

**The relationship between Push-Pull Factors and Destination Loyalty:
A Flow Theory perspective**

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Abstract

The main objective of this study is to build a conceptual model and to investigate the relationship among push-pull factors, flow experience and destination loyalty. Flow functioned as the mediator between push-pull factors and destination loyalty, revealed the tourist behavior from a psychological side. The results of empirical study indicated that there is a positive relation between flow and destination loyalty. Various factors of push and pull factors also showed different relationship with flow as well. This finding revealed the reliability of using flow to understand tourism content. It not only contributed to the managerial aspect for understanding the customers in a more psychological aspect but also contributed to the limited literature in related field.

Key words: push-pull factor; flow experience; destination loyalty; tourist behavior.

Classification: Tourism; Psychology.

Resumo

O principal objetivo deste estudo é de testar um modelo conceptual e investigar a relação entre os factores de pressão-atração (push & pull), a experiência de flow e a lealdade a um destino turístico. O flow operou como uma mediadora entre os factores de pressão-atração, e mostrou o comportamento do turista de uma perspectiva psicológica. Os resultados do estudo empírico mostram uma relação positiva entre o flow e a lealdade ao destino. Vários factores de pressão-atração também se mostraram diferencialmente associados ao flow. Este resultado evidenciou a utilidade de se considerar o flow para compreender o comportamento de turismo. Não apenas é útil do ponto de vista gestor para compreender os consumidores de um ponto de vista psicológico, como também acrescentam do ponto de vista teórico ao corpo de conhecimento relacionado.

Palavras-chave: push-pull, flow, lealdade ao destino, comportamento turista.

Classificação: Turismo; Psicologia

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1. Introduction

Over the past 60 years, tourism has a great expansion and diversification, meanwhile has become one of the strongest and fastest growing economic sectors in the world nowadays. According to the UNWTO Tourism Highlight Report 2015, international tourism shares a great part of the world's export of service market and the overall export of goods and service market, which account for 30% and 6% respectively. As one of the international worldwide export categories, tourism takes No.4 in the ranking after fuel, chemicals and food, and even ranks as the first export category in many developing countries (UNWTO, 2014). Keeping up with this unbeatable growing trend, an ever increasing number of destinations opened their door to the world and devoted more effort in tourism investment. With the great development, tourism already became one of the keys that open the door of socio-economic progress, which includes the growth of working opportunities, the completion of modern infrastructure and local economic. The international tourist receipts gained by different destinations in the world have soared from US\$415billion in 1995 to US\$1245billion in 2014(See Table 1 for a detailed record). At the same time, UNWTO's long term forecast report Tourism Towards 2030 also predicted that International Tourist Arrivals will increase 3.3% a year within the period from 2010 to 2030. In 2014, the number of International Tourist Arrival is 1133million and this number is expected to be 1.8 billion in 2030 (See Table 2 for a detailed record)(UNWTO,2014).

Table 1					
Growth of international tourist arrival since 1950 and forecast					
Year	1950	1980	1995	2014	2030
People	25 mil	278 mil	526mil	1133mil	1.8bil

Sources: UNWTO Tourism Highlight 2014

Table 2				
Growth of International Tourist Receipts since 1950				
Year	1950	1980	1995	2014
US\$	2 bil	104bil	415bil	1245bil

Sources: UNWTO Tourism Highlight 2014

As time goes by, tourism has become an increasingly important economic contributing sector and also has penetrated into people's daily life in different degrees worldwide. In order to capture the maximized benefit from tourism, tourist destination marketers spent a great effort in understanding tourist travel experience, and various tourist behaviors, which can help them to provide the best products to their target markets. Inherent to the same purpose, analyzing tourist travel experience might help the marketers to better segment the tourists (Prentice, Witt, & Hamer, 1998). As an old Chinese saying from the "The Art of War" said, "Knowing yourself as well as your enemy, you can win a hundred victories in a hundred battles", of course the tourists are not the enemies, but this saying shows the importance of understanding the target.

Meanwhile, Tourism product is an inseparable product. It's vital to understand travel as a whole integrated experience which is a chain combined by various aspects. Your whole travel experience might be decreased if one waitress in the restaurant that you've just been to was not as good as you expected, as well as, the experience might also be enhanced by the ease of accessing to the destination that you plan to go. It's a general feeling and a continuous process which might be influenced by many potential factors. In order to better understand tourists' travel experience, travel motivation and destination loyalty should also be included for building a bigger picture of tourists' travel experience.

Concerning travel motivation, to understand it can give insight to the reasons why tourists are loyal to a certain destination. Since 1960, this topic has been widely studied in tourism (Yoon & Uysal, 2005). Most of the studies about travel motivation were conducted based on the motivation's theory, which is also referred to as Push-Pull Theory. Traditionally, push motivations are the individuals' internal desires which drive them to a destination. Meanwhile, pull motivations are the destinations' external attributes which attract the tourists to travel to a destination. As mentioned by Yoon and Uysal, travel motivation should be studied in a more complex scale and required for a further understanding more than the needs and wants of tourists. If a destination was regarded as a product, the more the product can fulfill the buyer/tourist's demand from both push and pull sides, the better the product is. In another word, the better the product bundle is, the more customer satisfaction that it can create (Baloglu & Uysal, 1996). Motivation has been widely studied in various fields, however, so far, much of the research about tourism motivation was conducted only on one-sided studies, which just focus on push

motivation or pull motivation. There is limited research that has explored the relationship between tourism motivation factors in a bilateral method and destination loyalty (Baloglu & Uysal, 1996).

Furthermore, a number of studies about travel motivation were built on Maslow's Hierarchy theory (Motivation's theory), which shows that certain researchers view the motivation problem from a sociology and social psychology perspectives (Jang, Bai, Hu, & Wu, 2009). However, there is limited research that studies motivation and destination loyalty within a cognitive psychology framework.

In terms of the measurement of travel experience, many methods were developed and used, for example, Hierarchical Model of Experience, "expectancy-value" modeling and others. As suggested by More and Averill (2003), theories from other disciplines should be used more to examine various fields of tourism (Wu & Liang, 2011). In order to fill this gap and understand tourism from a new view, this paper will be developed based on a flow experience perspective. Mihaly Csikszentmihalyi who is a well-known scholar as the first person that defined Flow Experience, he defined Flow Experience as "The mental state of operating in which a person in an activity is fully immersed in the feeling of energized focus, full involvement and the success in the process of the activity" (Kumar, 2013). When one individual is under Flow Experience, he/she might have the following characteristics: intense and focused concentration on what one is doing in the present moment, merging of action and awareness, loss of reflective self-consciousness, desorption of temporal experience (Nakamura & Csikszentmihalyi, 2002). According to Nakamura and Csikszentmihalyi (2002), "a good life is a one that is characterized by complete absorption in what one does". When flow experience is applied to tourism context, it might be interpreted as "a good tourism experience is a one that is characterized by complete absorption in what one does during their trip". Flow represents the optimal experience that has an influence on one individual's future behavior (Zhou, Li, & Yong, 2010). Flow could be used to investigate how much do the tourists concentrated on their travel experience during their trip. If a tourist is highly involved in a trip, meanwhile he or she forgets his/her own concerns, as well as feels that the time just flew so quickly during the trip, this tourist is experiencing flow which leads to the perception of a good travel experience that might increase the possibility of future visitation.

Flow Experience has been widely studied in electronic commerce context (Zhou, Li, & Yong, 2010), sport (e.g., Jackson 1995, 1996; Jackson and Csikszentmihalyi 1999), exercise (e.g., Grove and Lewis 1996), work (e.g., Csikszentmihalyi and Csikszentmihalyi 1988), performance (e.g., Byrne et al., 2003). However, Flow Experience was seldom studied in terms of motivation and destination loyalty in travel experience field before.

The purpose of this paper is to explore the possible relationships and to build a comprehensive model between Push-Pull factors and Destination Loyalty by using Flow Experience as a mediator. Different from some studies which just focus on motivation and the outcome, this study will investigate the process in between motivation and the outcome behavior (Anderson, 2001) First, this study will help to build a comprehensive way of understanding tourists' motivation from both push and pull factors. Second, by using Flow Experience as the mediator, this study will investigate tourism motivation and destination loyalty from a cognitive psychology viewpoint and will build a new way of understanding tourism experience. Last but not least, this study will be the first study to utilize Flow Experience to investigate travel experience from understanding tourists' motivation and destination loyalty. From the exploration of various relationships within the model, insight of which push factors and which pull factors from the destination will affect flow and future behavior will be revealed.

The study was conducted in Orlando, Florida, the most visited destination in the U.S. in 2014, with a number of over 62 million visitors (VisitOrlando , 2015). Since the model will demonstrate various domains of tourist behavior, it might have an important marketing implication to Orlando and other destination.

2. Literature Review and Conceptual Framework

In order to find out suitable scales that fit our study and to build the proposed model, abundant literature review was conducted. In the coming part, the process of how our model developed was shown. In this study, there are four constructs and three hypothesis of the proposed model. In the coming literature review part, each constructs of the proposed model and its related hypothesis will be introduced step by step. Each part will mainly consist of a part of revision of past studies, a part of potential scale studies and the process of the final scale selection. The sequence of the main constructs introduction will be push factor and pull factor, flow and destination loyalty. Past studies of the relationships between certain constructs will also be reviewed for designing suitable hypotheses.

1) Push Factor and Pull Factor

As a great field of consumer behavior, motivation has been studied by many scholars for a very long time already. In early stages of motivation studies, many researchers used Maslow's hierarchy of need theory (Maslow's theory) as the root of their theoretical framework (Woodside & Martin, 2008). This theory is one of the most well developed and popular motivation theories. Maslow's theory consists of five needs, which are physiological, safety, social, esteem, and self-actualization, in an order of ascending importance (Jang & Cai, 2009). However, after Pearce and Caltabiano studied almost 400 travel episodes by applying a five-fold classification that is based on Maslow's theory, they pointed out that Maslow's theory is a good grounded theory for studying motivation but may not be the best theory that fits in tourism content. Having the foundation built on the studies using Maslow's theory, Pearce (1988) created a motivational model named Travel Career Ladder (TCL) and Travel Career Pattern (TCP) which is an improved version of TCL (Woodside & Martin, 2008). TCL explains that the travel pattern of a tourist changes according to their life span and travel experience (Pearce & Lee, 2005). At the same time, the validity and limitation of TCL and the work by Pearce were challenged by various scholars. TCL was questioned that how to be practically justified without a real experiment and the reasons why the model were not expanded (Cooper, Fletcher, Gilbert, & Wanhill, 1993).

Numerous scholars in tourism field tried to modify a suitable motivation framework by continuous empirical studies. According to the study of Mohammad and Som (2015), a review of past literature showed that the Push and Pull factors have been the generally accepted travel motivation framework (McDonald & Yuan, 1990; Uysal & Hagan, 1993). Push factors are more referred to need and wants from tourist. It's the specific forces that drive people to make a decision about their holiday. (Klenosky, 2002). In contrast, Pull factors are the factors that attract the tourists to the destination. Pull factors might be tangible or intangible. They could be distinguished as the attributes of a destination, such as heritage sites, theme park, beaches, delicious cuisine and great service (Klenosky, 2002). Some researchers noted that people decided to travel because they are driven by both push factor and pull factor simultaneously (Cha, McCleary, Uysal, 1995; Uysal, Jurowski, 1994). Dann also mentioned that “ When tourists make travel decision, they will choose the place where has the best pull factor that correspond to their push factor (Dann, 1981).”

The development of push-pull factors was built by a great cumulative effort by many scholars. In the study of Dann (1977), anomie and ego-enhancement were defined as two basic motivations, which were both regarded as “push” factors (Fodness, 1994). Afterwards, Dann (1977) started to devote himself into the study of push-pull framework. Based on the study of Dann, Crompton conducted a motivational research of pleasure vacationers and conceptualized seven push or socio-psychological motives, namely: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. There are still two factors which are novelty and educations were partially considered as pull factors (Crompton, 1979).

In current studies, more comprehensive exploration was conducted to conceptualize Push-Pull factors and to define the detailed variable of them in different settings, which bring greater insight for scholars to understand tourist behavior. There are much research studies on either the push side or the pull side of travel motivation, however, there are not much studies specifically designed for investigating travel motivation in both-dimensions(push and pull) in a single destination.

Yoon and Uysal (2005) attempted to examine the relationship between push-pull factors, satisfaction and destination loyalty from a study in Northern Cyprus. After analyzing the data,

the push factors are relaxation, family togetherness and safety & fun; the pull factors are small size & reliable weather, cleanness & shopping and night life & local cuisine.

Sangpikul (2009) conducted a comparative study between Asian tourists and European tourists who travel to Thailand. Though visiting the same destination, Asian tourists regard novelty seeking, escape and socialization as their push factors meanwhile European tourists consider novelty seeking, escape & relaxation and socialization as their push factors. In terms of pull factors, a variety of tourist attractions & activities, travel costs and safety & cleanliness are founded for Asian tourists. For European tourists, a variety of tourist attractions & activities and cultural & historical attraction were loaded as their pull factors. These factors were proved to be different because of the visitors' cultural difference.

In the study of Kim and Beck (2009), the push and pull motivation model was investigated by studying leisure trip behavior of university woman students. Data from this study was collected from online survey with 1,126 responses. As a result, six push factors were defined from 31 items and six pull factors were defined from 25 items after conducting a factor analysis. The six push factors are getaway, risk-taking and exploration, education, friends, relations, environment and enjoyment and the six pull factors are convenience, climate and atmosphere, recreation, attraction and connection, surroundings, family and awareness (Kim & Beck, 2009).

Al-Haj Mohammad and Mat Som (2010) attempted to analyze the push and pull motivations of outbound tourists that traveled to Jordan. From this study, they identified eight push factors from 25 variables and the three most important push factors are fulfilling prestige, enhancing relation and seeking relaxation. Eight pull factors were also loaded from 26 items. These eight pull factors are events and activities, easy access and affordable, history and culture, variety seeking, adventure, natural resources, adventure, natural resources, heritage sites and sightseeing variety (Al-Haj Mohammad & Mat Som, 2010).

In the latest study, Yousefi and Marzuki (2015) examined the push and pull motivational factors of international visitors that travel to Penang, Malaysia. There were total three push factors were identified from 18 variables, this push factors are novelty and knowledge-seeking, ego enhancement and rest and relaxation. Three pull factors were also yielded out from 18 items. These three factors are environment and safety, cultural and historical attractions and

tourism facilities. This study was founded to be most applicable for developing the construct in this paper, so that this scale will be adaptively used in this study. Push factor and Pull factor will be the first two constructs of the proposed model (Graph 1).

2) Flow

1> Definition

In order to investigate the mediator function of Flow, it will be the third construct of the model (Graph 1).

According to the flow theory, flow experience is the optimal experience which people feel “in control of our own actions, master of our own fate, strong sense of exhilaration and a great sense of enjoyment” (Huang & Csikszentmihalyi, 2003) During flow experience, one individual experiences a pleasant state of absorption, he or she might concentrate a lot to a limited stimulus field, meanwhile distorts the time and forgets oneself (Csikszantmihalyi, 1975), which indicates a state of heightened arousal (Manzano, Theorell, Harmat, & Ullen , 2010). It’s a status that people are so involved in an activity that other thing can hardly attract their attention any more. “When the experience itself is so enjoyable, people will do it at great cost, for the sheer sake of doing it.” (Csikszentmihalyi M. , 1992) When a tourist experiences a flow experience during their trip, this travel experience should be regard as an extraordinary experience and a wonderful memory. When using flow as the mediator between motivation and destination loyalty, it was the interaction happened between the tourists and the destination, representing the tourist’s perception of the travel experience. Flow can be used to study how extraordinary the trip is for the visitors. Investigating flow is vital for understanding visitor behavior and the quality of the experience that they had in destinations (Novak, Hoffman, & Yung, 2000). Traditionally, satisfaction is always the variable to evaluate travel experience. Satisfaction is also the antecedent of the final outcome, destination loyalty (Gallarza & Saura, 2006). However, in this study, Flow will be tested to see whether it can work as an experience measurement tool like satisfaction to examine travel experience. In short, as the mediating construct of the model, it will be used to investigate the cognitive psychological process happened between push-pull

factors and destination loyalty but also will function as a measurement of the experience (Csikszentmihalyi & Lefevre, 1989).

Except high involvement and time distortion, a person who experiences flow also experiences challenge, sense of control and a balance between the challenge and skills required (Wu & Liang, 2011). Abuhamdeh and Csikszentmihalyi investigated the importance of challenge for the intrinsically motivated enjoyment by a study of online chess game. The result shows that there is a strong, positive and significant correlation between the player's perceived challenge and enjoyment. Applying this feature of flow into tourism, it fits the nature of tourism as well. When tourists travel, they might have different challenges, such as, the unfamiliarity of the new environment or the unconversant of the other language. However, there is always a sense of control that the tourists will have during their trips. This proves again that tourism is applicable for flow experience.

2> **Previous Literature**

In terms of previous literature, flow experience has been studied widely across various fields, but still limited in travel experience yet.

In order to understand the reasons why people perform activities that is challengeable, time-consuming or even dangerous without receiving any extrinsic rewards, several scholars including Csikszentmihalyi started to conduct researches by a series of intensive interviews or surveys with hundreds of rock climbers, chess players, athletes and artists. As the result of the studies, a similar emotional status which has the features of flow was experienced by different groups of interviewees. The interviewees enjoyed the activities so much that they are willing to spend a longer time to do it again. In 1988, this experience was concluded and named as *Flow* (Csikszentmihalyi, Abuhamdeh, & Nakamaru, 2014). In 1989, Csikszentmihalyi and LeFevre studied whether the quality of experience was more affected by the person was at work or at leisure or more impacted by the person was in flow or not.

In 1995, Jackson conducted a study to investigate the factors that might influence the occurrence of flow on athletes by interviewing 28 elite athletes from seven sports events. This study resulted in 10 dimensions from 361 themes reported from the athletes. In 1999, Perry investigated how

the writers experience flow during their writing. She interviewed several writers that currently lost track of time when they wrote and asked them what might be the reasons lead to this experience.

In recent years, there are also many studies used flow experience to study different phenomenon. From 243 online questionnaires sent via academic and continuing education programs, Huang (2003) studied whether the website attributes can induce flow experience. The result from this study suggested four factors loaded from 11 items. These four factors are Control, Attention, Curiosity and Interest. Havitz and Mannell (2006) studied the relationships between enduring involvement, situational involvement, and flow in both leisure and non-leisure activities. In this study, Experience Sampling Form was used to collect the data. Two mood items (happy-unhappy, irritable-good humored) were included in the form, meanwhile two items about the concentration of task (entirely immersed-mind on other things, involved-bored) were also included (Havitz & Mannell, 2006). Wu and Liang (2011) used flow to study the relationship between how the white-water rafting experience forms and how the customer reacts. Using flow to investigate the behavior of these adventure tourists, this study used nine items to measure flow. These nine items are classified as three dimensions which are control, focus attention and time distortion (Wu & Liang , 2011).

3> Assessment of Flow

Qualitative method was the first approach used to understand Flow (Csikszentmihalyi, 1975), a new approach to evaluate flow was developed by Csikszentmihalyi and his peers. This approach is Experience Sampling Method (ESM), which is a quantitative method that is mostly used in Flow studies. This method requires respondents to answer a self-report form with the reminder of an electronic pager or beeper. Respondents need to wear the pager for a certain period, which is one week typically, and to answer the form for several times every day (Csikszentmihalyi & Lefevre, 1989). Subsequently, Jackson, Eklund and Marsh developed the Flow State Scale (FSS) and Dispositional Flow Scale (DFS). In both of these two scales, nine dimensions were measured. These dimensions are challenge-skill balance, action-awareness merging, clear goals, unambiguous feedback, concentration on the task at hand, sense of control, loss of self-consciousness, time transformation, and autotelic experience (Jackson, Martin, & Eklund , 2008).

Because of the need of administrative convenience, short form of flow scale was developed, which is a precise summary version of the original flow scale. Because of the emerging of short flow, the original scale was named as *long scales* (Jackson, Martin, & Eklund, 2008). Besides short flow, core flow was also developed to measure flow as a brief scale. Short flow is more like the aggregation of the long scale flow which is globally used meanwhile core flow reflects more about the actual phenomenology or essence of the flow experience (Martin & Jackson, 2008). Martin and Jackson (2008) investigated task absorption and subjective experience by using 'short' and 'core' flow in various groups. According to this study, "the core flow scale captures the central subjective optimal experience—including, *intern alia*, being 'in the zone', being 'totally involved', feeling like 'everything clicks', and being in 'totally focused'." The core flow scale used in this study was applied to present study and to be contextualized to tourism field. In order to increase the validity of the core flow in tourism content, three items were added. These three items are "Time passed really fast", "I was just experiencing things, and forgot about everything else" and "I was totally absorbed in what I was doing".

Though most of the flow studies used ESM to collect data and ESM is a very good data collection method to understand the immediate feedback and feeling of the respondents, however, it might not be the ideal method to understand flow for travel experience. If the respondents who are tourists need to carry the pager or beeper every day and to response to the survey for multiple times, they might feel interrupted, which might create a negative impact to their travel experience. Since flow is a status emphasizes on involvement and concentration, ESM is a method that might easily stop the sense of flow. This might affect the result of the study or lead to a very low response rate. On the other hand, travel experience should be regarded as a full process which should be evaluated as a whole process at the end of the experience. It should not be regarded as separate experience that measured by multiple time. In order to solve similar problems, several studies used single collection method to understand flow. Marin and Jackson (2008) collected the data from 2,229 students in a general school for understanding core flow. The core flow items were presented as a part of the general school survey. Bakker (2005) explored the peak experience of flow among 178 music teachers and 605 students that come from 16 various schools. In this study, a single data collection method was used as well. The questionnaires were delivered to the teachers at their working mailbox meanwhile short survey were delivered to students by the teachers during the class.

3) Relationship between Push-Pull Factors and Flow

There were various studies explored the relationship between motivation and flow, however, most of the motivation construct in these studies were built on Self-Determination theory which mainly consists of intrinsic motivation and extrinsic motivation. Both intrinsic motivation and extrinsic motivation can be concluded as push factors. Intrinsic motivation reflects more about doing something because it makes us happy meanwhile extrinsic motivation refers to doing something because it leads to a separable outcome (Ryan & Deci, 2000). Csikszentmihalyi(1975) noted that the flow experience is intrinsically enjoyable and it has a direct relationship with being intrinsically motivated. Various studies also showed that the more motivated the individuals are, the higher the level of flow that they can experience. Demorouti and Eisenberger (2005) studied the relationship between flow and work performance. In this study, they found that the employees who are high achievement-oriented have a higher balance of challenge-skill which is a typical feature of flow (Mills & Fullagar, 2008).Seifert and Henderson (2010) used to studied motivation and flow in skateboarding from an ethnographic point of view. They found that intrinsically motivation is not just something that randomly to be chosen to engage in an activity for enjoyment, it's something that proved to involve control of cumulative challenges in an intense experience of one individual. The result from this study also indicated that there is a relationship between intrinsic motivation and flow. In terms of extrinsic motivation, Kowal and Fortier (1999) proved that there is a significant relationship with flow by studying a sample of swimmers. Mannell and his colleague found that the actives driven by a higher extrinsic motivation shows a stronger level of flow than activities that the intrinsic reasons.

From the previous study about the relationship between motivation and flow, a significant association exists between intrinsic & extrinsic motivations and flow in most of the cases. However, there is no study investigated the relationship between motivation and flow by using push-pull factors in a two dimensional way. By using push-pull factor, this study will build a new way of understanding the relationship between motivation and flow. In order to fulfill this investigation purpose, two hypotheses were proposed (Graph 1)

H1. There is a positive relationship between push factor and flow.

H2. There is a positive relationship between pull factor and flow.

4) Destination Loyalty

In the study of destination literature, a plethora of research are about tourist satisfaction, however, less attention was paid to destination loyalty (Kim, Holland, & Han, 2013). It's really important to understand destination loyalty because many attractions and destinations' tourism industries heavily rely on repeat tourists (Opperman, 2000). Loyalty of visitors creates repeat visit behavior for a long term. It can generate a great amount of benefit to the destination (Opperman, 2000). Various studies also noticed that retaining original customers requires much less cost than attracting new customers (Fornell & Larcker, 1981). Riechheld (1996) found that a 5% improvement in the retention of customer can enhance 25% to 95% profit growth across several industries.

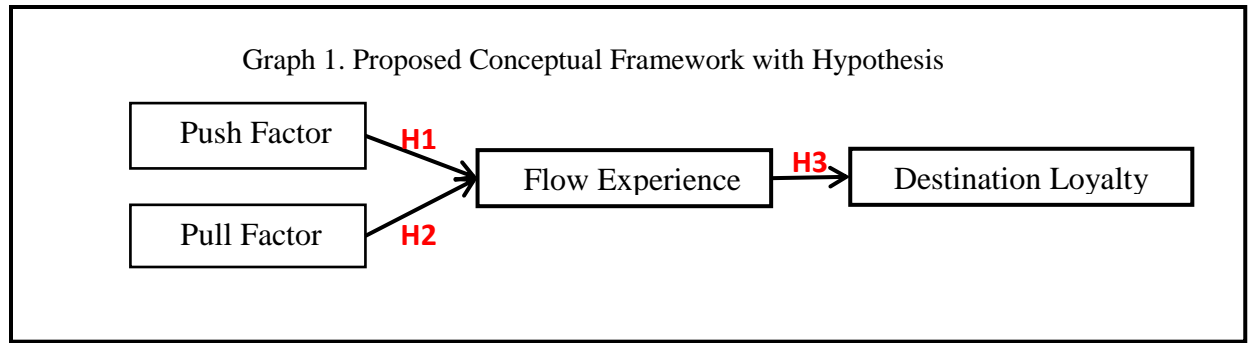
In a general context, royal customers have a higher possibility to repurchase a product or a service in the future (Sonmez & Graefe, 1998; Petrick et al., 2001). At the same time, this special group of customers will also recommend the product to the others in the future which sometimes can last for a very long time (Oh and Parks, 1997; Shoemaker and Lewis, 1999; Oh, 2000). When this concept was applied to tourism, a loyal visitor to a destination will always have a higher possibility to revisit the destination and recommend the destination to someone else. According to the study of many scholars, revisit intention and recommendations are widely used to investigate destination loyalty and they are also proved to be appropriate for understanding destination loyalty. Revisit or repurchase behavior and recommendation are two of the three most measurements on Customer Loyalty Indices (CLI) in a behavior base (Chi & Qu, 2008). By collecting data from Orlando, Kim et al (2013) built a structural model for examining how destination loyalty will be affected by destination image, perceived value and service quality. This is a very throughout investigation about destination loyalty. In this study, revisit behavior and recommendation were used as the two main factors of destination nation loyalty, which include six items. In this study, two items were applied from the study of Kim and his colleagues (Holland & Han). In order to enhance the reliability of the study, one more question was added. Three items were contextualized into this study, and they were worded as "If there is a chance in the future, I will revisit Orlando", "I will recommend Orlando to others as a tourism destination" and "I think it is worthwhile to visit Orlando".

5) The relationship between destination loyalty and flow

Flow was widely studied with the association with engagement and performance in many fields. However, it was never used to investigate destination loyalty in tourism. Several studies used flow to evaluate and to understand the pleasurable engagement in sports and leisure (Mills & Fullagar, 2008). If flow can be used to understand the pleasurable engagement, it means that it could be used to understand past experience. In terms of destination loyalty, it is highly influenced by past experience (Mackay & Fesenmaier, 1997). If flow can be used to understand the quality of past experience, then it might be a good measurement to understand the destination loyalty.

In terms of the relationship between flow and its related outcome, here are several great examples. First, as the founder of flow, Csikszetmihalyi (1992) shown that there is a positive correlation between flow and the quality of performance in many fields, for example chess playing, writing, sports and visual arts. Lee(2005) proved that student's tendency of procrastination has a negative relationship with the flow experience that they have for their study, in another word, the higher flow of the students have, the less procrastinated they are. Wu and Liang (2011) studied the white-rafting experience and got the conclusion that flow experience is positively affects emotion. Furthermore, the result shown that flow experience is the most vital determinant of tourist's positive emotions and satisfaction with the rafting experience. Since there was no study used flow to understand destination loyalty, there is a great value for conducting this study. There are several questions might be answered by using this model to understand the relationship between flow and destination loyalty. First, whether flow can evaluate the quality of experience properly in a travel experience which last for a longer period of time than the past studies; whether flow will have a significant relationship with destination loyalty; whether flow can be the antecedents of destination loyalty, which might make a good contribution to literature. The most import question is to answer the research question of this paper, "How Flow experience affects the relationship between push-pull factors and destination loyalty?" In order to understand the research question and to investigate deeper into the concerns mentioned above, the third hypothesis is proposed here (Graph 1)

H3. There is a positive relationship between flow and destination loyalty.



6) Research Framework

By building a comprehensive model, this study investigated the relationship among push-pull factors, flow, and destination loyalty of tourists traveled to a certain destination. Using flow theory to understand travel motivation and destination loyalty of tourism, this model is a comprehensive theoretical model (Graph 1) which shows a various way to understand tourist behavior. It is understood that push and pull attributes will have a positive relationship with flow, and destination loyalty will also have a positive relationship with flow. For the tourists, the higher the internal desires and the higher the external attributes that they perceived, the higher the flow they should have. At the same time, if the tourist can experience a high flow which is an extreme concentration, they might feel the experience is more memorable or impressive, which will increase the destination loyalty of the visitors.

3. Methodology

1) Construct Measurement

The scales used in this study result from previous validate instruments. All of them will be answered in a 5-point Likert scale ranging from 1(strongly disagree) to 5(strongly agree). All of the scales were selected after literature review and conducting interviews with several professional researchers. The resultant questionnaire (Appendix 9) consisted of two parts, the

first part covers demographics information and the second part covers four constructs of the model.

Demographic part cover gender, age range, marital status, income, duration of stay, nationality, frequency of visiting, and education.

The first couple constructs are the push and pull factors, taken from Yousefi and Marzuki's (2015) study on push-pull factors of outbound, tourists that have travelled in Penang, Malaysia. Any mention to Penang was replaced by "Orlando" (e.g. "I traveled to Penang because of the safety and security" was changed "I traveled to Orlando because of the safety and security"). In the pull factor part, attractions mentioned in the question were also localized depending on the destination. There are 18 items in both constructs. The flow construct was measured with the core flow scale from the study of Martin and Jack (2008). All the 10 items composing this measure were rephrased to be more contextualize to tourism and more intelligible. For this purpose, three items had been added to highlight flow with a touristic experience. The fourth construct, destination loyalty, was taken from Kim, Holland and Han's (2012) study which aimed to build a structural model to examine how destination image, perceived value and service quality influence destination loyalty. Two items from Kim, Holland and Han (2012) outcome variables were adopted and one extra item was added.

The questions cover a wide range of information, which can help to increase the validity and comprehensiveness of the model.

2) Study Site and Sample

Orlando, which is the most popular destination in America in 2014, was chosen as the data collection destination of this study. Collecting data from Orlando is potential for a strong marketing implication because it not only helps to understand more about Orlando visitors but also shows the successful features of Orlando. Data of this study were collected by using Qualtrics service which is an online survey company. The target respondents were any tourists that have been to Orlando within the past six months (April 2015 to September 2015) meanwhile being able to speak English and being at least 18 years old. After several pre-test rounds, the online questionnaires were deployed from September 9th. After three-day data collection (9.9 –

9.11), there were 262 complete responses. It took an average of less than ten minutes to finish the online survey.

3) Procedures

For the purpose of content validity testing, the preliminary survey was viewed by three professionals who are academics and practitioners after the development of initial item pool. The items of the preliminary survey were modified and reworded for clarity and adequacy sake. Before formally releasing the online questionnaire, a small amount of soft launch data were collected as the trial of the data collection. Several items were revised from the feedback from the trial response. Related changes were minor and most of them related to demographic items' clarity.

4) Data analysis

In order to analyze the data, SPSS Statistic and SPSS AMOS were used to understand the relationship between various constructs in the model. Data analysis started by testing the psychometric quality of the survey focusing both on validity (by means of factor analysis) and reliability.

Construct validity was firstly tested by using Confirmatory Factor Analysis technique which is judged on the basis of the following criteria (Hair, Black, Babin & Anderson, 2010): $CMIN/DF < 3.00$ or non-significant, $CFI > .90$, $RMSEA < .08$ and PCFI to judge on parsimony of the measure and that should be the closest possible to 1.

Whenever the CFA indicates poor fit indices, an ensuing exploratory factor analysis took place. Data suitability for factorial analysis is judged upon KMO and Bartlett test of sphericity which should be above 0.500 and with a $p < .001$ respectively. Additionally, valid factorial solution is required to keep items with commonalities above 0.500, with no crossloadings above 0.400 (in case of assumed orthogonal relation among axes) and being able to explain at least 60% of variance after rotation. Additionally, as regards internal consistency, all factors are expected to show Cronbach's alpha above 0.70 to be accepted as reliable.

A Structural Equation Modelling will integrate all hypothesized relations between variables into a single model with the resulting interpretation depending on its goodness of fit (the same criteria used for confirmatory factor analysis) and each path's significance (for $p < .001$).

4. Results

1) Demographic profile of respondents

Table 3 shows the demographic characteristics of participants. The majority of the participants were female visitors (69%). In terms of age group, 29% were 26 to 32 years old, 23.3% were 33 to 40 years old and 22.9% were 18 to 25 years followed by the group of 41-50 years (12.2%), 51-65 years (10.3%) and 66 years old or above (2.3%). In the aspect of marital status, slightly more than half (51.5%) of the respondents are married, almost two fifths (38.9%) are single and 7.3% are divorced, meanwhile 1.5% of the group are widowed and the rest (0.8) are in the other status. Regarding the household income, one third (30.2%) of the participants reported an average income was \$ 40 000 - \$59 999, almost one fourth (23.7%) was \$ 20 000 - \$39 999, 18.3% was \$60 000 - \$79 999, 9.9% was above \$100 000 and 9.5% was \$ 80 000 -\$99 999. 82.8% of the participants were living in America. The majority (61.1%) of respondents had an education level of “some college, college graduate, or vocational technical”, 22.1% of them attended in high school or less as well as 16.8% of them had a post-graduate work or advanced degree. Concerning the times of visiting Orlando in the past, 32.4% of the respondents reported that used to visit Orlando for 1 -2 times, followed by 29% of them visited Orlando for 5 or more times, 27.9% of them visited Orlando for 3 – 4 times and 10.7% reported haven’t been to Orlando before. The most frequent duration of stay(days) in Orlando were 5-6 days (36.6%), followed by 3 -4 days (28.6%), 7-9 days (15.6%), 1-2 days (9.9%) and over 10 days (9.2%).

Table 3
Profile of Respondents

Variables	Category	Frequency(N=262)	%
Gender	Male	82	31
	Female	180	69
Age Range	18-25	60	22.9
	26-32	76	29
	33-40	61	23.3
	41-50	32	12.2
	51-65	27	10.3
	66 or above	6	2.3
Marital Status	Single	102	38.9
	Married	135	51.5

	Divorced	19	7.3
	Widowed	4	1.5
	Other	2	0.8
Income	Below \$20 000	22	8.4
	\$20 000-39 999	62	23.7
	\$40 000-59 999	79	30.2
	\$60 000-79 999	48	18.3
	\$80 000-99 999	25	9.5
	Above \$100 000	26	9.9
Living in America	Yes	217	82.8
	No	45	17.2
Education	High school graduate or less	58	22.1
	Some college, college graduate, or vocational technical	160	61.1
	Post-graduate work or advanced degree	44	16.8
Times of having been to Orlando	0 times (that was my first)	28	10.7
	1-2 times	85	32.4
	3-4 times	73	27.9
	5 or more times	76	29
Duration of Stay(days)	1-2	26	9.9
	3-4	75	28.6
	5-6	96	36.6
	7-9	41	15.6
	Over 10	24	9.2

2) Push Factor

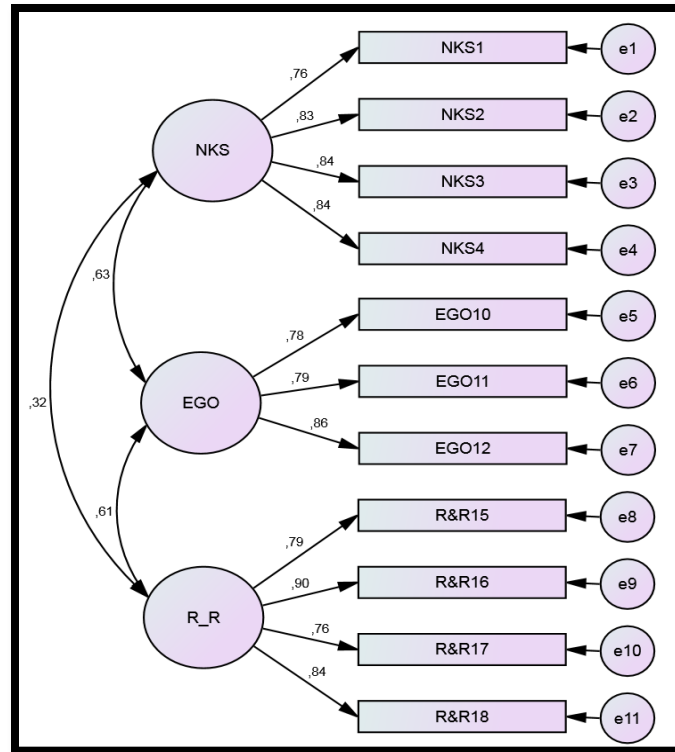
A confirmatory factor analysis of the original three factor structure showed a poor fit (Appendix 1: CMIN/DF=4.316, CFI=0.846, PCFI=0.730, RMSEA=0.113). By applying the exploratory factor analysis procedures identified in the Data Analysis Strategy section above, we found a three factor valid solution (Appendix 2: KMO=0.877, $0.825 < \text{MSAs} < 0.915$, Bartlett test (55) =1786.112, $p < .000$) that preserved 11 of the original 18 items and explained 76.3% variance. A CFA on this emerging solution showed good fit indices (Appendix 3: CMIN/DF=2.367, $p < .001$; CFI=0.968, PCFI=0.722, RMSEA=0.072).The resulting factor solution can be found in graph 1. According to the rotated component matrix table (Table 4).Rest and Relaxation are the most important push factor that drives respondents to visit Orlando, followed by Novelty and Knowledge Seeking and Ego Enhancement. Within these three main push factors, there are

different variables also represent the loadings of related reasons why people travel to Orlando. In the Rest and Relaxation factor, “To be away from routine life” and “To enjoy and make myself happy while traveling” are the more important items; In the Novelty and Knowledge Seeking factor, “To see how other people live and their way of life” and “To see and meet different groups of people” are the most vital items”; In the last factor, Ego Enhancement, “To travel to a destination that I always wanted to go” is the most weighted reason. From these result, we can see that the intrinsic reasons are more important than the extrinsic reasons.

Table 4. Rotated Component Matrix^a of Push Factor

	Component		
	1	2	3
R&R16.To be away from routine life	.889	.099	.187
R&R18.To enjoy and make myself happy while traveling	.847	.078	.224
R&R17.To physically rest and relax	.814	.187	.115
R&R15.To escape from stress in my daily life	.805	.065	.248
NKS3.To see how other people live and their way of life	.106	.884	.127
NKS4.To see and meet different groups of people	.146	.861	.176
NKS2.To experience cultures that are different from mine	.113	.832	.235
NKS1.To enhance my knowledge and experience about a different destination	.070	.735	.380
EGO11.To travel to a destination that I always wanted to go to	.163	.235	.850
EGO12.To go to places that I have always wanted to visit	.340	.273	.772
EGO10.To visit a destination which most people value and appreciate	.322	.309	.720
Cronbach’s alpha	.891	.890	.846

Extraction Method: Principal Component Analysis.
a. Rotation converged in 5 iterations.



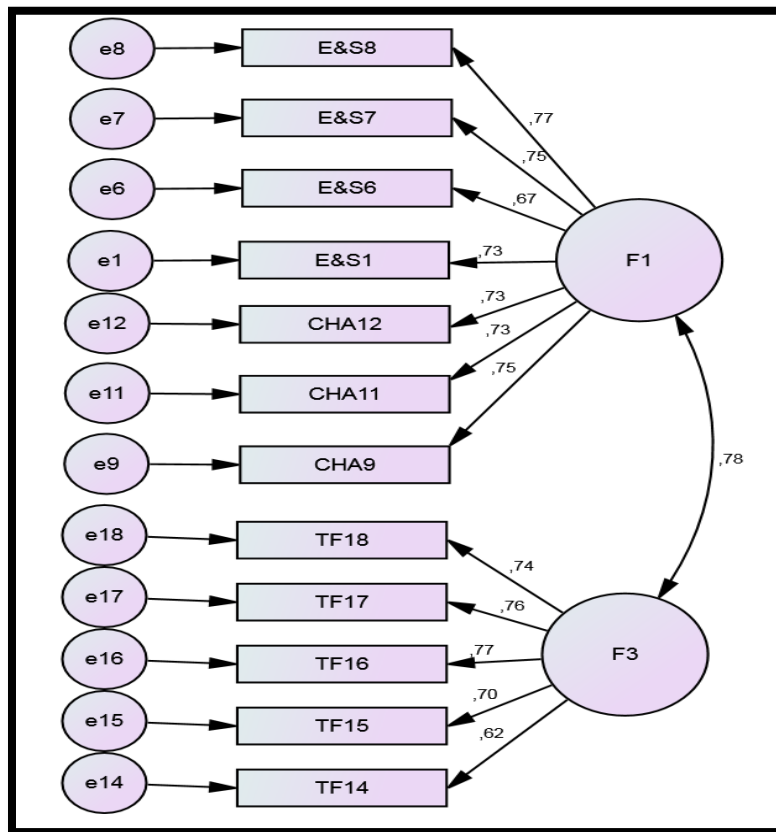
Graph 2. Factor Solution of Push Factors

NKS: novelty and knowledge seeking; NKS1= e1:to enhance my knowledge and experience about a different destination; NKS2=e2:to experience cultures that are different from mine; NKS3=e3: to see how other people live and their way of life;NKS4=e4: to see and meet different groups of people; EGO:ego enhancement; EGO10=e5:to visit a destination which most people value and appreciate; EGO11=e6: to travel to a destination that I always wanted to go to; EGO12=e7:to go to places that I have always wanted to visit; R_R: rest and relaxation;R&R15=e8:to escape from stress in my daily life;R&R16=e9:to be away from routine life; R&R17=e10: to physically rest and relax; R&R18=e11: to enjoy and make myself happy while traveling

3) Pull Factor

A confirmatory factor analysis of the original three factor structure (Environment & Safety, Cultural & Historical Attraction, Tourism Facilities) showed a poor fit (Appendix 4: CMIN/DF=3.740, CFI=0.859; PCFI=0.741, RMSEA=0.102). By applying the exploratory factor analysis procedures identified in the Data Analysis Strategy section above, we found a three non-interpretable factor solution and thus opted to use the modification indices approach to identify a possible valid solution. After applying such criteria, a valid CFA solution (Appendix 5: CMIN/DF=2.423, $p < .001$; CFI=0.951, PCFI=0.764, RMSEA=0.074) was found for the two factors. Under this two factor solution, 12 of the original 18 items were preserved. The first generated factor is Environment Safety and Cultural & Historical Attractions (ES_CHA), the other generated factor is Tourism Facilities (TF). The resulting factor solution can be found in graph 3. Different from the original scale which is a three factor scale, this new resulting scale is

a two factor scale. The high correlation between the original Environment & Safety and the original Cultural & Historical Places/Sites leads to their combination in this new scale. This shows that, in the respondents' mind, they might understand these two concepts as one main pull factor of Orlando. Because of the problems of communalities and cross loading, six items were removed (i.e. "Good hygiene and cleanliness", "The comfortable weather", "Festival & recreation activities", "Seaside & beaches", "Orlando's theme parks", and "Scenery and landscape"). Reasons may explain the removal of items. One of the possible reasons why people don't really perceive these items as a pull factor of Orlando is because these attributes are not attractive or impressive for them, for example, visitors might not visit seaside or some natural scenery when they visit Orlando; on the other side, the other reason might be the attribute is so attractive or strong that people just regard this attribute as a totally separate attribute that can't be mixed with other factors, for example, Orlando's theme park, (86% stated that they agree or strongly agree, and thus this item operates as a separate reality where there simply is not enough variance to be aggregated to any other pull factor).

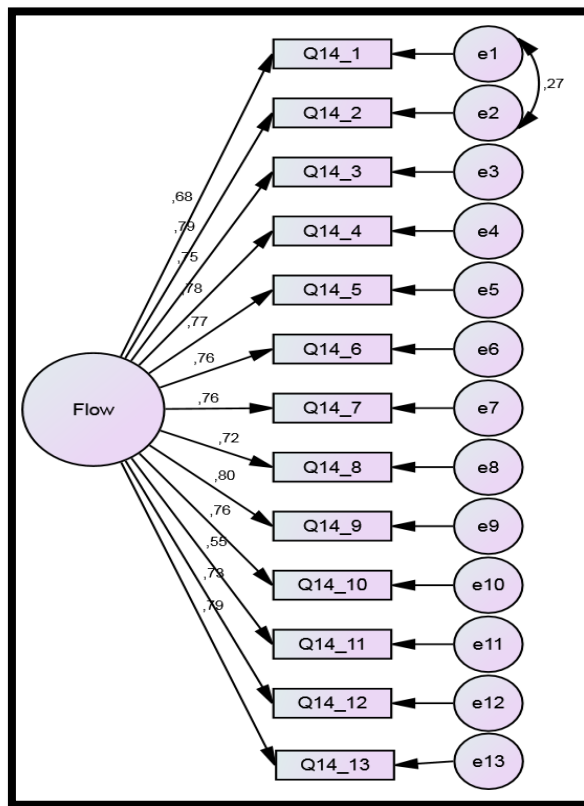


Graph 3. Factor Solution of Pull Factors

F1:Environment and safety & Cultural and Historical attraction; F3: Tourism Facilities; E&S8:the availability of travel-related info;E&S7:friendliness of people;E&S6:variety of shopping places; E&S1: the great safety and security; ES_CHA:Environment&safety and cultural and historical attractions; CHA12:the variety of food; CHA11:cultural and historical places/sites; CHA9: Orlando’s multiculturalism; TF:Tourism Facilities; TF18: the variety of tourist attraction; TF17: the reasonable price; TF16: the quality of tourist places; TF15: the convenience of traveling; TF14: appropriate travel distance

4) Flow Experience

Flow experience was not easy to be measured because of its psychological features. In order to understand flow, a confirmatory factor analysis was used to examine whether the flow items will be understood as a single factor. The result of the initial CFA analysis showed a marginally acceptable result with all the items (Appendix 6: CMIN/DF=2.496, CFI=0.955, PCFI=0.784, RMSEA=0.076). This shows that the respondent can understand the scales clearly as the same concept.



Graph 4. Factor Solution of Flow

Q14_1. I was ‘totally involved’ during my trip in Orlando; Q14_2. I felt like ‘everything clicks’ during my trip in Orlando; Q14_3. I was ‘turned in’ to what I was experiencing during my trip in Orlando; Q14_4. I was ‘in the zone’ during my trip in Orlando; Q14_5. I felt ‘in control’ about my skills and the challenges that I met during my trip in Orlando; Q14_6. I was ‘switched on’ during my trip in Orlando; Q14_7. It felt like I was ‘in the flow’ of things during my tip in Orlando; Q14_8. It felt like ‘nothing else matters’ during my trip in Orlando; Q14_9. I was ‘in the groove (in an amazing status)’ during my trip in Orlando; Q14_10. I was ‘totally focused’ on what I was doing during my trip in Orlando; Q14_11. Time passed really fast; Q14_12. I was just experiencing things, and forgot about everything else; Q14_13. I was totally absorbed in what I was doing.

5) Destination Loyalty

In order to examine the validity and reliability of the construct Destination Loyalty, an exploratory factor analysis was used. The EFA result showed that $KMO=0.741$, $0.723 < MSAs < 0.754$, Bartlett test (3) =392.896, $p<.000$ (Appendix 7), which means the result showed a strong single factor solution. At the same time, this single factor with three items is able to explain 79.7% of the total variance. From Table 5, we can see that the Cronbach’s alpha value is 0.872 and the most loaded item is “ I will recommend Orlando to others as a tourism destination”, followed by “ If there is a chance in the future, I will revisit Orlando” and “ I think it is always worthwhile to visit Orlando”.

Table 5.Component Matrix^a of Destination Loyalty

	Component
	1
1. If there is a chance in the future, I will revisit Orlando.	.891
2. I will recommend Orlando to others as a tourism destination.	.901
3. I think it is always worthwhile to visit Orlando.	.888
Cronbach’s alpha	.872

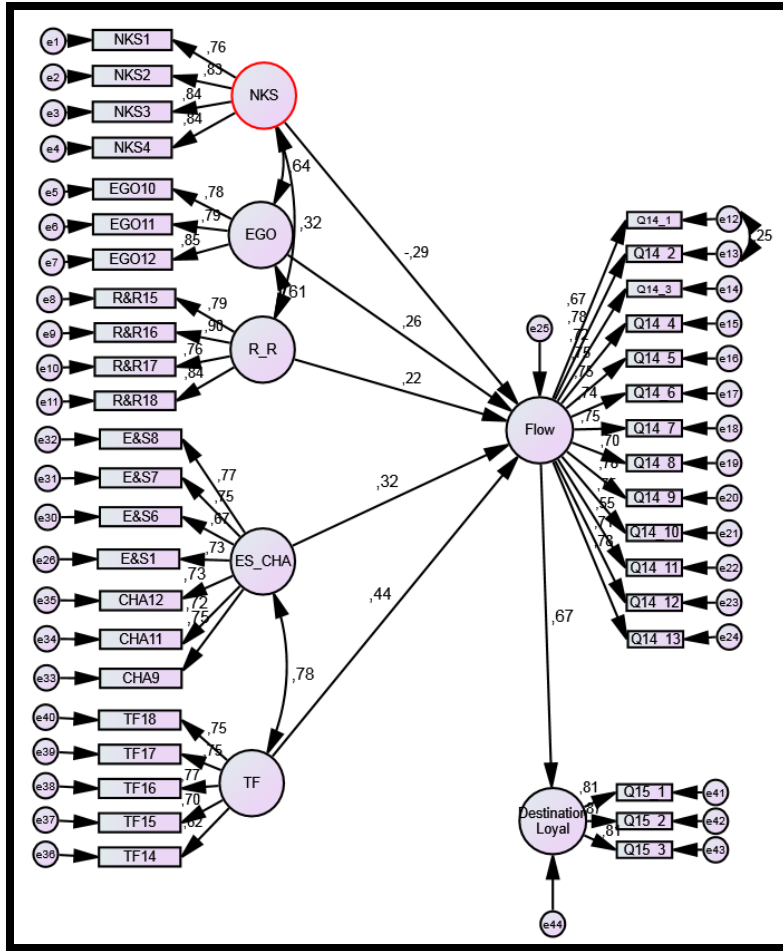
Extraction Method: Principal Component Analysis.

a. 1 components extracted.

6) Structural Model

In order to investigate the relationship between all the constructs and to answer the hypotheses raised in this study, SEM approach was used to estimate the related path coefficients. Before conducting SEM, various constructs in the model were tested by using factor analysis. The fit indices from the model fit summary of SEM showed the model has acceptable fit (Appendix 8: $CMIN/DF=2.019$, $CFI=0.894$, $PCFI=0.834$, $RMSEA=0.06$). This indicated that the proposed framework fit the collected data.

The hypothesized structural model was expected to explore the relationship between push & pull factors, flow experience and destination loyalty. The correlation of various relationships can be viewed in the following graph (Graph 5). In order to understand Graph 5 in an easier way, Graph 6 was invented as a simple version of Graph 5.



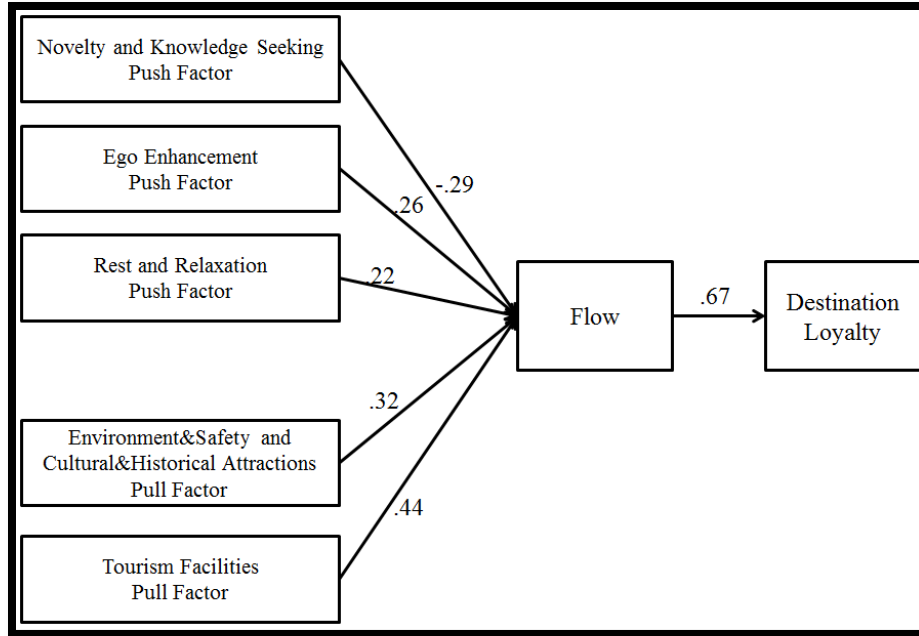
Graph 5. Structural Equation Model of Proposed Conceptual Framework

NKS: novelty and knowledge seeking; NKS1= e1:to enhance my knowledge and experience about a different destination; NKS2=e2:to experience cultures that are different from mine; NKS3=e3: to see how other people live and their way of life;NKS4=e4: to see and meet different groups of people; EGO:ego enhancement; EGO10=e5:to visit a destination which most people value and appreciate; EGO11=e6: to travel to a destination that I always wanted to go to; EGO12=e7:to go to places that I have always wanted to visit; R_R: rest and relaxation;R&R15=e8:to escape from stress in my daily life;R&R16=e9:to be away from routine life; R&R17=e10: to physically rest and relax; R&R18=e11: to enjoy and make myself happy while traveling;

ES_CHA:environment&safety and cultural and historical attractions;E&S8:the availability of travel-related info;E&S7:friendliness of people;E&S6:variety of shopping places; E&S1: the great safety and security; CHA12:the variety of food; CHA11:cultural and historical places/sites; CHA9: Orlando’s multiculturalism; TF:tourism facilities; TF18: the variety of tourist attraction; TF17: the reasonable price; TF16: the quality of tourist places; TF15: the convenience of traveling; TF14: appropriate travel distance.

Q14_1. I was ‘totally involved’ during my trip in Orlando;Q14_2. I felt like ‘everything clicks’ during my trip in Orlando;Q14_3. I was ‘turned in’ to what I was experiencing during my trip in Orlando;Q14_4. I was ‘in the zone’ during my trip in Orlando;Q14_5. I felt ‘in control’ about my skills and the challenges that I met during my trip in Orlando;Q14_6. I was ‘switched on’ during my trip in Orlando;Q14_7. It felt like I was ‘in the flow’ of things during my tip in Orlando;Q14_8. It felt like ‘nothing else matters’ during my trip in Orlando;Q14_9. I was ‘in the groove (in an amazing status)’ during my trip in Orlando;Q14_10. I was ‘totally focused’ on what I was doing during my trip in Orlando;Q14_11. Time passed really fast;Q14_12. I was just experiencing things, and forgot about everything else;Q14_13. I was totally absorbed in what I was doing;

Q15_1. If there is a chance in the future, I will revisit Orlando;Q15_2. I will recommend Orlando to others as a tourism destination;Q15_3.I think it is always worthwhile to visit Orlando.



Graph 6. Simple version of Graph 5

In order to answer the hypothesis in the study clearly, this following table (Table 6) was also loaded from the SEM analysis. The original hypotheses are “H1. There is a positive relationship between push factor and flow”, “H2. There is a positive relationship between pull factor and flow” and the last one is “H3. There is a positive relationship between flow and destination loyalty.”

Path coefficient between factors		Estimate	S.E.	C.R.	P Label	Hypothesis
Flow	<--- Novelty and Knowledge Seeking(Push)	-,198	,047	-4,200	***	Not Supported
Flow	<--- Ego Enhancement(Push)	,178	,059	3,028	,002	Not Supported
Flow	<--- Rest&Relaxation(Push)	,156	,047	3,352	***	Supported
Flow	<--- Environment&Safety and Cultural&Historical Attractions(Pull)	,224	,064	3,518	***	Supported
Flow	<--- Tourism Facilities(Pull)	,372	,085	4,378	***	Supported
Destination Loyalty	<--- Flow	,708	,082	8,683	***	Supported

Since there are several factors loaded from push and pull factor, the hypotheses should not be simply answered yes or no, but answered according to the detailed factor (Novelty and Knowledge Seeking, Ego Enhancement, Rest&Relaxation, Environment&Safety and Cultural&Historical Attractions, and Tourism Facilities). In terms of push factor, the result indicated that two of the three push factors rejected the hypotheses, meanwhile one of them were

supported. Instead of positive relationship, there is a significant negative relationship between Novelty and Knowledge Seeking and Flow. About Ego enhancement, its relationship with flow is not significant, so it doesn't support the hypothesis. However, Rest and Relaxation is significantly and positively correlated with Flow. Graph 5 indicated that when Rest and Relaxation increased by one standard deviation, Flow also increased by 0.22 standard deviation. Regards of pull factors, both of the two loaded pull factors (Environment&Safety and Cultural&Historical Attractions, Tourism Facilities) have a significant positive correlation with Flow, which means both of them support the hypothesis. About the third hypothesis, since the result showed that when flow increases by one standard deviation, destination loyalty also increased by 0.67 standard deviation, so that hypotheses 3 was supported. From this, we can say that the tourists who have lower flow will have lower destination loyalty as well.

The negative relationship between Novelty & Knowledge Seeking and Flow was surprised. This might show that the visitors who are more interested in novelty or seeking something different are less concentrated as well as more difficult to create a psychological flow. In terms of the Ego Enhancement, the reason why the relationship between it and flow is not significant might be because the visitors who seek higher ego enhancement in their trip will focus more about what the others think or how the others feel but their own enjoyment. In such a status, they might hardly enjoy themselves which lead to a flow status. This can commonly happen in many cases, for example, parents take the kids to the theme parks. During the trip, they need to take care of many things, it's not easy for them to really enjoy themselves, and however, their main purpose is to let their children to be happy. Concerning the pull factor, Tourism facilities are more important than Environment&Safety and Cultural&Historical Attractions (Pull) for creating flow. In the tourism facilities part, it includes the items more about price, distance, convenience and accessibility of a destination. In order to have a higher flow, this result showed that the general tourism infrastructure and cost are more important.

5. Conclusion and Implication

Applying Flow experience, this study investigated the relationships among Push-Pull Factors, Flow experience and Destination Loyalty in travel experience content and tried to propose a conceptual framework among these constructs. The data collection and related result also

showed the reliability of this model. After conducting the SEM analysis, various hypotheses were answered and the model which has a good fit also shows that this model works in tourism content. The result showed that flow experience of tourists can be affected by the tourist's push-pull factor and flow experience also has a direct effect on tourism destination. This shows that flow can be a tool to understand tourism, which is different from using satisfaction or likeliness. At the same time, this study also proved that a one time data collection method works for studying Flow experience in tourism.

The findings from this study not only have a theoretical implication but also a managerial implication. In the case of Orlando, the local tourism bureau can promote more of its image of "Rest & Relaxation" by various ways, for example, providing more gold classes or giving coupons of spa. At the same time, they should also improve the accessibility of local transportation and tourism information, which can provide greater convenience to the visitors. More shuttle bus reached to different theme parks or local attractions could be provided and local tourism information should be easily accessed by free mobile app or free map and brochures. Since the natural attractions are comparatively not attractive for the visitors, this shows that the attractions except theme parks should spend a greater effort to its promotion. They might promote more about their airboat trip in the wetland or kayak trip in the nearby springs. In a general case, firstly, marketers can start to consider using flow as a new concept to understand their target market. Second, the marketers should try to increase the flow experience of the tourists by using different marketing strategy. When the marketers or decision makers decide the flow experience strategy, they might emphasize more on rest and relaxation facilities or activities for both singled visitors and visitors with kids. At the same time, the marketers can create a stronger image that the destination is for everyone, so that the visitor can enjoy more herself/himself meanwhile his/her companies or children can have a great time.

This study showed that collecting the data of flow experience after the travel experience is reliable. It showed that this method can be another suggested method for understanding flow except Experience Sampling Method. This study also presented a comprehensive model that can enhance the understanding between travel motivation and destination loyalty by using flow experience. It is the first model to use flow to understand travel experience. Academically, it will fulfill several research gaps and make a contribution not only in tourism but also in psychology.

Practically, it will help different destination management organizations or interested parties to understand the behavior of visitors and to further improve the destination or product according to the needs of visitors.

6. Limitations and future research

Some limitation of this work should be noted. First, there is limited literature review because of the scarcity of this topic. Second, because some variables are quite psychological in nature, it might create some difficulties for the respondents to fully understand. In terms of future research, a further investigation between the demographic features and the four constructs can be conducted. Meanwhile, a segmentation of travelers by the different performance of flow and destination loyalty can be studied as well. In order to understand this concept and model deeper, an international comparison under different cultural background will be encouraged. Another kind of travel experience or another type of tourism destination will be valuable to conduct a comparative study as well.

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Appendix

Appendix 1: Model Fit Summary of Original Push Factors

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	569,748	132	,000	4,316
Saturated model	171	,000	0		
Independence model	18	2991,679	153	,000	19,553

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,095	,768	,699	,593
Saturated model	,000	1,000		
Independence model	,456	,231	,141	,207

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,810	,779	,847	,821	,846
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,863	,698	,730
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	437,748	367,646	515,396
Saturated model	,000	,000	,000
Independence model	2838,679	2664,662	3020,027

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2,183	1,677	1,409	1,975
Saturated model	,000	,000	,000	,000
Independence model	11,462	10,876	10,209	11,571

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,113	,103	,122	,000
Independence model	,267	,258	,275	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	647,748	653,872	786,914	825,914
Saturated model	342,000	368,851	952,187	1123,187
Independence model	3027,679	3030,506	3091,909	3109,909

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,482	2,213	2,779	2,505
Saturated model	1,310	1,310	1,310	1,413
Independence model	11,600	10,934	12,295	11,611

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	74	80
Independence model	16	18

Appendix 2: Exploratory Factor Analysis of Push Factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.877
Approx. Chi-Square	1786.112
Bartlett's Test of Sphericity	df
	55
Sig.	.000

0.825<MSAs<0.915

Communalities

	Initial	Extraction
NKS1.To enhance my knowledge and experience about a different destination	1.000	.689
NKS2.To experience cultures that are different from mine	1.000	.760
NKS3.To see how other people live and their way of life	1.000	.809
NKS4.To see and meet different groups of people	1.000	.794
EGO10.To visit a destination which most people value and appreciate	1.000	.717
EGO11.To travel to a destination that I always wanted to go to	1.000	.804
EGO12.To go to places that I have always wanted to visit	1.000	.787
R&R15.To escape from stress in my daily life	1.000	.714
R&R16.To be away from routine life	1.000	.835
R&R17.To physically rest and relax	1.000	.711
R&R18.To enjoy and make myself happy while traveling	1.000	.774

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.322	48.380	48.380	5.322	48.380	48.380	3.116	28.324	28.324
2	2.125	19.314	67.694	2.125	19.314	67.694	3.036	27.596	55.920
3	.948	8.618	76.312	.948	8.618	76.312	2.243	20.392	76.312
4	.511	4.645	80.957						
5	.406	3.692	84.649						
6	.378	3.441	88.089						
7	.347	3.151	91.240						
8	.281	2.557	93.797						
9	.262	2.383	96.180						
10	.223	2.026	98.207						
11	.197	1.793	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component		
	1	2	3
R&R16.To be away from routine life	.889	.099	.187
R&R18.To enjoy and make myself happy while traveling	.847	.078	.224
R&R17.To physically rest and relax	.814	.187	.115
R&R15.To escape from stress in my daily life	.805	.065	.248
NKS3.To see how other people live and their way of life	.106	.884	.127
NKS4.To see and meet different groups of people	.146	.861	.176
NKS2.To experience cultures that are different from mine	.113	.832	.235
NKS1.To enhance my knowledge and experience about a different destination	.070	.735	.380
EGO11.To travel to a destination that I always wanted to go to	.163	.235	.850
EGO12.To go to places that I have always wanted to visit	.340	.273	.772
EGO10.To visit a destination which most people value and appreciate	.322	.309	.720
Cronbach's alpha	.891	.890	.846

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Appendix 3: Model Fit Summary of Adjusted Push factors (CFA)

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	25	97,038	41	,000	2,367
Saturated model	66	,000	0		
Independence model	11	1817,448	55	,000	33,045

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,045	,939	,901	,583
Saturated model	,000	1,000		
Independence model	,462	,317	,181	,264

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,947	,928	,968	,957	,968
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,745	,706	,722
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	56,038	31,032	88,752
Saturated model	,000	,000	,000
Independence model	1762,448	1626,903	1905,357

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,372	,215	,119	,340
Saturated model	,000	,000	,000	,000
Independence model	6,963	6,753	6,233	7,300

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,072	,054	,091	,025
Independence model	,350	,337	,364	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	147,038	149,448	236,247	261,247
Saturated model	132,000	138,361	367,511	433,511
Independence model	1839,448	1840,508	1878,699	1889,699

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,563	,468	,689	,573
Saturated model	,506	,506	,506	,530
Independence model	7,048	6,528	7,595	7,052

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	154	175
Independence model	11	12

Appendix 4: Model Fit Summary of Original Pull Factors

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	493,617	132	,000	3,740
Saturated model	171	,000	0		
Independence model	18	2709,217	153	,000	17,707

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,068	,818	,764	,631
Saturated model	,000	1,000		
Independence model	,464	,226	,134	,202

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,818	,789	,860	,836	,859
Saturated model	1,000	1,000	1,000	1,000	1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,863	,706	,741
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	361,617	297,337	433,472
Saturated model	,000	,000	,000
Independence model	2556,217	2391,035	2728,744

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,891	1,386	1,139	1,661
Saturated model	,000	,000	,000	,000
Independence model	10,380	9,794	9,161	10,455

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,102	,093	,112	,000
Independence model	,253	,245	,261	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	571,617	577,741	710,782	749,782
Saturated model	342,000	368,851	952,187	1123,187
Independence model	2745,217	2748,044	2809,448	2827,448

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,190	1,944	2,465	2,214
Saturated model	1,310	1,310	1,310	1,413
Independence model	10,518	9,885	11,179	10,529

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	85	92
Independence model	18	19

Appendix 5: Model Fit Summary of Adjusted Pull Factors

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	25	128,408	53	,000	2,423
Saturated model	78	,000	0		
Independence model	12	1597,904	66	,000	24,211

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,048	,927	,893	,630
Saturated model	,000	1,000		
Independence model	,478	,288	,159	,244

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,920	,900	,951	,939	,951
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,803	,738	,764
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	75,408	45,978	112,537
Saturated model	,000	,000	,000
Independence model	1531,904	1405,413	1665,776

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,492	,289	,176	,431
Saturated model	,000	,000	,000	,000
Independence model	6,122	5,869	5,385	6,382

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,074	,058	,090	,009
Independence model	,298	,286	,311	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	178,408	181,028	267,616	292,616
Saturated model	156,000	164,177	434,331	512,331
Independence model	1621,904	1623,163	1664,725	1676,725

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,684	,571	,826	,694
Saturated model	,598	,598	,598	,629
Independence model	6,214	5,730	6,727	6,219

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	145	163
Independence model	15	16

Minimization: ,003
 Miscellaneous: ,458
 Bootstrap: ,000
 Total: ,461

Appendix 6: Model Fit Summary of Flow (CFA)

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	27	159,768	64	,000	2,496
Saturated model	91	,000	0		
Independence model	13	2215,342	78	,000	28,402

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,032	,908	,869	,638
Saturated model	,000	1,000		
Independence model	,431	,213	,081	,182

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,928	,912	,955	,945	,955
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,821	,761	,784
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	95,768	62,365	136,861
Saturated model	,000	,000	,000
Independence model	2137,342	1987,500	2294,539

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,612	,367	,239	,524
Saturated model	,000	,000	,000	,000
Independence model	8,488	8,189	7,615	8,791

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,076	,061	,091	,003
Independence model	,324	,312	,336	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	213,768	216,829	310,114	337,114
Saturated model	182,000	192,316	506,719	597,719
Independence model	2241,342	2242,816	2287,730	2300,730

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,819	,691	,976	,831
Saturated model	,697	,697	,697	,737
Independence model	8,588	8,013	9,190	8,593

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	137	153
Independence model	12	13

Standardized RMR = ,0375

Appendix 7: EFA result of Destination Loyalty

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
	Approx. Chi-Square	392.896
Bartlett's Test of Sphericity	df	3
	Sig.	.000

.723<MSA.754

Communalities

	Initial	Extraction
1. If there is a chance in the future, I will revisit Orlando.	1.000	.793
2. I will recommend Orlando to others as a tourism destination.	1.000	.812
3. I think it is always worthwhile to visit Orlando.	1.000	.788

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.393	79.764	79.764	2.393	79.764	79.764
2	.323	10.759	90.523			
3	.284	9.477	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
2. I will recommend Orlando to others as a tourism destination.	.901
1. If there is a chance in the future, I will revisit Orlando.	.891
3. I think it is always worthwhile to visit Orlando.	.888

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 8: Model Fit Summary of SEM

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	89	1395,411	691	,000	2,019
Saturated model	780	,000	0		
Independence model	39	7392,759	741	,000	9,977

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,193	,793	,766	,702
Saturated model	,000	1,000		
Independence model	,371	,142	,097	,135

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,811	,798	,895	,886	,894
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,933	,757	,834
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	704,411	601,663	814,916
Saturated model	,000	,000	,000
Independence model	6651,759	6379,346	6930,673

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	5,346	2,699	2,305	3,122
Saturated model	,000	,000	,000	,000
Independence model	28,325	25,486	24,442	26,554

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,062	,058	,067	,000
Independence model	,185	,182	,189	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1573,411	1605,628	1890,993	1979,993
Saturated model	1560,000	1842,353	4343,309	5123,309
Independence model	7470,759	7484,876	7609,924	7648,924

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	6,028	5,635	6,452	6,152
Saturated model	5,977	5,977	5,977	7,059
Independence model	28,624	27,580	29,692	28,678

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	141	146
Independence model	29	30

Some college, college graduate, or vocational-technical
Post-graduate work or advanced degree

8. How many times did you visit Orlando before?

- 0 times (that was my first)
- 1-2 times
- 3-4 times
- 5 or more times

9. Duration of stay (days)

- 1-2 days
- 3-4 days
- 5-6 days
- 7-9 days
- over 10 days

Why did you want to travel to Orlando?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.To enhance my knowledge and experience about a different destination	1	2	3	4	5
2.To experience cultures that are different from mine	1	2	3	4	5
3.To see how other people live and their way of life	1	2	3	4	5
4.To see and meet different groups of people	1	2	3	4	5
5.To see something new and exciting	1	2	3	4	5
6.To see something different that I don't normally see	1	2	3	4	5
7.To travel and go somewhere with a different environment	1	2	3	4	5
8.To fulfill my dream and self-curiosity about the place I want to visit	1	2	3	4	5
9.To go to the places my friends have been before	1	2	3	4	5
10.To visit a destination which most people value and appreciate	1	2	3	4	5
11.To travel to a destination that I always wanted to go to	1	2	3	4	5
12.To go to places that I have always wanted to visit	1	2	3	4	5
13.To talk about my experience with other people when I return home	1	2	3	4	5
14.To spend more time with my family members while traveling	1	2	3	4	5
15.To escape from stress in my daily life	1	2	3	4	5
16.To be away from routine life	1	2	3	4	5
17.To physically rest and relax	1	2	3	4	5
18.To enjoy and make myself happy while traveling	1	2	3	4	5

What attracted you to come to Orlando?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.The great safety and security	1	2	3	4	5
2.Good hygiene and cleanliness	1	2	3	4	5
3.The comfortable weather	1	2	3	4	5
4.Festival and recreation activities	1	2	3	4	5

5.Seaside/beaches	1	2	3	4	5
6.Variety of shopping places	1	2	3	4	5
7.Friendliness of people	1	2	3	4	5
8.The availability of travel-related information	1	2	3	4	5
9.Orlando’s multiculturalism	1	2	3	4	5
10.Orlando’s theme parks	1	2	3	4	5
11.Cultural and historical places/sites	1	2	3	4	5
12.The variety of food	1	2	3	4	5
13.Scenery and landscape	1	2	3	4	5
14. Appropriate travel distance	1	2	3	4	5
15.The convenience of traveling and ease of tour arrangement	1	2	3	4	5
16.The quality of tourist places	1	2	3	4	5
17.The reasonable price	1	2	3	4	5
18.The variety of tourist attraction	1	2	3	4	5

How do you feel about your experience during the trip in Orlando?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1. I was ‘totally involved’ during my trip in Orlando.	1	2	3	4	5
2. I felt like ‘everything clicks’ during my trip in Orlando	1	2	3	4	5
3. I was ‘turned in’ to what I was experiencing during my trip in Orlando	1	2	3	4	5
4. I was ‘in the zone’ during my trip in Orlando	1	2	3	4	5
5. I felt ‘in control’ about my skills and the challenges that I met during my trip in Orlando	1	2	3	4	5
6. I was ‘switched on’ during my trip in Orlando	1	2	3	4	5
7. It felt like I was ‘in the flow’ of things during my tip in Orlando	1	2	3	4	5
8. It felt like ‘nothing else matters’ during my trip in Orlando	1	2	3	4	5
9. I was ‘in the groove (in an amazing status)’ during my trip in Orlando	1	2	3	4	5
10. I was ‘totally focused’ on what I was doing during my trip in Orlando	1	2	3	4	5
11. Time passed really fast	1	2	3	4	5
12. I was just experiencing things, and forgot about everything else	1	2	3	4	5
13. I was totally absorbed in what I was doing	1	2	3	4	5

And after you leave...?

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree
1. If there is a chance in the future, I will revisit Orlando.	1	2	3	4	5
2. I will recommend Orlando to others as a tourism destination.	1	2	3	4	5
3. I think it is always worthwhile to visit Orlando.	1	2	3	4	5