their actions and transforms motivation into behavior or action (Karagoz, Isik, Dogru, & Zhang, 2020). The visitors' measure of destination assurance; possible barriers that could change how they react and possibly influence their desire to travel (Yun, MacDonald, & Hennessey, 2012). Coherent and emotive circumstances also influence how people behave when on vacation. Another way to say it, conduct toward a destination is frequently influenced by psychological and functional factors, which results in travel intention. Given the extensive discussion and widespread acceptance of motives in the research of travel motivation, it is easy to determine tourist intentions (Mohamed & Othman, 2012; Mody, Day, Sydnor, Jaffe, & Lehto, 2014; Naidoo, Ramseook-Munhurrun, Seebaluck, & Janvier, 2015).

Travel intention has three components (Baloglu, 2020):

1. Traveler's perceptivity / psychological and emotional appraisal;
2. Quantity and sort of the information sources which was used;
3. Socio-Psychological travel motivation.

Travelers are getting a lot of information about the destinations before they go there. Quantity and sort of the information sources which was used will affect on the traveler's intention (Chu & Luckanavanich, 2018). Finding out travelers' intention is important part, because it affects on decision which place to visit and in which period of time where to go, which country to visit, go on solo travelling or with friends and relatives (Hashmin, Noor, Awang, Aziz, & Yusoff, 2018). It seems that nowadays eWOM works good as well in tourism. In this industry eWOM is very powerful. Tourists are hang on the eWOM information and they are making their decisions from it. eWOM and travel intention are remarkable for each other (H. & M., 2015).

People started to find out the information from the strangers and trust their experiences. For fulfilling the desire to visit the destination and to make plan for travelling, tourists are trying to find the information in social media, forums, blogs, they are not shy to ask strangers about their opinion (Ahmad, Hamad, Raed, & Maram, 2019). Risks are playing a big role also in decision making process and intention to travel, if the risk is higher in the country which they want to visit, their decision will be changed (Khan, Chelliah, & Ahmed, 2017).

Perugini & Bagozzi (2001) introduced the MGB - Model of Goal-Directed Behavior , which retains all of the original TPB - The Theory of Planned Behavior variables while redefining their function as indirectly influencing behavioral intention through desire. (Taylor, 2007) demonstrated that by integrating additional factors as an extended MGB, the MGB may explain variation in intention and behavior in a specific environment. MGB has been used to investigate the connection between visit intention's for hard adventure travel and their feelings towards it (Bui & Kiatkawsin, 2020). In the MGB, attitude toward an activity indirectly influences intention through desire (Leone, Perugini, & Ercolani, 2004; Perugini & Bagozzi, 2001; Prestwich, Perugini, & Hurling, 2008). It has been asserted that desire will more accurately anticipate a person's intention the greater the motivational components that are inherent in it. Although commitment to engaging in a particular activity may stem from desire, there are a variety of other antecedents, reasons, or beliefs that can also be helpful in understanding intentions (Perugini & Bagozzi, 2001). Numerous research in the literature on tourism have discovered a favorable connection between desire and intention (Kim, Hall, Lee, & Song, 2019; Lee S. , Song, Lee, & Petrick, 2018; Meng & Choi, 2016; Song H. , Lee, Reisinger, & Xu, 2017). Furthermore, (Lee C.-K. , Song, Bendle, Kim, & Han, 2012) and (Song H. , Lee, Kang, & Boo, 2012) discovered using the MGB that desire mediates the relationships between the MGB and behavioral intention.

2. METHODOLOGY OF THE EMPIRICAL RESEARCH ON THE INFLUENCE OF MOTIVATIONS ON SOLO TRAVELERS INTENTION TO VISIT CULTURAL DESTINATION

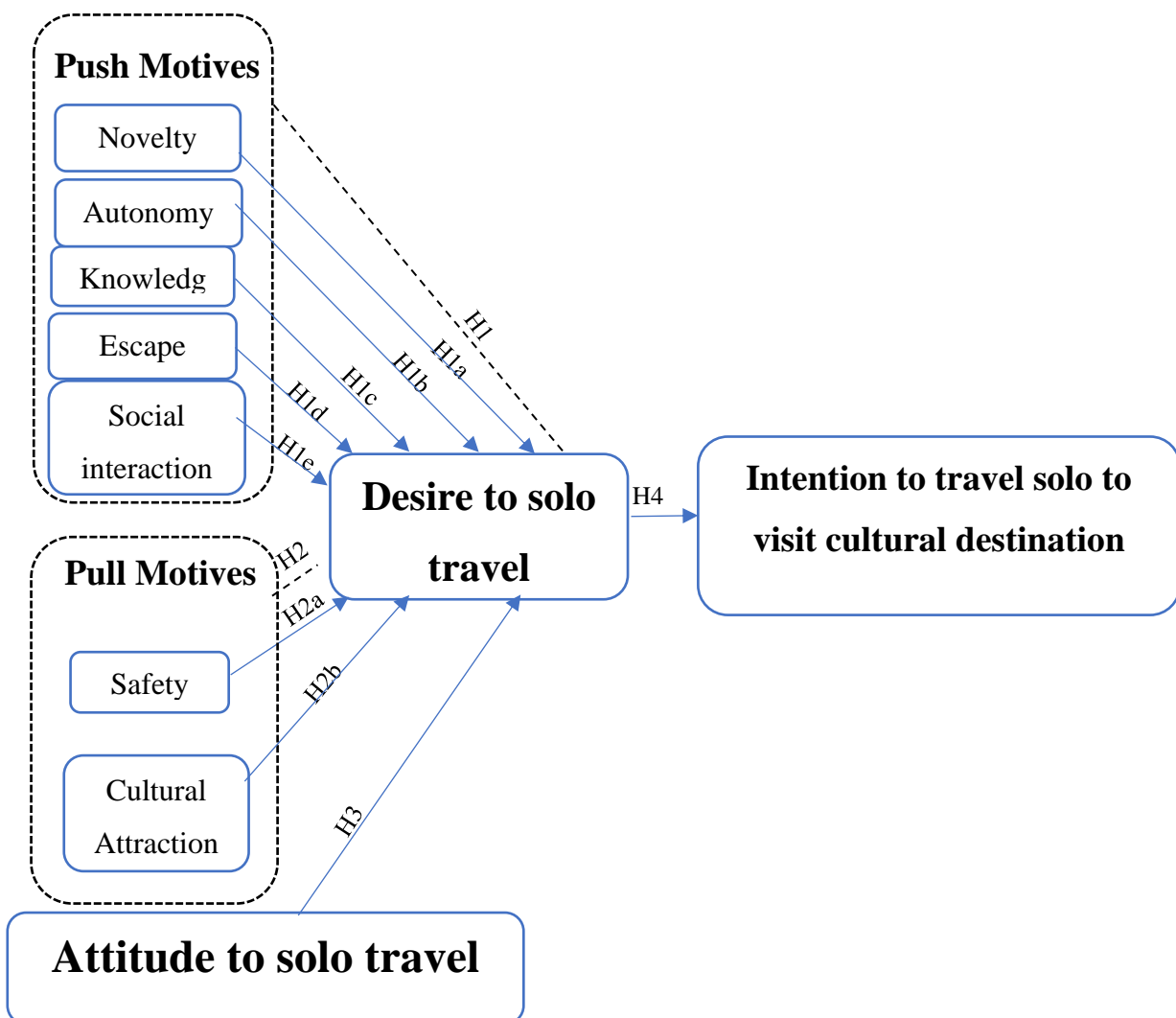
2.1 The purpose of the research, hypothesis and research model

As noted in the literature review, there are many articles on push motives, but it is not clear what motivates solo travelers to travel alone. Thus, this paper unravels the idea of examining to what is the motivation for solo travelers.

The aim of the paper is to find out what are the driving motives for solo travelers, how push and pull factors influence solo travelers and what role plays attitude and desire.

Factors are represented in the Research model (See figure 1) by the author.

Figure 1. Research model by author



H1: Push motivation factors positively influence the desire to solo travel.

H1a ‘Novelty’ factor positively influences the desire to travel solo.

H1b ‘Autonomy’ factor positively influences the desire to travel solo.

H1c ‘Knowledge’ factor positively influences the desire to travel.

H1d ‘Escape’ factor positively influences the desire to travel solo.

H1e ‘Social interaction’ factor positively influences the desire to travel solo.

H2: Pull factors positively influences the desire to travel solo.

H2a ‘Safety’ factor positively influences the desire to travel solo.

H2b ‘Cultural attraction’ factor positively influences the desire to travel solo.

H3: Attitude has a positive effect on desire to travel solo.

H4: Desire to solo travel has positive influence on intention to travel solo to visit cultural destination.

2.2 Research design and population, sampling method

In this part will be provided the instrument of the research – questionnaire with close ended questions and only age is open ended. Questionnaire will have two parts, first will be about measured constructs and second will be demographic. Based on comparing data collection with previous studies, it was decided to conduct a quantitative method – survey, online questionnaire. It will be based on existing scales. Reasons for that are the affordability of the surveys, flexibility for collecting big amount of data and the ability to target participants from different regions of Georgia.

It was decided to choose the category of people over 18 years old. This choice was made because under 18 years old young people can’t travel alone without their parents or adults, they can’t make their own decision and aren’t rational. Population of Georgia is 3,7 Million people, but as we choose the category over 18 years, from the research it’s - 2,817,671 (World Population Review, 2022). The formula of Dikćius, 2005 was used to calculate required size of respondents.

Where:

N - required sample size

z - standard error associated with the selected level of confidence

p - estimated share of the population

e - valid sampling error

$$N = \frac{z^2 p(1-p)}{e^2}$$

Confidence level for this study will be 95%. Additionally, for this case standard error – Z is 1.96 and acceptable sample error - e = 5% (0.05) was chosen. After inserting these numbers in the formula calculated necessary sample for this study, which is n=385. In thus, 385 respondents will be from Georgia.

2.3 Designing a Questionnaire

In the study, impact of push and pull factors were observed on motivation to visit cultural destination. The most appropriate to identify motivation is to use a Likert scale with the rating from ‘strongly disagree’ to ‘strongly agree’ for opinion measurement. Consequently, factors scale is needed to adequately prove the impact of each chosen factor on motivation. Moreover, Cronbach Alpha of these scale should be more than 0.6 to indicate reliable factors. Chosen measurements are represented below (See Tables 1-10).

Table 1 Development of measurement for push factor Novelty (adapted from Jang, Bai, Hu , & Wu, 2009).

No.	Original scale item	Modified scale item
1.	I like to visit foreign cultures	I like to visit foreign cultures
2.	I like to experience different cultures and different ways of life.	I like to experience different cultures and different ways of life.

3.	I like to see how other people live	I like to see how other people live
4.	I want to see the things that I don't normally see.	I want to see the things that I don't normally see.
5.	I attend cultural events that I don't have access to at home.	I attend cultural events that I don't have access to at home.
6.	There are some places I have always wanted to visit.	There are some places I have always wanted to visit.
7.	I like to do the same things that the people there do	I like to do the same things that the people there do

Table 2 ‘‘Autonomy’’ adapted from Filep & Greenacre, 2007.

No.	Original scale item	Modified scale item
1.	Being obligated to no-one	I like to be obligated to no-one
2.	Doing things my own way	I like to do things my own way
3.	Being independent	I like to be independent
4.	Exploring the unknown	I like to explore the unknown

Table 3 ‘‘ Knowledge’’ adapted from Hanaa, Lorraine, & Thi Minh Tra, 2019.

No.	Original scale item	Modified scale item
1.	Gain new knowledge	I want to gain new knowledge
2.	Experience what it is like to be in different place in the world	I want to experience what it is like to be in different place in the world

Table 4 ‘‘ Escape’’ adapted from Michael, Nyadzayo, & Mich, 2020

No.	Original scale item	Modified scale item
1.	Escape from the general residential place	I want to escape from the general residential place
2.	Escape from the lack of social interaction in the home environment	I want to escape from the lack of social interaction in the home environment
3.	Escape from the pressures of daily life	I want to escape from the pressures of daily life
4.	Escape from the cultural restrictions and family bonds	I want to escape from the cultural restrictions and family bonds

Table 5 ‘‘ Social interaction’’ adapted from Michael, Nyadzayo, & Mich, 2020.

No.	Original scale item	Modified scale item
1.	To make new friends	I want to make new friends
2.	To have fun with new people	I want to have fun with new people
3.	To indulge in social parties and events	I want to indulge in social parties and events

Table 6 ‘‘ Safety ‘‘ adapted from Mohammad, Shankar, & Sa, 2017.

No.	Original scale item	Modified scale item
1.	Food safety in India	Food safety is important to me
2.	Epidemic diseases in India	Epidemic diseases are important to me
3.	Crime (theft, robbery, pickpockets) in India	Crime activity (theft, robbery, pickpockets) is important to me

4	I worry about terrorism in India	Terrorism activity is important to me
5.	Traveling involves too much risk	I think traveling involves too much risk

Table 7 ‘‘ Cultural Attraction’’ adapted from Medarić & Ejupi, 2022.

No.	Original scale item	Modified scale item
1.	I like to visit museums and galleries on my travels.	I like to visit museums and galleries on my travels.
2.	I like to try local food on the trip.	I like to try local food on the trip.
3.	I love getting to know the culture and way of life of other people and nations.	I love getting to know the culture and way of life of other people and nations.
4	I like to see the sights at the destination.	I like to see the sights at the destination.
5.	I like to take part in cultural and entertainment events on my travels	I like to take part in cultural and entertainment events on my travels

Table 8 ‘‘Attitude’’ adapted from Lee, et al., 2020.

No.	Original scale item	Modified scale item
1.	Visiting Hanok in the village is a positive behavior	Solo traveling is a positive behavior
2.	Visiting Hanok in the village is a beneficial behavior	Solo traveling is a beneficial behavior
3.	Visiting Hanok in the village is a valuable behavior	Solo traveling is a valuable behavior

Table 9 ‘‘Desire’’ adapted from Lee, et al., 2020.

No.	Original scale item	Modified scale item
1.	I desire to visit Hanok in the village for my cultural experiences	I desire to travel solo to cultural destination
2.	I hope to visit Hanok in the village for my cultural experiences	I hope to travel solo to cultural destination
3.	I wish to visit Hanok in the village for my cultural experiences	I wish to travel solo to cultural destination

Table 10 ‘‘Intention to travel solo visit cultural destination’’ adapted from Jalilvand, Ebrahimi, & Samiei, 2013.

No.	Original scale item	Modified scale item
1.	I predict I will visit Iran in the future	I predict I will visit solo cultural destination in the future
2.	I would visit Iran rather than any other tourism destination	I would like to visit solo cultural destination rather than any other tourism destination
3.	If everything goes as I think, I will plan to visit Iran in the future	If everything goes as I think, I will plan to visit solo cultural destination in the future

2.4 Data collection and preparation

An online questionnaire was created in google form for only this study. English was chosen as the language of communication with the respondents. The questionnaire will be spread among Georgians, mainly in Facebook and friends who helped to share the questionnaire through Facebook. After collecting the data, it will be used IBM SPSS to identify the relationships between the factors. Firstly Factor analysis will be used to create group of variables, after that will be

conducted reliability test and multiple regression analysis. Frequencies is also interesting part in this study.

3. EMPIRICAL ANALYSIS OF THE INFLUENCE OF MOTIVATIONS ON SOLO TRAVELERS INTENTION TO VISIT CULTURAL DESTINATION

3.1 Sample and measures

As it was described in methodological part, the online survey was conducted to examine the influence of motivations on solo travelers' intention to visit cultural destination in Georgia. Data was collected from December 1st to December 19th and IBM SPSS Statistics 25 was used for analysis of collected data. Questionnaire was created in Google Forms and was spread via social networks, mainly via Facebook and mutual friends were helping to share and reach as many as we could. Before the calculations it was decided to present respondents information. The total amount of respondents was 389. The survey was held online and the requirements for participants was the ability to understand and answer the questions on English and be older than 18. This decision was taken because children under the age of 18 are unable to travel independently without their parents or other responsible adults, also they are irrational and are unable to make rational choices. In the beginning of the questionnaire respondents were asked if they would feel confident to answer the questions in English, after that, respondents were asked about the travel preferences. In Table 1, it can be clearly seen that 31.4 percent of the respondents (122 respondent) prefer to travel with friends, 28 percent of respondents prefer to travel solo (109 respondent), 21.3 percent of respondents prefer to travel with their friends (83 respondent). For further information please see Table 11.

Table 11. Sample structure based on travel preferences.

Travel Preferences	Frequency	Percent	Valid Percent	Cumulative Percent
In group	23	5.9	5.9	5.9
Solo	109	28.0	28.0	33.9
With family	83	21.3	21.3	55.3
With friends	122	31.4	31.4	86.6
With partners	52	13.4	13.4	100.0
Total	389	100.0	100.0	

Additional demographic questions were included in the study to provide a more complete picture and accurate analysis. Everyone who responded was asked to share their demographic

information. In the Table 12, it can be clearly variable that 52.7 percent of respondents are female (205 respondents) and 47.3 are male (184 respondents).

Table 12. Sample structure based on gender.

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	205	52.7	52.7	52.7
Male	184	47.3	47.3	100.0
Total	389	100.0	100.0	

The next demographic aspect was related to the age of respondents. Based on the data obtained during the research which are illustrated in Table 3, it can be concluded that vast majority of respondents are in the range of 22-25 and their percent is 33.93 (132 respondents). On the second place are aged 26-29 years old respondents, which is 19.54 percent (76 respondents). On the third place are aged 30-35 years old respondents, which is 19.02 (74 respondents). Fourth is 15.42 percent, respondent's year is 40 and over (60 respondents). For further information about age please see Table 13.

Table 13. Sample structure based on age.

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-21 years old	35	9.00	9.00	9.00
22-25 years old	132	33.93	33.93	42.93
26-29 years old	76	19.54	19.54	62.47
30-35 years old	74	19.02	19.02	81.49
36-39 years old	12	3.08	3.08	84.57
40 and over	60	15.42	15.42	100.0
Total	389	100.0	100.0	

Another demographic question was addressed to respondents regarding their income. Based on the research results, it can be concluded that 23.4 percent have incomes in the range 2001\$-3000\$, 33.4 percent have incomes in the range of 1501\$-2000\$, and this group of respondents is the biggest one. More information regarding the respondent's income can be visible in the Table 14.

Table 14. Sample structure based on the income.

Income (Monthly)	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1000\$	77	19.8	19.8	96.1
1001\$-1500\$	76	19.5	19.5	19.5
1501\$-2000\$	130	33.4	33.4	53.0
2001\$-3000\$	91	23.4	23.4	76.3
More than 3001\$	15	3.9	3.9	100.0
Total	389	100.0	100.0	

The next demographic aspect was related to the marital status. Based on the data obtained during the research which are illustrated in the Table 15. It can be concluded, that the vast majority of respondents are single 65.3percent (254 respondents), 15.7 percent of the respondents are in a relationship (61 respondents), 11.1 percent is divorced (43 respondents) and 8 percent is married (31 respondents).

Table 15. Sample structure based on the marital status.

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Divorced	43	11.1	11.1	11.1
In a relationship	61	15.7	15.7	26.7
Married	31	8.0	8.0	34.7
Single	254	65.3	65.3	100.0
Total	389	100.0	100.0	

In the Table 16 is presented employment status. Based on the research results, 84.3 percent is employed (328 respondents). For more information about employment status is visible in the Table 16.

Table 16. Sample structure based on the employment status.

Employment status	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	328	84.3	84.3	84.3
Student	45	11.6	11.6	95.9
Unemployed	16	4.1	4.1	100.0
Total	389	100.0	100.0	

In the Table 17 we can see that major of the respondents has bachelor’s degree – 68.1 percent (265 respondent) and 16.7 percent of the respondents has master’s degree (65 respondents).

Table 17. Sample structure based on the education status.

Education status	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor degree	265	68.1	68.1	68.1
College	15	3.9	3.9	72.0
Doctorate/PHD	14	3.6	3.6	75.6
High school	30	7.7	7.7	83.3
Master’s degree	65	16.7	16.7	100.0
Total	389	100.0	100.0	

Factor analysis

Before starting reliability tests and regression analysis it was decided to be done factor analysis because of the big data. The fundamental goal of the factor analysis is to condense the data into a form that makes correlations and patterns simple to read and comprehend (Yong & Pearce, 2013). Large datasets that consist of several variables can be reduced by observing “groups” of variables (Fan, Han, & Liu, 2014). In the beginning I had 10 components. After the results, it was decided to remove “I like to do things my own way”, it’s in three groups and negative, which is Autonomy2. After removing Autonomy2 we can see that Autonomy 1 “I like to be obligated to no-one” has negative, so it was decided to remove Autonomy1. After removing “I like to be obligated to no-one”, Autonomy3 appeared that got blank. It was decided to remove “I like to be independent” – Autonomy3. After removing Autonomy3 it was decided to remove “I want to

escape from the cultural restrictions and family bonds” – Escape 4, because it had negative. After removing Escape 4 “Food safety is important to me”– Safety 1 got negative and is in 3 groups. It was decided to be removed. Safety 3 “Crime (theft, robbery, pickpockets) is important to me” is blank and it was decided to be removed. After removing Safety 3, Escape 1 got blank “ I want to escape from the general residential place” and it was decided to be removed. Because of the negative, Novelty 7 “I like to do the same things that the people there do” it was decided to be removed. Removing Novelty 7, Knowledge 1 got negative “I want to gain new knowledge”. It was decided to be removed. Autonomy 4 “I want to explore the unknown” had blank and it was decided to be removed. that Safety 2 “Epidemic diseases are important to me” has two negatives and it’s been removed from the table. Safety 4 “ Terrorism activity is important to me” had blank and it was decided to be removed. Safety 5 “ I think traveling involves too much risk” was decided to be removed. After that it was chosen to remove Escape 4 “I want to escape from the lack of social interaction in the home environment”. Because of the variables escape 4 and escape 5 there was no space for “Social interaction”. Cultural attraction 5 “like to take part in cultural and entertainment events on my travels” has been removed. After that was removed Knowledge 2 “ I want to experience what it is like to be in different place in the world”. In the final part blank Escape 3 “ I want to escape from the pressures of daily life” was removed. Final results can be seen in the Table 18.

Table 18. Factor analysis for 6 components results without Escape 3 “ I want to escape from the pressures of daily life”.

	1	2	3	4	5	6
I like to visit foreign cultures	.845					
I like to experience different cultures and different ways of life.	.833					
I like to see how other people live	.831					
I want to see the things that I don’t normally see.	.802					
I attend cultural events that I don’t have access to at home.	.763					
There are some places I have always wanted to visit	.691					
I want to make new friends					.739	
I want to have fun with new people					.623	
I want to indulge in social parties and events					.660	
I like to visit museums and galleries on my travels.		.910				
I like to try local food on the trip.		.914				
I love getting to know the culture and way of life of other people and nations.		.929				
I like to see the sights at the destination.		.908				

Solo traveling is a positive behavior						.588
Solo traveling is a beneficial behavior						.617
Solo traveling is a valuable behavior						.646
I desire to travel solo to cultural destination				.816		
I hope to travel solo to cultural destination				.828		
I wish to travel solo to cultural destination				.820		
I predict I will visit solo cultural destination in the future			.907			
I would like to visit solo cultural destination rather than any other tourism destination			.904			
If everything goes as I think, I will plan to visit solo cultural destination in the future			.907			

With factor analysis it was created 6 groups:

Group 1 – Novelty (Push motivation)

Group 2 – Cultural attraction (Pull motivation)

Group 3 – Intention

Group 4 – Desire

Group 5 – Attitude

Group 6 – Social interaction (Push motivation)

Reliability tests and scales

To make sure the data complies with standards, reliability tests were run on each construct before data analysis. To do this procedure IBM SPSS Statistics 25 was used. (Lavrakas, 2008; Tavakol & Dennick, 2011; Salkind, 2015) It is recommended for Cronbach's alpha (α) to be more than 0.6. Higher values of Cronbach's alpha (α) are 0.90 to 0.95. In this research, the scale Social interaction, push motivation factor has lowest Cronbach's alpha (α), which is 0.797 and the highest Cronbach's alpha (α) is 0.989 and belongs to intention. All results of this procedure are presented in Table 19. See below

Table 19. Cronbach's alpha (α) for research scales.

Scale	Enitial amount of variables	Final amount of variables	Cronbach's alpha (α)
Novelty	7	6	0.923
Social Interaction	3	3	0.797
Cultural attraction	5	4	0.975
Attitude	3	3	0.905
Desire	3	3	0.921
Intention	3	3	0.989

3.2 Analysis of intentions to visit cultural destination

Factor analysis created 6 groups. After that Compute variable was used to combine existing variables and create new for using Regression analysis. Multiple regression was utilized to evaluate the differences and relationships between the dependent and independent variables that were included in the research model, as well as to test the validity of the hypotheses. It was chosen to firstly discus regression analysis, than discuss hypotheses and create new model from it.

3.2.1 Analysis of push-pull factors, attitude and their influence on desire

After conducting reliability analysis and grouping all scales as variables, data was ready for linear regression analysis. Predictors are push-pull factors: Novelty, social interaction, cultural attraction and attitude, residual is desire.

Moreover, the size of the coefficient of determination (R^2) is greater than 0.4, meaning that 45.6 percent of the variance of the dependent variable under study is explained by the variance of the independent variable (See Table 20).

Table 20. Model summary for push-pull motivation factors, attitude and their influence on desire

Model	R	R Square	Adjusted R Square
1	.670 ^a	.456	.453

Analyze of variance (ANOVA) was used to test the significance of regression. As we can see in Table 21 regression is significant ($P < 0.001$), $F = 132.308$.

Table 21. ANOVA for push-pull motivation factors, attitude and their influence on desire

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.026	4	136.506	132.308	.000 ^b
Residual	735.875	384	1.916		
Total	745.901	388			

Table 22. Coefficient for push-pull motivation factors, attitude and their influence on desire

	Unstandardized Coefficients	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	4.454	.585		7.613	.000
Novelty	.331	.066	.349	3.287	.000
Social interaction	.211	.066	.184	2.093	.000
Cultural attraction	.240	.064	.276	2.162	.001
Attitude	.368	.041	.429	3.402	.000

The data showed that the model is significant, since $p < 0.001$ and $F = 132.308$. Additionally, this variable explains 45.6 percent ($R^2 = 0.456$) of influence on desire. Based on the results, which are presented in the Table 22, it can be stated, that push-pull motivation factors (Novelty, social interaction, cultural attraction) and attitude has positive influence on the desire.

3.2.2 Analysis of desire impact to intention to visit cultural destination

To analyze how desire impact on intention to visit cultural destination predictor was chosen to be desire and residual - intention.

In the Table 23 we can see that, R^2 is .194 which means that 19.4 percent of the variance of the dependent variable under study is explained by the variance of the independent variable.

Table 23. Model summary for the desire that influence on the intention.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 ^a	.194	.192	1.44832

Analyze of variance (ANOVA) was used to test the significance of regression. As we can see in Table 24 regression is significant ($P < 0.001$), $F = 72.300$.

Table 24. ANOVA for the desire that influence on the intention.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	159.469	1	159.469	72.300	.000 ^b
Residual	630.675	387	5.005		
Total	910.151	388			

Table 25. Coefficient for the desire that influence on the intention.

	Unstandardized Coefficients	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
(Constant)	5.598	.205		18.089	.000
Intention	.469	.082	.071	8.338	.000

Based on the results, which are presented in the Table 25, it can be stated, that desire has positive influence on the intention ($\beta = 0.469$, $p = 0.000$, $t = 8.338$).

3.3 Discussion and additional findings

The main goal of this research was to determine the main factors which may or may not affect on the influence of motivations on solo travelers' intention to visit a cultural destination. Figure 2 represents the model which was developed after analyzing the data.

Figure 2. New model after analyzing data by

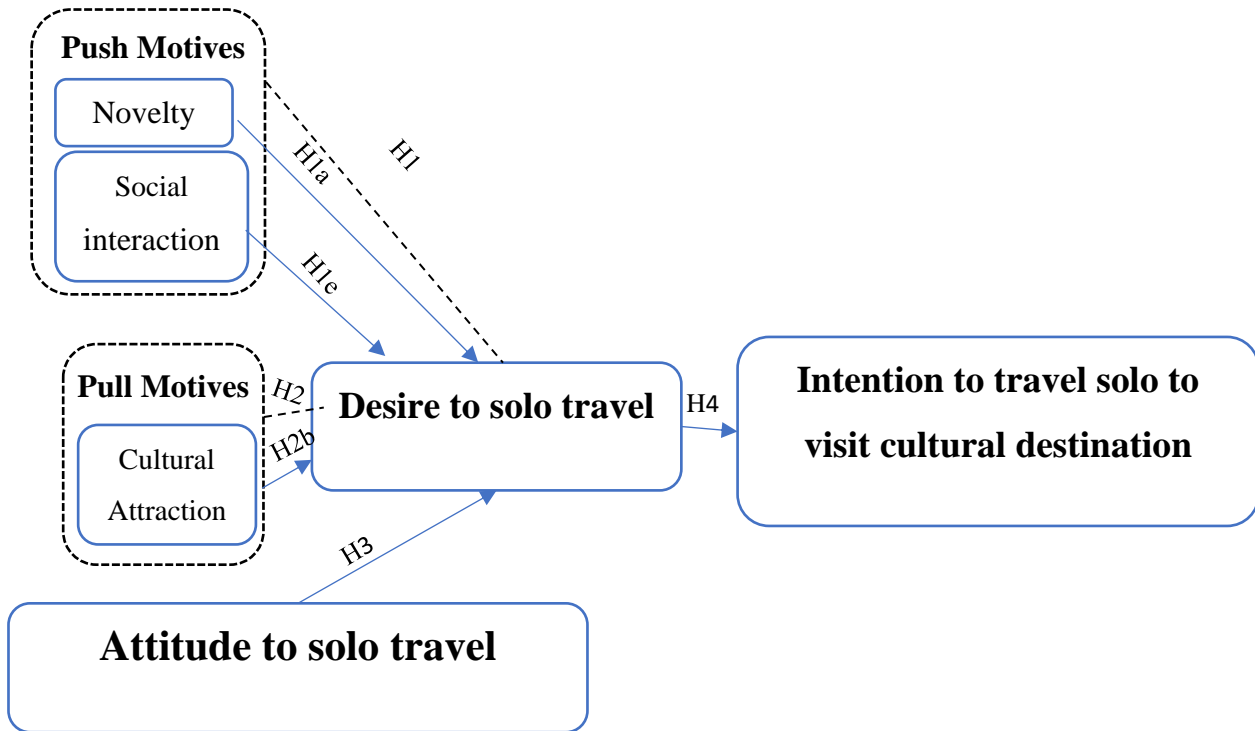


Table 26 shows all hypotheses with rejected and confirmed results.

Table 26. Confirmed and rejected hypotheses results.

Hypotheses	Results
H1: Push motivation factors positively influence the desire to solo travel.	
H1a "Novelty" factor positively influences the desire to travel solo	Confirmed
H1b "Autonomy" factor positively influences the desire to travel solo	Rejected
H1c "Knowledge" factor positively influences the desire to travel.	Rejected
H1d "Escape" factor positively influences the desire to travel solo.	Rejected
H1e "Social interaction" factor positively influences the desire to travel solo.	Confirmed
H2: Pull factors positively influences the desire to travel solo.	
H2a "Safety" factor positively influences the desire to travel solo.	Rejected
H2b "Cultural attraction" factor positively influences the desire to travel solo	Confirmed
H3: Attitude has a positive effect on desire to travel solo.	
H4: Desire to solo travel has positive influence on intention to travel solo to visit cultural destination.	
	Confirmed

The main goal of this study was to find out which motivation factors influence on solo traveler's intention to visit cultural destination. Results of the study indicates, that majority of previously presented hypotheses were confirmed, meaning that push-pull motivation factors influence the desire to solo travel, attitude has positive effect on desire to travel solo and desire has positive influence on intention to travel solo to visit cultural destination. Thus, it can be concluded that factors which are presented in the model are interlinked, therefore impacting one variable in the beginning of the model could impact the last dependent variable, which is intention to travel solo to visit cultural destination. As the problem of the paper was that there were a lot of information about solo women traveler's motivations, but it's not clear what motivates people to travel solo. Travel motivations are crucial to comprehending the primary causes of travel, as previously stated. Finding the underlying patterns of constructs can be done statistically using factor analysis. The study identified that two push motivation factors, one pull motivation factor, attitude and desire has positive influence on the intention to visit cultural destination. In the work of (Billy & Clark, 2009) also was found travel intention is highly influenced by novelty seeking, Cronbach's alpha in (Billy & Clark, 2009) is 0.8. Questions about novelty which was used from (Billy & Clark, 2009) it can be found that 144 respondents agree that they would like to visit foreign cultures, which is 37 percent, 122 respondents strongly agree, which is 31.4, somewhat agrees 52 respondents, 13.4 percent. In conclusion 318 respondent, 71.8 percent would like to visit foreign cultures.

Table 27. Frequencies of novelty, push motivation question – I like to visit foreign cultures

	Frequency	Percent
Strongly Disagree	1	.3
Disagree	17	4.4
Somewhat disagree	25	6.4
Neither agree or disagree	28	7.2
Somewhat agree	52	13.4
Agree	144	37.0
Strongly agree	122	31.4
Total	389	100.0

It is also interesting that 144 respondents from 389, 37 percent strongly agree that they would like to experience different cultures and different ways of life. 28.5 percent of respondents agree on that, also somewhat agrees 75 respondents, it is 19.3 percent. In conclusion 84,8 percent of

respondents would like to experience different cultures and different ways of life (See results in Table 28).

Table 28. Frequencies of novelty, push motivation question – I like to experience different cultures and different ways of life.

	Frequency	Percent
Strongly Disagree	2	.5
Disagree	16	4.1
Somewhat disagree	28	7.2
Neither agree or disagree	13	3.3
Somewhat agree	75	19.3
Agree	111	28.5
Strongly agree	144	37.0
Total	389	100.0

162 respondents from 389, 41.6 percent agree that they would like to see how other people live. 114 respondents, 29.3 percent strongly agree on that, 42 respondents, 10.8 percent somewhat agrees. We can conclude that 81.7 percent of respondents would like to see how other people live. Results can be checked in the Table 29.

Table 29. Frequencies of novelty, push motivation question – I like to see how other people live

	Frequency	Percent
Strongly Disagree	9	2.3
Disagree	4	1.0
Somewhat disagree	34	8.7
Neither agree or disagree	24	6.2
Somewhat agree	42	10.8
Agree	162	41.6
Strongly agree	114	29.3
Total	389	100.0

129 respondents, 33.2 percent agree that they want to see things that they normally do not see. 32.6 percent of respondents (127 respondent) strongly agrees on that, somewhat agrees 69

respondent, 17.7 percent. Thus 83.5 percent of respondents wants to see things that they normally not see. See results in Table 30.

Table 30. Frequencies of novelty, push motivation question – I want to see the things that I do not normally see.

	Frequency	Percent
Strongly Disagree	4	1.0
Disagree	3	.8
Somewhat disagree	30	7.7
Neither agree or disagree	27	6.9
Somewhat agree	69	17.7
Agree	129	33.2
Strongly agree	127	32.6
Total	389	100.0

It is also interesting that 125 respondents, 32.1 agrees they attend cultural events that they do not have access to at home. 29.3 percent, 114 respondents strongly agree on that, somewhat agrees 84 respondent, 21.6 percent. Thus we can conclude that 83 percent of respondents attend cultural events on which they do not have access at home. Results can be seen in Table 31.

Table 31. Frequencies of novelty, push motivation question – I attend cultural events that I do not have access to at home.

	Frequency	Percent
Strongly Disagree	10	2.6
Disagree	8	2.1
Somewhat disagree	36	9.3
Neither agree or disagree	12	3.1
Somewhat agree	84	21.6
Agree	125	32.1
Strongly agree	114	29.3
Total	389	100.0

131 respondents, 33.7 percent agree that there are some places they have always wanted to visit. 115 respondents, 29.6 percent strongly agree on that, 76 respondent, 19.5 percent somewhat agrees. Thus we can conclude that 80.1 percent of respondents have some places, which they always wanted to visit. Please check Table 32 for the results.

Table 32. Frequencies of novelty, push motivation question – There are some places I have always wanted to visit.

	Frequency	Percent
Strongly Disagree	9	2.6
Disagree	0	0
Somewhat disagree	17	4.4
Neither agree or disagree	41	10.5
Somewhat agree	76	19.5
Agree	131	33.7
Strongly agree	115	29.6
Total	389	100.0

In (Michael, Nyadzayo, & Mich, 2020) work Cronbach’s Alpha is 0.856. In my work it was found out that social interaction’s Cronbach’s Alpha is 0.797. Questions was adapted from (Michael, Nyadzayo, & Mich, 2020) and the first question about making friends. 153 respondents, which is 39.3 percent agrees that making new friends is motivation for them, on this somewhat agrees 91 respondent, 23.4 percent and strongly agrees 39 respondent, 10 percent. We can conclude that 72.7 percent wants to make new friends while traveling. See results in the Table 33.

Table 33. Frequencies of social interaction, push motivation question – I want to make new friends

	Frequency	Percent
Strongly Disagree	2	0.5
Disagree	2	0.5
Somewhat disagree	11	2.8
Neither agree or disagree	91	23.4
Somewhat agree	91	23.4
Agree	153	39.3
Strongly agree	39	10.0

Total	389	100.0
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Next one is about having fun with new people. 118 of respondents, which is 30.3 percent, agrees that they want to have fun with new people and 85 strongly agrees on this, 21.9 percent, somewhat agrees 112 respondent, 28.8 percent. We can conclude that 81 percent of respondents wants to have fun with new people. See results in Table 34.

Table 34. Frequencies of social interaction, push motivation question – I want to have fun with new people

	Frequency	Percent
Disagree	2	0.5
Somewhat disagree	8	2.1
Neither agree or disagree	64	16.5
Somewhat agree	112	28.8
Agree	118	30.3
Strongly agree	85	21.9
Total	389	100.0

The last one for social interaction motivation is if respondents want to indulge in social parties and events. 159 agrees, which is 40.9, somewhat agrees 131 respondent, 33.7 percent and only 34, 8.7 percent strongly agrees on that. Thus we can conclude that 83.3 percent of respondents want to indulge in social parties and events. See results in the Table 35.

Table 35. Frequencies of social interaction, push motivation question – I want to indulge in social parties and events

	Frequency	Percent
Disagree	6	1.5
Somewhat disagree	51	13.1
Neither agree or disagree	8	2.7
Somewhat agree	131	33.7
Agree	154	40.9
Strongly agree	34	8.7
Total	389	100.0

Questions about cultural attraction, pull motivational factor was adapted from (Medarić & Ejupi, 2022). In their research was found out that cultural motivations has 0.86 Cronbach’s Alpha and from 225 respondents 83% agree or completely agree on the statements about cultural motivations. In this paper cultural attraction’s Cronbach’s Alpha is 0.975 and from 389 respondents 98, 25.2 percent agrees that they would like to visit museum and galleries on their travels. Somewhat agrees 82 respondents, that’s 21.1 percent and 61 strongly agrees on that, its 15.7 percent. Thus we can conclude that 62 percent of respondents agrees that they would like to visit museums and galleries on their travels. See results in the Table 36.

Table 36. Frequencies of cultural attraction, pull motivation question – I want to indulge in social parties and events

	Frequency	Percent
Strongly Disagree	20	5.1
Disagree	20	5.1
Somewhat disagree	82	21.1
Neither agree or disagree	26	6.7
Somewhat agree	82	21.1
Agree	98	25.2
Strongly agree	61	15.7
Total	389	100.0

110 respondents, 28.3 percent would like to try local food on the trip and 71 respondent, 18.3 percent agrees on that also 59 respondents somewhat agrees, it is 15.2 percent. See results in the Table 37.

Table 37. Frequencies of cultural attraction, pull motivation question – I like to try local food on trip

	Frequency	Percent
Strongly Disagree	21	5.4
Somewhat disagree	83	21.3
Neither agree or disagree	45	11.6
Somewhat agree	59	15.2

Agree	110	28.3
Strongly agree	71	18.3
Total	389	100.0

107 respondents, 27.5 would love getting to know the culture and way of life of other people's nations. 13.1 percent strongly agrees on that and 21.1 percent (which is 82 respondent) somewhat agrees. In conclusion we can say that 61.7 percent of the respondents would love getting to know the culture and way of life of other people's nations. See results in the Table 38.

Table 38. Frequencies of cultural attraction, pull motivation question – I love getting to know the culture and way of life of other people's nations.

	Frequency	Percent
Strongly Disagree	22	5.7
Somewhat disagree	104	26.7
Neither agree or disagree	23	5.9
Somewhat agree	82	21.1
Agree	107	27.5
Strongly agree	51	13.1
Total	389	100.0

It is interesting that 101 respondents strongly agree that they would like to see the sights at the destination, it is 26 percent. 43 respondents – 11.1 percent agrees and somewhat agrees 138 respondent, 35.3 percent. Thus we can conclude that 72.4 percent of respondents would like to see the sights at the destination. The results can be seen in the Table 39.

Table 39. Frequencies of cultural attraction, pull motivation question – I like to see the sights at the destination

	Frequency	Percent
Strongly Disagree	21	5.4
Disagree	1	0.3
Somewhat disagree	42	10.8
Neither agree or disagree	43	11.1
Somewhat agree	138	35.5

Agree	43	11.1
Strongly agree	101	26
Total	389	100.0

Attitude's questions were adapted by (Lee, et al., 2020). The questions were about visiting Hanok, but for this paper it was decided to be modified on solo traveling. In the Table 55 we can see that 162 respondents agree that solo traveling is a positive behavior, it is 41.6 percent. 85 respondent somewhat agrees on that, 21.9 percent and 38 respondent, 9.8 percent strongly agrees. Thus we can conclude that 73.3 percent of respondents agree that solo traveling is a positive behavior. Results can be seen in the Table 40.

Table 40. Frequencies of attitude question – Solo traveling is a positive behavior

	Frequency	Percent
Strongly Disagree	2	0.5
Disagree	20	5.1
Somewhat disagree	22	5.7
Neither agree or disagree	60	15.4
Somewhat agree	85	21.9
Agree	162	41.6
Strongly agree	38	9.8
Total	389	100.0

For attitude's second question 103 respondents, 26.5 percent strongly agrees that solo traveling is a beneficial behavior, 79 agrees, it is 20.3 percent and somewhat agrees 143 respondent, 36.8. Thus we can conclude that 83.6 percent of respondents think that solo traveling is a beneficial behavior. See results in the Table 41.

Table 41. Frequencies of attitude question – Solo traveling is a beneficial behavior

	Frequency	Percent
Strongly Disagree	4	1
Disagree	17	4.4
Somewhat disagree	31	8
Neither agree or disagree	12	3.1

Somewhat agree	143	36.8
Agree	79	20.3
Strongly agree	103	26.5
Total	389	100.0

It is most interesting that 201 respondent thinks that solo traveling is a valuable behavior, it is 51.7 percent. 51 respondent strongly agrees, 13.1 percent and 55 respondent somewhat agrees, 14.1 percent. It can be concluded that 78.9 percent of respondent thinks that solo traveling is a valuable behavior. Results can be seen in the Table 42.

Table 42. Frequencies of attitude question – Solo traveling is a valuable behavior

	Frequency	Percent
Strongly Disagree	4	1
Disagree	8	2.1
Somewhat disagree	36	9.3
Neither agree or disagree	34	8.7
Somewhat agree	55	14.1
Agree	201	51.7
Strongly agree	51	13.1
Total	389	100.0

Desire's questions also was modified from (Lee, et al., 2020). It also was about Hanok village and was decided to be modified on solo traveling. It is interesting that 150 respondents, 38.6 percent desires to travel solo to cultural destination. 82 respondent, 21.1 percent strongly agrees on that and 86 respondent somewhat agrees, 22.1 percent. Thus we can conclude that 81.8 percent of respondents desire to travel solo to cultural destination. Results can be seen in the Table 43.

Table 43. Frequencies of desire question – I desire to travel solo to cultural destination

	Frequency	Percent
Strongly Disagree	2	0.5
Disagree	16	4.1
Somewhat disagree	33	8.5
Neither agree or disagree	20	5.1

Somewhat agree	86	22.1
Agree	150	38.6
Strongly agree	82	21.1
Total	389	100.0

129 respondents agrees that they hope to travel solo to cultural destination, which is 33.2 percent, 122 respondents, 31.4 strongly agree on that and somewhat agree 55 respondent, it is 14.1. It can be concluded that 78.7 percent of respondents hope to travel solo to cultural destination. See results in the Table 44.

Table 44. Frequencies of desire question – I hope to travel solo to cultural destination

	Frequency	Percent
Strongly Disagree	1	0.3
Disagree	20	5.1
Somewhat disagree	32	8.2
Neither agree or disagree	30	7.7
Somewhat agree	55	14.1
Agree	129	33.2
Strongly agree	122	31.4
Total	389	100.0

From 389 – 149 respondents strongly agree that they wish to travel solo to cultural destination, which is 36 percent, also 112 of them, 28.8 percent agrees on that and somewhat agrees 40 respondent, 10.3 percent. It can be concluded that 74.8 percent of respondents wishes to travel solo to cultural destination. Results can be checked in the Table 45.

Table 45. Frequencies of desire question – I hope to travel solo to cultural destination

	Frequency	Percent
Strongly Disagree	4	1
Disagree	24	6.2
Somewhat disagree	31	8.0
Neither agree or disagree	38	9.8
Somewhat agree	40	10.3

Agree	112	28.8
Strongly agree	140	36.0
Total	389	100.0

Intention's questions were adapted from (Jalilvand, Ebrahimi, & Samiei, 2013). The questions were about intention to visit Iran and it was decided to be modified. Strongly agrees 204 respondents, 52.4 percent that they predict they will visit solo cultural destination in the future, 34 respondent – 8.7 percent agrees and somewhat agrees 27 respondent – 6.9 percent. Thus we can conclude that 68 percent of respondents predict that they will visit solo cultural destination in the future. See results in the Table 46.

Table 46. Frequencies of intention question – I predict I will visit solo cultural destination in the future

	Frequency	Percent
Strongly Disagree	46	11.8
Disagree	33	8.5
Somewhat disagree	33	8.5
Neither agree or disagree	12	3.1
Somewhat agree	27	6.9
Agree	34	8.7
Strongly agree	204	52.4
Total	389	100.0

211 respondents, 54.2 percent would like to visit solo cultural destination rather than any other tourism destination, 33 respondent – 8.5 percent agrees and same percent and number of respondents somewhat agrees on that. Thus we can conclude that 71.2 percent of respondents would like to visit solo cultural destination rather than any other tourism destination. Results can be seen in the Table 47.

Table 47. Frequencies of intention question – I would like to visit solo cultural destination rather than any other tourism destination

	Frequency	Percent
Strongly Disagree	34	8.7

Disagree	45	11.6
Somewhat disagree	33	8.5
Somewhat agree	33	8.5
Agree	33	8.5
Strongly agree	211	54.2
Total	389	100.0

204 of respondents thinks, 51.4 percent that if everything goes as they think, they will plan to visit solo cultural destination in the future. 34 respondents agrees – 8.7 percent and somewhat agrees 27 respondent – 6.9 percent. Thus can be concluded that 67 percent of the respondents will plan to visit solo cultural destination in the future. For the results see the Table 48.

Table 48. Frequencies of intention question – If everything goes as I think, I will plan to visit solo cultural destination in the future.

	Frequency	Percent
Strongly Disagree	46	11.8
Disagree	33	8.5
Somewhat disagree	33	8.5
Neither agree or disagree	12	3.1
Somewhat agree	27	6.9
Agree	34	8.7
Strongly agree	204	52.4
Total	389	100.0

Limitations of the research

This study has some limitations. First of all, one should take into account that fact that the sample of the study was conducted in Georgia. The questionnaire was published on the Facebook, spread via friends / mutual friends and wasn't linked to the email, that means that person could pass the test twice. It should be emphasized that motivation is only one of the factors that might explain why tourists prefer some destination attractions over others. To gain a deeper understanding of tourist behavior and motivating factors in various circumstances and to generalize the findings

more accurately, it would be worthwhile to take into consideration comparative research. Only motivations of Georgian travelers were examined in this study. To get more valuable data, it is recommended that future studies look at international tourists' motivations separately. Future studies are therefore required to examine the impact of other moderating factors on push-pull connections.

CONCLUSIONS

The research question of this thesis was to find out what the driving motives for solo travelers are, how push-pull factors influence solo travelers and what role plays attitude and desire on intention to solo travel to visit cultural destination. The following insights were obtained from the literature review:

1. (Crompton & McKay, 1997) found out that travelers have two main factors push and pull factors. Push factors are for travelers who want to unwind, satisfy their needs, learn new things, and escape from everyday life. Meanwhile pull factors are for travelers who are interested in activities and events, history and culture, adventures, and nature. According to (Dann, 1997) Push factors that the traveler faces personally can affect his or her motivation to go. Pull factors, in contrast, draw the traveler to the specific location. A traveler is both – drawn and compelled by the attractions of the location. (Osman, Brown, & Phung, 2019) studies have also shown that those who travel alone may do it for social reasons, such as a desire to socialize with locals and other tourists.
2. Travel that is notable for having fresh, unexpected experiences that are distinct from those one has had in the past is known as novelty travel. Novelty in the context of tourism is defined as an experience that differs from one's expectations. One important aspect of travel intention was novelty seeking, which is the term for those who travel primarily to explore new things.
3. The primary driver is the necessity for solitary travelers to stretch themselves beyond their comfort zones, which fosters independence and a sense of autonomy. The core of independent travel is the notion of independence, autonomy, and freedom. During the journey, the traveler develops a sense of independence and self-reliance.
4. Many studies indicate that the desire to learn is a motivating element for travel. There is an educational motivation to learn about the host culture. This drive could manifest as a desire to interact with people from the host culture, visit historical landmarks, or partake in cultural pursuits.
5. Travelers are typically driven to looking for experiences that provide independence, escape, and fun. Various academics divide the motive for leaving into categories such as escaping comfort, escaping obligations, and avoiding urban stress.
6. Solo travel has several benefits and essential drivers related to social contacts, such as meeting other travelers, interacting with locals, and receiving sympathy from strangers.
7. Travelers consider safety when making decisions.

8. Experiences with and knowledge of diverse cultures and ways of life are part of solo travel. This entails experiencing the regional cuisine, going on excursions, and going to events. Along with visiting other places, travelers look for new insights and experiences.
9. Numerous behaviors are influenced by and predicted by attitudes. Because they are evaluative judgments about something that are comparatively stable and persistent, attitudes are important psychological notions.
10. Desire has a positive link with behavioral intention and is regarded to be the element that most correctly predicts intention. Desire is therefore defined as a motivational element that is required to set the stage for a person's intentions.
11. In tourist literature, the behavioral intention has been connected to the intention to visit, travel, desire, and promote. The phrase "travel intention" literally highlights a person's commitment to or desire to travel. The intention to travel is a mental process that leads to action and transforms motivation into behavior. To put it another way, intention serves as a vital link between motivation and subsequent travel behavior.

The research model was developed after gaining theoretical understanding from the literature review, and then IBM SPSS Statistics 25 was used to evaluate the hypotheses. Following conclusions can be drawn from the empirical analysis:

12. It was found that Push motivations: Novelty, social interaction factors positively influence on the desire to solo travel. Which means that hypotheses H1a and H1e are proved, while others are rejected.
13. It was found that Cultural attraction from pull factors positively influences the desire to travel solo. Which is H2b hypotheses, and it is proved, other – H2a is rejected.
14. Attitude has important effect on the desire to travel solo.
15. Desire to solo travel has positive influence on intention to travel solo to visit cultural destination. H4 is proved.

RECOMMENDATIONS

As a problem of the paper was that there was less information about the influence of motivations on solo traveler's intention to visit a cultural destination, following recommendations were developed for further researches:

1. As was stated earlier, push-pull motivation factor, attitude and desire are extremely important for decision making process. But from push and pull motivation factors only three: Novelty, social interaction and cultural attraction was proved that they affect on the desire for Georgian respondents. Recommendation would be to find out other motivational factors which I did not use and find out which other motivational factors may influence on the desire;
2. This data could be used for the international researches;
3. If the data will be used for the international researches, all push and pull motivation factors which was chosen to be analyzed firstly, could be used;
4. For further investigation researches could use other scales, which was previously removed in this paper, before factor analyze;
5. Investigation of other factors, for example: Perceived risk, age, influence of previous experience.

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SUMMARY

Tamari Datuashvili

THE INFLUENCE OF MOTIVATIONS ON SOLO TRAVELER'S INTENTION TO VISIT A CULTURAL DESTINATION

Final Master Thesis

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Vilnius University, Faculty of Economics and Business Administration

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The main purpose of this Master Thesis is to find out what are the driving motives for solo travelers, how push-pull factors influence solo travelers and what role plays attitude and desire on intention to solo travel to visit cultural destination.

The work consist of three main parts: Analysis of the literature, development of the research methodology and analysis of the empirical findings.

Literature analysis presents the main interpretations and classifications of travel, theoretical approaches with its definition and typology. Followed with the push and pull motivation theory and factors of solo travel, attitude, desire and intention to travel. This analysis allows to clarify solo traveler's motivations within the push and pull factors. Based on analysis of all factors in the third part of literature review such push factors were chosen: Novelty and social interaction and pull factor: Cultural attraction.

Hypotheses testing influence of push and pull factors, attitude influencing the desire to travel solo and desire influence on intention to travel solo to visit cultural destination. Data is collected via online survey. Research instrument is developed using the 7 point Likert scale.

Empirical analysis is performed by questionnaires in Georgia, with 389 respondents in total. Sample structure include the proportion between male and female respondents – Female – 52.7 percent and Male – 47.3 percent.

The data analysis allows confirming of positive influence of novelty, social interaction, cultural attraction and attitude on the desire to travel solo and desire influence on intention to travel solo to visit cultural destination. All other factors were excluded from the research model.

Performed theoretical and empirical analysis allows developing conclusions and recommendations.

SANTRAUKA

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MOTYVACIJŲ ĮTAKA VIENO KELIONĖJO KETINIMUI LANKYTI KULTŪRINĖJE VIETĖJE

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Pagrindinis šio magistro baigiamojo darbo tikslas – išsiaiškinti, kokie yra pavienių keliautojų varomieji motyvai, kaip stūmimo ir traukos veiksniai įtakoja pavienius keliautojus ir kokį vaidmenį vaidina požiūris ir noras keliauti pavieniui, norint aplankyti kultūrinę vietą.

Darbą sudaro trys pagrindinės dalys: Literatūros analizė, tyrimo metodologijos sukūrimas ir empirinių išvadų analizė.

Literatūros analizėje pateikiamos pagrindinės kelionių interpretacijos ir klasifikacijos, teoriniai požiūriai su jų apibrėžimu ir tipologija. Toliau pateikiama stumdymo ir traukimo motyvacijos teorija ir individualių kelionių veiksniai, požiūris, noras ir ketinimas keliauti. Ši analizė leidžia išsiaiškinti pavienių keliautojų motyvus, atsižvelgiant į stūmimo ir traukos veiksnius. Remiantis visų veiksmų analize trečioje literatūros apžvalgos dalyje buvo pasirinkti tokie stūmimo veiksniai: Naujumas ir socialinė sąveika bei traukos faktorius: Kultūrinis patrauklumas.

Hipotezės, tikrinančios stūmimo ir traukos veiksnių įtaką, požiūrį įtakojantį norą keliauti solo ir noro įtaką ketinimui keliauti solo aplankyti kultūros objektą. Duomenys renkami atliekant internetinę apklausą. Tyrimo instrumentas sukurtas naudojant 7 balų Likerto skalę.

Empirinė analizė atliekama anketomis Gruzijoje, iš viso 389 respondentai. Imties struktūra apima proporciją tarp vyrų ir moterų – moterų – 52,7 proc. ir vyrų – 47,3 proc.

Duomenų analizė leidžia patvirtinti teigiamą naujumo, socialinės sąveikos, kultūrinio potraukio ir požiūrio įtaką norui keliauti pavieniui ir noro įtaką ketinimui keliauti pavieniui aplankyti kultūros objektą. Visi kiti veiksniai buvo pašalinti iš tyrimo modelio.

Atliktos teorinės ir empirinės analizės leidžia parengti išvadas ir rekomendacijas.

APPENDIXES

Appendix 1. Questionnaire

Student from Vilnius University currently is performing a study, which is aimed at finding out what are the driving motives of solo travelers. Please answer the questions by ticking the correct options. The information provided by you will be anonymous, only generalized data will be used.

This form usually takes up to 7-8 minutes.

Thank you in advance for the answers.

Would you feel confident answering questions in English?

- Yes
- No

Part 1 Motivation to travel

1. Travel preferences (Murphy, Mascardo, & Benckendorff, 2007)

- Solo
- with friends
- with family
- with partner
- In group
- Other

2. We would like to know what is important to you when you travel. For these questions, please, chose the most appropriate variant for each statement which corresponds most closely to your desired response. Try to avoid ‘neither agree nor disagree’ if it is possible.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I like to visit foreign cultures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to experience different cultures and different ways of life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to see how other people live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to see the things that I don't normally see.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I attend cultural events that I don't have access to at home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are some places I have always wanted to visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to do the same things that the people there do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I like being obligated to no-one	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like doing things my own way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like being independent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like exploring the unknown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to escape from the general residential place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to escape from the lack of social interaction in the home environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to escape from the pressures of daily life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to escape from the cultural restrictions and family bonds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to make new friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to have fun with new people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to indulge in social parties and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. For these questions, please, chose the most appropriate variant for each statement which corresponds most closely to your desired response. Try to avoid ‘neither agree nor disagree’ if it is possible.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to gain new knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to experience what it is like to be in different place in the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to visit museums and galleries on my travels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to try local food on the trip.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I love getting to know the culture and way of life of other people and nations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to see the sights at the destination.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to take part in cultural and entertainment events on my travels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am afraid of food safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am afraid of epidemic diseases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am afraid of crime (theft, robbery, pickpockets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am afraid of terrorism activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now we would like to know your attitude towards solo travel.

4. For these questions, please, chose the most appropriate variant for each statement which corresponds most closely to your desired response. Try to avoid ‘neither agree nor disagree’ if it is possible.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Solo traveling to cultural destination is a positive behavior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solo traveling to cultural destination is a beneficial behavior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solo traveling to cultural destination is a valuable behavior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. For these questions, please, chose the most appropriate variant for each statement which corresponds most closely to your desired response. Try to avoid ‘neither agree nor disagree’ if it is possible.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I desire to travel solo to cultural destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I hope to travel solo to cultural destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wish to travel solo to cultural destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. We would like to know about your intention to travel solo to visit cultural destination. For these questions, please, chose the most appropriate variant for each statement which corresponds most closely to your desired response. Try to avoid ‘neither agree nor disagree’ if it is possible.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I predict I will visit cultural destination in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I would visit cultural destination rather than any other tourism destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If everything goes as I think, I will plan to visit cultural destination in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 2 Demographic

Please provide some basic demographic data

7. Gender

- Female
- Male
- Prefer not to say
- Other

8. Age (only numbers)

9. Educational level

- No formal education
- High school
- College
- Vocational training

- Bachelor's Degree
- Master's Degree
- PHD
- Other

10. Marital status

- Single
- In a relationship
- Married
- Separated
- Divorced

11. Your employment status:

- Student
- Employed
- Unemployed
- Retired

12. Monthly Income (USD)

- Less than 1000\$
- 1001\$-1500\$
- 1501\$-2000\$
- 2001\$-3000\$
- Above 3001\$

Appendix 2 . Factor analysis

Component Matrix^a

	Component									
	1	2	3	4	5	6	7	8	9	10
I like to visit foreign cultures	.785									
I like to experience different cultures and different ways of life.	.781									
I like to see how other people live	.728	-.438								
I want to see the things that I don't normally see.	.786									
I attend cultural events that I don't have access to at home.	.713									
There are some places I have always wanted to visit.	.650									
I like to do the same things that the people there do	.732									
I like to be obligated to no-one	.526	.411								
I like to do things my own way	.417	.452							-.417	
I like to be independent	.493	.459								
I like to explore the unknown		.527								
I want to gain new knowledge		.612								
I want to experience what it is like to be in different place in the world		.719								
I want to escape from the general residential place						.423				
I want to escape from the lack of social interaction in the home environment				.411						.492
I want to escape from the pressures of daily life				.413						.439
I want to escape from the cultural restrictions and family bonds	.449								-.405	
I want to make new friends							.529			
I want to have fun with new people							.529			
I want to indulge in social parties and events				-.421			.524			
Food safety is important to me		.574		.436						
Epidemic diseases are important to me		.607		.471						
Crime activity (theft, robbery, pickpockets) is important to me										.475
Terrorism activity is important to me										.561
I think traveling involves too much risk										.526
I like to visit museums and galleries on my travels.			.883							
I like to try local food on the trip.			.890							
I love getting to know the culture and way of life of other people and nations.			.899							
I like to see the sights at the destination.			.890							
I like to take part in cultural and entertainment events on my travels						.452				
Solo traveling is a positive behavior	.562					.477				
Solo traveling is a beneficial behavior	.507					.510				
Solo traveling is a valuable behavior	.560					.486				
I desire to travel solo to cultural destination				-.635						
I hope to travel solo to cultural destination				-.629				.463		
I wish to travel solo to cultural destination				-.611				.432		
I predict I will visit solo cultural destination in the future					.904					
I would like to visit solo cultural destination rather than any other tourism destination					.885					
If everything goes as I think, I will plan to visit solo cultural destination in the future					.904					

Extraction Method: Principal Component Analysis.

a. 10 components extracted.

Component Matrix^a

	Component									
	1	2	3	4	5	6	7	8	9	10
I like to visit foreign cultures	.785									
I like to experience different cultures and different ways of life.	.781									
I like to see how other people live	.728	-.438								
I want to see the things that I don't normally see.	.786									
I attend cultural events that I don't have access to at home.	.713									
There are some places I have always wanted to visit.	.650									
I like to do the same things that the people there do	.732									
I like to be obligated to no-one	.526	.411								
I like to do things my own way	.417	.452							-.417	
I like to be independent	.493	.459								
I like to explore the unknown		.527								
I want to gain new knowledge		.612								
I want to experience what it is like to be in different place in the world		.719								
I want to escape from the general residential place						.423				
I want to escape from the lack of social interaction in the home environment				.411						.492
I want to escape from the pressures of daily life				.413						.439
I want to escape from the cultural restrictions and family bonds	.449								-.405	
I want to make new friends							.529			
I want to have fun with new people							.529			
I want to indulge in social parties and events				-.421			.524			
Food safety is important to me		.574		.436						
Epidemic diseases are important to me		.607		.471						
Crime activity (theft, robbery, pickpockets) is important to me										.475
Terrorism activity is important to me										.561
I think traveling involves too much risk										.526
I like to visit museums and galleries on my travels.			.883							
I like to try local food on the trip.			.890							
I love getting to know the culture and way of life of other people and nations.			.899							
I like to see the sights at the destination.			.890							
I like to take part in cultural and entertainment events on my travels						.452				
Solo traveling is a positive behavior	.562					.477				
Solo traveling is a beneficial behavior	.507					.510				
Solo traveling is a valuable behavior	.560					.486				
I desire to travel solo to cultural destination				-.635						
I hope to travel solo to cultural destination				-.629				.463		
I wish to travel solo to cultural destination				-.611				.432		
I predict I will visit solo cultural destination in the future					.904					
I would like to visit solo cultural destination rather than any other tourism destination					.885					
If everything goes as I think, I will plan to visit solo cultural destination in the future					.904					

Extraction Method: Principal Component Analysis.

a. 10 components extracted.

Component Matrix^a

	Component									
	1	2	3	4	5	6	7	8	9	10
I like to visit foreign cultures	.807									
I like to experience different cultures and different ways of life.	.802									
I like to see how other people live	.758									
I want to see the things that I don't normally see.	.798									
I attend cultural events that I don't have access to at home.	.730									
There are some places I have always wanted to visit.	.663									
I like to do the same things that the people there do	.739									
I like to be obligated to no-one	.480							-.414		
I like to be independent	.439	.411								
I like to explore the unknown		.494								
I want to gain new knowledge		.613								
I want to experience what it is like to be in different place in the world		.742								
I want to escape from the general residential place						.425				
I want to escape from the lack of social interaction in the home environment		.401								
I want to escape from the pressures of daily life										
I want to escape from the cultural restrictions and family bonds	.410							-.409		
I want to make new friends							.529			
I want to have fun with new people							.530			
I want to indulge in social parties and events							.524			
Food safety is important to me		.633								
Epidemic diseases are important to me		.661								
Crime activity (theft, robbery, pickpockets) is important to me										.523
Terrorism activity is important to me										.541
I think traveling involves too much risk										.494
I like to visit museums and galleries on my travels.			.848							
I like to try local food on the trip.			.856							
I love getting to know the culture and way of life of other people and nations.			.862							
I like to see the sights at the destination.			.861							
I like to take part in cultural and entertainment events on my travels						.453				
Solo traveling is a positive behavior	.585					.479				
Solo traveling is a beneficial behavior	.531					.513				
Solo traveling is a valuable behavior	.582					.488				
I desire to travel solo to cultural destination					-.659					
I hope to travel solo to cultural destination					-.654					
I wish to travel solo to cultural destination					-.643					
I predict I will visit solo cultural destination in the future				.453	.838					
I would like to visit solo cultural destination rather than any other tourism destination				.464	.817					
If everything goes as I think, I will plan to visit solo cultural destination in the future				.453	.838					

Extraction Method: Principal Component Analysis.

a. 10 components extracted.

Component Matrix^a

	Component									
	1	2	3	4	5	6	7	8	9	10
I like to visit foreign cultures	.824									
I like to experience different cultures and different ways of life.	.820									
I like to see how other people live	.784									
I want to see the things that I don't normally see.	.810									
I attend cultural events that I don't have access to at home.	.747									
There are some places I have always wanted to visit.	.672									
I like to do the same things that the people there do	.741									
I like to be independent										
I like to explore the unknown		.450							.479	
I want to gain new knowledge		.566								
I want to experience what it is like to be in different place in the world		.704								
I want to escape from the general residential place						.424				
I want to escape from the lack of social interaction in the home environment		.401						.471		
I want to escape from the pressures of daily life										
I want to escape from the cultural restrictions and family bonds										
I want to make new friends			.405				.524			
I want to have fun with new people							.520			
I want to indulge in social parties and events							.516			
Food safety is important to me		.643								-.401
Epidemic diseases are important to me		.667								
Crime activity (theft, robbery, pickpockets) is important to me		.410								.529
Terrorism activity is important to me										.524
I think traveling involves too much risk										.422
I like to visit museums and galleries on my travels.		.472	.766							
I like to try local food on the trip.		.469	.777							
I love getting to know the culture and way of life of other people and nations.		.491	.778							
I like to see the sights at the destination.		.432	.791							
I like to take part in cultural and entertainment events on my travels						.452				
Solo traveling is a positive behavior	.604					.478				
Solo traveling is a beneficial behavior	.557					.513				
Solo traveling is a valuable behavior	.601					.488				
I desire to travel solo to cultural destination				-.602	.527					
I hope to travel solo to cultural destination				-.606	.499					
I wish to travel solo to cultural destination				-.597	.489					
I predict I will visit solo cultural destination in the future				.624	.716					
I would like to visit solo cultural destination rather than any other tourism destination				.630	.693					
If everything goes as I think, I will plan to visit solo cultural destination in the future				.624	.716					

Extraction Method: Principal Component Analysis.

a. 10 components extracted.

Component Matrix^a

	Component									
	1	2	3	4	5	6	7	8	9	10
I like to visit foreign cultures	.835									
I like to experience different cultures and different ways of life.	.831									
I like to see how other people live	.806									
I want to see the things that I don't normally see.	.814									
I attend cultural events that I don't have access to at home.	.759									
There are some places I have always wanted to visit.	.678									
I like to do the same things that the people there do	.744									
I like to explore the unknown									.473	
I want to gain new knowledge			.569							
I want to experience what it is like to be in different place in the world		.467	.650							
I want to escape from the general residential place						.418				
I want to escape from the lack of social interaction in the home environment			.544					.493		
I want to escape from the pressures of daily life			.515					.423		
I want to escape from the cultural restrictions and family bonds										-.401
I want to make new friends			-.402				.524			
I want to have fun with new people							.519			
I want to indulge in social parties and events							.516			
Food safety is important to me		.464	.586						-.440	
Epidemic diseases are important to me		.481	.609							
Crime activity (theft, robbery, pickpockets) is important to me										.537
Terrorism activity is important to me									.420	.485
I think traveling involves too much risk										
I like to visit museums and galleries on my travels.		.787	-.439							
I like to try local food on the trip.		.787	-.452							
I love getting to know the culture and way of life of other people and nations.		.809	-.441							
I like to see the sights at the destination.		.756	-.491							
I like to take part in cultural and entertainment events on my travels						.455				
Solo traveling is a positive behavior	.612					.473				
Solo traveling is a beneficial behavior	.568					.505				
Solo traveling is a valuable behavior	.609					.482				
I desire to travel solo to cultural destination				-.489	.663					
I hope to travel solo to cultural destination				-.502	.641					
I wish to travel solo to cultural destination				-.494	.626					
I predict I will visit solo cultural destination in the future				.790	.530					
I would like to visit solo cultural destination rather than any other tourism destination				.790	.508					
If everything goes as I think, I will plan to visit solo cultural destination in the future				.790	.530					

Extraction Method: Principal Component Analysis.

a. 10 components extracted.

Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
I like to visit foreign cultures	.839								
I like to experience different cultures and different ways of life.	.838								
I like to see how other people live	.816								
I want to see the things that I don't normally see.	.813								
I attend cultural events that I don't have access to at home.	.762								
There are some places I have always wanted to visit.	.683								
I like to do the same things that the people there do	.736								
I like to explore the unknown									
I want to gain new knowledge			.636						
I want to experience what it is like to be in different place in the world			.763						
I want to escape from the general residential place						.417			
I want to escape from the lack of social interaction in the home environment			.598					.495	
I want to escape from the pressures of daily life			.572					.436	
I want to make new friends							.519	.408	
I want to have fun with new people							.516		
I want to indulge in social parties and events							.507		
Food safety is important to me			.717						-.427
Epidemic diseases are important to me			.740						
Crime activity (theft, robbery, pickpockets) is important to me			.419						
Terrorism activity is important to me									.494
I think traveling involves too much risk									.494
I like to visit museums and galleries on my travels.		.886							
I like to try local food on the trip.		.889							
I love getting to know the culture and way of life of other people and nations.		.907							
I like to see the sights at the destination.		.869							
I like to take part in cultural and entertainment events on my travels	.407					.448			
Solo traveling is a positive behavior	.624					.471			
Solo traveling is a beneficial behavior	.586					.497			
Solo traveling is a valuable behavior	.623					.478			
I desire to travel solo to cultural destination				-.493	.666				
I hope to travel solo to cultural destination				-.504	.650				
I wish to travel solo to cultural destination				-.496	.633				
I predict I will visit solo cultural destination in the future				.785	.536				
I would like to visit solo cultural destination rather than any other tourism destination				.785	.514				
If everything goes as I think, I will plan to visit solo cultural destination in the future				.785	.536				

Extraction Method: Principal Component Analysis.
a. 9 components extracted.

Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
I like to visit foreign cultures	.840								
I like to experience different cultures and different ways of life.	.838								
I like to see how other people live	.819								
I want to see the things that I don't normally see.	.813								
I attend cultural events that I don't have access to at home.	.762								
There are some places I have always wanted to visit.	.684								
I like to do the same things that the people there do	.736								
I like to explore the unknown			.475						
I want to gain new knowledge			.653						
I want to experience what it is like to be in different place in the world			.728						
I want to escape from the general residential place									
I want to escape from the lack of social interaction in the home environment			.539					.498	
I want to escape from the pressures of daily life			.531					.442	
I want to make new friends							.495	.415	
I want to have fun with new people							.504		
I want to indulge in social parties and events							.496		
Epidemic diseases are important to me			.587						
Crime activity (theft, robbery, pickpockets) is important to me									
Terrorism activity is important to me									.602
I think traveling involves too much risk									.564
I like to visit museums and galleries on my travels.		.902							
I like to try local food on the trip.		.909							
I love getting to know the culture and way of life of other people and nations.		.921							
I like to see the sights at the destination.		.903							
I like to take part in cultural and entertainment events on my travels	.408					.471			
Solo traveling is a positive behavior	.626					.506			
Solo traveling is a beneficial behavior	.588					.530			
Solo traveling is a valuable behavior	.625					.515			
I desire to travel solo to cultural destination				-.417	.662				
I hope to travel solo to cultural destination				-.435	.645				
I wish to travel solo to cultural destination				-.420	.629				
I predict I will visit solo cultural destination in the future				.688	.551				
I would like to visit solo cultural destination rather than any other tourism destination				.686	.530				
If everything goes as I think, I will plan to visit solo cultural destination in the future				.688	.551				

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
I like to visit foreign cultures	.841								
I like to experience different cultures and different ways of life.	.839								
I like to see how other people live	.821								
I want to see the things that I don't normally see.	.812								
I attend cultural events that I don't have access to at home.	.763								
There are some places I have always wanted to visit.	.684								
I like to do the same things that the people there do	.737								
I like to explore the unknown			.473						
I want to gain new knowledge			.570					-.414	
I want to experience what it is like to be in different place in the world			.635						
I want to escape from the general residential place									
I want to escape from the lack of social interaction in the home environment			.489	.482				.483	
I want to escape from the pressures of daily life			.491	.472				.404	
I want to make new friends				-.403			.531		
I want to have fun with new people							.525		
I want to indulge in social parties and events				-.414			.537		
Epidemic diseases are important to me			.499	.445					
Terrorism activity is important to me									.492
I think traveling involves too much risk									.681
I like to visit museums and galleries on my travels.		.899							
I like to try local food on the trip.		.908							
I love getting to know the culture and way of life of other people and nations.		.919							
I like to see the sights at the destination.		.904							
I like to take part in cultural and entertainment events on my travels	.408					.486			
Solo traveling is a positive behavior	.627					.531			
Solo traveling is a beneficial behavior	.589					.555			
Solo traveling is a valuable behavior	.626					.541			
I desire to travel solo to cultural destination					.662				
I hope to travel solo to cultural destination					.644				
I wish to travel solo to cultural destination					.630				
I predict I will visit solo cultural destination in the future			-.529	.570	.570				
I would like to visit solo cultural destination rather than any other tourism destination			-.537	.567	.547				
If everything goes as I think, I will plan to visit solo cultural destination in the future			-.529	.570	.570				

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
I like to visit foreign cultures	.846								
I like to experience different cultures and different ways of life.	.842								
I like to see how other people live	.826								
I want to see the things that I don't normally see.	.814								
I attend cultural events that I don't have access to at home.	.769								
There are some places I have always wanted to visit.	.687								
I like to do the same things that the people there do	.743					-.410			
I like to explore the unknown			.483						
I want to gain new knowledge			.550	.439				-.489	
I want to experience what it is like to be in different place in the world			.599	.530					
I want to escape from the lack of social interaction in the home environment				.483				.595	
I want to escape from the pressures of daily life				.447				.489	
I want to make new friends							.615		
I want to have fun with new people							.565		
I want to indulge in social parties and events							.616		
Epidemic diseases are important to me			.426	.533					
Terrorism activity is important to me									.530
I think traveling involves too much risk									.650
I like to visit museums and galleries on my travels.		.912							
I like to try local food on the trip.		.918							
I love getting to know the culture and way of life of other people and nations.		.931							
I like to see the sights at the destination.		.911							
I like to take part in cultural and entertainment events on my travels	.406					.539			
Solo traveling is a positive behavior	.624					.561			
Solo traveling is a beneficial behavior	.583					.615			
Solo traveling is a valuable behavior	.621					.574			
I desire to travel solo to cultural destination			.459		.722				
I hope to travel solo to cultural destination			.447		.717				
I wish to travel solo to cultural destination			.447		.705				
I predict I will visit solo cultural destination in the future			-.602	.580	.493				
I would like to visit solo cultural destination rather than any other tourism destination			-.608	.573	.471				
If everything goes as I think, I will plan to visit solo cultural destination in the future			-.602	.580	.493				

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
I like to visit foreign cultures	.823								
I like to experience different cultures and different ways of life.	.821								
I like to see how other people live	.797								
I want to see the things that I don't normally see.	.801								
I attend cultural events that I don't have access to at home.	.735								
There are some places I have always wanted to visit.	.674								
I like to explore the unknown			.483						
I want to gain new knowledge			.552	.430				-.487	
I want to experience what it is like to be in different place in the world			.602	.519					
I want to escape from the lack of social interaction in the home environment				.505				.593	
I want to escape from the pressures of daily life				.480				.487	
I want to make new friends				-.409			.606		
I want to have fun with new people							.563		
I want to indulge in social parties and events							.601		
Epidemic diseases are important to me			.428	.542					
Terrorism activity is important to me									.504
I think traveling involves too much risk									.665
I like to visit museums and galleries on my travels.		.909							
I like to try local food on the trip.		.915							
I love getting to know the culture and way of life of other people and nations.		.928							
I like to see the sights at the destination.		.909							
I like to take part in cultural and entertainment events on my travels	.445					.518			
Solo traveling is a positive behavior	.672					.502			
Solo traveling is a beneficial behavior	.636					.565			
Solo traveling is a valuable behavior	.670					.518			
I desire to travel solo to cultural destination			.460		.714				
I hope to travel solo to cultural destination			.448		.713				
I wish to travel solo to cultural destination			.448		.703				
I predict I will visit solo cultural destination in the future			-.598	.552	.539				
I would like to visit solo cultural destination rather than any other tourism destination			-.604	.547	.517				
If everything goes as I think, I will plan to visit solo cultural destination in the future			-.598	.552	.539				

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
I like to visit foreign cultures	.823								
I like to experience different cultures and different ways of life.	.821								
I like to see how other people live	.799								
I want to see the things that I don't normally see.	.799								
I attend cultural events that I don't have access to at home.	.735								
There are some places I have always wanted to visit.	.674								
I like to explore the unknown									
I want to experience what it is like to be in different place in the world					.592			-.474	
I want to escape from the lack of social interaction in the home environment				-.406	.617				
I want to escape from the pressures of daily life				-.443	.559				
I want to make new friends							.601		
I want to have fun with new people							.563		
I want to indulge in social parties and events							.616		
Epidemic diseases are important to me					.548			-.435	
Terrorism activity is important to me								.499	
I think traveling involves too much risk									.820
I like to visit museums and galleries on my travels.		.909							
I like to try local food on the trip.		.915							
I love getting to know the culture and way of life of other people and nations.		.928							
I like to see the sights at the destination.		.909							
I like to take part in cultural and entertainment events on my travels	.445					.547			
Solo traveling is a positive behavior	.674					.552			
Solo traveling is a beneficial behavior	.638					.602			
Solo traveling is a valuable behavior	.673					.566			
I desire to travel solo to cultural destination			-.484	.642					
I hope to travel solo to cultural destination			-.490	.651					
I wish to travel solo to cultural destination			-.486	.637					
I predict I will visit solo cultural destination in the future			.820						
I would like to visit solo cultural destination rather than any other tourism destination			.822						
If everything goes as I think, I will plan to visit solo cultural destination in the future			.820						

Extraction Method: Principal Component Analysis.

a. 9 components extracted.

Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
I like to visit foreign cultures	.824							
I like to experience different cultures and different ways of life.	.825							
I like to see how other people live	.805							
I want to see the things that I don't normally see.	.799							
I attend cultural events that I don't have access to at home.	.738							
There are some places I have always wanted to visit.	.674							
I want to experience what it is like to be in different place in the world					.580			-.473
I want to escape from the lack of social interaction in the home environment				-.448	.598			
I want to escape from the pressures of daily life				-.481	.528			
I want to make new friends				.402			.589	
I want to have fun with new people							.568	
I want to indulge in social parties and events							.608	
Epidemic diseases are important to me				-.408	.531			-.436
Terrorism activity is important to me								.500
I think traveling involves too much risk								
I like to visit museums and galleries on my travels.		.911						
I like to try local food on the trip.		.918						
I love getting to know the culture and way of life of other people and nations.		.931						
I like to see the sights at the destination.		.912						
I like to take part in cultural and entertainment events on my travels	.444					.548		
Solo traveling is a positive behavior	.675					.551		
Solo traveling is a beneficial behavior	.643					.601		
Solo traveling is a valuable behavior	.675					.565		
I desire to travel solo to cultural destination				.622	.530			
I hope to travel solo to cultural destination				.632	.530			
I wish to travel solo to cultural destination				.618	.533			
I predict I will visit solo cultural destination in the future			.889					
I would like to visit solo cultural destination rather than any other tourism destination			.886					
If everything goes as I think, I will plan to visit solo cultural destination in the future			.889					

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Component Matrix^a

	Component						
	1	2	3	4	5	6	7
I like to visit foreign cultures	.824						
I like to experience different cultures and different ways of life.	.824						
I like to see how other people live	.804						
I want to see the things that I don't normally see.	.799						
I attend cultural events that I don't have access to at home.	.738						
There are some places I have always wanted to visit.	.674						
I want to experience what it is like to be in different place in the world					.433		
I want to escape from the lack of social interaction in the home environment					.686		.507
I want to escape from the pressures of daily life					.626		.494
I want to make new friends					-.559		.478
I want to have fun with new people							.479
I want to indulge in social parties and events					-.488		.491
Terrorism activity is important to me							
I think traveling involves too much risk							
I like to visit museums and galleries on my travels.		.908					
I like to try local food on the trip.		.915					
I love getting to know the culture and way of life of other people and nations.		.928					
I like to see the sights at the destination.		.911					
I like to take part in cultural and entertainment events on my travels	.444					.550	
Solo traveling is a positive behavior	.674					.559	
Solo traveling is a beneficial behavior	.642					.606	
Solo traveling is a valuable behavior	.674					.573	
I desire to travel solo to cultural destination				.768			
I hope to travel solo to cultural destination				.779			
I wish to travel solo to cultural destination				.763			
I predict I will visit solo cultural destination in the future			.889	.403			
I would like to visit solo cultural destination rather than any other tourism destination			.886				
If everything goes as I think, I will plan to visit solo cultural destination in the future			.889	.403			

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Component Matrix^a

	Component						
	1	2	3	4	5	6	7
I like to visit foreign cultures	.826						
I like to experience different cultures and different ways of life.	.825						
I like to see how other people live	.807						
I want to see the things that I don't normally see.	.795						
I attend cultural events that I don't have access to at home.	.738						
There are some places I have always wanted to visit.	.674						
I want to experience what it is like to be in different place in the world					.413		
I want to escape from the lack of social interaction in the home environment					.673		.561
I want to escape from the pressures of daily life					.621		.553
I want to make new friends					-.597		.429
I want to have fun with new people					-.414		.476
I want to indulge in social parties and events					-.528		.456
I think traveling involves too much risk							
I like to visit museums and galleries on my travels.		.908					
I like to try local food on the trip.		.914					
I love getting to know the culture and way of life of other people and nations.		.926					
I like to see the sights at the destination.		.909					
I like to take part in cultural and entertainment events on my travels	.455					.545	
Solo traveling is a positive behavior	.677					.561	
Solo traveling is a beneficial behavior	.641					.605	
Solo traveling is a valuable behavior	.673					.575	
I desire to travel solo to cultural destination				.779			
I hope to travel solo to cultural destination				.790			
I wish to travel solo to cultural destination				.773			
I predict I will visit solo cultural destination in the future			.891				
I would like to visit solo cultural destination rather than any other tourism destination			.888				
If everything goes as I think, I will plan to visit solo cultural destination in the future			.891				

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Component Matrix^a

	Component						
	1	2	3	4	5	6	7
I like to visit foreign cultures	.824						
I like to experience different cultures and different ways of life.	.823						
I like to see how other people live	.806						
I want to see the things that I don't normally see.	.793						
I attend cultural events that I don't have access to at home.	.738					-.404	
There are some places I have always wanted to visit.	.674						
I want to experience what it is like to be in different place in the world					.413		
I want to escape from the lack of social interaction in the home environment					.673		.561
I want to escape from the pressures of daily life					.621		.556
I want to make new friends					-.597		.438
I want to have fun with new people					-.414		.488
I want to indulge in social parties and events					-.529		.460
I like to visit museums and galleries on my travels.		.909					
I like to try local food on the trip.		.915					
I love getting to know the culture and way of life of other people and nations.		.927					
I like to see the sights at the destination.		.909					
I like to take part in cultural and entertainment events on my travels	.456					.550	
Solo traveling is a positive behavior	.677					.561	
Solo traveling is a beneficial behavior	.642					.602	
Solo traveling is a valuable behavior	.674					.573	
I desire to travel solo to cultural destination				.785			
I hope to travel solo to cultural destination				.795			
I wish to travel solo to cultural destination				.779			
I predict I will visit solo cultural destination in the future			.896				
I would like to visit solo cultural destination rather than any other tourism destination			.893				
If everything goes as I think, I will plan to visit solo cultural destination in the future			.896				

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Component Matrix^a

	Component						
	1	2	3	4	5	6	7
I like to visit foreign cultures	.825						
I like to experience different cultures and different ways of life.	.823						
I like to see how other people live	.808						
I want to see the things that I don't normally see.	.792						
I attend cultural events that I don't have access to at home.	.739						
There are some places I have always wanted to visit.	.675						
I want to experience what it is like to be in different place in the world							.747
I want to escape from the pressures of daily life							.641
I want to make new friends					.497	-.566	
I want to have fun with new people					.432	-.421	
I want to indulge in social parties and events						-.577	
I like to visit museums and galleries on my travels.		.912					
I like to try local food on the trip.		.917					
I love getting to know the culture and way of life of other people and nations.		.930					
I like to see the sights at the destination.		.910					
I like to take part in cultural and entertainment events on my travels	.456					.406	
Solo traveling is a positive behavior	.679				.523		
Solo traveling is a beneficial behavior	.642				.478		
Solo traveling is a valuable behavior	.675				.526		
I desire to travel solo to cultural destination				.805			
I hope to travel solo to cultural destination				.816			
I wish to travel solo to cultural destination				.803			
I predict I will visit solo cultural destination in the future			.896				
I would like to visit solo cultural destination rather than any other tourism destination			.893				
If everything goes as I think, I will plan to visit solo cultural destination in the future			.896				

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Component Matrix^a

	Component						
	1	2	3	4	5	6	7
I like to visit foreign cultures	.843						
I like to experience different cultures and different ways of life.	.833						
I like to see how other people live	.827						
I want to see the things that I don't normally see.	.804						
I attend cultural events that I don't have access to at home.	.760						
There are some places I have always wanted to visit.	.688						
I want to experience what it is like to be in different place in the world							.737
I want to escape from the pressures of daily life							.661
I want to make new friends					.738		
I want to have fun with new people					.596		
I want to indulge in social parties and events					.658		
I like to visit museums and galleries on my travels.		.910					
I like to try local food on the trip.		.915					
I love getting to know the culture and way of life of other people and nations.		.928					
I like to see the sights at the destination.		.909					
Solo traveling is a positive behavior	.653					.592	
Solo traveling is a beneficial behavior	.602					.606	
Solo traveling is a valuable behavior	.649					.608	
I desire to travel solo to cultural destination				.806			
I hope to travel solo to cultural destination				.817			
I wish to travel solo to cultural destination				.803			
I predict I will visit solo cultural destination in the future			.900				
I would like to visit solo cultural destination rather than any other tourism destination			.897				
If everything goes as I think, I will plan to visit solo cultural destination in the future			.900				

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Component Matrix^a

	Component					
	1	2	3	4	5	6
I like to visit foreign cultures	.843					
I like to experience different cultures and different ways of life.	.833					
I like to see how other people live	.827					
I want to see the things that I don't normally see.	.804					
I attend cultural events that I don't have access to at home.	.760					
There are some places I have always wanted to visit.	.688					
I want to escape from the pressures of daily life						
I want to make new friends					.746	
I want to have fun with new people					.617	
I want to indulge in social parties and events					.691	
I like to visit museums and galleries on my travels.		.910				
I like to try local food on the trip.		.915				
I love getting to know the culture and way of life of other people and nations.		.928				
I like to see the sights at the destination.		.909				
Solo traveling is a positive behavior						.621
Solo traveling is a beneficial behavior						.623
Solo traveling is a valuable behavior						.638
I desire to travel solo to cultural destination				.808		
I hope to travel solo to cultural destination				.820		
I wish to travel solo to cultural destination				.807		
I predict I will visit solo cultural destination in the future			.908			
I would like to visit solo cultural destination rather than any other tourism destination			.904			
If everything goes as I think, I will plan to visit solo cultural destination in the future			.908			

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Component Matrix^a

	Component					
	1	2	3	4	5	6
I like to visit foreign cultures	.845					
I like to experience different cultures and different ways of life.	.833					
I like to see how other people live	.831					
I want to see the things that I don't normally see.	.802					
I attend cultural events that I don't have access to at home.	.763					
There are some places I have always wanted to visit.	.691					
I want to make new friends					.739	
I want to have fun with new people					.623	
I want to indulge in social parties and events					.669	
I like to visit museums and galleries on my travels.		.910				
I like to try local food on the trip.		.914				
I love getting to know the culture and way of life of other people and nations.		.929				
I like to see the sights at the destination.		.908				
Solo traveling is a positive behavior						.588
Solo traveling is a beneficial behavior						.617
Solo traveling is a valuable behavior						.638
I desire to travel solo to cultural destination				.816		
I hope to travel solo to cultural destination				.828		
I wish to travel solo to cultural destination				.820		
I predict I will visit solo cultural destination in the future			.907			
I would like to visit solo cultural destination rather than any other tourism destination			.904			
If everything goes as I think, I will plan to visit solo cultural destination in the future			.907			

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Appendix 3. Reliability of scales

Novelty		Social interaction		Cultural attraction	
Reliability Statistics		Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.923	6	.797	3	.975	4

Attitude		Desire		Intention	
Reliability Statistics		Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.905	3	.921	3	.989	3

Appendix 3. Multiple regression scales

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.456	.453	.93087

a. Predictors: (Constant), Attitudemean, Socialinteractionmean, culturalattractionmean, Noveltymean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.026	4	136.506	132.308	.000 ^b
	Residual	735.875	384	1.916		
	Total	745.901	388			

a. Dependent Variable: Desiremean

b. Predictors: (Constant), Attitudemean, Socialinteractionmean, culturalattractionmean, Noveltymean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.454	.585		7.613	.000
	Novelty _{mean}	.331	.066	.349	3.287	.000
	Socialinteraction _{mean}	.211	.066	.184	2.093	.000
	culturalattraction _{mean}	.240	.064	.276	2.162	.001
	Attitudemean	.368	.041	.429	3.402	.000

a. Dependent Variable: Desire_{mean}

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 ^a	.194	.192	1.44832

a. Predictors: (Constant), Desire_{mean}

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.469	1	159.469	72.300	.000 ^b
	Residual	630.675	387	5.005		
	Total	910.151	388			

a. Dependent Variable: Intention_{mean}

b. Predictors: (Constant), Desire_{mean}

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.598	.205		18.089	.000
	Desire _{mean}	.469	.082	.071	8.338	.000

a. Dependent Variable: Intention_{mean}

Travel preferences

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In group	23	5.9	5.9	5.9
	Solo	109	28.0	28.0	33.9
	With family	83	21.3	21.3	55.3
	With friends	122	31.4	31.4	86.6
	With partner	52	13.4	13.4	100.0
	Total	389	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	195	50.1	50.1	50.1
	Male	194	49.9	49.9	100.0
	Total	389	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	15	3.9	3.9	3.9
	20	15	3.9	3.9	7.7
	21	15	3.9	3.9	11.6
	22	15	3.9	3.9	15.4
	23	17	4.4	4.4	19.8
	24	17	4.4	4.4	24.2
	25	17	4.4	4.4	28.5
	26	30	7.7	7.7	36.2
	27	15	3.9	3.9	40.1
	28	30	7.7	7.7	47.8
	29	1	.3	.3	48.1
	30	59	15.2	15.2	63.2
	31	14	3.6	3.6	66.8
	33	14	3.6	3.6	70.4
	35	42	10.8	10.8	81.2
	38	15	3.9	3.9	85.1
	40	28	7.2	7.2	92.3
	45	30	7.7	7.7	100.0
	Total	389	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor degree	265	68.1	68.1	68.1
	College	15	3.9	3.9	72.0
	Doctorate/PHD	14	3.6	3.6	75.6
	High school	30	7.7	7.7	83.3
	Master degree	65	16.7	16.7	100.0
	Total	389	100.0	100.0	

Monthly Salary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1001\$-1500\$	76	19.5	19.5	19.5
	1501\$-2000\$	130	33.4	33.4	53.0
	2001\$-3000\$	91	23.4	23.4	76.3
	Less than 1000\$	77	19.8	19.8	96.1
	More than 3001\$	15	3.9	3.9	100.0
	Total	389	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorced	43	11.1	11.1	11.1
	In a relationship	61	15.7	15.7	26.7
	Married	31	8.0	8.0	34.7
	Single	254	65.3	65.3	100.0
	Total	389	100.0	100.0	

Employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	328	84.3	84.3	84.3
	Student	45	11.6	11.6	95.9
	Unemployed	16	4.1	4.1	100.0
	Total	389	100.0	100.0	

I like to visit foreign cultures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	17	4.4	4.4	4.6
	Somewhat disagree	25	6.4	6.4	11.1
	Neither agree or disagree	28	7.2	7.2	18.3
	Somewhat agree	52	13.4	13.4	31.6
	Agree	144	37.0	37.0	68.6
	Strongly agree	122	31.4	31.4	100.0
	Total	389	100.0	100.0	

I like to experience different cultures and different ways of life.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	16	4.1	4.1	4.6
	Somewhat disagree	28	7.2	7.2	11.8
	Neither agree or disagree	13	3.3	3.3	15.2
	Somewhat agree	75	19.3	19.3	34.4
	Agree	111	28.5	28.5	63.0
	Strongly agree	144	37.0	37.0	100.0
	Total	389	100.0	100.0	

I like to see how other people live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.3	2.3	2.3
	Disagree	4	1.0	1.0	3.3
	Somewhat disagree	34	8.7	8.7	12.1
	Neither agree or disagree	24	6.2	6.2	18.3
	Somewhat agree	42	10.8	10.8	29.0
	Agree	162	41.6	41.6	70.7
	Strongly agree	114	29.3	29.3	100.0
	Total	389	100.0	100.0	

I want to see the things that I don't normally see.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.0	1.0	1.0
	Disagree	3	.8	.8	1.8
	Somewhat disagree	30	7.7	7.7	9.5
	Neither agree or disagree	27	6.9	6.9	16.5
	Somewhat agree	69	17.7	17.7	34.2
	Agree	129	33.2	33.2	67.4
	Stronlgy agree	127	32.6	32.6	100.0
	Total	389	100.0	100.0	

There are some places I have always wanted to visit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.3	2.3	2.3
	Somewhat disagree	17	4.4	4.4	6.7
	Neither agree or disagree	41	10.5	10.5	17.2
	Somewhat agree	76	19.5	19.5	36.8
	Agree	131	33.7	33.7	70.4
	Stronlgy agree	115	29.6	29.6	100.0
	Total	389	100.0	100.0	

I want to make new friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	2	.5	.5	1.0
	Somewhat disagree	11	2.8	2.8	3.9
	Neither agree or disagree	91	23.4	23.4	27.2
	Somewhat agree	91	23.4	23.4	50.6
	Agree	153	39.3	39.3	90.0
	Stronlgy agree	39	10.0	10.0	100.0
	Total	389	100.0	100.0	

I want to indulge in social parties and events

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	1.5	1.5	1.5
	Somewhat disagree	51	13.1	13.1	14.7
	Neither agree or disagree	8	2.1	2.1	16.7
	Somewhat agree	131	33.7	33.7	50.4
	Agree	159	40.9	40.9	91.3
	Strongly agree	34	8.7	8.7	100.0
	Total	389	100.0	100.0	

I like to visit museums and galleries on my travels.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	20	5.1	5.1	5.1
	Disagree	20	5.1	5.1	10.3
	Somewhat disagree	82	21.1	21.1	31.4
	Neither agree or disagree	26	6.7	6.7	38.0
	Somewhat agree	82	21.1	21.1	59.1
	Agree	98	25.2	25.2	84.3
	Strongly agree	61	15.7	15.7	100.0
	Total	389	100.0	100.0	

I like to try local food on the trip.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	5.4	5.4	5.4
	Somewhat disagree	83	21.3	21.3	26.7
	Neither agree or disagree	45	11.6	11.6	38.3
	Somewhat agree	59	15.2	15.2	53.5
	Agree	110	28.3	28.3	81.7
	Strongly agree	71	18.3	18.3	100.0
Total	389	100.0	100.0		

I love getting to know the culture and way of life of other people and nations.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	22	5.7	5.7	5.7
	Somewhat disagree	104	26.7	26.7	32.4
	Neither agree or disagree	23	5.9	5.9	38.3
	Somewhat agree	82	21.1	21.1	59.4
	Agree	107	27.5	27.5	86.9
	Strongly agree	51	13.1	13.1	100.0
	Total	389	100.0	100.0	

I like to see the sights at the destination.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	5.4	5.4	5.4
	Disagree	1	.3	.3	5.7
	Somewhat disagree	42	10.8	10.8	16.5
	Neither agree or disagree	43	11.1	11.1	27.5
	Somewhat agree	138	35.5	35.5	63.0
	Agree	43	11.1	11.1	74.0
	Strongly agree	101	26.0	26.0	100.0
	Total	389	100.0	100.0	

Solo traveling is a positive behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	20	5.1	5.1	5.7
	Somewhat disagree	22	5.7	5.7	11.3
	Neither agree or disagree	60	15.4	15.4	26.7
	Somewhat agree	85	21.9	21.9	48.6
	Agree	162	41.6	41.6	90.2
	Strongly agree	38	9.8	9.8	100.0
	Total	389	100.0	100.0	

Solo traveling is a beneficial behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.0	1.0	1.0
	Disagree	17	4.4	4.4	5.4
	Somewhat disagree	31	8.0	8.0	13.4
	Neither agree or disagree	12	3.1	3.1	16.5
	Somewhat agree	143	36.8	36.8	53.2
	Agree	79	20.3	20.3	73.5
	Stronlgy agree	103	26.5	26.5	100.0
	Total	389	100.0	100.0	

Solo traveling is a valuable behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.0	1.0	1.0
	Disagree	8	2.1	2.1	3.1
	Somewhat disagree	36	9.3	9.3	12.3
	Neither agree or disagree	34	8.7	8.7	21.1
	Somewhat agree	55	14.1	14.1	35.2
	Agree	201	51.7	51.7	86.9
	Stronlgy agree	51	13.1	13.1	100.0
	Total	389	100.0	100.0	

I desire to travel solo to cultural destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	16	4.1	4.1	4.6
	Somewhat disagree	33	8.5	8.5	13.1
	Neither agree or disagree	20	5.1	5.1	18.3
	Somewhat agree	86	22.1	22.1	40.4
	Agree	150	38.6	38.6	78.9
	Stronlgy agree	82	21.1	21.1	100.0
	Total	389	100.0	100.0	

I hope to travel solo to cultural destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	20	5.1	5.1	5.4
	Somewhat disagree	32	8.2	8.2	13.6
	Neither agree or disagree	30	7.7	7.7	21.3
	Somewhat agree	55	14.1	14.1	35.5
	Agree	129	33.2	33.2	68.6
	Stronlgy agree	122	31.4	31.4	100.0
	Total	389	100.0	100.0	

I wish to travel solo to cultural destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.0	1.0	1.0
	Disagree	24	6.2	6.2	7.2
	Somewhat disagree	31	8.0	8.0	15.2
	Neither agree or disagree	38	9.8	9.8	24.9
	Somewhat agree	40	10.3	10.3	35.2
	Agree	112	28.8	28.8	64.0
	Stronlgy agree	140	36.0	36.0	100.0
	Total	389	100.0	100.0	

I predict I will visit solo cultural destination in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	46	11.8	11.8	11.8
	Disagree	33	8.5	8.5	20.3
	Somewhat disagree	33	8.5	8.5	28.8
	Neither agree or disagree	12	3.1	3.1	31.9
	Somewhat agree	27	6.9	6.9	38.8
	Agree	34	8.7	8.7	47.6
	Stronlgy agree	204	52.4	52.4	100.0
	Total	389	100.0	100.0	

I would like to visit solo cultural destination rather than any other tourism destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	34	8.7	8.7	8.7
	Disagree	45	11.6	11.6	20.3
	Somewhat disagree	33	8.5	8.5	28.8
	Somewhat agree	33	8.5	8.5	37.3
	Agree	33	8.5	8.5	45.8
	Strongly agree	211	54.2	54.2	100.0
	Total	389	100.0	100.0	

If everything goes as I think, I will plan to visit solo cultural destination in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	46	11.8	11.8	11.8
	Disagree	33	8.5	8.5	20.3
	Somewhat disagree	33	8.5	8.5	28.8
	Neither agree or disagree	12	3.1	3.1	31.9
	Somewhat agree	27	6.9	6.9	38.8
	Agree	34	8.7	8.7	47.6
	Strongly agree	204	52.4	52.4	100.0
	Total	389	100.0	100.0	