



# DISSERTATION

Travel Motivations Of Austrians To Visit Prague In The Spring of 2019.

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## Declaration of own work

Herewith I assure, that I wrote this bachelor dissertation independently. I did not copy from other work and I only used the sources and references indicated in the text. This dissertation is my own original work and has not been submitted or published before.

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## Abstract

The Czech capital Prague boasts a long history and numerous well-known tourist sights. As the city tourism is booming and the number of Austrian travellers has risen in the Czech capital, Prague City Tourism and Czech Tourism want to identify the travel motivation of Austrians to visit Prague in the spring of 2019. As research results showed that the majority of respondents (56%) indicated Vienna as their place of residence, this research focuses particularly on the travel motivation of Viennese to visit Prague. Based on the results, the stakeholders want to foster the city's marketing regarding the development of Austrian tourists in the capital. This research paper outlines a literature review consisting of theoretical concepts of intrinsic and extrinsic factors, destination image and loyalty, which were adapted to Prague. Moreover, quantitative research with a semi-structured survey was applied, which was analysed with the use of the statistical program IBM SPSS Statistics 25. The paper shows the main results of the research study, whereby the Austrians' major travel desire is the sightseeing variety, increase of knowledge, escape from the daily routine and enhancement of the social circle. Further, Austrians visit Prague due to the historical buildings, culture, gastronomy, the Old Town and the castle district Hradšany. They also want to revisit the city due to their positive experience based on a previous trip to Prague. Lastly, recommendations for Prague City Tourism and Czech Tourism are provided by focusing on the capital's marketing to foster the development of Austrian tourists in a successful way. In addition, recommendations for further research are given, focusing on the correlation between intrinsic and extrinsic factors, the destination image and loyalty regarding the travel motivation of individual tourists.

Keywords: Travel Motivation, Prague, Austrian traveller

Word count: 13,693

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## List of Abbreviations

ANOVA	Analysis of variance
Chi <sup>2</sup>	Chi-square value
df	Degrees of freedom
SD	Standard deviation
SPSS	Statistical Package for the Social Science
p	Probability value measuring significance level

# 1. Introduction

## 1.1 Background and relevance for investigation

European city trips are becoming more and more popular nowadays, which results in a high number of visitors and tourists in several cities (European Cities Marketing, 2018). One of the top ten European performing cities is Prague (European Cities Marketing, 2018). In this context, the Czech capital registered a total number of 143,178 Austrian visitors and 282,503 overnight stays of Austrians in 2018, which results in an average of two overnight stays (Prague City Tourism, 2019). Further, in 2018, the number of Austrian visitors in Prague rose by 2,091 visitors, which is a growth of 0.9% compared to 2017 (Prague City Tourism, 2019). Due to the growth of Austrian visitors coming to Prague, Austria is an important country of origin and thus, a significant tourism source of income for the Czech Republic's economy, which needs to be preserved. However, one question remains: Why are Austrians travelling to Prague? What is their purpose to visit Prague, which is just one of many others in Europe?

First, it is crucial to mention that Prague is the capital and largest city of the Czech Republic, situated in the northwest of the country by the river Vltava as visible in Figure 1 (Prague History, 2019).



Figure 1: Location of Prague

Source: Furian, P. H. (2017). Correspondencia Política De La República Checa Ilustración Del Vector – Ilustración De Bohemia, Checo: 103991843. ["Political Correspondence Of The Czech Republic Vector Illustration - Illustration Of Bohemia, Czech: 103991843."] Dreamstime, Retrieved on April 30th, 2019 from [es.dreamstime.com/correspondencia-politica-de-la-republica-checa-image103991843](https://es.dreamstime.com/correspondencia-politica-de-la-republica-checa-image103991843).

With its 1,300,000 million inhabitants, Prague has a rich culture and a long history, which dates back to the 9<sup>th</sup> century (Prague History, 2019). Furthermore, Prague boasts some well-known sightseeing destinations such as the Charles Bridge, the astronomical clock, Prague Castle, Old Town Square, Powder Tower and many more (Prague History, 2019). Therefore, Prague is an attractive tourist destination for international travellers. Nevertheless, it is crucial to examine, why people travel to the city, which is also known as Golden Prague. In this context, travel is generally associated with the escape of the daily routine and seeking authentic experiences, which are considered among others as travel purposes (MacCannell, 1977). However, the investigation of people's travel motivations is very complex as they contain intangible motives, which are not easily to measure. Regarding the travel behaviour of Austrians, 5,800,000 million people made a holiday trip within Austria or abroad in 2018 (Statistik Austria, 2019), resulting in a travel participation of 78.3% of Austrians. The age group of the 15 to 24-year-old Austrians travel the most, whereby the 65-year old ones travel less (Statistik Austria, 2019). Although the number of Austrians visitors to Prague rose as mentioned before, their favourite holiday destination is Italy, followed by Germany, Croatia and Spain and they stay on average 6.6 nights abroad (Statistik Austria, 2019). Additionally, according to Statistik Austria (2019), the Austrians' most popular means of transport regarding vacation trips is the car, however, when traveling abroad they prefer the aircraft. Nevertheless, as there is less known about the travel purpose of Austrian tourists visiting the Czech capital, this research examines the Austrians' and in particular the Viennese travel motivations to visit Prague in the spring of 2019 in order to identify their travel behaviour from a social perspective.

This study is of high importance for the marketing organisation Prague City Tourism as its main aim is to foster the development of international tourists in Prague (Prague City Tourism, 2019). Thus, the stakeholder examines the travel behaviour of Austrians, which is of high value for future marketing activities. By doing so, Prague City Tourism arises the interest of Austrian tourists to visit Prague and increase the number of arrivals of Austrian tourists in the Czech capital. Moreover, this research is of a great interest for the Czech Tourism Authority – Czech Tourism aiming to raise the brand awareness of Czech destinations and to encourage international visitors to visit the Czech Republic (Czech Tourism, 2019). This stakeholder takes advantage of this research as it is possible to increase the brand awareness of Prague through adequate marketing activities by focusing on travel motives of Austrians. All in all, by

investigating the travel purpose of Austrians and especially Viennese visiting Prague, new insights about their travel behaviour can be gathered. Therefore, Prague City Tourism and Czech Tourism are able to strengthen their marketing strategy in order to increase the interest and the number of Austrian travellers visiting Prague.

## 1.2 Aim, Statement & Objectives

By considering the aforementioned aspects, the main aim of this research paper is to identify the main travel motivations of Austrians and particularly of Viennese to visit Prague in order to foster the city's marketing regarding the development of Austrian tourists in Prague by the Prague City Tourism and Czech Tourism. Based on this aim, the main research question: What are the travel motivations of Austrians to visit Prague in the spring of 2019? arises.

Consequently, in order to be able to answer the formulated question above, the following objectives were elaborated:

1. To define travel motivation and its main related influencing factors and elements.
2. To gather and present academic knowledge about the theoretical concepts of travel motivation.
3. To determine the main attributes of Prague (main attribute list of Prague).
4. To identify the main travel motivations of Austrians and especially of Viennese visiting Prague.
5. To provide recommendations to foster the city's marketing regarding the development of Austrian tourists in Prague.

## 1.3 Structure of dissertation

In order to answer the main research question this paper first outlines the most important literature. Moreover, adequate research approaches and questions are presented as well as primary research is conducted. Further, the gathered information is analysed, followed by a discussion and recommendations for the industry and further research.

## 2 Literature Review

Travel motivation is the main concept of this dissertation. Thus, existing literature about this research topic is provided in-depth, including its definition and major components. The most important findings are presented in this chapter and their meaning throughout this paper.

### 2.1 Definition of travel & tourism

To begin with, the whole research is based on travel and tourism as well as all mentioned components are related to it.

In general, *travel* can be defined as the activity of a traveller, who is an individual moving between several geographic locations for any duration or purpose (UNWTO, 2019). Moreover, a visit is a specific type of *travel*, where an individual is taking a trip to a destination, which is outside of his usual living environment for less than one year and for any leisure, business or personal purpose (UNWTO, 2019). Further, an international tourist is a visitor, who travels to a country, which is not part of his usual residence, for a minimum of one night, but not more than one year with the major purpose to exercise an activity within the visited country (WTO, 1991). Although the terms *travel* and *tourism* have been defined separately, they create an interrelated system (Sharpley, 2006), whereby *tourism* is a subpart of *travel* (UNWTO, 2019). In this context, these two terms are interrelated as a linkage emerges between the destination, which is a tourism product, the tourist and the *travel* industry, which provides the transportation to the tourist in order to satisfy his needs (Sharpley, 2006). In this study *travel* and *tourism* depend on each other, creating a coherent system. Thus, throughout this research paper the term *travel* equals the definition of *visit/trip* and vis versa. Moreover, in this research a *tourist/traveller/visitor* equals an individual, who is staying outside of his usual living area for more or less than 24 hours, but less than one year. Travellers, who have never been to a destination outside of their common living area before, are explicitly characterized as future or potential visitors.

## 2.2 Definition of motivation

The most accepted definition of motivation comes from Murray (1964, p.7), who stated that “[a] motive is an internal factor that arouses, directs, and integrates a person’s behavior.” Moreover, Murray (1964, p.7) added “[a motive] is not observed directly but inferred from his behavior or simply assumed to exist in order to explain his behaviour.” Therefore, motivation is generally defined as an internal force, which stimulates the performance and reflects the behaviour of an individual.

Moreover, Maslow (1954) described in his theory of motivation the motivational structure. Here, the concept of needs is central, whereby the needs are sorted hierarchically in five classes according to their importance (Maslow, 1954). The rising structure of motivational needs is the following one, starting with the lowest: physiological needs, security or safety needs, social needs such as belonging, self-esteem needs and the self-actualization needs (Maslow, 1954). Psychological needs consist of primary needs, which are crucial in order to survive such as air, water, food and shelter (Maslow, 1954). The remaining motivational classes focus on esteem, which might be reached through recognition, followed by needs for belongingness, love and security needs (Maslow, 1954). In this research report, motivation is defined as an inner drive of an individual, which needs to be met according to its significance in order to result in satisfaction and which expresses the person's behaviour.

## 2.3 Definition of travel motivation

To begin with, several researchers and authors have suggested various definitions and theories of travel respectively tourism motivation (Cohen, 1974, 1979; Crompton, 1979; Dann 1981; Dichter 1967; MacCannell, 1976; Myers & Moncrief, 1978; Robertson, 1971; Rubenstein, 1980). In general, travel motivation has often been associated as the reason of travelling (Cohen, 1972, 1974, 1979). One precise definition is given by Dann (1981, p. 211), who characterized travel motivation as “a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision.” Crompton and McKay (1997, p. 427), however, presented a more specific definition of travel motivation in which “Tourism

motivation is conceptualized as a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals.” Thus, travel motivation is an inner force, which stimulates individuals to travel. Moreover, motivation is seen as one of the most significant variables when it comes to the explanation of tourist behaviour as motivation is a driving force behind all behaviour of individuals (Crompton, 1979; Iso-Ahola, 1982). Further, travel is mostly a desire to meet a status need within a community or an opportunity to escape from the daily routine (Smith, 1979). In this context, the purpose of international tourists and visitors to travel might be either pleasure, recreation, holiday, sport, business, visiting friends and relatives, meeting and conferences, health, religion or studies (Williams, 2004). Besides, some definitions of travel motivation emphasized that the cultural background of an individual has a great influence on the travel motive and results thus, in a significant variable (Smith, 1979). In this research, travel motivation refers to the inner need of an individual to visit a specific destination outside of his usual living area due to leisure, business or private purposes and is therefore, an opportunity to escape from the everyday routine and to seek authentic experiences.

To conclude, travel motivation is the reason, why people travel and/or visit various places and areas by leaving their common living environment. Moreover, tourist motivation is an intangible force, which stimulates people to travel due to several purposes.

## 2.4 Components of travel motivation

Main elements of travel motivation and the conceptual framework are elaborated throughout the following subchapters.

### 2.4.1 Push and pull factors

Although numerous studies of travel motivation exist, those based on push and pull factors (destination attributes) have been generally accepted (Crompton, 1979; Dann, 1981; Jamrozky and Uysal, 1994; Uysal and Hagan, 1993).

The concept of push and pull factors is based on the theory that individuals travel as they are pushed and pulled by forces, which are motivational factors (Uysal & Hagan, 1993). Those

forces determine how far individuals are pushed by motives to make a travel decision and to what extent they are pulled – or attracted by the destination (Uysal, & Hagan, 1993). In more detail, push factors are characterized as socio-psychological motivations, which stimulate an individual to travel, whereas pull factors are motivations attracting individuals to a destination after the decision to travel has been made (Uysal and Hagan, 1993). In other words, push factors generally describe ‘whether to go’, which is the desire to travel, while pull factors consider ‘where to go’, which is the choice of the destination.

Further, push factors are mostly intrinsic or intangible such as rest and relaxation, fitness and health, prestige, action, adventure or the desire for escape (Uysal and Hagan, 1993). In contrast, pull factors are tangible motives as for instance the attraction of the destination perceived by the traveller (Uysal and Hagan, 1993). Other examples for pull factors are beaches, historical resources, facilities for recreation or the traveller’s expectations and perceptions such as expectation of benefit, novelty and the marketed image of the destination (Uysal and Hagan, 1993). Therefore, the push and pull theory is an important foundation for the conceptual framework of investigating travel motivation. As visible in Table 1 below, push and pull factors have been used in several travel motivation studies. The table provides an overview of identified push and pull items by several researchers as well as their applied research method or results.

<b>Researcher</b>	<b>Push factors</b>	<b>Pull factors</b>	<b>Applied research approach/result</b>
Dann (1977)	Anomie, ego enhancement	-	Scale/survey development & analysis
Crompton (1979)	Socio-psychological motives: escape, self-exploration & evaluation, relaxation, regression, enhancement of kinship relationships, social interaction Cultural motives: novelty, education	-	Push factors create the desire to travel (travel behaviour), while pull motives have an influence on the choice of destination. Additionally, the destination might have an influence on the travel behaviour.

Iso-Ahola (1990); Dunn Ross and Iso-Ahola (1991)	Personal escape & seeking, interpersonal escape & seeking	-	The four dimensions, which are considered as concealed are the driving force for the behaviour of a traveller.
Yuan and McDonald (1990)	Escape, novelty, prestige, enhancement of kinship, relationships, relaxation/hobbies	Budget, culture & history, wilderness, ease of travel, cosmopolitan environment, facilities, hunting	Individuals from different countries might travel for similar reasons, nevertheless, the importance and choice of a particular destination might differ among countries.
Uysal and Jurowski (1993)	Re-experiencing family, togetherness, sports, cultural experience, escape	Entertainment/resort, outdoors/nature, heritage/culture, rural/inexpensive	A relationship exists between push and pull factors, which might have an influence on the development of the tourism product.
Turnbull and Uysal (1995)	Cultural experiences, escape, re-experiencing family, sports, prestige	Heritage/culture, city enclave, comfort/relaxation, beach resort, outdoor resources, rural & inexpensive	Factor analysis of 30 motivational/push items & 53 destination/pull items.
Kozak (2002)	Culture, pleasure seeking/fantasy, relaxation & physical	Accommodation facilities, weather, level of price (costs), location of destination (or resort), sea & beach	Enabling tourism managers to promote those attributes, which best suit the profile of a certain group of tourists.
Mohammad and Som (2010)	Fulfilling prestige, seeking relaxation, enhancing relation, enhancing social circle, fulfilling spiritual needs, sightseeing variety, escaping from daily routine & gaining knowledge	Events and activities, affordable & easy access, culture & history, variety seeking, adventure, natural resources, & heritage sites	Enabling the understanding of travellers' motivation and extending the theoretical as well as empirical evidence on the relationship between push and pull motives, whereby the relationship is not significant.
Yousefi and Marzuki (2012)	Novelty & knowledge seeking, rest & relaxation, ego enhancement	Environment & safety, tourism facilities, cultural & historical attractions	Characterising push and pull motives of international visitors based on their identified socio-psychological travel motivations.

Table 1 Push and Pull factors used in research studies

In this context, travel motivation consists of various push and pull factors and has been identified by diverse research approaches, resulting in different outcomes. However, it was Crompton (1979), Dann (1977) and Iso-Ahola (1980, 1982), who were one of the first, who contributed to the foundation of tourism motivations with their work. Especially Crompton (1979) identified nine motivations of pleasure travellers in his in-depth study. In 1980, Iso-Ahola designed a proposal of a motivation theory, which can be applied to tourism, leisure and recreation (Iso-Ahola, 1983, 1990).

Nevertheless, there has been also some criticism about travel motivation (Dann, 1981; Iso-Ahola, 1983, 1990). In this case, Dann (1981) stated that in these kinds of research studies, individuals are not able or do not wish to reflect on their travel motives or express them. Thus, motivation would need to be assessed indirectly such as deriving travel motives from travel experiences, reported by individuals themselves (Dann, 1981). Additionally, Dann (1981) stated that when push and pull items are combined in the same research study, the outcome might result in limitations as the outcome might be valid only for the short-term run. Additionally, Iso-Ahola (1983, 1990) stated, that individuals might be influenced by both motivations simultaneously, which means that the motives might not exclude each other.

So far, the push and pull factors have been examined in detail, however, not the relationship between these two elements. Above all, Goodrich (1977) stated that in order to market a specific destination in an effective way, it is crucial to understand both push and pull factors as well as the relationship between them (Goodrich, 1977). However, in order to identify the correlation between push and pull factors the canonical analysis might be used (Christensen, 1983). Later, several researchers focused on examining the correlation between push and pull factors such as Uysal and Jurowski (1993), who conducted a study about the extent of the mutual relationship between push and pull factors in regard to the tourist motivation of pleasure travellers.

In addition, push and pull factors are crucial in order to determine the tourism offer as they are an important factor for the decision-making process and marketing of goods and services (Mahika, 2011). Thus, in order to identify the changes in tourist motivation, it is significant to determine the desire of consumers and predict important aspects in the creation of the tourist

offer (Mahika, 2011). Therefore, identifying the travel motivations is of high importance for marketers and promoters in the travel and tourism sector.

To sum up, travel motivation consists of intrinsic push and extrinsic push factors, which motivate individuals to travel. The former component indicates the desire to travel, while the latter determines where to go (destination). Although the theory of push and pull factors has been used in several research studies of travel motivation, no unified framework of these factors exists. There have been various discussions among researchers about push and pull factors, which lead to new perspectives such as focusing on the correlation of these two forces. This research paper, however, is not focusing on the relationship between push and pull factors, but on their influence on travel motivation. Further, these motivational factors are crucial for destination managers as the travellers' needs can be identified, which are of high relevance for the tourism offer as well as successful marketing activities.

#### 2.4.2 Conceptual model of Mohammad and Som

Mohammad and Som (2010) used the push and pull theory in their study in order to analyze the travel motivation of foreign tourists to Jordan. They (2010) adapted the push and pull items from studies of previous researchers such as Dann (1977, 1981); Hanquin and Lam (1999); Kim and Lee (2002); Uysal and Jurowski (1994). Mohammad and Som (2010) used push factors consisting of 25 motivational items, which were based on intangible and origin-related desires of individual travellers. By using a factor analysis, the researchers clustered these 25 push items into common characteristics, resulting in eight motivational factors, which are the following ones: fulfilling prestige, enhancing relations, seeking relaxation, enhancing social circle, sightseeing variety, fulfilling spiritual needs, escaping from daily routine and gaining knowledge.

The same approach was also applied to the pull factors consisting of 26 motivational items based on external forces of destination attributes of Jordan (Mohammad and Som, 2010). The researchers grouped these 26 items with common features, resulting in eight motivational dimensions, namely: events and activities, easy access and affordable, history and culture, variety seeking, adventure, natural resources, heritage sites, sightseeing variety (Mohammad

and Som, 2010). All in all, with those identified push and pull factors, the researchers wanted to identify the travel motivation of foreign tourists coming to Jordan. The conceptual model of Mohammad and Som (2010) is visible in Figure 2 showing both push and pull factors, each consisting of eight items and their influence on the travel motivation of tourists. In this research paper, this framework is of high importance in order to display the main components and their impact on travel motivation.

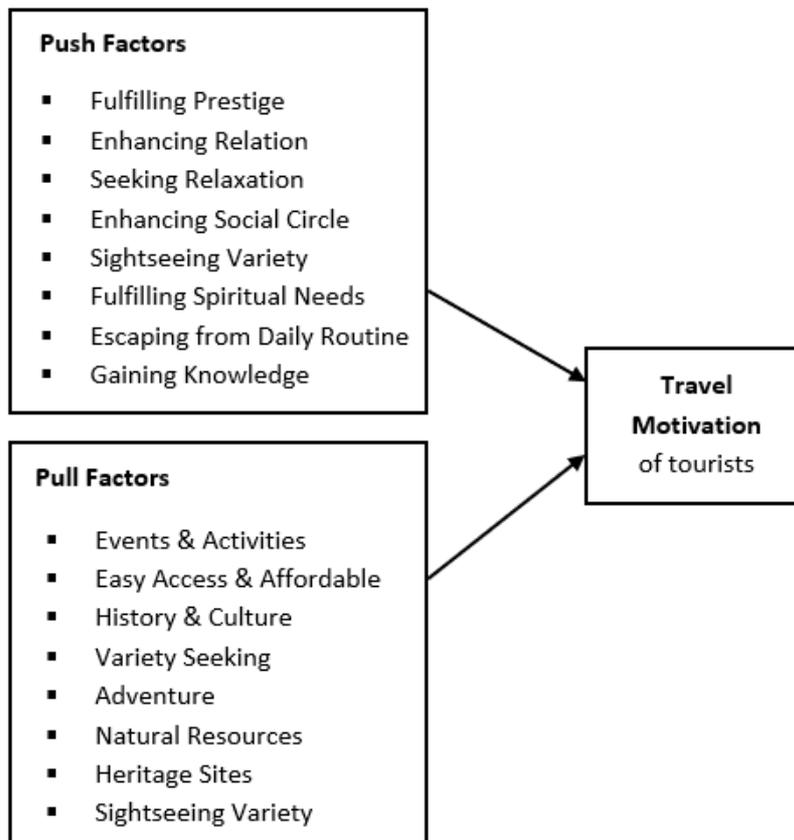


Figure 2 Conceptual model of Mohammad and Som

Source: Mohammad, B. A. M. A. H., & Som, A. P. M. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management*, 5(12), 41-50.

#### 2.4.3 Destination Image, Loyalty & Visit Intention

Apart from the push and pull theory, other travel motives exist such as the marketed image of the destination, which is another pull item according to Uysal and Hagan (1993). Thus, it is crucial to identify the destination image perceived by the individual traveller in order to examine to what extent it has an impact on the tourist's travel motivation.

In this context, several explanations of image exist (Fakeye and Crompton; 1991; Hunt; 1975; Mayo 1973 and Phelps; 1986), whereas the general definition of an image is the sum of viewpoints, impressions, feelings and beliefs, which individuals have of specific objects, actions or events (Crompton, 1979). Particularly, a destination image refers to the overall picture of individuals or the sum of perceptions of a destination (Fakeye and Crompton, 1991; Hunt, 1975; Phelps, 1986). In addition, the destination image has a significant influence on the decision to travel, choice of destination as well as motivation to experience products and services of the destination (Chen and Tsai, 2007). Moreover, it is approved by several researchers that individuals, who have a positive image of a destination are more likely to consider the place in their decision-making (Bansal and Eiselt, 2004; Chia and Qu, 2008). In this research paper, destination image refers to the individual's perception of a place consisting of impressions, beliefs and feelings, which have an influence on the travel motivation.

Echtner and Ritchie (1993) identified that a destination image consists of attribute-based components such as accommodation facilities, climate or friendliness of locals and holistic elements such as mental pictures or imagery. The researchers stated, that a destination image might be perceived by physical (tangible) attributes of a place such as tourist/visitor attractions, accommodation or price rates as well as intangible elements as for instance the atmosphere, safety or friendliness of locals (Echtner & Ritchie, 1993). Therefore, the holistic image based on tangible characteristics examines the common, overall public picture, stereotype or imaginary of a place (Echtner & Ritchie, 1993). Above all, it is crucial to mention that in order to identify the overall image of a destination, an in-depth image study has to be conducted considering other components of destination image. However, in this research paper, the destination image only refers to the holistic image based on physical attributes, resulting in the overall perceived image of people.

Aside from that, travel motivations are also considered as expectations of the destination, which are perceived by the traveller such as activities and the mood, which the traveller wants to experience throughout its trip (Aziz and Ariffin, 2009). In the case, the traveller's overall expectations are met, they result in satisfaction, which are created from several experiences of consumed tourism products and services in the tourism destination (Buhalis, 2000). Beyond

that, all these aspects play a significant role, when it comes to the destination loyalty (Castro, Armario, and Ruiz, 2007; Lee, 2009), which results either in a return to the destination or a recommendation to friends and family (Chen and Tsai, 2007; Oppermann, 2000; Yoon and Uysal, 2005). Therefore, if the tourist's expectations of a destination are met, they lead to satisfaction and thus, to loyalty, which is another travel purpose. In this research paper, loyalty refers to the motivation of a traveller to revisit a destination in the case, the tourist's previous expectations regarding the destination were met and resulted in a positive travel satisfaction.

The main components discussed in the literature review are visualized in the structural equation model (SEM) in Figure 3 below. The model, which was applied in several studies (Chen and Tsai, 2008; Yoon and Uysal, 2005), displays the relationship between the push and pull motivation, travel satisfaction and destination loyalty. Further, the framework is of high importance in order to show, that push and pull motives or expectations of an actual travel are the base for the travel satisfaction of an individual, which triggers the destination loyalty of a tourist. Thus, this model helps to examine the extent of the travel satisfaction of actual Austrian tourists, who have visited Prague before in order to identify the degree of loyalty, which is another travel motivation, resulting in a visit intention.

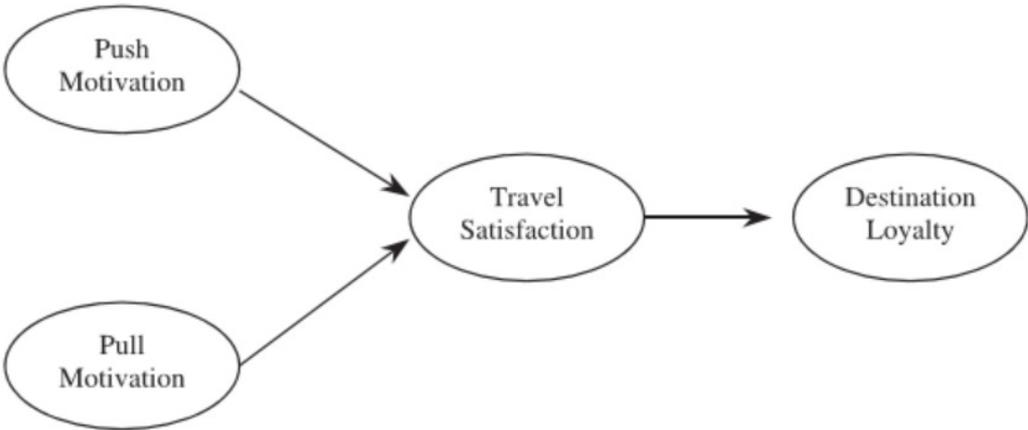


Figure 3 Motivational Drivers

Source: Yoon, Y., & Uysal, M. (2005). An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model. *Tourism Management*, 26(1), 45-56.

Regarding tourism literature, several researchers have agreed on the importance of identifying the relationship of components such as travel motivation, destination image, tourist satisfaction, (re)visit intention and destination loyalty (Beerli and Martin, 2004; Huang and Hsu, 2009; Kozak, 2001; Lee, Lee, and Lee, 2005; Lee, Yoon and Lee, 2007; Martin and del Bosque, 2008). So far, all elements have been discussed, however, not the one of the visit intention. In this context, Backman and Crompton (1991) stated that travellers have a positive attitude towards a specific product or destination and show their intention through the purchase of the product or the visit of the destination. Therefore, it is important to identify the travel intention as it is a significant element regarding the travel behaviour of tourists. In this research paper, the visit intention refers to the willingness of a tourist to visit a destination, regardless if the traveller was on site before or not.

After having an outline of the main concept, which is the travel motivation and its major components, which are push and pull factors, the destination image and destination loyalty, those elements can be linked in the next chapter.

### 3 Methodology

The information gathered above is of main significance as it is the foundation for this research and for the conceptual model. Gaps (missing literature on travel motivation of Austrian tourists visiting Prague), which need to be filled in order to answer the main research question of this study were presented as well. Further, population and sampling are set, followed by the verification of validity as well as reliability and research ethics.

#### 3.1 Conceptual model

The conceptual model displays the link between the concepts discussed in the literature review and shows the main issue, which needs to be investigated. Further, it is the foundation for the research questions. The conceptual model of this research is based on the introduced push and pull factors of Mohammad and Som (2010) in Table 1 in the literature review, the concept of destination image of Echtner and Ritchie (1993) and the component of destination loyalty of the structural equation model by Yoon and Uysal (2005).

In this research, the model of Mohammad and Som (2010) is used as it includes push and pull factors, which are the major components of travel motivation identified by several previous researchers such as Dann (1977, 1981); Hanquin and Lam (1999); Kim and Lee (2002); Uysal and Jurowski (1994). Therefore, the conceptual model of Mohammad and Som (2010) is an appropriate tool, which captures the travel motivation of individual travellers in a comprehensive way. Based on the findings of Echtner and Ritchie (1993) the destination image is another important element, which investigates the perception of individuals of a specific destination. By examining the holistic image based on physical (tangible) attributes, it is possible to identify the overall image perceived by the traveller, which is another pull factor and thus, travel purpose. Further, destination loyalty is an important component of travel motivation as well (Yoon and Uysal, 2005) based on the extent of travel satisfaction, which indicates the potential revisit of the traveller to a destination. The concept of destination loyalty is applied as it has a significant influence on the travel motivation of a traveller due to previous travel experiences.

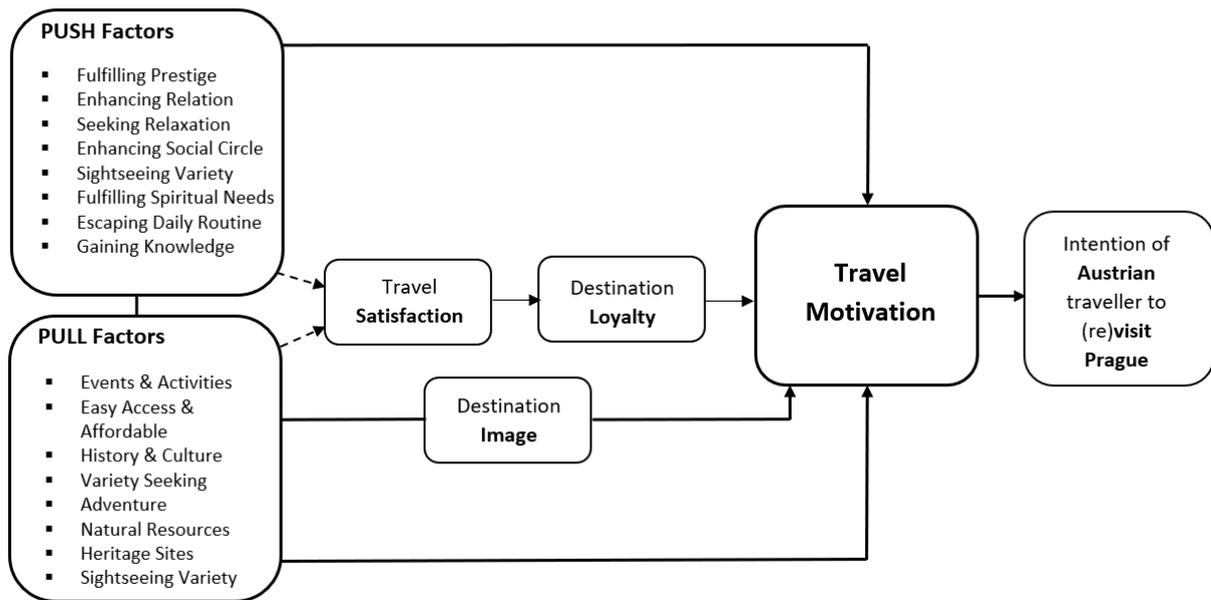


Figure 4 Conceptual model of Austrians' travel motivation to visit Prague

The starting point of this model (Figure 4) are intrinsic forces (pull factors), which are personal motives and external forces (pull factors), which are tangible destination attributes. Both factors have a direct impact on the travel motivation of the Austrian tourist, resulting in a revisit intention of Prague. The overall perceived destination image of the Austrian traveller, which is another pull item, also contributes to the travel motivation to visit Prague. Further, a positive travel satisfaction based on several previous experiences in Prague leads to a revisit of the destination (loyalty). By considering the abovementioned aspects, the Austrians' travel motivation and visit intention to Prague can be identified.

### 3.2 Research Questions

After reviewing the literature and designing a conceptual model, four research questions are elaborated with the help of a research matrix (Appendix 1). The following questions are drawn up in order to answer the main research question: What are the travel motivations of Austrians to visit Prague in the spring of 2019?

**RQ 1:** To what extent do push factors influence the travel motivation of Austrians to visit Prague in the spring of 2019?

The literature review showed that travel motivation consists of personal motives, which indicate the desire to travel and push the individual to make the travel decision. The aim of the first question is to identify why Austrians travel in general such as seeking novelty or escaping from the daily routine. Consequently, the main intrinsic travel motivation of Austrians can be captured and evaluated, which leads to a better insight into their travel behaviour.

**RQ 2:** To what extent do pull factors influence the travel motivation of Austrians to visit Prague in the spring of 2019?

As reviewed in the literature, pull factors investigate the choice of traveling to a destination, however, these external motives strongly depend on destination attributes. This research question is of high importance in order to determine why Austrians travel to Prague such as monuments, buildings and the local cuisine. Therefore, the Austrians' main tangible motive to visit Prague can be identified and analysed.

**RQ 3:** To what extent does the destination image of Prague influence the travel motivation of Austrians to visit Prague in the spring of 2019?

This question is elaborated as the existing literature indicates that the marketed image is another pull item of a destination. However, this question examines the individual's image of Prague, which has a significant impact on the travel motivation. Here, characteristics are captured, which help the researcher to determine the overall picture of tangible attributes of Prague, which are perceived by the Austrian traveller and are part of the travel motivation simultaneously.

**RQ 4:** To what extent does the loyalty influence the travel motivation of Austrians to revisit Prague in the spring of 2019?

The last research question aims to examine and analyze the extent of loyalty of Austrians' travellers to revisit Prague. As satisfaction is another element, which motivates people to act

in a specific way, the research question identifies the level of satisfaction based on previous travel experiences of Austrians, who have been to Prague before. Therefore, the extent of loyalty can be identified, which results in the travel motivation and revisit of Austrian visitors.

### 3.3 Methods and Analysis techniques

This research consists of desk and field research, whereby so far existing data were gathered throughout the literature review in order to gain in-depth knowledge about the research topic and its concepts. Nevertheless, to fill the gaps of this research and to answer the main research question, primary research is applied by conducting a survey, which considers the following aspects:

- The socio-demographic characteristics of respondents – WHO?
- The travel motivations of respondents – WHAT?
- The travel intention of respondents to visit Prague – WHY?

The collection, analysis and interpretation of statistical data is the most common approach in travel and tourism research (Veal, 2006), resulting in a quantitative approach. It is based on the numerical evidence to test hypotheses or draw conclusions (Veal, 2006). In this research, the quantitative approach is used as the main purpose is to explore and quantify the travel motivations of Austrians as well as to generalise the drawing conclusions to the whole population based on the primary data collection. This is also called empirical research. In this current study, a combination of both structured and unstructured methods is used as pre-determined statements of Mohammad and Som (2010) as well as formulated questions are applied to explore travel motivations by applying push and pull factors, destination image and loyalty. Regarding the measurement of push components, the developed statements of Mohammad and Som (2010) are used, which focus on the intrinsic motivation of travellers. Those statements are reliable and valid as they are largely the same as those in the study of Mohammad and Som (2010) and capture the intangible tourist motivation. In this context, the original statements can be found in the Table 2 below.

<b>Push factors</b> Pull items	<b>Pull factors</b> Pull items
<b>Fulfilling prestige</b> (1) To increase my social status. (2) To visit a place that my friends have been to. (3) To visit a destination that would impress my friends & family. (4) To have visited a destination listed as world's seven wonders. (5) To seek solitude in a foreign land.	<b>Events and activities</b> (1) Activities for Entire Family. (2) Festivals and Events. (3) Entertainment. (4) Shopping. (5) Nightlife. (6) Amusement/Theme Parks.
<b>Enhancing relations</b> (6) To enhance communication with local community. (7) To exchange custom and traditions. (8) To participate in new activities. (9) To appreciate natural resources.	<b>Easy access and affordable</b> (7) Affordable Tourist Destination. (8) Safe Destination. (9) Convenience of Visa. (10) Value for Money.
<b>Seeking relaxation</b> (10) To be away from home. (11) To relax physically. (12) To find thrills and excitement.	<b>History and culture</b> (11) Historical Castles. (12) Culture, Arts and Traditions. (13) Outstanding Scenery.
<b>Enhancing social circle</b> (13) To have enjoyable time with my travel companion(s). (14) To meet new people. (15) To visit friends and relatives.	<b>Variety seeking</b> (14) Traditional Food. (15) Outdoor Activities. (16) Exotic Atmosphere.
<b>Sightseeing variety</b> (16) To fulfill my dream of visiting a foreign land/country. (17) To sightsee touristic spots. (18) To explore cultural resources.	<b>Adventure</b> (17) Local Bedouin Life. (18) Weather/Climate. (19) Mount Climbing. (20) Desert Camping.
<b>Fulfilling spiritual needs</b> (19) To reconnect with spiritual roots. (20) To relax spiritually.	<b>Natural resources</b> (21) Natural Reserves. (22) Beautiful Beaches.
<b>Escaping from daily routine</b> (21) To satisfy the desire to be somewhere else. (22) To visit a place that I have not visited before.	<b>Heritage sites</b> (23) Petra, the site of new seven wonders. (24) Wonder. (25) Heritage sites.
<b>Gaining knowledge</b> (23) To increase knowledge about a foreign destination. (24) To experience new and different lifestyles or traditions. (25) To see how people of different cultures live.	<b>Sightseeing variety</b> (26) Cosmopolitan City of Amman. (27) Dead Sea.

Table 2 Push and pull factors & items of Mohammad and Som (2010, p. 48, 49, 50)

Source: Mohammad, B. A. M. A. H., & Som, A. P. M. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management*, 5(12), 41-50.

Nevertheless, where necessary, push items are adapted to Prague or excluded due to a similar meaning. Moreover, the phrasing of the statements of all push items is changed to statements in order to express the travel motivation in a simpler and more comprehensible way, however, by keeping the same meaning. Due to the aforementioned aspects this research study consists of 24 push items.

The same measurement approach is also applied to pull elements, where the elaborated items of Mohammad and Som (2010) are used (Table 2). Here, the reliability and validity are ensured as the pull items are mainly based on those of Mohammad and Som (2010). Nevertheless, as Prague has some other destination attributes and characteristics as Nepal as in the study of Mohammad and Som (2010), a list of Prague's main physical attributes is created (Appendix 2). It is crucial to mention that the listing does not contain all tangible attributes of Prague as there are too many and it would result in a too long list. Thus, only the main and most important destination attributes of Prague are listed. Therefore, in this research, some pull items of Mohammad and Som (2010) are adapted to Prague's attributes and result in statements. All in all, this research study consists of 20 pull items.

The overall destination image is measured by the proposed open-ended question (unstructured method) of Echtner and Ritchie (1993): "What images or characteristics come to mind when you think of XXX as a vacation destination? (functional holistic component)" (Echtner & Richtie, 1993, p.5). This approach examines the physical and tangible destination attributes of Prague perceived by the traveller. The abovementioned question is applied as various researchers in the field of tourism considered it as reliable and valid as well as appropriate due to its adequacy and phrasing (Echtner and Richtie, 1993).

The extent of loyalty is measured by applying an unstructured method, which identifies the extent of travel satisfaction based on previous travel experiences of tourists visiting Prague. This approach is adequate as determines the level of loyalty of Austrian travellers, who have been already to the Czech capital and their willingness to revisit the city. However, as this research is not focusing on either Austrian visitors, who have been to Prague before or visitors, who have never been to Prague, both actual as well as potential future visitors from Austria may participate in this study.

Based on the abovementioned methods, an online semi-structured questionnaire has been elaborated consisting of 5 main parts:

- (1) Socio-demographic questions – in order to cluster Austrians and non-Austrians into segments.
- (2) An open-ended question capturing the overall destination image of Austrians based on Prague's destination attributes – in order to determine the tangible motive of every single Austrian.
- (3) 24 scale questions of push items – in order to determine the intrinsic motivation of Austrians.
- (4) 20 scale questions of pull items – in order to investigate the extrinsic motivation of Austrians.
- (5) A nominal question examining the level of satisfaction based on previous travel experiences of Austrians in Prague – in order to identify the motivational extent of loyalty of Austrians.

Sections (3) and (4) are analysed with the help of scale questions, ranging from 'strongly agree' to 'strongly disagree'. Nevertheless, the Five-point Likert scale as well as answer options 'I don't know' or 'neutral' are not applied in the questionnaire as the findings would result in a very vague outcome and thus, limitation. Therefore, only four answer options are chosen in order to identify the precise respondent's opinion, resulting in a clear and evident result. Additionally, a content analysis for open-ended questions is applied, where all answers are grouped into categories, which are coded and out of the classification scheme, frequencies are created.

### 3.4 Population and Sampling

In this research, the population refers to the one of Austrians, which was according to Statista (2019) 8,900,000 million in the beginning of 2019, whereby this number includes all people living in Austria. Nevertheless, in order to answer the main research question this study only focuses on respondents, who have the Austrian nationality, regardless of whether they live in

Austria or not. Besides, as this research is extremely time and budget-restricted, it is impossible and unrealistic to gather data from every single Austrian. Therefore, the non-probability sampling method was applied such as self-selected, convenience and snowball sampling. These sampling techniques were chosen as they give the researcher an easy access to the broad population. Further, people select to take part or forward the survey, resulting in little to no effort for the researcher. Above all, these methods are very convenient and efficient regarding time and budget. Further, based on the population of 8,900,000 Austrians and the table in Appendix 3, which indicates the sample size of small populations, a minimum of 384 questionnaires was collected from Austrians to ensure the confidence level of 95% with a confidence interval of +/- 5%.

#### 3.4.1 Collection of primary data

As this research is a quantitative one, primary data was collected with the help of a semi-structured questionnaire, which is the research instrument of this study (Appendix 4). Nevertheless, to avoid misunderstandings and misinterpretations of respondents when answering the questions, a pilot test was conducted on the 8<sup>th</sup> of May 2019, where the preliminary questionnaire was distributed to two Austrians. The questionnaire was adjusted according to the feedback, resulting in the exclusion of the last statement of push items and the pull item (value-for-money). Further, question six was changed to 'Please, mention at least 1 characteristic' and the answer option 'other' was added to question five, eleven and twelve. As this research is financially and time constrained as stated above, an online survey was designed based on the questionnaire design (Appendix 5) using the online survey 'Monkey Survey'. The questionnaire was published online for one and half weeks in Austria, starting from the 10<sup>th</sup> of May 2019 until the 21<sup>st</sup> of May 2019. As already mentioned before, the self-selected sampling method was applied as the survey was distributed online to organizations, school and groups, where participants were invited to take part. This method was chosen to obtain a higher number of respondents. Further, the researcher used convenience sampling as the online questionnaire was shared via social media to Austrian people. This approach was applied as it is an easy way to reach a large group of respondents with little effort. Moreover, the online questionnaire was published on the researcher's Facebook page and the Facebook group of the Tourism College Modul in Vienna. This sampling method was chosen in order to

reach more Austrian people in a short time. Further, the online survey was published in Facebook groups such as the German speaking world-regulars' table in Prague, the Prague round – German speaking in the Czech Republic and Czech-German-speaking Cafe - Prague. These online channels have been chosen as the groups mainly consists of German speaking members such as Austrians, who are coming to Prague and are easy to access. In addition, snowball sampling was applied as the survey was send via e-mail to a teacher of the grammar school GRG3 Hagenmüllergasse in Vienna and shared it with other teachers from the school. Further, the survey was forwarded to Austrian employees in the Austrian national tourist board in New York and to people working in the church of the Saint Roch in the third district of Vienna. This sampling technique was chosen as it is a convenient approach to reach the broad target group within a short time frame. Moreover, in order to reach the sample size of 384 Austrian respondents, the online questionnaire was distributed via e-mail to pupils, students and teachers of the Tourism College Modul in Vienna as well as to a professor of the University of Vienna, who shared the survey with students, who have subscribed for the Slavic distributor. These mailing methods have been chosen in order to address especially people from Austria.

Finally, the collected data of the questionnaire were analysed with the software IBM SPSS Statistics 25. The codebook of the questionnaire is attached in Appendix 6, which presents the measurement level and coding of all questions.

### 3.5 Validity and Reliability

The questionnaire was based on the concepts identified in the existing literature of tourist motivation in order to measure the research topic in a valid way. As the main aim of quantitative research is to generalize the findings to the whole population, primary research was applied by conducting a survey with a sample size of a minimum of 384 Austrians. Further, a high validity was established with the help of a detailed research matrix, creating a logical link between the literature review and the applied concepts in this research and between the objectives and the questionnaire questions. Moreover, the English questionnaire was translated by the researcher into the German language as the researcher is Austrian and speaks German, which results in a great validity. Additionally, before publishing the questionnaire, a pilot test was conducted to check the research tool and to avoid

misunderstandings in phrasing as well as to ensure a high validity. Although this study is highly valid, the researcher has to take into consideration, that in social science the results will never entirely represent the truth. Same applies to the reliability, which cannot ensure the completely trueness. In this context, this research consists of people's own personal opinions and attitudes, which might change over time due to unforeseeable situations. Thus, a replication of this study cannot be ensured under the same or similar conditions at a later point of time, resulting in the same outcome. It has to be kept in mind, that the collected data are restricted to the time and place, they have been gathered. All in all, by considering the sampling techniques, validity and reliability, the findings of this study cannot be generalized entirely to the whole population. This is particularly due to the sampling methods, which are very biased and due to the reliability, so the representativeness of the studied population cannot be ensured completely.

### 3.6 Research Ethics

This research study particularly focused on the following principles, which need to be considered when conducting primary research:

- Free choice – The respondents were not forced to participate in the research.
- Informed consent – Before participating in the survey, respondents were fully informed about the anonymity, confidentiality and duration of the survey as well as the contact information of the researcher.
- Honesty and rigorously – The researcher is honest in the analysis, interpretation and reporting of the results as well as occurred limitations.
- Authorship and acknowledgment – Every person, who has contributed to this research study received acknowledgments.

Moreover, the collected data were only used for this research and will be destroyed by the end of July 2019 at the latest.

## 4 Results and Analysis

This chapter presents the most important findings of the primary research in order to answer the four research questions. However, first the characteristics of respondents are outlined. In total, 387 Austrians were surveyed. All answers were translated into the English language and all percentage numbers were rounded to full percentages in this chapter in order to enable a better comprehension and flow of reading.

### 4.1 Socio-demographic profile of the sample

More than half of the respondents (59%) were female, who were slightly more represented than man (41%). Most respondents were in the age group of 20 to 35 years (42%). Respondents, who were younger than 20 years and those in the age group of 36 to 50 years, were each equally represented with 19%. Followed by the 51 to 65-year-old respondents (16%), the age group of 65+ (4%) was the least represented one. Most of the respondents were employees (41%) as well as pupils or students (40%), which is to some extent related to the before mentioned age groups, whereby no specific information was gathered about their field of work. Further, the sample consisted of retirees (7%), workers (5%), unemployed (3%) and people with other occupations (4%) such as officials, self-employees, persons working and studying at the same time and women with maternity leave. The research also showed that three quarters of Austrians (75%) have been to Prague before, while one quarter (25%) have been not. Additionally, the capital Vienna was for more than half of the respondents (56%) the place of residence, followed by Lower Austria (23%) and Burgenland (7%). The rest of respondents were living in the Alpine regions, such as Upper Austria, Styria and Tirol with each 3%, Carinthia and Salzburg with each 2%. Lastly, while only 1% of the sample was not living in Austria, no respondents were registered in the smallest Austrian province Vorarlberg.

## 4.2 Intrinsic factors influencing travel motivation

The information provided within the next two subchapters particularly examines the intrinsic and extrinsic factors influencing travel motivation, so the first and second research questions can be answered.

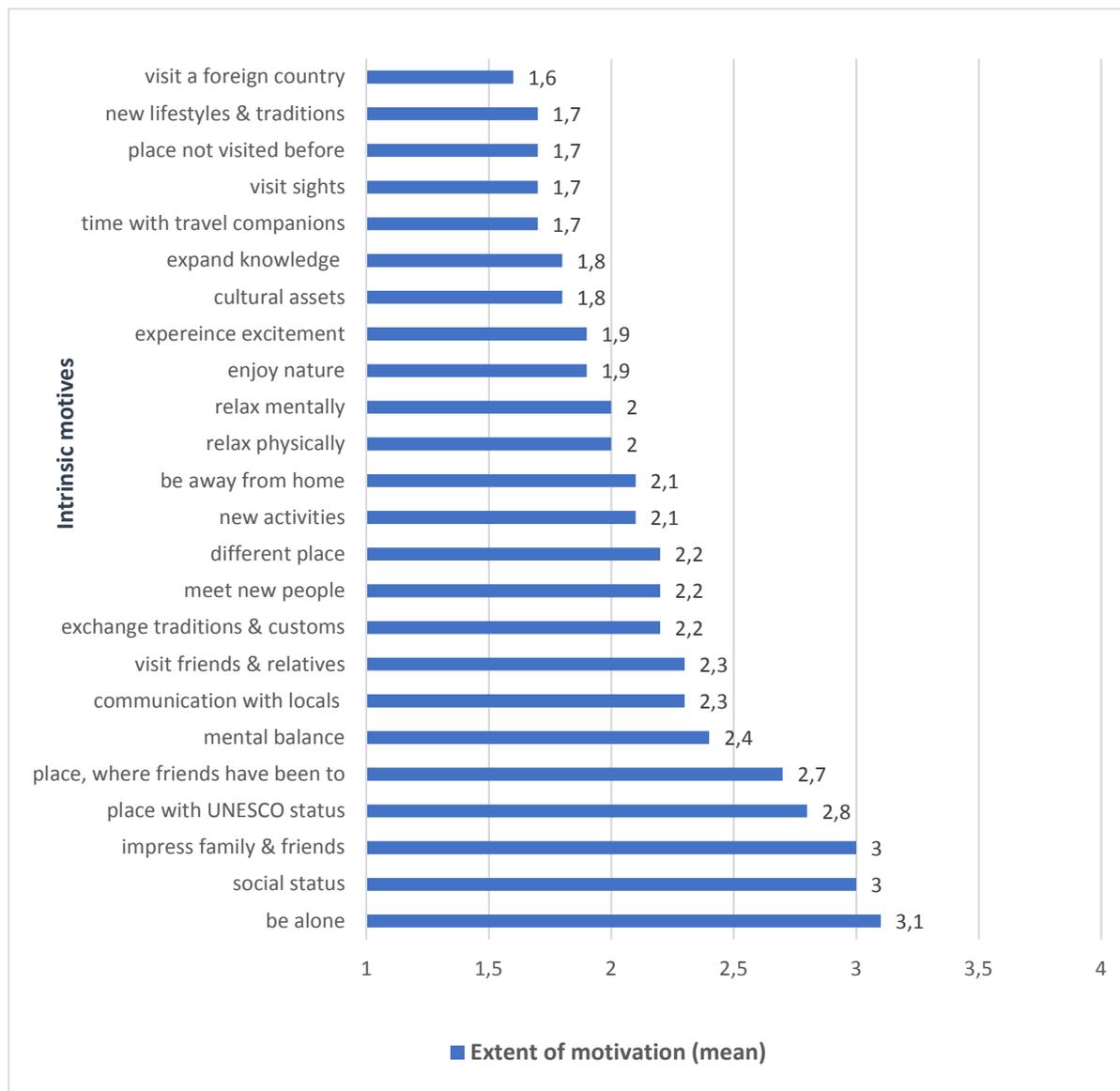


Figure 5 Average extents of intrinsic motives on travel motivation of Austrians

(1 = I totally agree, 2 = I agree, 3 = I disagree, 4 = I totally disagree)

As findings show in Figure 5, on average most of the intrinsic motives had a great to moderate influence on the travel motivation, whereby visiting a foreign country is the greatest travel desire of Austrians. Moreover, experiencing new lifestyles and traditions, visiting a place, that

has not been visited before, visiting sights and spending a pleasant time with travel companions were rated as equally significant travel motives. Nevertheless, being alone, impressing family and friends as well as increasing the social status are the least travel desires of Austrians.

The standard deviation indicates to what extent the answers amongst respondents differ. Responses with the lowest standard deviation (<1.0) showed that most Austrians shared the same opinion regarding their personal motivation to travel. In this case, people mostly asserted the desire to experience new lifestyles and traditions with one of the main travel motives (SD=0.751). Further, most respondents showed a low difference amongst their answers regarding the visit of a place, where friends have been to (SD=0.791), the visit of sights (SD=0.798) and the visit of a foreign country (SD=0.799). In contrast, answers with a higher standard deviation highlighted that respondents had different opinions to what extent the desire to travel influenced their motivation to travel. Most Austrians had differences to agree on the increase of their social status (SD=0.940), the visit of friends and relatives (SD=0.910) as well as being away from home (SD=0.904). All in all, out of the major intrinsic motives, the sightseeing variety was the Austrians’ major travel purpose, followed by the motivation to gain knowledge, escape from the daily routine and enhance the social circle. In contrast, fulfilling prestige was the least travel desire of Austrians.

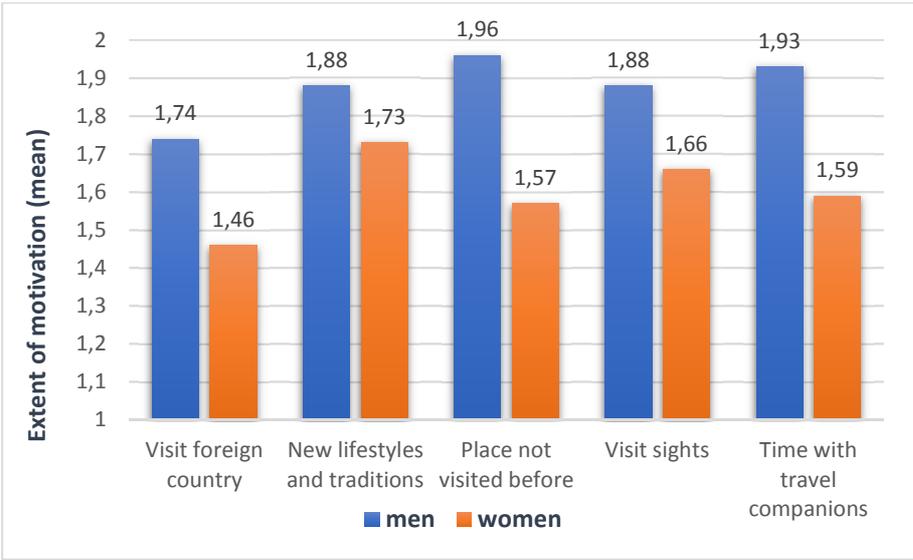


Figure 6 Difference in main intrinsic motivation between men and women

(1 = I totally agree, 2 = I agree)

Additionally, the means of the main travel motivators were compared between men and women (Figure 6) in order to identify significant differences between those groups. This gave a further insight into the profile of the sample and the travel behaviour of Austrians.

Findings highlighted that the averages of the travel motivation of women were slightly different to those of men. In this case, the answers of women differed less (SD=0,746) than the ones on men (SD=0,846). These also seemed to be a significant difference between male and female respondents and their motivation to visit a foreign country ( $p < 0.001$ ). Moreover, as the difference of experiencing new lifestyles and traditions appeared among male and female respondents as quite low, there was significant difference between the motivation among those two groups ( $p < 0.001$ ). Additionally, a t-test confirmed a great difference between men and women regarding the place, which have not been visited before ( $p < 0.001$ ), the visit of sights ( $p < 0.001$ ) and the pleasant time spend with travel companions ( $p < 0.001$ ). The abovementioned outcomes revealed that women had a slightly more intense desire to travel than men, resulting in a greater travel motivation of female Austrians. Nevertheless, men were generally more motivated regarding fulfilling prestige such as increasing the social status, impressing family and friends or being alone.

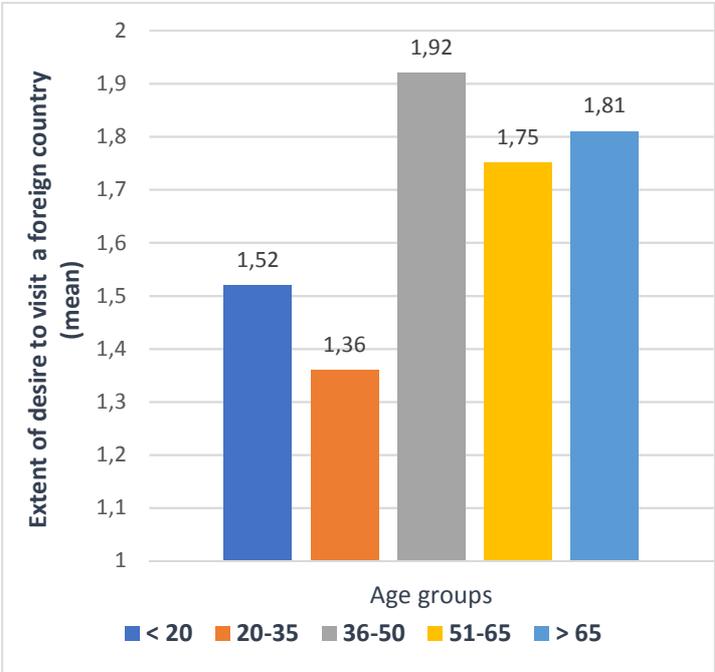


Figure 7 Difference between main desire to visit a foreign country and age groups

(1= I totally agree, 2 = I agree)

Further, an ANOVA analysis was conducted to test whether there was a correlation between the age groups with the main intrinsic travel motivations. As results displayed (Figure 7), all age groups rated the motivation of visiting a foreign country as very important to moderate, whereby the 20 to 35-year-old individuals were mostly stimulated towards it ( $p < 0.001$ ). Especially, a great difference occurred between the 20 to 25-year-old and the 36 to 50-year-old Austrians ( $p < 0.001$ ), which were motivated at the least regarding this motive as well as the former and the 52 to 65-year-old respondents ( $p = 0.006$ ). Further, findings revealed a significant difference between the age groups and the motivator of new lifestyles and traditions ( $p = 0.017$ ), place, which has not been visited before ( $p < 0.001$ ), visit sights ( $p < 0.001$ ) and having a pleasant time with travel companions ( $p < 0.001$ ).

### 4.3 Extrinsic factors influencing travel motivation

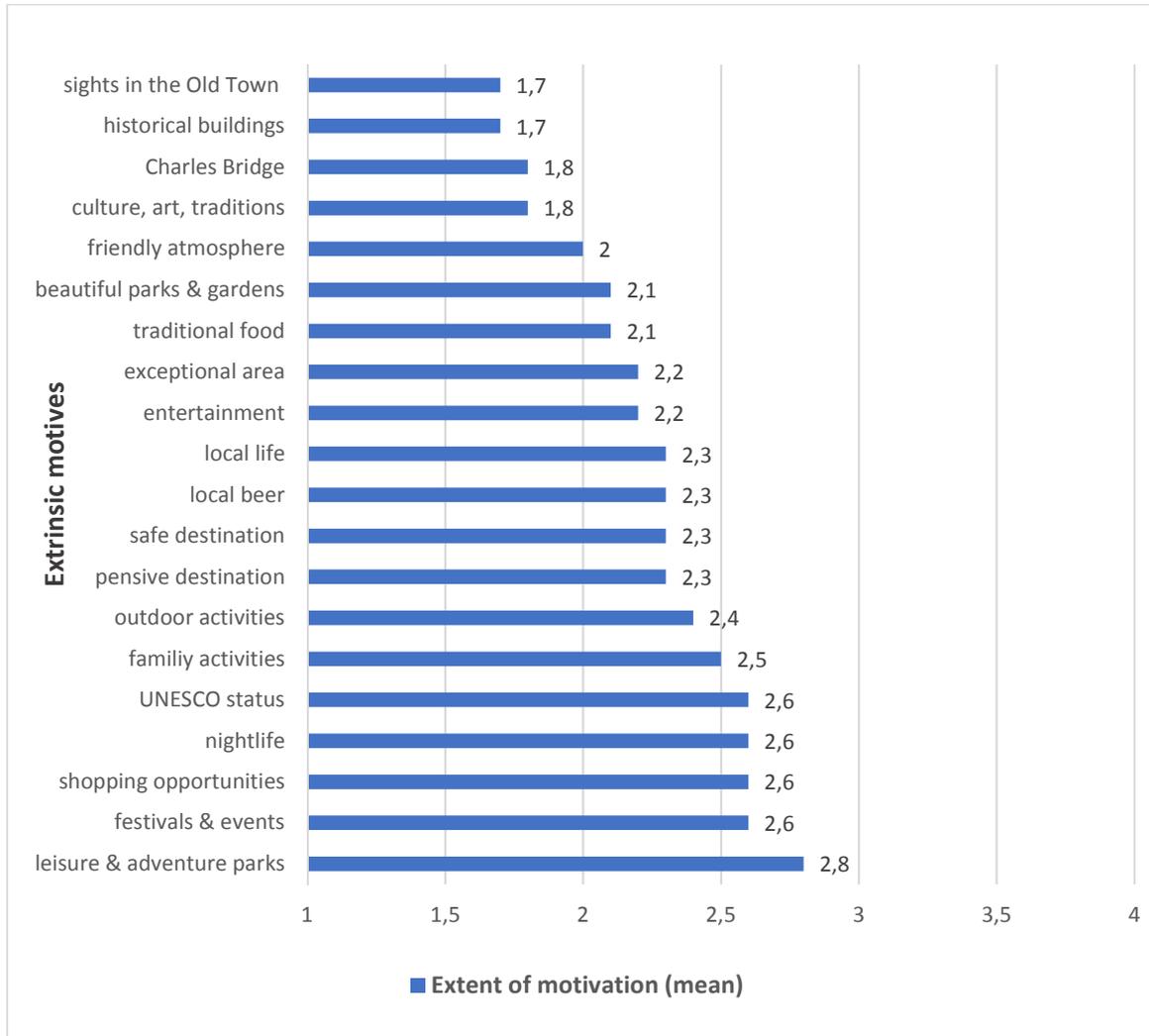


Figure 8 Average extents of extrinsic motives on travel motivation

(1 = I totally agree, 2 = I agree, 3 = I disagree, 4 = I totally disagree)

On average, most of the extrinsic motives had a strong to moderate influence on the choice of the travel destination Prague of Austrians (Figure 8). Findings revealed that for Austrians the most important motivators are the sights of the Old Town as well as the historical buildings in the city, which were rated as equally important. Further, a visit to the Charles Bridge was classified as significant as exploring the culture, art and traditions, followed by the friendly atmosphere of Prague. The Czech capital's leisure and adventure parks stimulated the respondents least of all.

The standard deviation displayed that Prague was perceived as a safe place by most of the respondents similarly (SD=0.722). Same applied to the entertainment on site (SD=0.733), the friendly atmosphere (SD=0.736) as well as historical buildings (SD=0.759), which were rated equally by most of Austrians. However, outstanding discrepancies occurred regarding the local beer with the highest standard deviation (SD=1.024), followed by the nightlife (SD=0.927). All in all, out of the main extrinsic motives the sightseeing variety as well as history and culture were equally significant travel motivators, followed by the motivation of variety seeking in Prague. Nevertheless, events and activities played the least important role regarding the travel purpose to the Czech capital.

As well as in the subsection above, the means of the main extrinsic travel motivators were compared between men and women. Thus, significant differences were determined among those groups and their motivation to travel, resulting in a more in-depth information about the sample.

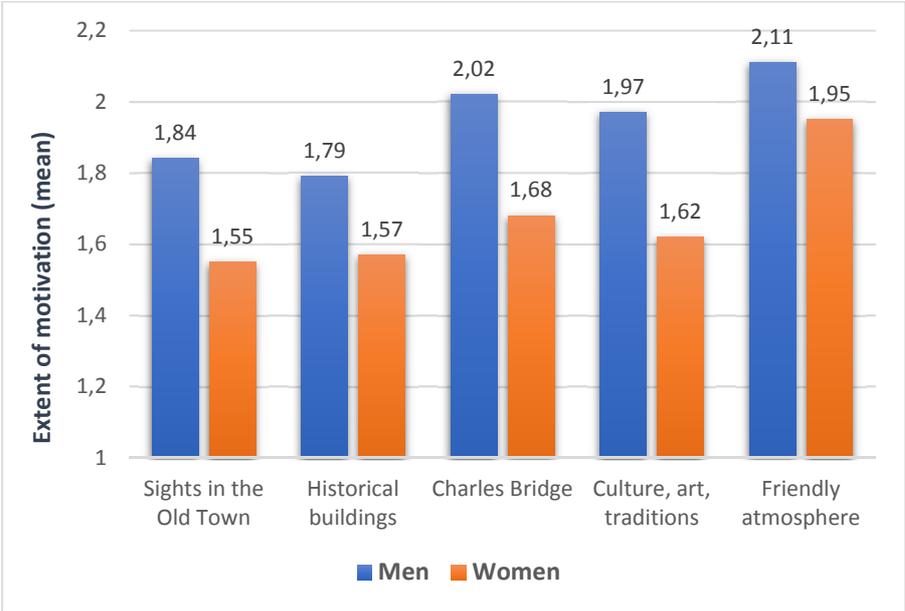


Figure 9 Difference in motivation between men and women

(1 = I totally agree, 2= I agree)

As findings displayed (Figure 9) the averages of the main travel motivators of men were slightly different to those of women. Although the differences seemed to be rather small, a t-test confirmed that a significant difference occurred between men and women regarding the

motivation of visiting the sights in the Old Town ( $p < 0.001$ ), visiting the Charles Bridge ( $p < 0.001$ ) as well as experiencing culture, art, traditions ( $p < 0.001$ ) and the friendly atmosphere ( $p = 0.035$ ). There seemed to be almost a great difference between the motivation visiting historical buildings among male and female respondents ( $p = 0.005$ ).

However, results outlined that men were generally more motivated than women regarding events and activities. Examples are experiencing the nightlife, leisure and adventure activities and the entertainment on site, whereby in the latter most of men had rather the same opinion ( $SD = 0.850$ ) than women ( $SD = 0,851$ ). Further, male respondents were slightly more convinced than female women to travel to Prague due to the exceptional area and beer.

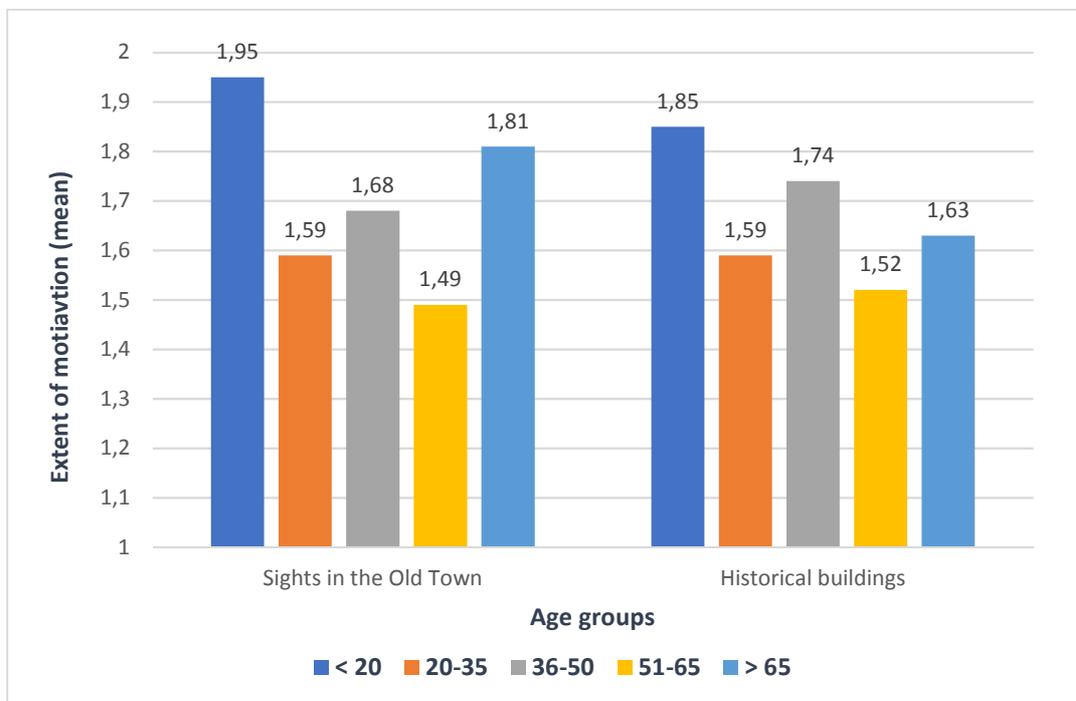


Figure 10 Difference between main choice of travel destination Prague and age groups

(1 = I totally agree, 2 = I agree)

Moreover, it was tested whether a correlation existed between the age and the main extrinsic travel motivations. In this context, all age groups were highly to moderate motivated to visit Prague due to the sights in the Old town as well as historical buildings in Prague. Nevertheless, findings showed in Figure 10 that the age group of 51 to 65-year-old Austrians were mostly motivated towards these destination attributes, whereby respondents younger than 20 year were stimulated at the least. Although there seemed to be no great difference between the

average extent of motivation and all age groups a significant difference occurred between Austrians younger than 20 years ( $p=0.007$ ) and those between 20 and 35 years ( $p<0.012$ ) as well as between the former and 51 to 65-year-old-individuals ( $p=0.010$ ). However, the age groups showed no significant difference on the Charles Bridge ( $p=0.053$ ), culture, art, traditions ( $p=0.099$ ) and the friendly atmosphere ( $p=0.224$ ).

#### 4.4 Image of Prague influencing travel motivation

As the image of a destination differs among persons, respondents had the chance to state their perceived image of Prague in an open-ended question. As participants had to list at least one characteristic, no answer was missing. Due to a limit of 50 characters people had the opportunity to list their perceptions, which resulted in multiple answers. Thus, a single codebook was created for question nr 6 with categories and answers (Appendix 7). This subpart gives an answer to the third research question.

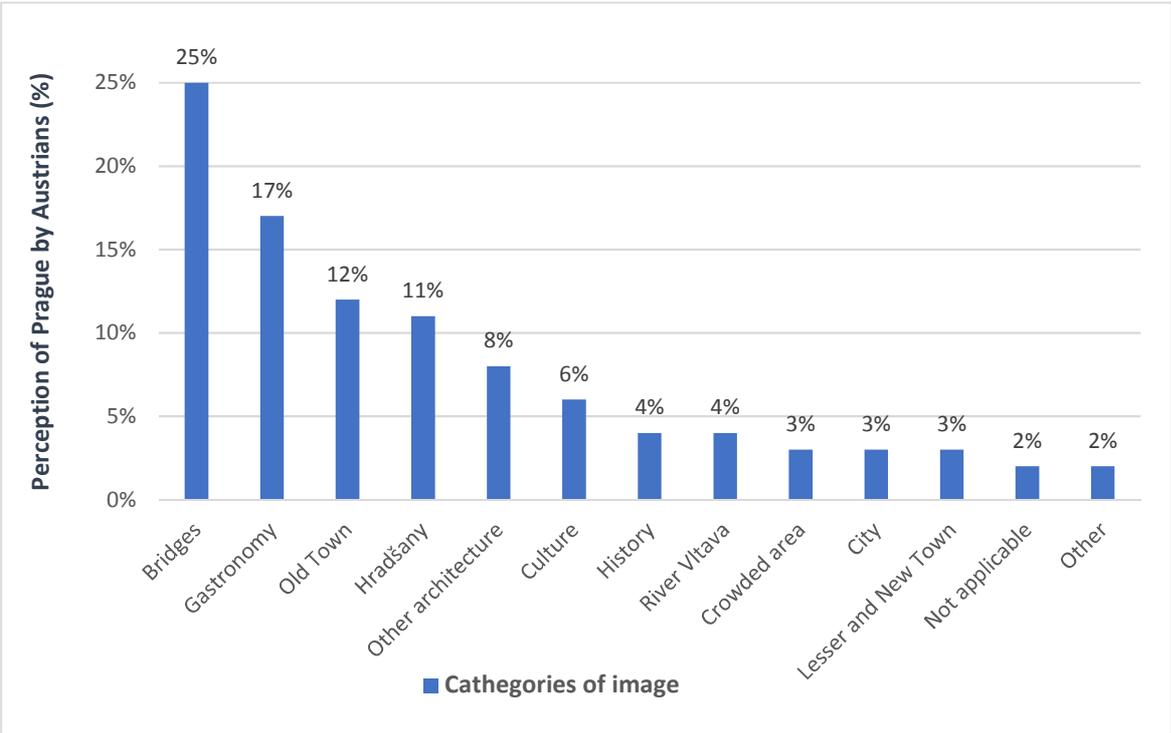


Figure 11 Perceived image of Prague by Austrians

Findings revealed that Prague was particularly associated with bridges (25%), whereby respondents mentioned Charles Bridge and bridge in their answers very often. The Czech gastronomy also scored quite high (17%), whereas Austrians mostly indicated beer as their

image, followed by the spit cake. Findings displayed that the Old Town was another association of Prague (12%). Here, people’s responses were mostly the nice old town, the Powder Tower, the town hall, the town hall clock, the Tyn Cathedral and the old town square. Further, 11% of respondents associated Prague with the castle district Hradšany as their answers included very often castle, Prague Castle, Hradschin and St. Vitus cathedral. Additionally, 8% of Austrians mentioned Prague’s other architecture as their perceived image of the city. Answers were for example the Golden City or architectural styles, whereby respondents often used adjectives such as nice, very nice, beautiful and wonderful in their descriptions. Some respondents listed in their characteristics the culture, the river Vltava, a crowded area, a city, the Lesser and New Town of Prague.

4.5 Loyalty influencing travel motivation

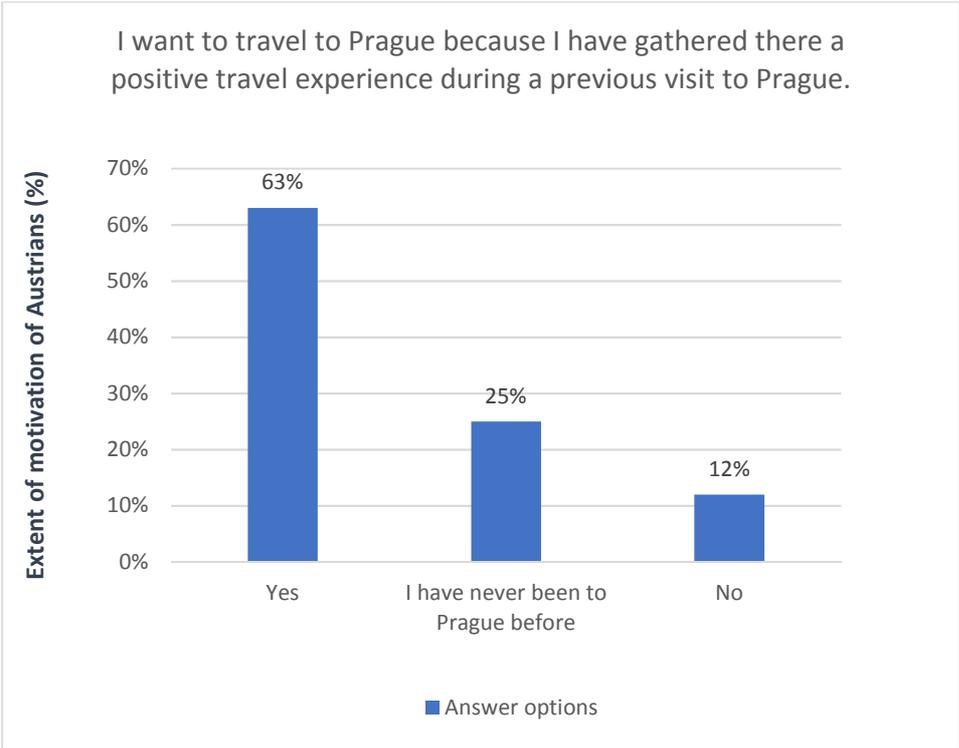


Figure 12 Extent of loyalty of Austrians to revisit Prague

As mentioned in the subsection socio-demographic profile of the sample, three quarters of Austrians have already been to Prague, while the rest have not been to the capital before. As findings highlighted in Figure 12, the majority of actual visitors (63%) was willing to travel to Prague due to positive travel experiences, which were gathered during a previous visit to

Prague. Therefore, the loyalty of most Austrians is very high due to their positive satisfaction, resulting in a great travel motivation. In contrast, 12% of respondents had a negative travel experience during their actual visit to the Czech capital, resulting in dissatisfaction. These people were not intending to travel to Prague, resulting in disloyalty and thus, no travel motivation.

Further, in order to determine if a relationship existed between variables, those were combined by using the Chi-square test to get a better insight of the sample. Findings revealed that there seemed to be no significant difference between the extent of loyalty visiting Prague among men and women ( $\text{Chi}^2=5.086$ ;  $\text{df}=2$ ;  $p=0,079$ ), resulting in a similar distribution within the male and female Austrians. The same applied to the place of residence ( $\text{Chi}^2=12.612$ ;  $\text{df}=8$ ;  $p=0,126$ ) and occupation ( $\text{Chi}^2=9.716$ ;  $\text{df}=5$ ;  $p=0,084$ ), where no relationship emerged between these variables and the travel motivation based on the extent of loyalty.

Additionally, it was tested whether the age had an influence on the extent of loyalty. The Chi-square test proved this assumption as there seemed to be a significant difference between the travel motivation resulting from the extent of loyalty among age groups ( $\text{Chi}^2=35.611$ ;  $\text{df}=8$ ;  $p<0.001$ ). Therefore, a correlation existed between age groups and the travel motivation emerged from the level of loyalty. All in all, this subchapter provided an answer to the last research question.

#### 4.6 Extent of visit intention

Findings displayed that the majority (70%) was not planning a trip to Prague in 2019, whereas more than one quarter of the respondents (30%) was willing to make a trip to the Czech capital. Further, it was investigated whether the gender had an influence on the travel intention of Austrians to travel to Prague in 2019. This assumption was confirmed by a Chi-square test, resulting in a significance difference between the visit intention among men and women ( $\text{Chi}^2=7.435$ ;  $\text{df}=1$ ;  $p=0.006$ ).

Regarding the means of transport, findings showed that most of Austrians (46%) opted for the use of a train, followed by the convenient vehicle the car (30%). 17% of respondents stated

that they prefer to go to Prague by bus and by plane (7%). Additionally, 2% of Austrians mentioned other means of transport such as motorcycle, ship, helicopter or stated 'everything except plane' or 'not at all'. Further, it was questioned whether there was a relationship between the place of residence and the preferred means of transport. Findings revealed that the residence had a significant influence on the means of travel ( $\text{Chi}^2=96.188$ ;  $\text{df}=32$ ;  $p<0.001$ ).

Lastly, findings revealed that most Austrians preferred to travel to Prague with their partner (35%), followed by their friends (34%). Respondents were also most likely to go with their family to Prague (23%), alone (4%) or with their classmates (1%). Findings highlighted that Austrians were not willing to make a trip with their business colleagues to Prague. Some respondents mentioned that they rather travelled to the capital with the fiancé, beloved, neighbour, family and friends or partner and friends. Some other people answered with statements such as 'with my dad', 'as it turns out' or 'no'. Additionally, findings displayed that there was a positive correlation between the variable of age, which had a significant influence on the preferred travel companion ( $\text{Chi}^2 =72.474$ ;  $\text{df}=20$ ;  $p<0.001$ ). The same applied to the occupation, which seemed to have a significant impact on the preferred travel companion of Austrians ( $\text{Chi}^2=62.511$ ;  $\text{df}=25$ ;  $p<0.001$ ).

#### 4.7 Discussion

The following subpart analyses the results, provides answers to the research questions and compares the outcomes with earlier research presented in the literature review. Some findings are confirmed by previous studies while others are not.

Prague is one of the best performing European cities, whereby the number of Austrian travellers visiting the capital is on its rise, resulting in a high popularity of city trips (European Cities Marketing, 2018). Findings reveal that although the majority of Austrians are not planning a visit to Prague in 2019, the desire of the sightseeing variety and the history as well as culture of Prague is the main travel motivation of Austrians to visit the capital. Thus, Austrians like to visit various sights when they travel and are interested in the rich culture and long history of Prague for which the city is mainly known for. This might be due to the fact that the history and culture in Prague is similar to the Austrian one but is not exactly the same.

Further, the abovementioned motives are an explanation for the popularity of Prague among European cities and the growing number of Austrian travellers coming to the capital. In this context, the 20 to 35-year-old individuals were particularly stimulated towards the desire to visit a foreign country. This might be due to the fact that they find enough available time to travel, are more open-minded towards foreign cultures than elderly people and have sufficient money as travelling is nowadays affordable for almost everyone. In contrast, findings show that the 51 to 65-year-old Austrians are more motivated towards the sightseeing variety as well as history and culture in Prague than people younger than 20 years. This might be due to the fact, that the elderly is more interested in the historic sights and history such as Prague spring, the Defenestration of Prague and other historical events. Moreover, Austrians might also believe that the culture in Prague is similar to the one in Austria or Vienna, while young people do not, which might indicate that they have less knowledge about the history and culture in the Czech Republic.

MacCannell (1977) stated that travel is mainly associated with the escape of the daily routine and seeking authentic experiences. Findings show that other major intrinsic travel motivations of Austrians are gaining knowledge, escaping from the daily routine and enhancing the social circle. Thus, this study confirms the statement of McCannell as people are willing to escape from their everyday life. This might be due to the workload and long working hours or taking care of the family every day. Further, the motives are an indication that people want to change their usual living environment and want to discover novelty such as new information about the country they are visiting. Additionally, Austrians want to travel as they seek to have a pleasant time with their travel companions such as partner, friends and family. Thus, Austrians can be seen as sociable people, who highly value their accompanying persons while they are travelling. Moreover, findings reveal that Austrians want to travel to Prague due to the sightseeing variety. This indicates that Austrians like to visit various sites such as the main attractions in Prague - the Old Town and Charles Bridge. Nevertheless, respondents indicated that they want to visit Prague due to the events and activities least of all. This might be due to the fact that most of events are also taking place in Austria such as Vienna, which is closer or the activities in Prague are similar to those in Austria. Another reason might be that the events and activities are in Czech language, which is impossible to understand for German speaking people.

Further, as shown in the literature review, Dann (1981) stated that in tourism studies, people do not wish or are not able to express their motivation regarding travel. As findings reveal, individuals want to express their desire and purpose to travel as the minimum sample size was reached within a short time frame and a lot of people participated in the survey although they knew in advance that it is about their travel motivation to Prague. Therefore, this study does not confirm Dann's statement that people do not want to share their travel motivation. Although the researcher does not know if respondents were honest when filling out the questionnaire, results show that people were able to state their opinion such as their image regarding their motivation to visit Prague.

Uysal and Hagan (1993) stated that the destination image is another pull factor of the travel motivation. Generally, Prague is mainly associated with the Charles Bridge, Prague Castle or Powder Tower (Prague History, 2019). Findings demonstrate that most of Austrians associate Prague with bridges, whereby they mainly think of the Charles Bridge, followed by the gastronomy, Old Town of Prague and the castle district. Thus, the results are not surprising as they cover the main historical as well as architectural attractions and sights of Prague. This might be due to the fact that these motives are mainly used in marketing advertisements and publications about Prague. Further, Bansal and Eiselt (2004), Chia and Qu (2008) demonstrated that individuals who have a positive image of a destination are more likely to consider the place in their decision-making. Looking at the responses, a lot of Austrians describe Prague as a 'nice', 'very nice' or 'beautiful' and 'wonderful' place. All in all, research results prove that the marketed destination image has a great influence on the Austrians' travel motivation as they have a positive image of Prague and consider the capital as an attractive destination, which is worth to visit. However, a few respondents associate Prague with a crowded area. This is a threat for the city as mass tourism leads to an irritation of locals as well as tourists, resulting in a negative image of Prague.

Chen and Tsai (2007), Oppermann (2000), Yoon and Uysal (2005) stated that the loyalty of a traveller results in a return to the destination or a recommendation to friends and family. Research results highlight that the majority was willing to revisit the capital due to positive travel experiences on site. Therefore, Austrians are satisfied with the products or services in Prague they have experienced and are thus, willing to revisit the Czech capital again. As

findings show, the destination loyalty has a great influence on the re-visit intention of Austrians to Prague and is therefore, a great travel motivator. Nevertheless, some respondents were dissatisfied with their previous visit to Prague, meaning that they have experienced bad services or products on site. These people will not recommend Prague as a tourist destination to others as well as they are not willing to visit the city again. Thus, their travel motivation is very low. Additionally, one quarter of Austrians have not visited Prague before. Thus, their level of loyalty is also very low. However, their expectations are not influenced by either previous positive or negative travel experiences on site. Further, results show that the loyalty strongly depends on the age of respondents. A possible reason is that elderly people have higher or different expectations than young people and the other way around. Thus, the age group plays a crucial role when it comes to the extent of loyalty and revisit of a destination.

## 5 Conclusion and Recommendations

So far, this paper reached the objectives of reviewing the literature about travel motivation, identifying its main components, determining the main attributes of Prague as well as identifying the travel motivation of Austrians to visit Prague. This chapter provides the answer to the main research question, evaluates the results by presenting the occurred limitations and outlines the contribution of research. Further, recommendations for the industry and for further research are given.

### 5.1 Travel motivations of Austrians to visit Prague in the spring of 2019

To conclude, Austrians' main desire to travel was the sightseeing variety, followed by the gain of knowledge when visiting a foreign country as well as the escape from the daily routine and enhancement of the social circle. Additionally, in all these aspects women were rather more motivated than men, which showed a slight difference in the travel behaviour and interests between those two groups. Further, particularly the age group of the 20 to 35-year-old individuals was simulated towards the sightseeing variety. Moreover, Austrians were mainly motivated to visit Prague due to its sightseeing variety, history, culture and pleasant atmosphere. Here, particularly the 51 to 65-year old Austrians were motivated the most. In conclusion, the overall destination image consisted mainly of bridges, the gastronomy, the Old Town including its historical buildings and the castle district Hradšany, which were the prove, that these sights have a great influence on the motivation of Austrians visiting the city. Respondents also often described Prague as a nice to very nice, beautiful or wonderful city. Consequently, people had an overall positive image and thus great expectations and motivation to visit the capital. Furthermore, it is concluded that most of Austrians were loyal to visit the city again due to their actual travel satisfaction, which is a great travel purpose. Further, it was identified that the age had an influence on the extent of loyalty. Lastly, the extent of visit intention was measured. Although the travel motivation to Prague was overall positive, less than one third of Austrians planned a visit to the capital in 2019. Further, it can be concluded that Austrians are environmentally conscious and sustainable, whereby the residence had a great influence on the means of travel. Additionally, the partner, friends and family are Austrians' most preferred travel companions. In this case, the age and occupation significantly influenced the travel escort. Overall, Prague is a very popular tourist destination,

having a great and positive influence on the travel motivation of Austrians. All in all, Prague City Tourism and Czech Tourism have great opportunities to foster the city's marketing regarding the development of Austrian travellers in an appropriate and successful way.

## 5.2 Evaluation of results

This research was based on theoretical concepts found in tourism literature in order to ensure a high validity and reliability of the research results. Further, a pilot test was conducted to improve the primary research instrument. Although the minimum sample size of 384 respondents was reached within a short length of time, results of the primary research highlighted that despite the five answer options in question nr 5, respondents used quite often the answer option 'other', which resulted in a number of statements. Further, the maximum number of 20 characters in the open-ended question nr 6 was changed to 50 as in the beginning of the survey it was noticed that respondents were quite limited to state their answers. Besides, the coding of this open-ended question might be distorted. Although all questions were obligatory, scale questions (nr 7 and 8) lacked in few numbers of answers. All results have been analysed with SPSS and can be found in forms of frequencies, descriptives, cross tabs and compared means including Chi-square tests, independent samples tests and ANOVA analysis in Appendix 8.

## 5.3 Limitations

First, in this current research a few items of push and pull factors were excluded or adapted in order to be applicable to Prague and thus, some items of the conceptual model differed from the original one, resulting in a slightly distortion of the results. Further, as only the most important attributes were listed on the attribute list of Prague, the listing could not give a detailed overview about all characteristics of Prague as it would result in a too long list.

Secondly, although a pilot test was conducted before the actual publication of the questionnaire, there was still the chance that questions of the questionnaire were not understood or misinterpreted by the respondents as no interaction occurred in order to answer questions of the participants.

Thirdly, as this research was very time and budget limited, non-probability sampling techniques were applied. In this case, the researcher had no influence on further respondents, who participated in the survey as well as the rest of the population was ignored, which was a great majority. Thus, probability sampling could not be ensured totally, which lead to the fact that the representativeness of questionnaires was mostly biased and the conclusions in this paper cannot be generalized to the whole population.

Fourthly, as this research was conducted in Vienna, the survey was mostly distributed on online channels to Viennese, so people from other parts of Austria had a lower chance to participate. This resulted in a much higher number of Viennese respondents than those from other provinces in Austria. Additionally, it is assumed, that only people, who were interested in this research topic participated in this study. Thus, important data were missing from people, who did not participate in this research due to a lack of interest.

Fifthly, due to the investigation of people's satisfaction and opinion, their own assessment about their level of satisfaction could have resulted in distinctions in measurements. Lastly, apart from the issues of reliability as mentioned before, another main limitation of this research is the fact that the researcher did not know if the respondents were honest when answering the questions. Therefore, it was not possible to ensure the truth of the respondent's answers. Nevertheless, as the researcher had no impact on this limitation, it needed to be accepted and considered.

#### 5.4 Contribution of research

This research contributed to new insights about the socio-demographic profile of the Austrian traveller as well as the travel motivation of Austrians visiting Prague. The most important findings are outlined in this subpart.

First, it was found that three quarters of Austrians have been to Prague before. The average traveller is middle-aged (from 20 to 35 years), is either employed or studying and is living in Vienna. Further, the main desire to travel is a visit to a foreign country, followed by the desire to visit sights, a place, that has not been visited before, the experience of new lifestyles and traditions as well as spending a pleasant time with travel companions. It was also identified

that the Austrian tourist wants to travel to Prague due to the sights in the Old Town and historical buildings, followed by the Charles Bridge and the culture, art and traditions on site. Regarding the overall image of Prague, the Austrian traveller mostly associates the Czech capital with bridges such as the Charles Bridge and with the gastronomy such as the local Czech beer. The tourist also thinks of the sights in the Old Town with its historical buildings and the castle district Hradčany with its Prague Castle and St. Vitus Cathedral. As the destination image is another travel motivation, this research found out that it results in a positive one. Furthermore, it was realized that 63% of Austrian tourists are willing to revisit Prague due to their positive travel experience on site. Thus, loyalty is another motive to travel, however, 12% of the Austrian travellers do not share the same opinion. Additionally, the extent of loyalty is rather independent of personal characteristics except the age of travellers. Significant knowledge about the visit intention was gained as well. The majority is not planning a visit to Prague in 2019. Here, personal characteristics do not play a significant role except the gender of the tourists. Moreover, it became obvious that a lot of Austrian tourists are sustainably friendly as they opt for the train, when it comes to their preferred means of transportation when visiting Prague. Here, the place of living has an important impact on the choice of transportation. Lastly, it was realized that the most preferred travel companion of Austrians is the partner, followed by friends and the family. Here, the age and occupation of the traveller significantly influenced the choice of the travel escort. All in all, new insights of the travel motivation of Austrians visiting Prague were gained as there was less known about their travel behaviour when visiting Prague. However, this research did not identify the relationship between intrinsic and extrinsic factors. Further, the correlation between these factors, the destination image and destination loyalty were not investigated. The abovementioned results are the base for the following recommendations.

## 5.5 Recommendations for industry

Prague City Tourism and Czech Tourism can benefit highly from the research findings. First, it is recommended to publish more pictures of the sights in the Old Town of Prague, especially the Powder Tower, the town hall, the astronomical clock, the Tyn Cathedral as well as the old town square on the website of these stakeholders. Moreover, based on the findings it is also advisable to publish particularly pictures of the Charles Bridge, the Czech beer and the Prague

Castle as well as St. Vitus cathedral on online platforms of Prague City Tourism and Czech Tourism. With these action steps, these stakeholders stimulate Austrians to visit Prague and can thus, foster the development of Austrian tourists in the Czech capital in an easy and cost-efficient way.

The primary research results showed that although the majority is loyal regarding a revisit of Prague, most of Austrians do not plan to visit the capital in 2019. Currently, only individual applications for tourists in Prague exist such as tours, travel guides, weather, lunch, taxi, public transport and tickets. Therefore, it is assumed that these stakeholders can profit highly by implementing a mobile app, which covers all these functions in one application and attracts the young and elderly generation simultaneously. Further, this app contains a loyalty programme, where tourists have to visit specific spots and sights in the city such as the town hall or St. Vitus Cathedral. In return, when they reach a specific level of scores, they get a discount in selected bars, pubs, museums and exhibitions in Prague. The higher the required credits, the higher the chance, that the travellers revisit the city or stay longer in order to get a discount on the afore-mentioned facilities. Although travellers have to create an account in order to use this app, which is free of charge, they stay anonymous, whereby the application only requires information such as country of origin, nationality and birthday. Thus, Prague City Tourism and Czech Tourism have access to the data of users and can identify the average profile of tourists as well as influence the revisit and length of stay of tourists with this app, which can result in a greater loyalty.

Moreover, findings revealed that Austrians prefer to travel by train to Prague. Both stakeholders can stimulate more visitors to the capital by making special offers and promotions on their website by focusing on trains as a sustainable way of traveling. Subsequently, people leave their car at home and take instead the train, which is also a convenient means of transport.

These three recommendations can be considered as objectives, which need a strict timeline and deadlines in order to be met. By implementing these low-cost suggestions, Prague City Tourism and Czech Tourism can foster the development of Austrians tourists in Prague sustainable and efficiently in the long-term-run.

## 5.6 Recommendations for further research

This research examined the travel motivations of Austrians to visit Prague, resulting in various findings. In this study non-probability sampling techniques were used. However, in the future it is suggested to use a probability sampling method to ensure a higher representativeness of the population. Further, in the current study respondents only mentioned to what extent they were loyal to revisit Prague due to their satisfaction of previous travel experiences on site. Nevertheless, the investigation of the positive or negative travel experience of respondents would give a more in-depth information about the underlying reasons of individuals' dis(satisfaction). Therefore, a further study consisting of quantitative and qualitative research is recommended, which would capture individual's personal opinions. In further research, it would also be interesting to examine the relationship between push and pull factors, which might be identified with a canonical analysis. Here, it could be investigated, if push factors are more important over pull factors or the other way around. Further, the relationship between push and pull factors, the destination image and the extend of loyalty might be analysed in order to identify the importance among them regarding travel motivations of individual travellers. These studies could be conducted by Prague City Tourism or Czech Tourism for example.

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## Appendices

### Appendix 1: Research Matrix

<b>Topic:</b> Travel motivations of Austrians to visit Prague						
<b>Problem Statement:</b> What are the travel motivations of Austrians to visit Prague in the spring of 2019?						
<b>Topic in Literature Review</b>	<b>Theoretical Concepts</b>	<b>Explanation and relevance of each concept</b>	<b>Research Questions</b>	<b>Information needed</b>	<b>Research Method</b>	<b>Questionnaire Questions</b>
-	-	-	-	Socio-demographic characteristics of respondents to distinguish Austrians from non-Austrians:  Nationality  Place of residence  Gender  Age  Current occupation	Structured filter/ socio-demographic questionnaire questions	<ul style="list-style-type: none"> <li>• What is your nationality?</li> <li>• In which province of Austria do you live?</li> <li>• What is your gender?</li> <li>• To what age group do you belong to?</li> <li>• Currently you are ...</li> </ul>
Push and pull factors	Conceptual model of Mohammad and Som (2010)	Mohammad and Som (2010) identified eight push factors as the main components of travel motivation:  (1) Fulfilling Prestige	<b>RQ 1:</b> To what extent do <b>push factors</b> influence the travel motivation of Austrians to visit Prague?	Using 24 push items developed by Mohammad and Som (2010), based on intangible and origin-related desires of individual	Quantitative, structured method. Online questionnaire with scale questions.	Statements about push motives of Mohammad and Som (2010), which need to be rated according to their importance: <ol style="list-style-type: none"> <li>1. I travel because I want to increase my social status.</li> <li>2. I travel because I want to visit a place, where my friends have been.</li> </ol>

		(2) Enhancing Relations		travellers and adapted those to Prague.		<p>3. I travel because I want to visit a place that would impress my friends and family.</p> <p>4. I travel because I want to visit a place that has a UNESCO status.</p> <p>5. I travel because I want to be alone.</p> <p>6. I travel because I want to communicate with the locals on site.</p> <p>7. I travel because I want to exchange traditions and customs.</p> <p>8. I travel because I want to participate in new activities.</p> <p>9. I travel because I want to enjoy the nature.</p> <p>10. I travel because I want to be away from home.</p> <p>11. I travel because I want to relax physically.</p> <p>12. I travel because I want to experience excitement.</p> <p>13. I travel because I want to spend a pleasant time with my travel companions.</p> <p>14. I travel because I want to meet new people.</p> <p>15. I travel because I want to visit friends and relatives.</p> <p>16. I travel because I want to visit a foreign country.</p> <p>17. I travel because I want to visit sights.</p> <p>18. I travel because I want to explore cultural assets.</p>
		(3) Seeking Relaxation				
		(4) Enhancing Social Circle				
		(5) Sightseeing Variety				

		<p>(6) Fulfilling Spiritual Needs</p> <p>(7) Escaping Daily Routine</p> <p>(8) Gaining Knowledge</p> <p>and eight pull factors:</p>				<p>19. I travel because I want to find my mental balance.</p> <p>20. I travel because I want to relax mentally.</p> <p>21. I travel because I wish to be in a different place.</p> <p>22. I travel because I want to visit a place I have not visited yet.</p> <p>23. I travel because I want to expand my knowledge of a foreign country.</p> <p>24. I travel because I want to explore new lifestyles and other traditions.</p>
		<p>(1) Events &amp; Activities</p> <p>(2) Easy Access &amp; Affordable</p>	<p><b>RQ 2:</b> To what extent do <b>pull factors</b> influence the travel motivation of Austrians to visit Prague?</p>	<p>Using 20 pull items developed by Mohammad and Som (2010) based on external forces of destination attributes and adapted those of Prague.</p>	<p>Quantitative, structured method. Online questionnaire with scale questions.</p>	<p>Statements about pull motives of Mohammad and Som (2010), which need to be rated according to their importance:</p> <ol style="list-style-type: none"> <li>1. I want to travel to Prague because there are activities for the whole family.</li> <li>2. I want to travel to Prague because there are festivals and events.</li> <li>3. I want to travel to Prague due to the entertainment on site.</li> <li>4. I want to travel to Prague because there are shopping opportunities.</li> <li>5. I want to travel to Prague because I want to experience the nightlife.</li> <li>6. I want to travel to Prague because there are leisure and adventure parks.</li> <li>7. I want to travel to Prague because it is inexpensive there.</li> <li>8. I want to travel to Prague because it is a safe place.</li> </ol>

		<p>(3) History &amp; Culture</p> <p>(4) Variety Seeking</p> <p>(5) Adventure</p> <p>(6) Natural Resources</p> <p>(7) Heritage Sites</p> <p>(8) Sightseeing Variety</p> <p>This conceptual model is of high significance as it assumed to be applicable for the investigation of travel motivations of individual travellers.</p>				<p>9. I want to travel to Prague because there are historical buildings.</p> <p>10. I want to travel to Prague because I want to experience the culture, art and traditions.</p> <p>11. I want to travel to Prague because the area is exceptional.</p> <p>12. I want to travel to Prague because I want to enjoy the traditional food.</p> <p>13. I want to travel to Prague because I want to enjoy the local beer.</p> <p>14. I want to travel to Prague because there are outdoor activities.</p> <p>15. I want to travel to Prague because of the friendly atmosphere.</p> <p>16. I want to travel to Prague because I want to see how locals live.</p> <p>17. I want to travel to Prague because there are beautiful parks and gardens.</p> <p>18. I want to travel to Prague because the city has a UNESCO status.</p> <p>19. I want to travel to Prague because I want to visit sights in the Old Town of Prague.</p> <p>20. I want to travel to Prague because I want to visit the Charles Bridge.</p>
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Destination image	Conceptual framework of Echtner and Ritchie (1993)	Echtner and Ritchie (1993) identified the holistic image, based on functional characteristics as a component of destination image.  This conceptual framework is of high significance as it assumed to be applicable for the investigation of the overall perceived image of a destination perceived by travellers.	<b>RQ 3:</b> To what extent does the <b>destination image</b> of Prague influence the travel motivation of Austrians to visit Prague?	Overall imagery of physical characteristics (such as tourist/visitor attractions).	Quantitative, unstructured method. Online questionnaire with open-end question.	Open ended question proposed by Echtner and Ritchie (1993):  <ul style="list-style-type: none"> <li>What image or characteristics come to your mind, when you think of Prague? Please, specify at least 1 characteristic:</li> </ul>
Destination loyalty	Conceptual framework of Yoon and Uysal (2005).	Yoon and Uysal (2005) identified the relationship between satisfaction, loyalty and travel motivation, based on previous travel experiences of the traveller.  This conceptual framework is of high relevance as it assumed to be applicable for the investigation of the destination loyalty regarding travel motivation of travellers.	<b>RQ 4:</b> To what extent does the <b>loyalty</b> influence travel motivation of Austrians to revisit Prague?	Travel satisfaction based on previous experiences of a visit of Prague.	Quantitative, structured method. Online questionnaire with a nominal question.	Please state your opinion to this statement:  <ul style="list-style-type: none"> <li>I want to travel to Prague because I have gathered a positive travel experience during a previous visit to Prague.</li> </ul>
-	-	-	-	Travel Intention:  Visit of Prague in 2019	Quantitative, unstructured method. Online questionnaire with nominal	<ul style="list-style-type: none"> <li>Are you planning a trip to Prague this year?</li> </ul>

				Means of transport Preferred travel companion	and open- ended questions.	<ul style="list-style-type: none"> <li>• With which means of transport would you travel to Prague?</li> <li>• Who would you most like to travel to Prague with?</li> </ul>
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## Appendix 2: List of the main physical attributes of Prague

Functional (physical) destination attributes	City of Prague
Tourist/visitor sites/activities	<ul style="list-style-type: none"> <li>• Žižkov - Prague's Montmartre</li> <li>• Changing of the Guard at Prague Castle</li> <li>• etc.</li> </ul>
National Parks/wilderness activities	<ul style="list-style-type: none"> <li>• Hvězda Game Reserve (Obora Hvězda)</li> <li>• Letná Parks</li> <li>• Prague Zoo</li> <li>• etc.</li> </ul>
Historic sites/museums	<ul style="list-style-type: none"> <li>• Old Town Square &amp; Church of Our Lady Before Týn</li> <li>• Charles Bridge &amp; Astronomical Clock</li> <li>• Jewish Quarter</li> <li>• Prague Castle &amp; St Vitus Cathedral - Hradšany</li> <li>• Basilica of Sts Peter and Paul at Vyšehrad (Bazilika sv. Petra a Pavla na Vyšehradě)</li> <li>• Golden Lane</li> <li>• Seven-Foot-Tall Sigmund Freud</li> <li>• Lennon Wall</li> <li>• Petřín Hill</li> <li>• Powder Tower</li> <li>• National Theatre</li> <li>• Bertramka - Museum of W. A. Mozart and the Dušek family</li> <li>• Bethlehem Chapel (Betlémská kaple)</li> <li>• KGB Museum</li> <li>• Franz Kafka Museum</li> <li>• Museum of Communism</li> <li>• Museum of the Infant Jesus of Prague (Muzeum Pražského Jezulátka)</li> <li>• etc.</li> </ul>
Fairs, exhibits, festivals	<ul style="list-style-type: none"> <li>• Farmer's Market (every Saturday)</li> <li>• Prague Spring International Music Festival (12-14th of May)</li> <li>• Global Social Awards (27-29th of May)</li> <li>• United Islands Music Festival in Prague (29 of May – 1<sup>st</sup> of June)</li> <li>• Manifesto Market – gastro popup market (15 of March – 31<sup>st</sup> of October)</li> <li>• etc.</li> </ul>
Scenery, natural attraction	<ul style="list-style-type: none"> <li>• Palace Gardens below Prague Castle</li> <li>• Petřín Hill</li> <li>• Wallenstein Garden and Vyšehrad Gardens</li> <li>• etc.</li> </ul>
Nightlife and entertainment	<ul style="list-style-type: none"> <li>• JazzDock</li> <li>• Club Roxy</li> <li>• Cross Club</li> <li>• Klub 007 Straho</li> <li>• Lucerna Music Bar</li> <li>• Retro Music Hall</li> <li>• DCS, Dance Club &amp; School</li> <li>• Duplex Dine &amp; Dance</li> <li>• EPIC Club, etc.</li> <li>• Archa Theatre</li> </ul>

	<ul style="list-style-type: none"> <li>• Beer spa/bath</li> <li>• etc.</li> </ul>
Shopping facilities	<ul style="list-style-type: none"> <li>• Antiques</li> <li>• Book</li> <li>• Czech fashion</li> <li>• Design</li> <li>• Glass &amp; porcelain</li> <li>• Jewellery/fashion jewellery</li> <li>• Luxury</li> <li>• Market/marketplace</li> <li>• Shopping mall</li> <li>• Souvenirs</li> <li>• Toys, marionettes, craft</li> <li>• etc.</li> </ul>
Facilities for information and tours	<ul style="list-style-type: none"> <li>• Prague City Tourism - Guide Office</li> <li>• Tourist Information Centre - Wenceslas Square</li> <li>• Tourist Information Centre - Na Můstku</li> <li>• Tourist Information Centre - Staroměstská radnice (Old Town Hall)</li> <li>• Tourist Information Centre - Václav Havel Airport Prague - Terminal 1 &amp; 2</li> </ul>
Sports facilities/activities	<ul style="list-style-type: none"> <li>• Aquadream</li> <li>• Aquapalace Prague</li> <li>• Badminton Area Skala</li> <li>• Anděl Yoga house (Dům Jógy Anděl)</li> <li>• Adventure Minigolf Arena</li> <li>• Action Park</li> <li>• ABYSS Tree top Center – Lanový park Hostivař</li> <li>• etc.</li> </ul>
Local infrastructure/transportation	<ul style="list-style-type: none"> <li>• Public transportation (metro, bus, tram, taxi)</li> <li>• Václav Havel Airport Prague</li> <li>• Cruise on the Vltava</li> </ul>
Cities	<ul style="list-style-type: none"> <li>• UNESCO status of Prague's historic centre</li> </ul>
Accommodation, restaurants	<ul style="list-style-type: none"> <li>• La Degustation Bohême Bourgeoise</li> <li>• Altány Kampa</li> <li>• Beerhall and beer-shop Zlý časy</li> <li>• Bredovský Dvůr Restaurant</li> <li>• Budvarka Dejvice</li> <li>• etc.</li> <li>• Absolutum Boutique Hotel</li> <li>• Adria Praha</li> <li>• Ariston &amp; Ariston Patio Praha</li> <li>• etc.</li> </ul>
Architecture/buildings	<ul style="list-style-type: none"> <li>• Airship Gulliver</li> <li>• Archbishop's Palace (Arcibiskupský palác)</li> <li>• At the White and Golden Unicorn - Beethoven Palace (Dům U bílého a zlatého jednorožce - Beethovenův palác)</li> <li>• Barrandov Studio</li> <li>• etc.</li> </ul>
Cost/price levels	<ul style="list-style-type: none"> <li>• No entrance fees for parks and gardens</li> <li>• Entrance fees for museums, transportation</li> <li>• Price level is very low.</li> </ul>
Climate	<ul style="list-style-type: none"> <li>• European continental climate (cold, snowy winters &amp; warm summers.)</li> </ul>

Sources: Echtner, C.M., & Ritchie, J.R.B. (1993). The Measurement of Destination Image: An Empirical Assessment. *Journal of Travel Research*, 31(4), 3-13.

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## Appendix 3: Sample size and population size: small population

**Table 10.3** Sample size and population size: small populations

Population size	Minimum sample sizes for confidence interval of $\pm 5\%$ and $\pm 1\%$ on a sample finding of 50%:	
	$\pm 5\%$	$\pm 1\%$
Infinite*	384	9,602
10,000,000	384	9,593
5,000,000	384	9,584
1,000,000	384	9,511
500,000	384	9,422
100,000	383	8,761
50,000	381	8,056
25,000	378	6,938
20,000	377	6,488
10,000	370	4,899
5,000	357	3,288
2,000	322	1,655
1,000	278	906
500	217	475
200	132	196
100	80	99
50	44	50

\* as in Tables 10.1 and 10.2 and formula in Appendix 12.2

## Appendix 4: Questionnaire English

### **The travel motivation of Austrians to visit Prague.**

Welcome to this survey!

The Prague City Tourism wants to get a better insight into the travel behavior of **Austrians** visiting Prague.

Therefore, **your opinion** is of great importance, and **it does not matter** if you have **visited Prague** before or **not**.

The **time** required to complete this survey is approximately **3 minutes**.

Your participation is **completely voluntary**, and your answers will be treated **anonymously** and **confidentially**.

If you have further questions about this study, please contact:

Daniela Petr, University of Applied Sciences NHL Stenden, Rengerslaan 8-10, 8917 DD Leeuwarden, Netherlands, [daniela.petr@student.nhlstenden.com](mailto:daniela.petr@student.nhlstenden.com).

**Thank you for your time and participation in advance!**

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1. What is your nationality?
  - Austrian
  - other
  
2. In which province in Austria do you live?
  - Vienna
  - Burgenland
  - Lower Austria
  - Upper Austria
  - Styria
  - Carinthia
  - Salzburg
  - Tirol
  - Vorarlberg
  - I do not live in Austria.
  
3. What is your gender?
  - Male
  - Female

4. To what age group do you belong to?

- < 20
- 20 – 35
- 36 – 50
- 51 – 65
- > 65

5. Currently you are:

- pupil / student
- worker
- employee
- unemployed
- retired
- other: \_\_\_\_\_

6. What image or characteristics come to your mind, when you think of Prague? Please, specify **at least 1 characteristic**:

---

7. The following statements refer to the **desire to travel in general**. Please, choose the most appropriate statement for you:

I travel because I want, ...

Push Items	I totally agree	I agree	I disagree	I totally disagree
to increase my social status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to visit a place, where my friends have been.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to visit a place that would impress my friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to visit a place that has a UNESCO status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to be alone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to communicate with the locals on site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to exchange traditions and customs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to participate in new activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to enjoy nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to be away from home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to relax physically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to experience excitement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to spend a pleasant time with my travel companions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to meet new people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to visit friends and relatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to visit a foreign country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to visit sights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to explore cultural assets.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to find my mental balance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to relax mentally.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to be in a different place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to visit a place, I have not visited yet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to expand my knowledge of a foreign place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to experience new lifestyles and other traditions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. The following statements refer to the **choice of the destination Prague**. Please, choose the most appropriate statement for you:

I want to travel to Prague ...

Pull Items	I totally agree	I agree	I disagree	I totally disagree
because there are activities for the whole family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because there are festivals and events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to travel to Prague because of the entertainment on site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because there are shopping opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because I want to experience the nightlife.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because there are leisure and adventure parks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
as it is inexpensive there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because it is a safe place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because there are historical buildings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because I want to experience the culture, art and traditions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because the area is exceptional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because I want to enjoy the traditional food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because I want to enjoy the local beer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because there are outdoor activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because of the friendly atmosphere.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because I want to explore the life of the locals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because there are beautiful parks and gardens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because the city has a UNESCO status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because I want to visit sights in the Old Town of Prague.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
because I want to visit Charles Bridge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Please, choose the answer that suits you the most:

I want to travel to Prague because I have gathered there a **positive travel experience** during a previous **visit to Prague**.

- Yes.
- No.
- I have never been to Prague before.

10. Are you planning a trip to Prague **this year**?

- Yes.
- No.

11. With which means of transport would you travel to Prague?

- Plane
- Train
- Bus
- Car
- other: \_\_\_\_\_

12. With whom would you travel to Prague?

- Alone
- Family
- Friends
- Partner
- Work colleagues
- Classmates
- other: \_\_\_\_\_

**This was the last question of this survey. Thank you very much for your participation!**

## Appendix 5: Questionnaire German

### Die Reisemotivation der Österreicher, Prag zu besuchen.

Willkommen zu dieser Umfrage!

Der Prager Stadt Tourismus möchte einen besseren Einblick in das Reiseverhalten der **Österreicher**, die Prag besuchen, bekommen.

Daher ist **Ihre Meinung** von großer Bedeutung, **wobei es nicht wichtig ist**, ob Sie schon einmal **Prag besucht haben** oder **nicht**.

Die erforderliche Zeit zum **Ausfüllen** dieser Umfrage beträgt ca. **3 Minuten**.

Ihre Teilnahme ist **völlig freiwillig** und Ihre Antworten werden **anonym** und **vertraulich** behandelt.

Falls Sie weitere Fragen zu dieser Studie haben, wenden Sie sich bitte an:

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**Vielen Dank für Ihre Zeit und Teilnahme im Voraus!**

---

1. Was ist Ihre Nationalität?
  - Österreich
  - andere
  
2. In welchem Bundesland in Österreich wohnen Sie?
  - Wien
  - Burgenland
  - Niederösterreich
  - Oberösterreich
  - Steiermark
  - Kärnten
  - Salzburg
  - Tirol
  - Vorarlberg
  - Ich wohne nicht in Österreich.
  
3. Bitte, geben Sie Ihr Geschlecht an.
  - Männlich
  - Weiblich

4. Zu welcher Altersgruppe gehören Sie?

- < 20
- 20 – 35
- 36 – 50
- 51 – 65
- > 65

5. Derzeit sind Sie:

- Schüler/Student
- Arbeiter
- Angestellter
- arbeitslos
- in Pension
- sonstiges: \_\_\_\_\_

6. Welches Bild oder welche Merkmale kommen Ihnen in den Sinn, wenn Sie an Prag denken? Bitte, geben Sie **mindestens 1 Merkmal** an:

---

7. Die folgenden Aussagen beziehen sich auf die **Reiselust im Allgemeinen**. Bitte, wählen Sie die für Sie am meisten zutreffende Aussage:

Ich reise, ...

Push Items	Ich stimme völlig zu	Ich stimme zu	Ich stimme nicht zu	Ich stimme überhaupt nicht zu
weil ich meinen sozialen Status erhöhen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich einen Ort besuchen will, an dem meine Freunde waren.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich einen Ort besuchen will, der meine Freunde und Familie beeindruckt würde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich einen Ort besuchen will, der einen UNESCO Status hat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich allein sein will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich mit den Einheimischen vor Ort kommunizieren will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich Traditionen und Bräuche austauschen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich an neuen Aktivitäten teilnehmen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich die Natur genießen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich weg von zu Hause sein will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich mich körperlich entspannen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich etwas Aufregendes erleben will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich mit meinen Reisebegleitern eine angenehme Zeit verbringen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich neue Leute kennen lernen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich Freunde und Verwandte besuchen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich ein fremdes Land besuchen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich Sehenswürdigkeiten besichtigen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich Kulturgüter erkunden will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich mein seelisches Gleichgewicht finden will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

weil ich mich geistig entspannen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich mir wünsche, an einem anderen Ort zu sein.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich einen Ort besuchen will, den ich noch nicht besucht habe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich mein Wissen über ein fremdes Land erweitern will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich neue Lebensstile und andere Traditionen erleben will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Die folgenden Aussagen beziehen sich auf die **Wahl des Reiseziels Prag**. Bitte, wählen Sie die für Sie am meisten zutreffende Aussage:

Ich will nach Prag reisen, ...

Pull Items	Ich stimme völlig zu	Ich stimme zu	Ich stimme nicht zu	Ich stimme überhaupt nicht zu
weil es dort Aktivitäten für die ganze Familie gibt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es dort Festivals und Events gibt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es dort unterhaltsam ist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es dort Einkaufsmöglichkeiten gibt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich das Nachtleben erleben will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es dort Freizeit- und Erlebnisparks gibt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
da es dort kostengünstig ist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es ein sicherer Ort ist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es dort historische Gebäude gibt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich die Kultur, Kunst und Traditionen erleben will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil die Gegend außergewöhnlich ist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich das traditionelle Essen genießen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich das örtliche Bier genießen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es dort Aktivitäten im Freien gibt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil die Atmosphäre dort freundlich ist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich sehen möchte, wie die Einheimischen leben.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil es dort schöne Parks und Gärten gibt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil die Stadt ein UNESCO Status hat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich Sehenswürdigkeiten in der Altstadt von Prag besichtigen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
weil ich die Karlsbrücke besichtigen will.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Bitte, wählen Sie die Antwort, die für Sie am meisten zutrifft:

Ich will nach Prag reisen, weil ich dort eine **positive Reise-Erfahrung** während eines früheren **Prag-Besuchs** gesammelt habe.

- Ja.
- Nein.
- Ich war noch nie in Prag.

10. Planen Sie **in diesem Jahr** eine Reise nach Prag?

- Ja.

- Nein.

11. Mit welchem Transportmittel würden Sie nach Prag reisen?

- Auto
- Bus
- Zug
- Flugzeug
- sonstiges: \_\_\_\_\_

12. Mit wem würden Sie am liebsten nach Prag reisen?

- Allein
- Familie
- Freunde
- Partner
- Arbeitskollegen
- Mitschüler
- sonstiges: \_\_\_\_\_

**Dies war die letzte Frage dieser Umfrage. Vielen Dank für Ihre Teilnahme!**

## Appendix 6: Codebook

Question	Variable	Label	Value	Type	Measurement level
1	Nationality	What is your nationality?	1= Austrian 2= other	Numeric	Nominal
2	Residence	In which province in Austria do you live?	1= Vienna 2= Burgenland 3= Lower Austria 4= Upper Austria 5= Styria 6= Carinthia 7= Salzburg 8= Tirol 9= Vorarlberg 10= I do not live in Austria.	Numeric	Nominal
3	Gender	What is your gender?	1= Male 2= Female	Numeric	Nominal
4	Age	To what age group do you belong to?	1= < 20 2= 20 – 35 3= 36 – 50 4= 51 – 65 5= > 65	Numeric	Ordinal
5	Occupation	Currently you are:	1= worker 2= employee 3= pupil / student 4= unemployed 5= retired 6= other:	Numeric	Nominal
6	Other_occupation	Other: _____	-	String	Nominal
7	Image	What image or characteristics come to your mind, when you think of Prague? Please, specify at least 1 characteristic:	- See Appendix 10.1	String	Nominal
8	Push_item_1	I travel because I want to increase my social status.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
9	Push_item_2	I travel because I want to visit a place, where my friends have been.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
10	Push_item_3	I travel because I want to visit a place that would impress my	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale

		friends and family.			
11	Push_item_4	I travel because I want to visit a place that has a UNESCO status.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
12	Push_item_5	I travel because I want to be alone.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
13	Push_item_6	I travel because I want to communicate with the locals on site.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
14	Push_item_7	I travel because I want to exchange traditions and customs.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
15	Push_item_8	I travel because I want to participate in new activities.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
16	Push_item_9	I travel because I want to enjoy nature.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
17	Push_item_10	I travel because I want to be away from home.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
18	Push item (11)	I travel because I want to relax physically.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
19	Push_item_12	I travel to experience excitement.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
20	Push_item_13	I travel because I want to spend a pleasant time with my travel companions.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
21	Push_item_14	I travel because I want to meet new people.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
22	Push_item_15	I travel because I want to visit friends and relatives.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
23	Push_item_16	I travel because I want to visit a foreign country.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale

24	Push_item_17	I travel because I want to visit sights.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
25	Push_item_18	I travel because I want to explore cultural assets.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
26	Push_item_19	I travel because I want to find my mental balance.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
27	Push item (20)	I travel because I want to relax mentally.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
28	Push_item_21	I travel because I wish to be in a different place.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
29	Push_item_22	I travel because I want to visit a place I have not visited yet.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
30	Push_item_23	I travel because I want to expand my knowledge of a foreign country.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
31	Push_item_24	I travel because I want to experience new lifestyles and other traditions.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
32	Pull_item_1	I want to travel to Prague because there are activities for the whole family.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
33	Pull_item_2	I want to travel to Prague because there are festivals and events.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
34	Pull_item_3	I want to travel to Prague because of the entertainment on site.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
35	Pull_item_4	I want to travel to Prague because there are shopping opportunities.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
36	Pull_item_5	I want to travel to Prague because I want	1= I totally agree 2= I agree 3= I disagree	Numeric	Scale

		to experience the nightlife.	4= I totally disagree		
37	Pull_item_6	I want to travel to Prague because there are leisure and adventure parks.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
38	Pull_item_7	I want to travel to Prague because it is inexpensive there.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
39	Pull_item_8	I want to travel to Prague because it is a safe place.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
40	Pull_item_9	I want to travel to Prague because there are historical buildings.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
41	Pull_item_10	I want to travel to Prague because I want to experience the culture, art and traditions.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
42	Pull_item_11	I want to travel to Prague because the area is exceptional.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
43	Pull_item_12	I want to travel to Prague because I want to enjoy the traditional food.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
44	Pull_item_13	I want to travel to Prague because I want to enjoy the local beer.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
45	Pull_item_14	I want to travel to Prague because there are outdoor activities.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
46	Pull_item_15	I want to travel to Prague because of the friendly atmosphere.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
47	Pull_item_16	I want to travel to Prague because I want to explore the life of the locals.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale

48	Pull_item_17	I want to travel to Prague because there are beautiful parks and gardens.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
49	Pull_item_18	I want to travel to Prague because the city has a UNESCO status.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
50	Pull_item_19	I want to travel to Prague because I want to visit sights in the Old Town of Prague.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
51	Pull_item_20	I want to travel to Prague because I want to visit the Charles Bridge.	1= I totally agree 2= I agree 3= I disagree 4= I totally disagree	Numeric	Scale
52	Loyalty	I want to travel to Prague because I have gathered a positive travel experience during a previous visit to Prague.	1= Yes. 2= No. 1= I have never been to Prague before.	Numeric	Nominal
53	Visit_intention_2019	Are you planning a trip to Prague this year?	1= Yes. 2= No.	Numeric	Nominal
54	Transport	With which mean of transport would you travel to Prague?	1= Plane 2= Train 3= Bus 4= Car 5= other:	Numeric	Nominal
55	Other_transport	Other: _____	-	String	Nominal
56	Companion	Who would you most like to travel to Prague with?	1= Alone 2= Family 3= Friends 4= Partner 5= Business colleagues 6= Classmates 7= other	Numeric	Nominal
57	Other_companion	Other: _____	-	String	Nominal

## Appendix 7: Codebook for open ended question (nr 6)

Used extremely often
Used very often
Used often
Used quite often

Categories	Answers
1= Bridges	Charles Bridge, bridge, bridges, lot of bridges, famous bridge
2= Gastronomy	Beer, spit cake, good & less-expensive beer, pivo, inn, Czech beer, less expensive & good food, pub, bar, a lot of bars, Budweiser, tavern, coffee houses in which people paint, good gastronomy (coffeehouses), bakery Paul
3= Old Town	Nice old town, Powder Tower, town hall, town hall clock, Tyn Cathedral, old town square, old city, old town, nice inner city, city centre, old inner city, university, historical buildings, worth seeing old town, , Prague astronomical clock, clockwork, main square, the large place, the famous clock, Prague's old town, Prague's clock tower, Orloj, beautiful well-preserved old town
4= History	Historic city centre, history, Prague Spring, historical buildings, medieval, historically significant, Defenestration of Prague, Thirty Years' War, Ostalgie, historical, historically, , Habsburg, , middle age, Jan Hus Memorial, long history
5= River Vltava	River, Vltava, Vltava-River, stages of the Vltava
6= Castle District Hradčany	Prague Castle, Hradschin, castle, St. Vitus Cathedral, dome, cathedral, St. Vitus Church, view over Prague, Lobkowitz Palais, hrad, hradzin, panorama from the Prague Castle, fortress, Golden Lane
7= Crowded area	Lot of tourists, tourists, terribly crowded centre, many people on the streets, city tourism, lot of people, crowded, subway, train station
8= Culture	Karel Gott, close to Austria, similar to Vienna, culture, lifestyle, Svankmajer, , Christmas markets, tradition, Franz Kafka, Kafka, the good old soldier Svejek, language, nationalist, Mucha, Golem, Haschek, theatre, literature, dancing, museum, currency, craftwork, similarity to Vienna, Austrian, close by, partying
9= Other architecture	Golden City, architecture, wonderful architecture, 100 towers, lot of impressive buildings, narrow streets, very nice old buildings, nice houses, Villa Müller, national theatre, beautiful Baroque buildings, metal sculptures, cobblestones, old buildings, Jewish quarter, Jewish cemetery, Gothic, Baroque, Cubism, castles, reed roofs, , black towers, towers, churches, nice buildings, old synagogue, buildings, Art Nouveau, Crawling Babies,
10=City	City, beautiful city, Czech Republic, capital of Czech Republic, fairy-tale city, worth seeing city
11= Lesser & New Town	Lesser Town, Lesser Side, Wenceslas Square, the large park on the Lesser Town of Prague with a view of Prague, John Lennon Wall, gardens, Kampa, nice surroundings
77= not applicable for Prague	Wenceslas bridge, Anne Frank, Castel Sant'Angelo, I don't know, nothing, unfortunately none, I have never been there, no idea, Letva, Wenceslas dome, Part, my great-grandparents
99= other	Prostitution, short holiday, the statues of the Charles Bridge are not renovated, excellent swordsmith, Sparta Prague, shopping, language school, dirt, unique, nice, cosy, small, cheap, cold, cold, interesting, romantic, atmosphere, colourful, proud, small, magnificent, idyllic, favourable, dirty, magical

## Appendix 8: SPSS output

### Appendix 8.1: Frequencies

#### What is your nationality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Austrian	387	100,0	100,0	100,0

#### In which province in Austria do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vienna	218	56,3	56,3	56,3
	Burgenland	26	6,7	6,7	63,0
	Lower Austria	88	22,7	22,7	85,8
	Upper Austria	13	3,4	3,4	89,1
	Styria	12	3,1	3,1	92,2
	Carinthia	7	1,8	1,8	94,1
	Salzburg	7	1,8	1,8	95,9
	Tirol	11	2,8	2,8	98,7
	I do not live in Austria.	5	1,3	1,3	100,0
	Total	387	100,0	100,0	

#### What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	158	40,8	40,8	40,8
	Female	229	59,2	59,2	100,0
	Total	387	100,0	100,0	

#### To what age group do you belong to?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20	75	19,4	19,4	19,4
	20-35	162	41,9	41,9	61,2
	36-50	73	18,9	18,9	80,1
	51-65	61	15,8	15,8	95,9
	> 65	16	4,1	4,1	100,0
	Total	387	100,0	100,0	

**Currently you are:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	worker	21	5,4	5,4	5,4
	employee	162	41,9	41,9	47,3
	pupil/student	153	39,5	39,5	86,8
	unemployed	10	2,6	2,6	89,4
	retired	26	6,7	6,7	96,1
	other	15	3,9	3,9	100,0
	Total	387	100,0	100,0	

**I want to travel to Prague because I have gathered a positive travel experience during a previous visit to Prague.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	244	63,0	63,0	63,0
	No	46	11,9	11,9	74,9
	I have never been to Prague before.	97	25,1	25,1	100,0
	Total	387	100,0	100,0	

**\$imagemulktioleopinions Frequencies**

		Responses		Percent of Cases
		N	Percent	
\$imagemulktioleopinions <sup>a</sup>	Bridges	154	24,9%	39,9%
	Gastronomy	106	17,1%	27,5%
	Old_Town	74	12,0%	19,2%
	History	26	4,2%	6,7%
	River_Vtava	26	4,2%	6,7%
	Hradschany	69	11,1%	17,9%
	Crowded_area	16	2,6%	4,1%
	Culture	35	5,7%	9,1%
	Other architecture	53	8,6%	13,7%
	City	19	3,1%	4,9%
	Lesser_and_new_town	17	2,7%	4,4%
	Not_applicable	12	1,9%	3,1%
	Other	12	1,9%	3,1%
Total	619	100,0%	160,4%	

a. Dichotomy group tabulated at value 1.

### Are you planning a trip to Prague this year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	115	29,7	29,7	29,7
	No	272	70,3	70,3	100,0
	Total	387	100,0	100,0	

### With which mean of transport would you travel to Prague?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plane	25	6,5	6,5	6,5
	Train	179	46,3	46,3	52,7
	Bus	64	16,5	16,5	69,3
	Car	113	29,2	29,2	98,4
	other	6	1,6	1,6	100,0
	Total	387	100,0	100,0	

### Who would you most like to travel to Prague with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	15	3,9	3,9	3,9
	Partner	137	35,4	35,4	39,3
	Familie	89	23,0	23,0	62,3
	Freunde	132	34,1	34,1	96,4
	Classmates	5	1,3	1,3	97,7
	other	9	2,3	2,3	100,0
	Total	387	100,0	100,0	

## Appendix 8.2: Descriptives

### Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
I travel because I want to increase my social status.	387	3	1	4	3,00	,940	,883
I travel because I want to visit a place, where my friends have been.	387	3	1	4	2,67	,791	,626
I travel because I want to visit a place that would impress my friends and family.	387	3	1	4	2,96	,888	,788
I travel because I want to visit a place that has a UNESCO status.	387	3	1	4	2,76	,953	,908
I travel because I want to be alone.	387	3	1	4	3,07	,853	,728
I travel because I want to communicate with the locals on site.	387	3	1	4	2,25	,809	,655
I travel because I want to exchange traditions and customs.	387	3	1	4	2,21	,856	,732
I travel because I want to participate in new activities.	387	3	1	4	2,07	,815	,664
I travel because I want to enjoy nature.	387	3	1	4	1,88	,831	,690
I travel because I want to be away from home.	387	3	1	4	2,10	,904	,817
I travel because I want to relax physically.	387	3	1	4	2,01	,824	,679
I travel to experience excitement.	387	3	1	4	1,82	,842	,708
I travel because I want to spend a pleasant time with my travel companions.	387	3	1	4	1,73	,834	,696
I travel because I want to meet new people.	387	3	1	4	2,17	,807	,651

I travel because I want to visit friends and relatives.	387	3	1	4	2,33	,910	,827
I travel because I want to visit a foreign country.	387	3	1	4	1,58	,799	,639
I travel because I want to visit sights.	387	3	1	4	1,71	,798	,637
I travel because I want to explore cultural assets.	387	3	1	4	1,75	,801	,642
I travel because I want to find my mental balance.	387	3	1	4	2,38	,892	,796
I travel because I want to relax mentally.	387	3	1	4	2,01	,827	,684
I travel because I wish to be in a different place.	387	3	1	4	2,21	,891	,794
I travel because I want to visit a place I have not visited yet.	387	3	1	4	1,73	,824	,679
I travel because I want to expand my knowledge of a foreign country.	387	3	1	4	1,77	,849	,720
I travel because I want to experience new lifestyles and other traditions.	387	3	1	4	1,73	,751	,564
Valid N (listwise)	387						

### Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
I want to travel to Prague because there are activities for the whole family.	387	3	1	4	2,53	,849	,721
I want to travel to Prague because there are festivals and events.	387	3	1	4	2,56	,801	,641
I want to travel to Prague because of the entertainment on site.	387	3	1	4	2,18	,733	,537
I want to travel to Prague because there are shopping opportunities.	387	3	1	4	2,60	,865	,747

I want to travel to Prague because I want to experience the nightlife.	387	3	1	4	2,55	,927	,860
I want to travel to Prague because there are leisure and adventure parks.	387	3	1	4	2,84	,825	,681
I want to travel to Prague because it is inexpensive there.	387	3	1	4	2,28	,808	,652
I want to travel to Prague because it is a safe place.	387	3	1	4	2,34	,722	,521
I want to travel to Prague because there are historical buildings.	387	3	1	4	1,66	,759	,577
I want to travel to Prague because I want to experience the culture, art and traditions.	387	3	1	4	1,76	,824	,679
I want to travel to Prague because the area is exceptional.	387	3	1	4	2,16	,786	,618
I want to travel to Prague because I want to enjoy the traditional food.	387	3	1	4	2,11	,832	,693
I want to travel to Prague because I want to enjoy the local beer.	387	3	1	4	2,32	1,024	1,048
I want to travel to Prague because there are outdoor activities.	387	3	1	4	2,39	,788	,621
I want to travel to Prague because of the friendly atmosphere.	387	3	1	4	2,01	,736	,541
I want to travel to Prague because I want to explore the life of the locals.	387	3	1	4	2,25	,806	,649
I want to travel to Prague because there are beautiful parks and gardens.	387	3	1	4	2,12	,773	,597
I want to travel to Prague because the city has a UNESCO status.	387	3	1	4	2,60	,909	,827

I want to travel to Prague because I want to visit sights in the Old Town of Prague.	387	3	1	4	1,67	,814	,662
I want to travel to Prague because I want to visit the Charles Bridge.	387	3	1	4	1,82	,884	,782
Valid N (listwise)	387						

### Descriptives

I travel because I want to visit a foreign country.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< 20	75	1,52	,828	,096	1,33	1,71	1	4
20-35	162	1,36	,596	,047	1,27	1,45	1	4
36-50	73	1,92	,909	,106	1,71	2,13	1	4
51-65	61	1,75	,869	,111	1,53	1,98	1	4
> 65	16	1,81	,981	,245	1,29	2,34	1	4
Total	387	1,58	,799	,041	1,50	1,66	1	4

### Descriptives

I want to travel to Prague because I want to visit sights in the Old Town of Prague.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< 20	75	1,95	,914	,106	1,74	2,16	1	4
20-35	162	1,59	,728	,057	1,47	1,70	1	4
36-50	73	1,68	,814	,095	1,49	1,87	1	4
51-65	61	1,49	,788	,101	1,29	1,69	1	4
> 65	16	1,81	,981	,245	1,29	2,34	1	4
Total	387	1,67	,814	,041	1,59	1,75	1	4

### Descriptives

I want to travel to Prague because there are historical buildings.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< 20	75	1,85	,817	,094	1,67	2,04	1	4
20-35	162	1,59	,683	,054	1,49	1,70	1	4
36-50	73	1,74	,834	,098	1,55	1,93	1	4
51-65	61	1,52	,766	,098	1,33	1,72	1	4
> 65	16	1,63	,719	,180	1,24	2,01	1	3
Total	387	1,66	,759	,039	1,59	1,74	1	4

Appendix 8.3: Cross tabulation

**I want to travel to Prague because I have gathered a positive travel experience during a previous visit to Prague. \* What is your gender?**  
**Crosstabulation**

			What is your gender?		Total
			Male	Female	
I want to travel to Prague because I have gathered a positive travel experience during a previous visit to Prague.	Yes	Count	104	140	244
		% within What is your gender?	65,8%	61,1%	63,0%
	No	Count	23	23	46
		% within What is your gender?	14,6%	10,0%	11,9%
	I have never been to Prague before.	Count	31	66	97
		% within What is your gender?	19,6%	28,8%	25,1%
Total	Count	158	229	387	
	% within What is your gender?	100,0%	100,0%	100,0%	

**I want to travel to Prague because I have gathered a positive travel experience during a previous visit to Prague. \* To what age group do you belong to? Crosstabulation**

			To what age group do you belong to?					Total
			< 20	20-35	36-50	51-65	> 65	
I want to travel to Prague because I have gathered a positive travel experience during a previous visit to Prague.	Yes	Count	30	108	54	41	11	244
		% within To what age group do you belong to?	40,0%	66,7%	74,0%	67,2%	68,8%	63,0%
	No	Count	10	13	8	12	3	46
		% within To what age group do you belong to?	13,3%	8,0%	11,0%	19,7%	18,8%	11,9%

	I have never been to Prague before.	Count	35	41	11	8	2	97
		% within To what age group do you belong to?	46,7%	25,3%	15,1%	13,1%	12,5%	25,1%
Total		Count	75	162	73	61	16	387
		% within To what age group do you belong to?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

**Are you planning a trip to Prague this year? \* In which province in Austria do you live? Crosstabulation**

		In which province in Austria do you live?										
		Vienna	Burgenland	Lower Austria	Upper Austria	Styria	Carinthia	Salzburg	Tirol	I do not live in Austria.	Total	
Are you planning a trip to Prague this year?	Yes	Count	58	11	25	3	5	4	4	5	0	115
		% within In which province in Austria do you live?	26,6%	42,3%	28,4%	23,1%	41,7%	57,1%	57,1%	45,5%	0,0%	29,7%
	No	Count	160	15	63	10	7	3	3	6	5	272
		% within In which province in Austria do you live?	73,4%	57,7%	71,6%	76,9%	58,3%	42,9%	42,9%	54,5%	100,0%	70,3%
Total		Count	218	26	88	13	12	7	7	11	5	387
		% within In which province in Austria do you live?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

**Are you planning a trip to Prague this year? \* Currently you are: Crosstabulation**

		Currently you are:						Total	
		worker	employee	pupil/student	unemployed	retired	other		
Are you planning a trip to Prague this year?	Yes	Count	10	42	43	3	13	4	115
		% within Currently you are:	47,6%	25,9%	28,1%	30,0%	50,0%	26,7%	29,7%
	No	Count	11	120	110	7	13	11	272
		% within Currently you are:	52,4%	74,1%	71,9%	70,0%	50,0%	73,3%	70,3%
Total	Count	21	162	153	10	26	15	387	
	% within Currently you are:	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

**In which province in Austria do you live? \* Are you planning a trip to Prague this year? Crosstabulation**

		Are you planning a trip to Prague this year?		Total	
		Yes	No		
In which province in Austria do you live?	Vienna	Count	58	160	218
		% within Are you planning a trip to Prague this year?	50,4%	58,8%	56,3%
	Burgenland	Count	11	15	26
		% within Are you planning a trip to Prague this year?	9,6%	5,5%	6,7%
	Lower Austria	Count	25	63	88
		% within Are you planning a trip to Prague this year?	21,7%	23,2%	22,7%
	Upper Austria	Count	3	10	13
		% within Are you planning a trip to Prague this year?			

	% within Are you planning a trip to Prague this year?	2,6%	3,7%	3,4%
Styria	Count	5	7	12
	% within Are you planning a trip to Prague this year?	4,3%	2,6%	3,1%
Carinthia	Count	4	3	7
	% within Are you planning a trip to Prague this year?	3,5%	1,1%	1,8%
Salzburg	Count	4	3	7
	% within Are you planning a trip to Prague this year?	3,5%	1,1%	1,8%
Tirol	Count	5	6	11
	% within Are you planning a trip to Prague this year?	4,3%	2,2%	2,8%
I do not live in Austria.	Count	0	5	5
	% within Are you planning a trip to Prague this year?	0,0%	1,8%	1,3%
Total	Count	115	272	387
	% within Are you planning a trip to Prague this year?	100,0%	100,0%	100,0%

### Are you planning a trip to Prague this year? \* What is your gender? Crosstabulation

		What is your gender?		Total	
		Male	Female		
Are you planning a trip to Prague this year?	Yes	Count	59	56	115

		% within What is your gender?	37,3%	24,5%	29,7%
	No	Count	99	173	272
		% within What is your gender?	62,7%	75,5%	70,3%
Total		Count	158	229	387
		% within What is your gender?	100,0%	100,0%	100,0%

### Are you planning a trip to Prague this year? \* To what age group do you belong to? Crosstabulation

		To what age group do you belong to?					Total	
		< 20	20-35	36-50	51-65	> 65		
Are you planning a trip to Prague this year?	Yes	Count	22	37	28	22	6	115
		% within To what age group do you belong to?	29,3%	22,8%	38,4%	36,1%	37,5%	29,7%
	No	Count	53	125	45	39	10	272
		% within To what age group do you belong to?	70,7%	77,2%	61,6%	63,9%	62,5%	70,3%
Total	Count	75	162	73	61	16	387	
	% within To what age group do you belong to?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	

### Are you planning a trip to Prague this year? \* Currently you are: Crosstabulation

						Currently you are:					Total	
						worker	employee	pupil/student	unemployed	retired		other

Are you planning a trip to Prague this year?	Yes	Count	10	42	43	3	13	4	115
		% within Currently you are:	47,6%	25,9%	28,1%	30,0%	50,0%	26,7%	29,7%
	No	Count	11	120	110	7	13	11	272
		% within Currently you are:	52,4%	74,1%	71,9%	70,0%	50,0%	73,3%	70,3%
Total		Count	21	162	153	10	26	15	387
		% within Currently you are:	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

**With which means of transport would you travel to Prague? \* In which province in Austria do you live? Crosstabulation**

		In which province in Austria do you live?								I do not live in Austria.	Total	
		Vienna	Burgenland	Lower Austria	Upper Austria	Styria	Carinthia	Salzburg	Tirol			
With which means of transport would you travel to Prague?	Plane	Count	11	1	5	0	1	1	1	1	4	25
		% within In which province in Austria do you live?	5,0%	3,8%	5,7%	0,0%	8,3%	14,3%	14,3%	9,1%	80,0%	6,5%
	Train	Count	127	10	27	5	2	1	2	4	1	179
		% within In which province in Austria do you live?	58,3%	38,5%	30,7%	38,5%	16,7%	14,3%	28,6%	36,4%	20,0%	46,3%
	Bus	Count	32	6	12	2	3	3	2	4	0	64
		% within In which province in Austria do you live?	14,7%	23,1%	13,6%	15,4%	25,0%	42,9%	28,6%	36,4%	0,0%	16,5%
	Car	Count	44	8	43	6	6	2	2	2	0	113
		% within In which province in Austria do you live?	20,2%	30,8%	48,9%	46,2%	50,0%	28,6%	28,6%	18,2%	0,0%	29,2%
	other	Count	4	1	1	0	0	0	0	0	0	6
		% within In which province in Austria do you live?	1,8%	3,8%	1,1%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	1,6%
	Total	Count	218	26	88	13	12	7	7	11	5	387
		% within In which province in Austria do you live?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

### Who would you most like to travel to Prague with? \* To what age group do you belong to? Crosstabulation

			To what age group do you belong to?					
			< 20	20-35	36-50	51-65	> 65	Total
Who would you most like to travel to Prague with?	Alone	Count	1	2	7	2	3	15
		% within To what age group do you belong to?	1,3%	1,2%	9,6%	3,3%	18,8%	3,9%
	Partner	Count	17	63	22	31	4	137
		% within To what age group do you belong to?	22,7%	38,9%	30,1%	50,8%	25,0%	35,4%
	Familie	Count	16	24	27	16	6	89
		% within To what age group do you belong to?	21,3%	14,8%	37,0%	26,2%	37,5%	23,0%
	Freunde	Count	35	69	15	10	3	132
		% within To what age group do you belong to?	46,7%	42,6%	20,5%	16,4%	18,8%	34,1%
	Classmates	Count	4	0	1	0	0	5
		% within To what age group do you belong to?	5,3%	0,0%	1,4%	0,0%	0,0%	1,3%
	other	Count	2	4	1	2	0	9
		% within To what age group do you belong to?	2,7%	2,5%	1,4%	3,3%	0,0%	2,3%
	Total	Count	75	162	73	61	16	387
		% within To what age group do you belong to?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Appendix 8.4: Chi-Square Test

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5,086 <sup>a</sup>	2	,079
Likelihood Ratio	5,149	2	,076
Linear-by-Linear Association	2,441	1	,118
N of Valid Cases	387		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 18,78.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	35,611 <sup>a</sup>	8	,000
Likelihood Ratio	34,727	8	,000
Linear-by-Linear Association	17,415	1	,000
N of Valid Cases	387		

a. 2 cells (13,3%) have expected count less than 5. The minimum expected count is 1,90.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	12,612 <sup>a</sup>	8	,126
Likelihood Ratio	13,273	8	,103
Linear-by-Linear Association	1,905	1	,168
N of Valid Cases	387		

a. 9 cells (50,0%) have expected count less than 5. The minimum expected count is 1,49.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9,716 <sup>a</sup>	5	,084
Likelihood Ratio	9,043	5	,107
Linear-by-Linear Association	,621	1	,431
N of Valid Cases	387		

a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 2,97.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	12,612 <sup>a</sup>	8	,126
Likelihood Ratio	13,273	8	,103
Linear-by-Linear Association	1,905	1	,168
N of Valid Cases	387		

a. 9 cells (50,0%) have expected count less than 5. The minimum expected count is 1,49.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7,435 <sup>a</sup>	1	,006		
Continuity Correction <sup>b</sup>	6,831	1	,009		
Likelihood Ratio	7,367	1	,007		
Fisher's Exact Test				,009	,005
Linear-by-Linear Association	7,416	1	,006		
N of Valid Cases	387				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 46,95.

b. Computed only for a 2x2 table

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7,924 <sup>a</sup>	4	,094
Likelihood Ratio	7,932	4	,094
Linear-by-Linear Association	3,370	1	,066
N of Valid Cases	387		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,75.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9,716 <sup>a</sup>	5	,084
Likelihood Ratio	9,043	5	,107
Linear-by-Linear Association	,621	1	,431
N of Valid Cases	387		

a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 2,97.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	96,188 <sup>a</sup>	32	,000
Likelihood Ratio	68,870	32	,000
Linear-by-Linear Association	,626	1	,429
N of Valid Cases	387		

a. 32 cells (71,1%) have expected count less than 5. The minimum expected count is ,08.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	72,474 <sup>a</sup>	20	,000
Likelihood Ratio	68,170	20	,000
Linear-by-Linear Association	20,192	1	,000
N of Valid Cases	387		

a. 15 cells (50,0%) have expected count less than 5. The minimum expected count is ,21.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	62,511 <sup>a</sup>	25	,000
Likelihood Ratio	60,737	25	,000
Linear-by-Linear Association	,014	1	,905
N of Valid Cases	387		

a. 21 cells (58,3%) have expected count less than 5. The minimum expected count is ,13.

Appendix 8.5: Compare means

**Report**

I travel because I want to spend a pleasant time with my travel companions.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,93	158	,868	,069
Female	1,59	229	,782	,052
Total	1,73	387	,834	,042

**Report**

I travel because I want to visit a foreign country.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,74	158	,846	,067
Female	1,46	229	,746	,049
Total	1,58	387	,799	,041

**Report**

I travel because I want to visit a place I have not visited yet.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,96	158	,873	,069
Female	1,57	229	,749	,050
Total	1,73	387	,824	,042

**Report**

I travel because I want to visit sights.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,88	158	,855	,068
Female	1,59	229	,736	,049
Total	1,71	387	,798	,041

**Report**

I want to travel to Prague because there are historical buildings.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,79	158	,806	,064
Female	1,57	229	,713	,047
Total	1,66	387	,759	,039

### Report

I want to travel to Prague because I want to visit sights in the Old Town of Prague.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,84	158	,885	,070
Female	1,55	229	,739	,049
Total	1,67	387	,814	,041

### Report

I want to travel to Prague because I want to visit the Charles Bridge.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	2,02	158	,941	,075
Female	1,68	229	,817	,054
Total	1,82	387	,884	,045

### Report

I want to travel to Prague because I want to experience the culture, art and traditions.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,97	158	,881	,070
Female	1,62	229	,750	,050
Total	1,76	387	,824	,042

### Report

I want to travel to Prague because of the friendly atmosphere.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	2,11	158	,745	,059
Female	1,95	229	,724	,048
Total	2,01	387	,736	,037

### Report

I travel because I want to experience new lifestyles and other traditions.

What is your gender?	Mean	N	Std. Deviation	Std. Error of Mean
Male	1,88	158	,785	,062
Female	1,63	229	,711	,047
Total	1,73	387	,751	,038

Appendix 8.6: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I travel because I want to visit a foreign country.	Equal variances assumed	2,936	,087	3,405	385	,001	,278	,082	,117	,438
	Equal variances not assumed			3,328	309,387	,001	,278	,083	,113	,442

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I travel because I want to experience new lifestyles and other traditions.	Equal variances assumed	,285	,594	3,213	385	,001	,247	,077	,096	,397
	Equal variances not assumed			3,156	315,405	,002	,247	,078	,093	,400

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I travel because I want to visit a place I have not visited yet.	Equal variances assumed	,073	,787	4,700	385	,000	,390	,083	,227	,553
	Equal variances not assumed			4,570	303,152	,000	,390	,085	,222	,558

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I travel because I want to visit sights.	Equal variances assumed	,836	,361	3,568	385	,000	,290	,081	,130	,450
	Equal variances not assumed			3,472	303,850	,001	,290	,084	,126	,455

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I travel because I want to spend a pleasant time with my travel companions.	Equal variances assumed	,021	,884	4,029	385	,000	,341	,085	,175	,507
	Equal variances not assumed			3,953	314,264	,000	,341	,086	,171	,511

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I want to travel to Prague because I want to visit sights in the Old Town of Prague.	Equal variances assumed	4,037	,045	3,514	385	,000	,292	,083	,128	,455
	Equal variances not assumed			3,401	297,125	,001	,292	,086	,123	,460

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I want to travel to Prague because there are historical buildings.	Equal variances assumed	,406	,524	2,814	385	,005	,219	,078	,066	,372
	Equal variances not assumed			2,752	310,085	,006	,219	,080	,062	,376

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I want to travel to Prague because I want to visit the Charles Bridge.	Equal variances assumed	,226	,635	3,805	385	,000	,342	,090	,128	,455
	Equal variances not assumed			3,708	305,805	,000	,342	,092	,123	,460

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I want to travel to Prague because I want to experience the culture, art and traditions.	Equal variances assumed	,105	,746	4,307	385	,000	,359	,083	,195	,523
	Equal variances not assumed			4,182	301,279	,000	,359	,086	,190	,528

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I want to travel to Prague because of the friendly atmosphere.	Equal variances assumed	,498	,481	2,112	385	,035	,160	,076	,011	,309
	Equal variances not assumed			2,101	331,207	,036	,160	,076	,010	,310

Appendix 8.7: ANOVA

**ANOVA**

I travel because I want to visit a foreign country.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19,291	4	4,823	8,108	,000
Within Groups	227,210	382	,595		
Total	246,501	386			

**ANOVA**

I travel because I want to experience new lifestyles and other traditions.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6,756	4	1,689	3,060	,017
Within Groups	210,831	382	,552		
Total	217,587	386			

**ANOVA**

I travel because I want to visit a place I have not visited yet.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16,277	4	4,069	6,325	,000
Within Groups	245,774	382	,643		
Total	262,052	386			

**ANOVA**

I travel because I want to visit sights.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9,112	4	2,278	3,673	,006
Within Groups	236,893	382	,620		
Total	246,005	386			

**ANOVA**

I travel because I want to spend a pleasant time with my travel companions.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23,498	4	5,875	9,159	,000
Within Groups	245,013	382	,641		
Total	268,512	386			

### ANOVA

I want to travel to Prague because I want to visit sights in the Old Town of Prague.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9,150	4	2,288	3,545	,007
Within Groups	246,514	382	,645		
Total	255,664	386			

### ANOVA

I want to travel to Prague because I want to visit the Charles Bridge.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,263	4	1,816	2,354	,053
Within Groups	294,711	382	,771		
Total	301,974	386			

### ANOVA

I want to travel to Prague because of the friendly atmosphere.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3,080	4	,770	1,429	,224
Within Groups	205,855	382	,539		
Total	208,935	386			

### ANOVA

I want to travel to Prague because there are historical buildings.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,141	4	1,285	2,257	,062
Within Groups	217,516	382	,569		
Total	222,656	386			

### ANOVA

I want to travel to Prague because I want to experience the culture, art and traditions.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,292	4	1,323	1,968	,099
Within Groups	256,837	382	,672		
Total	262,129	386			

Appendix 8.8: Post Hoc Test

**Multiple Comparisons**

Dependent Variable: I travel because I want to visit a foreign country.

Tukey HSD

(I) To what age group do you belong to?	(J) To what age group do you belong to?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
< 20	20-35	,162	,108	,561	-,13	,46
	36-50	-,398*	,127	,016	-,75	-,05
	51-65	-,234	,133	,398	-,60	,13
	> 65	-,293	,212	,643	-,87	,29
20-35	< 20	-,162	,108	,561	-,46	,13
	36-50	-,560*	,109	,000	-,86	-,26
	51-65	-,396*	,116	,006	-,71	-,08
	> 65	-,454	,202	,164	-1,01	,10
36-50	< 20	,398*	,127	,016	,05	,75
	20-35	,560*	,109	,000	,26	,86
	51-65	,164	,134	,738	-,20	,53
	> 65	,105	,213	,988	-,48	,69
51-65	< 20	,234	,133	,398	-,13	,60
	20-35	,396*	,116	,006	,08	,71
	36-50	-,164	,134	,738	-,53	,20
	> 65	-,058	,217	,999	-,65	,54
> 65	< 20	,293	,212	,643	-,29	,87
	20-35	,454	,202	,164	-,10	1,01
	36-50	-,105	,213	,988	-,69	,48

51-65	,058	,217	,999	-,54	,65
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\*. The mean difference is significant at the 0.05 level.

### Multiple Comparisons

Dependent Variable: I want to travel to Prague because I want to visit sights in the Old Town of Prague.

Tukey HSD

(I) To what age group do you belong to?	(J) To what age group do you belong to?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
< 20	20-35	,360*	,112	,012	,05	,67
	36-50	,262	,132	,277	-,10	,62
	51-65	,455*	,139	,010	,08	,83
	> 65	,134	,221	,974	-,47	,74
20-35	< 20	-,360*	,112	,012	-,67	-,05
	36-50	-,099	,113	,908	-,41	,21
	51-65	,095	,121	,935	-,24	,43
	> 65	-,226	,211	,820	-,80	,35
36-50	< 20	-,262	,132	,277	-,62	,10
	20-35	,099	,113	,908	-,21	,41
	51-65	,193	,139	,637	-,19	,58
	> 65	-,128	,222	,979	-,74	,48
51-65	< 20	-,455*	,139	,010	-,83	-,08
	20-35	-,095	,121	,935	-,43	,24
	36-50	-,193	,139	,637	-,58	,19
	> 65	-,321	,226	,614	-,94	,30
> 65	< 20	-,134	,221	,974	-,74	,47
	20-35	,226	,211	,820	-,35	,80

36-50	,128	,222	,979	-,48	,74
51-65	,321	,226	,614	-,30	,94

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

### Multiple Comparisons

Dependent Variable: I want to travel to Prague because there are historical buildings.

Tukey HSD

(I) To what age group do you belong to?	(J) To what age group do you belong to?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
< 20	20-35	,261	,105	,099	-,03	,55
	36-50	,114	,124	,891	-,23	,45
	51-65	,329	,130	,087	-,03	,69
	> 65	,228	,208	,807	-,34	,80
20-35	< 20	-,261	,105	,099	-,55	,03
	36-50	-,147	,106	,639	-,44	,14
	51-65	,068	,113	,975	-,24	,38
	> 65	-,032	,198	1,000	-,57	,51
36-50	< 20	-,114	,124	,891	-,45	,23
	20-35	,147	,106	,639	-,14	,44
	51-65	,215	,131	,471	-,14	,57
	> 65	,115	,208	,982	-,46	,69
51-65	< 20	-,329	,130	,087	-,69	,03
	20-35	-,068	,113	,975	-,38	,24
	36-50	-,215	,131	,471	-,57	,14
	> 65	-,100	,212	,990	-,68	,48

> 65	< 20	-,228	,208	,807	-,80	,34
	20-35	,032	,198	1,000	-,51	,57
	36-50	-,115	,208	,982	-,69	,46
	51-65	,100	,212	,990	-,48	,68