

## TOURISM EXPERIENCES, MOTIVATIONS, AND TRAVEL LIFESTYLES PREFERENCES FOR DOMESTIC TOURISTS: A CASE OF JORDAN

Mamoon ALLAN\* 

University of Jordan, Faculty of Archaeology and Tourism, Amman, Jordan, e-mail: m.allan@ju.edu.jo

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**Abstract:** It is acknowledged that domestic tourism activities and movements have grown considerably in recent years, particularly, after the COVID-19 pandemic. However, different dimensions of domestic tourism have received scant attention in tourism research literature up till now. Therefore, the main purposes of the current study are to identify the push and pull motivations, tourism experiences and travel lifestyle preferences for a sample of tourists undertaking domestic tourism experiences in Jordan. Furthermore, this study seeks to explore the potential relationship between the push and pull motivations and travel lifestyles preferences with the tourist experience for such tourists in Jordan. A quantitative approach was used in this study, comprising of a self-administered questionnaire that involved inviting a convenience sample of 232 domestic tourists in Jordan. The present study utilized validated and reliable scales that have been extensively applied across various tourism settings to measure the motivations, tourists' experiences, and travel lifestyles. Non-parametric methods, correlation analysis and a series of multiple regressions were employed to examine the potential relationship between the different study variables. Taken together, the results revealed that the major push factors behind tourists engaging in a domestic tourism experience were relaxation, escape, and enjoyment, while the highest pull factors were weather and nature, available activities, and cost. Also, the study showed that motivations were good predictors for tourist experience and there was a weak and negative relationship between travel lifestyle and tourist experience. It is interesting to note that motivations for domestic tourism experiences for the respondents have been driven more by internal factors than by external motivations. The findings of this study have gone some way towards enhancing our understanding of tourist experience, motivations, and travel lifestyle constructs for domestic tourism in Jordan. Moreover, this study provides additional evidence about the relationship between the motivations of domestic tourists and their experiences and their lifestyles preferences. Collectively, assessment of the study variables can be helpful for evaluation of the effectiveness of domestic tourism's products, services and activities to fulfil the domestic tourists' needs and preferences.

**Keywords:** tourism experiences, motivations, travel lifestyles preferences, domestic tourism, The Middle East

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### INTRODUCTION

The tourism industry is considered as one of the largest industries in Jordan and it is one of the major players in the local economy (Allan & Allahham, 2020). It is obvious that the tourism industry in Jordan has witnessed considerable growth in the last ten years and the tourism revenues thus have notable positive impacts on the local economy in the country (Allan & Alkushman, 2019). According to the statistics of Ministry of Tourism in Jordan, the tourism income in 2021 was US \$ 2.68 billion and it augmented to US \$ 5.816 billion in 2022. However, the recovery in the tourism income in Jordan in 2021, from the repercussions of COVID-19 pandemic reached 90% as it was US \$ 1.3 billion in 2020 (MOTA, 2023). Nevertheless, despite such substantial advancement for the tourism and hospitality industry in Jordan in quantitative and qualitative contexts, this industry is still marked with several gaps and uncertainties.

Thus, one of the main gaps is the weakness of the domestic tourism supply and its demand. Furthermore, the high cost of domestic tourism, predominantly for a large portion of low-income citizens who constitute a noteworthy segment of the overall Jordanian tourism market (Samardali, 2013). However, despite the breadth of different tourism studies and projects in Jordan, minimal studies have investigated the issue of domestic tourism. Similarly, it is axiomatic that domestic tourism is one of the least researched topics by tourism scholars and governmental bodies in the developing countries (Canavan, 2013). Relatedly, Bayih & Singh (2020) conclude that even though domestic tourism represents the largest share of tourism, it is still unconsidered and dominated by international tourism with regards to research and policies. Therefore, the main purpose of the current study is to explore the relationship between tourism experiences, tourists' motivations, and travel lifestyle preferences for a sample of domestic tourists in Jordan.

### LITERATURE REVIEW

#### Domestic Tourism

According to UNWTO (2008), "Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip" (IRTS 2008, 2.39). Fakfare et al. (2020) examine the relationship between domestic tourists' motivations and their intention to visit in the setting of Thailand. They further propose that pride, price, tax deduction policy, attraction, local food, ego enhancement, and knowledge gain have a significant impact on the intention to visit. It is noted that the domestic tourism has grown

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\* Corresponding author

considerably as countries aimed at confronting the repercussions of the COVID-19 pandemic, which is marked with travel restrictions for international tourists, In the context of domestic tourism in Jordan, Magableh & Kharabsheh (2013) have studied antecedents of households' local demand for domestic tourism in Jordan, and they found that there are socio-economic factors (household characteristics, individual characteristics and ability variables) and other factors such as price and income influence the local demand for domestic tourism. Whilst Qatawneh et al. (2020) have investigated the impact of websites quality on locals' e-loyalty in domestic tourism in Jordan and they highlight that e-loyalty to Jordanian government websites related to domestic tourism is moderate, indicating that citizens are satisfied with the e-services provided. They also conclude that e-satisfaction and e-trust both play a mediating role in the linkage between dimensions of website quality (particularly, information quality and personalization) and the e-loyalty of citizens. Elsewhere, Khdeir (2024) postulates that infrastructure and transportation problems, high cost and lack of services and facilities are the main problems that prevent Jordanians from visiting the domestic tourist destinations.

### **Tourism Experiences**

Collectively, Uriely (2005) suggests that tourism experience is represented as a vague and miscellaneous phenomenon, which is primarily created by the person consumer. More specifically, the concept of experience is mainly utilized to describe tourists' feelings and interactions during daily life (Caru & Cova, 2003). Tung and Ritchie (2011:1369) defined tourism experience as "an individual's subjective evaluation and undergoing (i. e., affective, cognitive, and behavioural) of events related to his/her tourist activities which begins before (i. e., planning and preparation), during (i. e., at the destination), and after the trip (i. e., recollection)". Loureiro (2014) indicates that tourist experience construct has permanently been at the core of the tourism industry. Whilst Bosangit et al. (2015) prove that tourist experience is noticed as a hot topic for both practitioners and academics in the current tourism literature. The tourism experience is very significant in the tourism and hospitality context because it may be considered as the main key to destination success, innovation, and competitiveness in tourism (Ellis & Rossman, 2008). Additionally, Sustainable tourist experience can heighten destination sustainability and experience value as tools of competitive edge for any tourism destination (Smit & Melissen, 2018). On the contrary, any negative tourism experiences may result in unfavorable future behaviours and impact tourists' negative experiences (Kin et al., 2020). Pine and Gilmore (1999) hypothesized four realms or dimensions for tourism experiences (entertainment, esthetics, education, and escapism). More specifically, entertainment and esthetics reveal the passive participation of individuals in business or destination, whereas education and escapism reflect the active participation for them. Furthermore, the absorption-immersion axis indicates that the consumers 'absorb' entertaining and educational dimensions interrelated to a destination and 'immerse' in the destination resulting in esthetic or escapist experiences. In the context of tourism experience for domestic tourists, Lebrun et al. (2021) have focused on the experiences lived by domestic tourists when they visited protected natural parks in their country guided by Pine and Gilmore's 4Es model (1999). They further found that there is a positive relationship between three dimensions of the 4Es on the arousal and memory outcomes including (education, entertainment, and escapism).

Taken together, although extensive research has been conducted on domestic tourism, only a few studies have paid attention to the type and nature of tourism experience for local tourists engaging in domestic tourism activities. In the setting of Jordan, no single study exists which focused on the tourism experience for domestic tourists.

### **Tourists Motivations**

It is recognized that better understanding push-pull motivation will assist destination marketers and promoters to enhance their tourism segments (Suhud et al., 2021). Elsewhere, Bogari et al. (2003) have postulated that tourism motivation in developing countries and Islamic culture is extremely limited and little attention has been paid to such issue from researchers. However, Mapingure et al. (2019) have concentrated on the motivations of domestic tourists in Zimbabwe. Their findings indicate that novelty, nature seeking, escape and relaxation represent the main motivation factors that arouse domestic tourists to travel domestically within Zimbabwe. Whilst Bayih and Singh (2020) have investigated the motivations of domestic tourists in Ethiopia and found that both pull and push tourism motivations were significant predictors of the tourist's overall satisfaction. Also, there were direct effects for pull motivation on revisit intention construct. Whereas Luvsandavaajav and Narantuya (2021) have explored the relationship between push and pull travel motivations with the behavioral intentions for a sample of domestic tourists in Mongolia, and they further conclude that travel motivations (push and pull factors) were significant constructs of behavioral intentions. Correspondingly, Osiako et al. (2022) state that both push and pull motivational factors have impacts on the satisfaction of domestic tourists visiting Machakos People's Park in Kenya. Lawson et al., (2021) suggest that the major push motivation factor for a sample of domestic tourists in New Zealand was to be out in the Nature, whilst the dominated three pull factors were the scenery, the rocks, and climbing at Kura Tawhiti Castle Hill Rocks. Nevertheless, studying the motivations of tourists undertaking domestic tourism experience in Jordan is still undeveloped area of study. Thus, this study seeks to shed light on domestic tourism motivations for a sample of local tourists in Jordan.

### **Travel Lifestyles Preferences**

Overall, the main focus of lifestyle is mainly on the array of activities, interests and opinions that distinguish the way of life of individuals (Wind & Green, 2011). Relevantly, according to Rızaoğlu (2012), travel lifestyle could be defined as a lifestyle shaped by the information, beliefs, opinions, values that individuals develop to encounter their needs through tourism. It could be argued that the travel lifestyle is a functional variable to better understand the tourist behavior (Schul & Crompton, 1983). It is noted that tourists with different lifestyles express different tourist behaviours and consequently

influence those behaviors (Gonzalez & Bello, 2002). Lawson et al. (1999: 46) state that “One of the most promising approaches to selecting target markets is lifestyle and psychographic segmentation”. In the same vein, Michman (1991) suggests that segmenting the market based upon travel lifestyle is regularly the major concentration of the psychographic segmentation process in the pertinent tourism literature. Preferences in travel behaviour have an impact on both how and why people travel and represent part of personal lifestyle (Chen et al., 2009). Generally, vacation activity preferences are affected by the level of lifestyle stimulation innate in the tourist's work, social life, and leisure time activities (Wahlers & Etzel, 1985). Lee et al. (2015) examine the potential relationship between travel lifestyles preferences destination activity choices in the context of slow food. They further found that travel lifestyle preferences significantly influenced destination activity choices. Utilization of lifestyle concept in travel behavior research is predominantly in activity-based travel modeling studies. Thus, based upon the application of lifestyle construct, activity-based studies look for making important progress toward a more behavioral framework for simulating the travel behavior for families (Van Acker et al., 2016).

Despite the breadth of studies on lifestyle preferences in tourism and hospitality research, less studies have explored such issues in the context of domestic tourism in the related tourism literature.

### Research design

Quantitative methodology was applied and an on-site survey using self-administered questionnaires was used as the method of data collection in the current study. A seven point Likert-type scale was used to express the level of agreement with each items, the numerical scores ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (7). The population of this study included domestic tourists aged 18 and above in Jordan who have visited at least one (or more) local tourism destination in Jordan. A convenience sampling method has been used in the current study and the total size of the chosen sample was 250. Quantitative analysis was performed by using SPSS 22.0 (statistical package for social sciences) for Windows. In this study, the researcher applied existing scales and measures in the questionnaire. Therefore, the total items included in tourist motivations were adapted from (Suhud & Allan, 2022; Jang & Cai, 2002, Uysal & Jurowski, 1994). The items of tourists' experiences included in this study were adapted from (Oh et al., 2008). Whilst the items of the travel lifestyle preference were used from (Lee & Sparks, 2007). Non-parametric methods were applied to analyse the data, such as: frequencies and percentages, reliability analysis, and mean score; whilst parametric method, such as, linear regression analysis was used to check if there is a relationship (or not) between the study variables.

## RESULTS

### Demographics of the respondents

In terms of the demographic characteristics of the respondents in Jordan, of the 232 domestic tourists who completed the questionnaire, 92 respondents were female (40.2%), and 137 (59.8%) males. Also, the age category (18-34) was the main age group at 36.7%, whilst the age category 60 and old (7.3%), represented the smallest age group. In the context of income level, the majority of the research cohort earn an income below JOD 3000 yearly (47.9%), whilst only (8.4%) of the respondents earn above JOD 10000 per year. Regarding the preferred tourism destinations for the respondents, a substantial portion of the respondents (59.5%) prefer the natural attractions, followed by leisure destinations (24.5%) (Table 1).

Table 1. Demographics for the study cohort

Demographic Items	Value	Percent
Gender (n= 229)	Male	59.8
	Female	40.2
Age (Years) (n=229)	18-34	36.7
	35-39	14.8
	40-49	27.2
	50-59	13.4
	+60	7.3
Income (per year/JOD) (n=228)	3000 and below	47.9
	3001-6000	12.2
	6001-9000	9.6
	90001-10000	21.8
	+10000	8.4
Preferred destination (n=229)	Natural	59.5
	Archeological/historical	8.6
	Heritage	1.8
	Religious	3.7
	Leisure	24.5
	Other	1.8

### Tourists' motivations

As depicted in Table 2, the mean score for the push motivations ranged from the lowest mean score 4.41 to the highest 5.99. The standard deviations for the responses to the items measuring tourists' push motivation ranged between 1.34 and 2.05, whilst the Cronbach Alpha for the items measuring push motivation was .911. Of the twelve push motivations items on the questionnaire, relaxation had the highest mean score (M= 5.93, SD= 1.26), followed by escape (M= 5.87, SD= 1.43), and then enjoyment (M= 5.69, SD= 1.43). In terms of individual items measuring push motivation,

the item “To escape from the life pressure” (Escape construct) (M= 5.87, SD= 1.43) had the highest mean score (M= 5.99, SD= 1.64), whilst the item “To meet new people that have same interests” scored lowest (M= 5.54, SD= 1.75).

Table 2. The results of the push motivations for the respondents

Measures	Mean	SD	Number of the respondents (n = 232)
<b>Knowledge gain</b>	<b>5.36</b>	<b>1.59</b>	<b>228</b>
To learn new things	5.28	1.78	232
To increase my knowledge	5.45	1.68	228
<b>Escape</b>	<b>5.87</b>	<b>1.43</b>	<b>228</b>
To escape from the daily routine	5.75	1.75	229
To escape from the life pressure	5.99	1.64	232
<b>Friendship</b>	<b>4.64</b>	<b>1.74</b>	<b>226</b>
To travel with my friends and relatives	4.88	2.03	229
To meet new people that have same interests	4.41	2.05	229
<b>Relaxation</b>	<b>5.93</b>	<b>1.26</b>	<b>224</b>
to relax and rest	5.92	1.54	227
To refresh my mental and physical state	5.94	1.34	228
<b>Enjoyment</b>	<b>5.69</b>	<b>1.43</b>	<b>231</b>
Because it is an existing experience	5.45	1.79	232
To have fun	5.94	1.66	231
<b>Sense of wonder</b>	<b>5.56</b>	<b>1.60</b>	<b>232</b>
To visit unique places	5.40	1.92	232
To experience novel places	5.73	1.82	232

Collectively, the results obtained from the analysis of pull motivations of the respondents undertaking domestic tourism experiences in Jordan are illustrated in table 3. Thus, the mean score ranged from 4.23 to 5.54 and the standard deviation ranged between 1.63 and 2.10. The Cronbach Alpha for the items measuring pull motivation was .895. The highest mean scores for pull motivations were the weather and nature (M= 5.39, SD= 1.58), and activities (M= 5.20, SD= 1.64). Whereas religion had the lowest mean score (M= 4.38, SD= 1.78). Regarding the individual items measuring pull motivations, the item “Because the destination enjoys many natural features” had the highest mean score (M= 4.38, SD= 1.78). while the item “Because several historical events had happened in the destination” was lowest (M= 4.23, SD= 2.02) (Table 3). Generally, it could be argued that the strength of the push motivation for the tourists was greater than that of pull motivation.

Table 3. The results of the pull motivations for the respondents

Measures	Mean	SD	Number of the respondents (n = 232)
<b>Heritage and historical attractions</b>	<b>4.49</b>	<b>1.63</b>	<b>225</b>
Because the destination has significant historical and heritage sites	4.75	1.75	231
Because several historical events had happened in the destination	4.23	2.02	226
<b>weather and nature</b>	<b>5.39</b>	<b>1.58</b>	<b>228</b>
Because the destination has nice weather	5.25	1.76	231
Because the destination enjoys many natural features	5.54	1.70	229
<b>Activities</b>	<b>5.20</b>	<b>1.64</b>	<b>216</b>
Because the destination offers many activities	5.07	1.81	224
It provides recreational opportunities for all members of the family	5.34	1.81	226
<b>Cost</b>	<b>4.84</b>	<b>1.86</b>	<b>224</b>
Because the destination is cheap	5.01	1.97	228
Because the accommodation is cheap	4.68	2.10	225
<b>Religion</b>	<b>4.38</b>	<b>1.78</b>	<b>228</b>
Because the destination has spiritual and religious sites	4.49	1.93	228
Because the destination has important religious background	4.28	1.94	232

### Tourists experience

Regarding tourists’ experience, its mean scores ranged from 4.29 to 5.51, whilst the standard deviations ranged between 1.23 and 2.01. The Cronbach Alpha for the tourists’ experience items was quite high at 0.953. The main tourists’ experience factor was esthetics measure (M= 5.23, SD= 1.23), followed by education (M= 4.82, SD= 1.46). Concerning the individual items measuring tourists’ experience, the item “Just being here was very pleasant” had the highest mean score (M= 5.51, SD= 1.66), whereas the item “Activities of others were fun to watch” scored the lowest mean (M= 4.41, SD= 1.86) (Table 4).

### Travel lifestyles preferences

Table 5 records the results of the measures of travel lifestyles preferences. The mean score of the measures ranged from 4.01 to 5.72 and the standard deviation ranged between 1.14 and 2.06. The Cronbach Alpha for the items measuring travel lifestyles preferences was .883. The highest mean score was for safety and predictability measure (M= 5.63, SD= 1.20), followed by travel interests (M= 5.24, SD= 1.14), and cultural experience (M= 5.17, SD= 1.27), while indecisive measure had the lowest mean score (M= 4.40, SD= 1.19). Of the items measuring travel lifestyles, the items “Undertaking a trip rather than stay at home” (M= 5.64, SD= 1.63), and “Interest in travelling” had the highest mean scores.

Table 4. Results of the tourists' experience measures for the study cohort

Measures	Mean	SD	Number of the respondents (n = 232)
<b>Education</b>	<b>4.82</b>	<b>1.46</b>	<b>219</b>
The desert tourism experience has made me more knowledgeable.	5.02	1.66	229
I learned a lot.	4.99	1.58	227
It stimulated my curiosity to learn new things.	4.79	1.81	224
It was a real learning experience.	4.48	1.72	226
<b>Esthetics</b>	<b>5.23</b>	<b>1.23</b>	<b>223</b>
I have a real sense of harmony by this experience.	4.87	1.64	229
Just being here was very pleasant.	5.51	1.66	228
The setting was pretty bland.	5.42	1/38	229
The setting was very attractive	5.14	1.59	228
<b>Entertainment</b>	<b>4.72</b>	<b>1.74</b>	<b>226</b>
Activities of others were enjoyable to watch	4.59	1.81	229
Watching others perform was charming.	4.60	1.96	228
I really enjoyed watching what others were doing.	4.41	1.86	228
Activities of others were fun to watch.	4.30	2.01	226
<b>Escapism</b>	<b>4.61</b>	<b>1.57</b>	<b>224</b>
I felt I played a different character here.	4.48	1.79	229
I felt like I was living in a different time or place	4.68	1.84	228
The experience here let me imagine being someone else.	4.29	2.00	226
I completely escaped from reality	4.99	1.84	230

Table 5. Results of the travel lifestyles preferences measures for the respondents

Measures	Mean	SD	Number of the respondents (n = 232)
<b>Cultural experience</b>	<b>5.17</b>	<b>1.27</b>	<b>224</b>
The local foods and beverages	4.66	1.82	229
A new place with new cultures and new ways of living	5.54	1.69	230
The local people and customs	5.33	1.63	226
<b>Travel interest</b>	<b>5.24</b>	<b>1.14</b>	<b>218</b>
Undertaking a trip rather than stay at home	5.64	1.63	224
Spending a windfall of money on holiday travel more than something else	4.44	1.84	231
Interest in travelling	5.64	1.50	225
<b>Sports interest and information seeking</b>	<b>4.27</b>	<b>1.52</b>	<b>221</b>
Participating in favourite sports when on holiday	4.01	1.99	228
Watching favourite sporting events when on holiday	4.17	1.96	231
Contact a travel agency for information	4.63	1.88	226
<b>Safety and predictability</b>	<b>5.63</b>	<b>1.20</b>	<b>224</b>
Considering the safety of holiday destinations	5.72	1.44	231
Considering the weather of the holiday destination	5.59	1.54	231
Well organized everything to be free from worry	5.60	1.58	225
<b>Group travel</b>	<b>4.61</b>	<b>1.72</b>	<b>228</b>
Guided tours	4.52	2.04	229
Travelling in groups	4.71	1.99	231
<b>Indecisive</b>	<b>4.40</b>	<b>1.19</b>	<b>219</b>
Difficulty in deciding travel destination	4.26	1.85	227
Asking the advice of friends regarding holiday spots	5.07	1.73	229
Difficulty getting information on travel	3.88	1.80	224
<b>Variety</b>	<b>4.70</b>	<b>1.37</b>	<b>22</b>
Visiting places with a range of shopping	4.76	1.88	231
Visiting places on the occasion of a festival	4.02	2.06	229
Visiting places with a large variety of activities and sights	5.33	1.60	226

### The relationship between motivations and travel lifestyles preferences with tourist experience

Pearson's bivariate correlations between the different motivational types (push factors and pull factors), travel lifestyle preferences (cultural experience, travel interest, sports interest and information seeking, safety and predictability, group travel, indecisive, and variety). and tourist experience measures (education, esthetics, entertainment, and escapism) were conducted to check the intercorrelations between the study constructs. The findings showed the patterns of correlations amongst the various study variables to be most significant at  $p < .01$ , ranging from very strong  $r = 0.89$  to weak  $r = 0.17$ . The findings also showed the strongest correlation to be between education and esthetics  $r = 0.81^{**}$ , whereas the weakest but significant correlation was between Indecisive measure and esthetics. In the context of the intercorrelations between the different motivational factors (push and pull motivations) and the tourists experience measures, the findings revealed that statistically significant positive correlations were found between the motivations and tourist experience variables. In terms of the intercorrelations between motivations and travel lifestyles measures, the results indicated that they ranged from strong  $r = 0.70^{**}$  to weak  $r = 0.19$ . in relation to the intercorrelations between tourist experience and travel lifestyle preferences, the results revealed that they ranged from strong  $r = 0.66^{**}$  to weak  $r = 0.17$ . Relatively, the results of Pearson's bivariate correlations for study variables indicated

there to be a significant positive correlation between the nearby constructs, such as the motivational factors (Push and pull factors), and amongst the measures of tourist experience (Education, esthetics, entertainment, and escapism) (Table 6).

Table 6. The Correlations between the Study Variables

Variables	Education	Esthetics	Entertainment	Escapism	Push Motv.	Pull Motv.	(Cultural experience	Travel interest	sports interest	Safety	Group travel	indecisive	Variety
Education	-	.81** .000	.74** .001	.75** .000	.69** .193	.59** .460	.60** .000	.47 .000	.42 .100	.42 .233	.52* .010	.23** .000	.48** .954
Esthetics		-	.61** .000	.72** .000	.68** .000	.48** .000	.62** .000	.56** .877	.43** .000	.52** .000	.44** .000	.17** .000	.54** .000
Entertainment			-	.89** .000	.57** .000	.47** .000	.37** .011	.22 .042	.60** .000	.26** .000	.66** .000	.23 .042	.39** .000
Escapism				-	.59** .000	.51** .000	.42** .000	.28 .297	.60** .001	.34** .000	.66** .000	.21 .297	.43** .000
Push motv.					-	.75** .000	.57** .001	.59** .000	.57** .000	.42** .000	.50** .000	.54** .176	.46** .000
Pull motv.						-	.40** .000	.20 .000	.32** .000	.33** .000	.27** .002	.38** .000	.41** .000
Cultural experience							-	.70** .078	.44** .000	.62** .002	.48** .000	.39** .078	.57** .078
Travel interest								-	.38** .287	.54** .136	.33** .853	.21 .000	.45** .005
Sports interest									-	.34** .000	.68** .000	.25** .297	.42** .000
Safety										-	.40** .000	.39** .136	.27** .000
Group travel											-	.19** .853	.38** .000
Indecisive												-	.40** .005
Variety													-
Mean	19.16	21.0	17.0	18.4	5.5	15.8	12.8	17.0	9.2	13.2	14.1	12.3	16.2
SD	5.8	4.9	6.9	6.3	3.8	3.4	4.5	3.6	3.4	3.5	4.1	9.7	3.5

\* Correlation is significant at the 0.05 level (2-tailed); \*\* Correlation is significant at the 0.01 level (2-tailed)

Table 7. The Results of the Regression Analysis between

Independent variables	Regression Equations											
	Education			Esthetics			Entertainment			Escapism		
	Bu	S.E	Ba	Bu	S.E	Ba	Bu	S.E	Ba	Bu	S.E	Ba
Intercept	.723	1.74	-	.949	1.44	-	.628	2.16	-	.879	1.91	-
Push Motv.	.15	.04	.40	.12	.03	.36	.17	.04	.35	.07	.04	.16
Pull Motv.	.06	.04	.16	.04	.02	.11	.05	.04	.10	.13	.03	.22
Cultural experience	.18	.12	.13	.16	.10	.12	-.19	.15	-.10	-.03	.13	-.22
Travel interest	.30	.11	.19	.36	.09	.25	-.13	.14	-.06	-.04	.12	-.02
Sports interest	-.23	.09	-.20	-.21	.07	-.20	.21	.11	.14	.09	.10	.06
Safety	-.18	.10	-.12	.08	.09	.05	-.26	.13	-.13	.05	.12	.03
Group travel	.52	.12	.02	.33	.10	.11	.08	.15	.09	.03	.13	.05
Indecisive	-.08	.10	-.05	-.23	.08	-.17	.11	.13	.08	-.40	.11	-.23
Varity	.10	.08	.08	.20	.09	.18	.10	.10	.06	.16	.09	.10
F-statistic (df)	F (9.17) =24.55			F (9.18) =32.68			F (9.16) = 20.73			F (9.18) = 29.94		
p-value	.000			.000			.000			.000		
R2	.55			.76			.56			.60		
Adj. R2	.53			.61			.54			.58		

Note: Bu = unstandardised beta coefficient; S.E = Standard error of Beta, Ba = standardized beta coefficient \*p<.05; \*\*p<.01

Multiple regressions analyses were conducted to test the relationships between the study constructs whereby the dimensions of the tourist experience (education, esthetics, entertainment, and escapism) served as the dependent variables, while tourist motivations (push and pull factors) and travel lifestyles preferences (cultural experience, travel interest, safety, group travel, indecisive and variety) were the independent variables. The results of regression analysis show that push motivations (Ba = .40, p<.001) was found to be good predictors for the education measure. The overall model explained 55% of variance in education, F (9.17) =24.55, p < .001. Whereas indecisive measure was weak and negative predictor for education (Ba = -.05, p<.001). Concerning items related to esthetics, push motivations (Ba = .36, p<.001), travel interests (Ba = .25, p<.001), and group travel (Ba = .22, p<.001). The overall model explained 76% of variance in esthetics. While sport interests (Ba = -.20, p<.001) and indecisive (Ba = -.17, p<.001) were negative predictors for esthetics. Moreover, examination of beta coefficients indicated that push motivations (Ba = .35, p<.001) was a significant predictor for entertainment measure. The overall model explained 56% of variance in entertainment, which was revealed to be statistically significant, F (9.16) = 20.73, p < .001. Nevertheless, most of measures of the travel lifestyles preferences were a weak or negative predictors for entertainment construct, particularly, cultural experience (Ba = -.10, p<.001), travel interest (Ba = -.06, p<.001), and safety (Ba = -.13, p<.001). The regression analysis also revealed that push factors were a significant predictor for escapism measure (Ba = .22, p<.001). The overall model explained 60% of variance in escapism, which was revealed to be

statistically significant,  $F(9.18) = 29.94$ ,  $p < .001$ . whereas cultural experience ( $B\alpha = -.22$ ,  $p < .001$ ), travel interest ( $B\alpha = -.02$ ,  $p < .001$ ), and indecisive ( $B\alpha = -.23$ ,  $p < .001$ ), were to be found negative predictors for escapism (Table 7).

## DISCUSSION

In reviewing the literature, no data was found on the relationship between tourist motivations and travel lifestyle preferences with tourist experience in the context of domestic tourism in Jordan. This study addresses some of gaps in knowledge through exploring such relationship for a sample of domestic tourists in Jordan. Accordingly, the current study profiles the domestic tourists in Jordan, the main indicators used were gender, age, income level and preferred destination. The current investigation found that the domestic tourists were mostly males. This finding was also reported by Kabuitu et al. (2022) who found that most of the domestic tourists in Kenya were male. According to Aziz et al. (2018), travel patterns are varied between men and women due to their travel motivations, and all together men engage more in tourism experiences than women. Therefore, the main limitations for the low rate of women participation in travel were costs, commitments to family tasks and available time. The results also indicated that the respondents were mainly young and middle-aged. This finding is consistent with that of Pratomo (2017) who concluded that domestic tourists in Indonesia were found to be either young or middle-aged. What is surprising is that this study found that the majority of the respondents had low income, which was 3000 JOD and below per year. According to the World Bank statistics, Jordan is considered as one of the lower middle-income countries, with an average annual income of 4,260 USD (3020 JOD) (World Bank, 2023). This finding may be somewhat limited by the type of demographics of the study cohort as most of the respondents were young and had almost started their professional life. Another finding is that the prime attraction for the respondents was nature. It seems that the outdoor experiences have flourished in Jordan after the COVID-19 pandemic.

In terms of push motivations for the respondents, the results revealed that the leading push motivations were relaxation, escape, and enjoyment. These results corroborate the findings of a great deal of the previous work in domestic tourists' motivations. For example, Mapingure et al. (2019) found that escape and relaxation were one of the main push factors that motivate domestic tourists in Zimbabwe. Similarly, Luvsandavaajav & Narantuya (2021) stated that the prime push motivations for domestic tourists in Mongolia were relaxation and escape from their daily routine. Similarly, Pereira et al., (2019) also reported the same finding in the setting of India. The main pull motivations in this study were weather and nature, available activities, and cost. This outcome is contrary to that of Baniya & Paudel (2016), who found that affordability, variety and history and culture of place were the major pull motivations for domestic tourists in Nepal. Also, Kim et al. (2003) mentioned that the significant pull motivations for the domestic Korean tourists were accessibility and transportation, and thus this differs from the findings presented here. However, it is worth mentioning that motivations for a domestic tourism experience for the respondents have been stimulated by internal factors more than by external motivations. A possible explanation for this might be the majority of the leisure studies proved that leisure is intrinsically motivated, and people experience it for its own sake, without requiring external rewards (Neulinger, 1974).

In relations to the tourist experiences for the respondents, it could be concluded that esthetics was the leading dimension of the tourist experience for the domestic tourists in Jordan. This study supports evidence from previous observations (Hosany & Witham, 2010; Guzel, 2014; Loureiro, 2014; Allan, 2016; Kastenholtz et al., 2018) who suggested that the aesthetics dimension is significant component in the tourist experience, particularly, in the outdoor setting. In the context of travel lifestyles preferences, the findings showed that safety and predictability measure, travel interest, and cultural experience were the main dimensions for the respondents. Therefore, the majority of the respondents were 'culturally safe travelers'. This finding is consistent with that of Lee & Sparks (2007) who indicated that most of Koreans respondents were "culturally safe travellers, suggesting a desire for culturally different experiences but experienced in a safe and secure way" (p. 17). The results of Pearson's bivariate correlations among the study variables revealed that there were strong significant correlations between the adjacent measures, particularly, between the measures of the tourist experiences. Oh et al. (2008) found that the correlation between the tourist experience dimensions were statistically significant.

The regression analysis showed that push and pull motivations were significant and good predictors for the four dimensions of the tourist experience realm. This finding is consistent with those of Zhang & Walsh (2020) who suggested that the tourist experience was significantly predicted by the motivation. They further postulated that "It seems reasonable that the motivation for particular visits may come from previous tourism experience" (p. 3281). Likewise, Kim & Lee (2002) and Prayag & Ryan (2011) push motivations are key factors in the creation of tourism experience.

The results of this study indicated that travel lifestyle preferences are mainly weak or negative predictors for the tourist experience dimensions. Thus, it could be deduced that lifestyle does not have a clear impact on the tourist experience in the context of domestic tourism experiences for the study cohort. The findings of this study corroborate the thoughts of Gross & Brown (2006), who argued that tourism experiences do not fill a significant role in tourists' lifestyle.

## CONCLUSION

This study was designed to explore the push and pull motivations, travel lifestyles, and tourist experience for a sample of Jordanian tourists engaging in domestic tourism experiences. The study also examined the relationship between motivations and travel lifestyles with tourist experience. The researcher found that relaxation, escape, and enjoyment were main push motivational factors for the respondents, whilst weather and nature, available activities, and cost were the prime pull motivation for the tourists. Furthermore, the study indicated that the domestic tourism experiences in Jordan were motivated by push factors rather than pull factors. The investigation of the relationship between motivations and travel lifestyle with tourist experience showed that there was a strong and significant relationship between motivations and tourist experience dimensions. Whereas there was a weak or negative relationship between travel lifestyle and tourist experience.

Investigating the tourist experiences, motivations, and travel lifestyle in the setting of domestic tourism is still an undeveloped area of study in the broader tourism literature. To date, domestic tourism has received little attention in tourism research in the Middle East, in general, and Jordan, in particular. Hence, the current study reflects a need to bridge the lacuna in the tourism literature and to develop the different dimensions of domestic tourism studies. Additionally, this study delivers implications for tourism marketers, promoters, planners, policymakers, and managers by a better understanding of tourism experiences, tourist motivations, and travel lifestyles preferences for tourists undertaking domestic tourism experiences. A number of limitations needed to be considered.

The scope of this study is limited in terms of using a convenience sample, therefore, the results cannot be generalized to other populations. Another limitation is the usage of self-reported data which might include respondents' bias, distortions, and memory failure. An additional limitation is that the selected sample is restricted to the respondents who aged 18 years old and above, thus, a future study could focus on the children as domestic tourists in Jordan, as they are a significant domestic tourism segment. Considerably more work will need to be done to determine the impact of the demographic factors, such as gender, age, and income on the domestic tourist experience.

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