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Tourist Motivations and Golf Course Attributes for the Practice of Golf Tourism in Portugal

Carolina Henriques Micaelo de Sequeira Cristóvão

Master in Hospitality and Tourism Management,

Supervisor:

Professor Ana Oliveira-Brochado, Assistant Professor,
ISCTE-IUL

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Acknowledgements

This work is the culmination of this academic chapter in my life. Something which sometimes seemed so far away is pretty close to the end, almost finished. Such a bittersweet feeling.

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Resumo

Em Portugal, a investigação relacionada com as motivações dos turistas de golfe e atributos dos campos de golfe, é ainda limitada.

Assim, este estudo tem como objetivo analisar a influência dos campos de golfe na escolha do destino de viagem dos golfistas, através da análise dos fatores de motivação turística e atributos dos campos de golfe, analisando quais são fundamentais na escolha de onde jogar golfe. Procura identificar essas motivações e os atributos mais relevantes dos campos de golfe e, assim, contribuir para o conhecimento do mercado em termos das necessidades e preferências dos golfistas.

De forma a retirar conclusões relevantes desta investigação, foi realizado um questionário, que obteve 214 respostas válidas dadas por turistas de golfe que já praticaram a modalidade em Portugal.

As conclusões retiradas deste estudo são que existem cinco dimensões motivacionais (“Natureza e Lazer”, “Fuga e Relaxamento”, “Aprendizagem e Desafios”, “União Familiar” e “Oportunidades de Negócio”) e três dimensões de atributos de campos de golfe importantes para os turistas de golfe na escolha do local para jogar golfe em Portugal (“Caraterísticas do Campo de Golfe e Condições de Jogo”, “Acessos e Logística” e “Infraestruturas de Lazer”).

Para além disso, o turista de golfe, em termos de motivações para o turismo de golfe, foi definido em três clusters (“Turista de Golfe de Lazer”, “Turista de Golfe Focado nas Habilidades” e “Turista de Golfe Social”) e, em termos de atributos dos campos de golfe, foi definido por dois clusters (“Turista de Golfe Técnico” e “Turista de Golfe Doméstico”).

Palavras-Chave: Turismo de Golfe; Atributos do Campo de Golfe; Motivações; Fatores intrínsecos; Fatores extrínsecos.

Sistema de Classificação JEL: Z32 Turismo e Desenvolvimento, L83 Desporto

Abstract

In Portugal, regarding the golf tourists' main motivations and golf course attributes, research in this area is still limited.

Thus, the main aim of this study is to analyse the influence that golf courses have on choices made by golf tourists related to their travel destination, through the analysis of the tourism motivation factors and golf course attributes, and which ones are fundamental to the golfers' choice of where to play golf. It seeks to identify these motivations and the more relevant golf course attributes and, by doing so, to contribute to the market knowledge in terms of golfers' needs and preferences.

In order to draw some relevant conclusions from this research, a survey was conducted, which obtained 214 valid answers given by golf tourists who have previously played the sport in Portugal.

Furthermore, after all the information and data obtained were analysed, the findings of this study revealed that there are five motivational dimensions ("Nature and Leisure", "Escape and Relaxation", "Learning and Challenging", "Family Togetherness" and "Business Opportunity") and three golf course attributes dimensions ("Golf Course Characteristics and Game Conditions", "Access and Logistics" and "Leisure Infrastructures") important for golf tourists when choosing a place to play golf in Portugal.

Lastly, the golf tourist was defined by three clusters in terms of golf tourism motivations (the "Leisure Golf Tourist", the "Skilled Focused Golf Tourist" and the "Social Golf Tourist") and by two clusters for the preferable golf course attributes (the "Technical Golf Tourist" and the "Householder Golf Tourist").

Keywords: Golf Tourism; Golf Course Attributes; Motivations; Push Factors; Pull Factors.

JEL Classification System: Z32 Tourism and Development, L83 Sports

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1. Introduction

According to Weed & Bull (2009), research related to sports tourism has been increasing considerably over the last two decades. Nevertheless, there are still a lot of areas where studies could be elaborated and other areas that need further research specifically devoted to golf tourism, such as the motivation factors in golf tourism connected with the choice of golf courses and its attributes more influential on this choice.

One of the main motivations of this study is the fact that the tourism industry segment of travel related to sports and physical activity is one of the fastest-growing segments (Gibson, 1998). It is considered a multi-billion dollar global business and, nowadays, holiday destinations are increasingly relying on the visits of various types of sports tourists, such as golfers and football supporters (Tassiopoulos & Haydam, 2008). Thus, it is an interesting and relevant area for research.

There are several specific aspects that can help describe the importance of golf tourism as being one of the fundamental segments to the tourism industry and the largest sports-related travel market, which has around 1000 new golf courses being built every year, giving this industry a huge growth potential (Hudson & Hudson, 2014) and explaining why the numbers of golf courses have been dramatically increasing worldwide in the last 30 years (Petrosillo et al., 2019).

Moreover, among tourists the popularity of golf has increased due to “motivations for golf-related trips or recreational opportunities to share with friends, family, or business colleagues” (Hutchinson et al., 2010, p. 45).

This sport and its tourists have been a major contribution to the growth of the countries' economies all around the world, since, when compared to the average tourist, golf tourists spend considerably more on their vacations, generating above-average per capita revenues for their chosen holiday destination (Hudson & Hudson, 2014) and, also, within the last two decades golf's importance on the development of European tourism has increased considerably (Ciurana et al., 2015).

According to Hutchinson et al. (2010), more and more, one of the solutions that these travel destinations are finding to go against the competition is to offer attractive and all-inclusive golf packages.

After analysing the literature background related to travel motivations, it is possible to see that there are several relevant studies for this dissertation, which explore the nature of the motivation (Baloglu & Uysal, 1996; Crompton, 1979; Dann, 1981; Epperson, 1983).

During this research, it was also found a few studies that connect motivations with tourist travel behaviours and destination choice (Humphreys, 2014; Jang & Liping, 2002; Katsikari et al., 2020).

One other area of research is tourist motivation based on cross-cultural differences or on some demographic characteristics (Kozak, 2002; Prayag & Ryan, 2011).

In 2008, in order to better understand the characteristics of golfers, Tassiopoulos and Haydam developed a research formulating typologies of golf travellers (Tassiopoulos & Haydam, 2008).

Some other research focused on studying the golfer's perception of service quality and the factors that gave golfers a sense of satisfaction with the destination and also analysed their intent to revisit that same destination (Correia et al., 2007; Hutchinson et al., 2010; Petrick & Backman, 2002), while other authors studied the profiles of golf travellers and destination attributes (Kim et al., 2008).

Other studies were related to the sustainability of golf tourism and the sports' impact on the environment (López-Bonilla et al., 2018; Petrosillo et al., 2019).

Other authors developed studies identifying the golf traveller's motivations to play golf (Correia & Pintassilgo, 2006; Kim & Ritchie, 2012; Kimmm, 2020; Petrick et al., 2001), which is the most relevant area of research for this thesis and a very interesting research field. Despite this, the research that has been done previously by other authors is not as extensive as the studies on motivations for other types of travel and leisure activities.

Lastly, there were also revised a few studies regarding the golf course attributes (Du & Batra, 2012; Pereira et al., 2015; Richard & Faircloth, 1995).

The study done by Du & Batra (2012), explores the golfers' golf course attribute preferences. It also investigates the perception of the impacts of golf course development between golfers and local residents in Thailand.

The research done by Pereira et al. (2015), involved the analysis of the fundamental golf destination brand attributes and also studied the differentiation of Algarve and its specific characteristics.

Despite all of these studies, none of them is focused specifically on the topic of golf courses and how different attributes related to it can be a decisive factor influencing the choices of golf tourists since according to López-Bonilla et al. (2020), the majority of golf course centred studies are more focused on the sustainability of golf courses and in its environmental issues and the research on golf tourism is more focused on a greater diversity of sustainable perspectives.

Regarding the geographical locations of the published studies, related to golf tourism and golf courses, there is a slight difference. According to Petrosillo et al. (2019), on one hand, studies related to golf tourism are more concentrated in southern Europe, such as Spain, Greece and Portugal and on the other hand, studies more connected with golf courses are mainly from North America.

When talking about statistics related to the sport, according to Hudson & Hudson (2014), around the world, golf tourism has been valued at 22.9 billion dollars and has an estimated number of 50 million golf tourists playing and travelling to play the sport on one of the, approximately, 40,000 courses available worldwide.

The two leading markets for golf travel-related holidays are the United States and Europe. In North America there are, approximately, 30 million golfers (with an estimated revenue in 2009 of 18 billion US dollars) and in Europe there are over 4.4 million golfers (generating annually around 2.8 million US dollars in golf tourism). However, when looking at the number of golf players worldwide, Asia is the second most represented continent with around 18 million players, followed by Europe (Hudson & Hudson, 2014).

Thus, it is possible to see that golf courses are increasingly becoming a very relevant and attractive tourism destination and it is also possible to see the economic potential of the golf travel market and, because of that, the competition between travel holiday destinations for golf travellers has registered an intensified increase, which is also possible to see by the ongoing development and renovation of golf courses and respective resorts (Hutchinson et al., 2010).

Thus, will become of utmost importance for golf managers and destination marketers to identify what are the strategies and variables that will attract and/or retain their golfing clientele (Petrick & Backman, 2002).

So, tourist destination managers and promoters, as well as researchers, pay very close attention to methods that can attract tourists to destinations and also improve their destination's marketing strategies (Katsikari et al., 2020).

With this, and by better understanding the purchasing behaviours of golf travellers and what factors they value the most, destination marketers and managers of tourism-related supply components, such as golf courses, will have a vaster knowledge of how to develop more appropriate marketing strategies and adapt their products and services to appeal new golf travellers to their destinations and also keep their already existing clients (Hutchinson et al., 2010), helping them choosing their holiday destination and/or the golf course that calls to them the most.

It is important to understand what are the factors that golf travellers value the most because they represent ways to attract tourism investment, provide quality tourism, improve employment and regional competitiveness, and also help with the problem of seasonality that hospitality and tourism companies face (Hudson & Hudson, 2014) and although trying to understand the motivations and behaviours that influence sports tourists' decisions to travel has been one of the interests of several authors (Funk et al., 2012) and literature on golf tourism has been developing a lot (Humphreys & Weed, 2014) as well as getting more and more media attention (Hudson & Hudson, 2014), there is still limited research about how the motivations related with golf course attributes, that influence the choices and behaviours of golf tourists when choosing their destination and the golf course they want to play at.

It is fundamental to understand and identify the attributes that set travellers' motivations and how these same factors can be used in order to increase the effectiveness of marketing strategies, attracting more tourists to the golf courses. Thus, this dissertation tries to contribute to the literature on the motivation factors related to golf course attributes of golf tourists and the reasonings behind their choices of golf courses.

Hereupon, the main aim of this study is to better understand, from the golf travellers' perspective, what is the motivations (personal and golf-related characteristics) that they value the most when choosing the place to play golf, through the analyses of the different reasonings (i.e., golf course attributes) by which golfers participate (i.e., motivations) and play the sport. With this, it is intended to achieve a potential contribution to the already existing body of literature on the topic.

Moreover, the more particular goals of this research are to, after defining, in a clear way, the main concepts of sports tourism, golf tourism, motivations factors and golf motivation factors, identify what are the more predominant attributes golf courses have that influence the golfers' choice and, consequently what characteristics they find more important and relevant, which have a bigger weight on their choice, identifying the factors that motivate their choice of golf course.

It is also aimed to analyse and characterize the golf tourist profile based on their sociodemographic characteristics, golfographics and their experience of golf tourism in Portugal.

With the fulfilment of the objectives of this study, it will be possible to find out exactly how golf courses influence the destination choice of golf tourists and to what extent, and how hospitality and tourism companies can explore this in their benefice, using these motivations and golf courses and its specific characteristics and attributes to attract more tourists.

Consequently, and in order to achieve the goals of this study, it is now necessary to define the intrinsic issues of this research.

The following research questions were elaborated having into consideration the literature reviewed, making it possible to reach more concrete and detailed conclusions concerning the main problem. The research questions are as follows:

- What are the golf tourists' motivations to practice golf?
- What are the main attributes that the golf tourist values about the golf courses?
- What is the profile of the golf tourist who plays in Portugal?
- Why do golf tourists choose Portugal to play golf?

These questions will be answered with the help of the literature review about the main topics of this dissertation and with the analysis of primary data collected (online survey).

From everything mentioned above, there is a reason to believe that golf courses can be an influential factor in golf tourists' choices, hence the chosen objectives of this dissertation.

Regardless of the answers, this study will identify, analyse, and compare the travel motivations and the preferred activities of golf tourists, since it is increasingly gaining importance for the travel and tourism industry and more so for tourist destinations.

The structure of this thesis unfolds as follows.

In order to understand what would be the most suitable approach to conduct the study and what would be the methodology chosen for this dissertation, different studies from different perspectives were reviewed. Thus, Chapter 2, the Literature Review, includes a comprehensive discussion and revision of prior literature on the main topics: Sports Tourism, Golf Tourism, Travel Motivation Factors, Golfer's Travel Motivation Factors, and Golf Course Attributes. This chapter also includes a Conceptual Model and the Research Propositions that will help with the analysis and conclusions taken from the current study.

Chapter 3 includes the Contextualization of this study and the reasons behind this choice, with a description of golf tourism in Portugal and its evolution.

In Chapter 4 it is included and described in detail, the Methodology chosen as well as the data collection process. It is explained the context in which the data was collected, the population and the sample, as well as the methods used to collect the information needed and to take conclusions.

Chapter 5 is about the Data Analysis and the findings obtained with it. It shows the results, divided by research methods, and validated through the SPSS software, as well as the correlations between the variables and the cluster analysis.

In Chapter 6 it is presented the Conclusions of this study, which include a detailed discussion of the results, the theoretical contributions found as well as the managerial implications. Then, it is presented the limitations of this study, and the indications and suggestions for improvements in future research on the topic.

Lastly, Chapter 7 includes the Bibliographical References which include all the sources of information and research used to produce this work; and Chapter 8 has the Annexes, including both versions of the survey (English and Portuguese), and it also includes a summary table of the more important empirical studies for this research with the respective variables studied in each one and all the tables and figures obtained from the factor and cluster analysis.

2. Literature Review

According to Humphreys & Weed (2014), sports tourists motivations' towards participating in a sport event on their trips, will play a significant role in the trip decision-making process, thus it is possible that, even if the sports tourism is only a small part of the overall trip experience, those motivations will influence the holiday destination chosen.

So, in order to understand how the choice of the golf course influences the process and to properly assess the influence and impact golf courses have on golf tourists when they have to elect their holiday destination, as well as to understand what are the factors that influence this choice, it is necessary to take a step back and first clarify what are the concepts of sports tourism and golf tourism and what can the golf motivation factors be defined as. It will also be reviewed the concept of golf course attributes, as well as the more relevant studies for the methodology to be used in this research.

Furthermore, throughout the literature review, are the research propositions of this study, carefully and thoroughly explained and justified with information from previous studies.

2.1 Sports Tourism

In what regards the definition of sports tourism, according to Gibson (1998), it is known that there are three broad categories.

The first category (Sports Event Tourism) is when people travel away from their primary residence to watch sporting events at grassroots or elite level. The second category (Celebrity and Nostalgia Sport Tourism) is when people travel to visit sports related attractions, such as football stadiums and museums, and, in a vacation context, meeting famous sports personalities. The third and final category (Active Sport Tourism) is when they travel to actively participate in sports activity and sports related events, for recreation or competition purposes (Gibson, 1998; Tassiopoulos & Haydam, 2008).

For Weed & Bull (2009), initially their sports tourism definition was very different but, over the years and, with new research emerging, the definition provided by Gibson in the year of 1998 started to make sense for them and, now, they argue that there is an active and passive participation of sports tourists as well as the possibility of a "vicarious" participation in sports tourism, arguing that it can happen when players behaviours, during sports events, are influenced by nostalgia or heritage, making them act in a "fanatic" or passionate way when spectating sporting events (Gibson, 1998).

According to Tassiopoulos & Haydam (2008, p. 871), “there are two types of sports-related tourism: firstly, where sport is used by destinations seeking to develop their tourism profiles, and secondly, where tourism has emerged spontaneously as a result of sports activity” .

According to Higham and Hinch, in the second part of the 20th century it was possible to witness a fast development of both sports and tourism sectors, being now, in the global economy, the two largest and fast growing industries. Over time, these two industries are increasingly becoming more connected with each other and their link is becoming more clearly defined, since the resource and infrastructural requirements of sport and tourism are often shared, such as natural environments, constructed facilities, transport, services and hospitality. With this, it is probable that developments in sports will affect in some way the tourism sector and the same happens the other way around (Higham & Hinch, 2002).

Around the world, nowadays a lot of hotels have tennis courts for leisure and the trend of building golf courses in said hotels or resorts, as supporting services, is increasing considerably. One of the things that starts to be of extreme importance and influences tourists in their decision of where to go on holiday is the existence of golf courses in tourism areas. Thus, these tourists give priority to regions that have golf courses for the possibility of playing this sport in several different places (Hudson & Hudson, 2014).

2.2 Golf Tourism

Over the years golf tourism has had several definitions. According to Tourism Victoria (2003), a way to define golf tourism is as being any type of activity or overnight trip in which golf is considered the primary motivator for golf tourists to travel for at least an hour outside of their place of residence and/or the location of their regular golf course or club. Also, according to this definition, golfers should at least consider golf as their primary motivator to travel or golf as the major decisive aspect to choosing the holiday destination and/or golf as being the primary leisure activity to practice on the trip (Kim & Ritchie, 2012; Tassiopoulos & Haydam, 2008).

According to Kim et al. (2008, p. 200), golf tourism can be defined as “overseas golf holidays as travel for more than one night to overseas destinations where golf is played as a major tourism activity (active golf holiday) to meet travel motivations”.

More recently, and according to Hudson & Hudson (2014), golf tourism is defined as being a trip away from the tourists’ primary residence to participate in or observe the sport itself, or to visit attractions that are associated with golf.

For Readman, golf tourism can be defined as “travel for non-commercial reasons to participate in golf activities away from the traveller’s local environment” (Hudson & Hudson, 2014, p. 166).

In the same book by Hudson and Hudson (2014), the authors classified and divided the golf tourist profile into three different broad categories, similar to what Gibson did back in 1998 for the definition of sports tourism.

Thus, a golf tourist can be classified as: a tourist that travels with the motivation to play golf; or a tourist that travels but only plays golf as a secondary activity on their vacation or business trip; or a tourist that travels in order to attend golf tournaments as spectator, or to visit golf-related attractions (Hudson & Hudson, 2014).

So, depending on whether golfers travel because they want to play or to watch golf, they can be active or passive golf tourists and, in the active golf tourists they can be divided according to their travel motivation. If golf is their primary travel motivation, they are essential golf tourists and, if golf is their secondary travel motivation, they are casual golf tourists (López-Bonilla et al., 2020).

In the same way and according to López-Bonilla et al. (2020, p.1), a simple and clear definition of golf tourist can be given as a “person who travels and stays away from home to participate in or attend the practice of the sport of golf”.

Golf tourism is more and more becoming a very important segment of the tourism market (Hudson & Hudson, 2014) and its popularity has been increasing, consequently increasing tourists’ motivations to departure in trips related to the sport (Hutchinson et al., 2010), ultimately resulting in golf courses becoming increasingly a very significant attraction and having a big influence in the chosen tourism destination (Shani et al., 2010) and, if it is marketed and developed wisely, it has the possibility of, progressively, being a very successful and profitable niche tourism product (Du & Batra, 2012).

According to Tassiopoulos and Haydam (2008), their study aimed to determine the profile of golf tourists attending an South African international golf event. Through the analyses of their key trip-related and general golf tourism behaviour patterns they were able to identify different golf tourist classifications and conclude that the concept of golf tourism is no way near as complex and complicated as the concept of golf tourist (Tassiopoulos & Haydam, 2008).

On the topic of analysing tourists’ intent to revisit a destination, according to Correia et al. (2007), on their study about the golfers’ behavioural intention to revisit the Algarve, they analysed the characteristics (including golf destination attributes) that may be associated with this phenomenon and, results showed that, if golfers are aware of the golf courses’ attributes,

the destination attributes play a bigger role in the tourists' probability of returning to a destination than the golf course attributes, but this might happen because the model used in the study only has one golf course attribute present, namely upkeep, i.e., the quality of the turf. Despite this, golf tourists who are thinking about returning to the Algarve to play the sport value the Algarve's golf course attributes and will return if the conditions of the turf are good enough (Correia et al., 2007).

From their research, the cited authors came to the conclusion that it is important to develop a few different attributes in order to surprise the golf players who already have a good knowledge of the Algarve's golf courses (Correia et al., 2007).

The study by Hutchinson et al. (2010), analysed the satisfaction of golf travellers and the impacts of information satisfaction, attribute satisfaction, and overall satisfaction on the tourists' behavioural intentions of revisiting a destination and word-of-mouth referrals. The results showed that among the analysed attributes, the one related to golf course and clubhouse amenities had a significant impact on overall satisfaction and the authors were able to identify the golf related factors that were important to the golfers' overall satisfaction. These factors included "golf course conditions/appearance"; "golf course layout/design"; "the quality of golf course customer service"; and "the quality and condition of clubhouse facilities". Furthermore, the attribute related to satisfaction with the facilities and services had a significant impact on overall satisfaction. Thus the authors concluded that the quality of facilities and services provided have a major impact on golf tourists' choice of destination (Hutchinson et al., 2010).

This goes in line with the results of the study by Petrick & Backman who, when studying the golf tourists' satisfaction factors about a destination, found out that the golfers' overall satisfaction was majorly impacted by their satisfaction with the golfing experience specific attributes, i.e., the quality of the course (Petrick & Backman, 2002).

Similar results were found by Kim et al. on their research about the segmentation of overseas golf tourists, concluding that for Korean golfers, despite their level of expertise on the sport, all overseas tourists value strongly destination attributes including destination characteristics and cost, and good facilities and services and also have large tourism motivations related with the appreciation of natural attributes such as climate, relaxation, and scenery (Kim et al., 2008).

Another very important field of research is related with sustainable golf tourism, since when having in mind how golf is played, there is no other sport that requires and manages such large areas of green space and, because of this, researchers consider important to study the landscape and determine the environmental impacts and benefits of the sport (Petrosillo et al., 2019).

Furthermore, López-Bonilla et al. (2018), on their research focused on the sustainable side of golf tourism where they studied the environmental attitudes and behaviours of golf tourists, i.e., they explored the current mindsets of golfers towards the topic of sustainability, obtained results confirming the relationship between environmental attitudes and behavioural intentions of golf tourists.

According to the research from Petrosillo et al. (2019), when looking at the positive side, golf courses have had a positive impact on biodiversity, ecosystem services, and tourism and also had a negative impact on water and soil components.

2.3 Travel Motivation Factors

Despite tourism travel motivations being only one variable in the whole equation, they can explain some tourists' behaviours and so, are considered one of the most important factors in question, since they can explain the impulse and the force behind each type of tourists' travel behaviour (Crompton, 1979).

For resort owners and hospitality facility managers the most important aspect to have in consideration, in order to attract tourists, is the destination, which is visible in their marketing strategies (Epperson, 1983).

Looking back at early studies, researchers explored and analysed travel motivations from different perspectives and areas like sociology and psychology (Crompton, 1979).

For Dann, motivations can be defined as “a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision” (Dann, 1981, p. 205).

For Gnoth (1997, p.288), motivations can be defined as a “collective term for processes and effects with common parameters: in a particular situation, a person chooses a certain behaviour for its expectant results”.

On the other hand, in the research done by Epperson in 1983, he concluded that it is possible the real motives for tourism and travel are more related to the tourist's own needs, motives and personality and have less to do with the destination in itself and, because of this, it was developed a model that incorporates both possibilities, which is the pull and push factors (Crompton, 1979; Epperson, 1983).

According to Gnoth (1997), there are two ways to define the decision to self-actualize as a tourist, i.e. desire to become the most that one can be. On one hand, it can be the result obtained with a fundamentally new decision-making process and, on the other hand, it can be obtained through a process that is already routinized. In this second type of decision-making process, it

already has response for a set of questions such as, whether to travel or not to travel and, its main focus is how, where, and when to travel. This need to self-actualize for tourists represents the motive they utilise to set the stage for the process of motivation (Gnoth, 1997).

According to Crompton (1979) and Epperson (1983), there are a few different ways to identify and analyse the tourism motivations and, since the first studies about motivations related to tourists' choice of holiday destination, indicate that these motivations/motives can be named as push and pull factors, a usually recognised and accepted analysis is based on the travel motivation factors: push and pull (the two-factor classification).

It is also relevant to differentiate motives from motivations since it can represent different situations. Motives are related to the energy that moves people to act and motivations are more related with the way these motives are expressed differently by different people, since there are different situations, as well as different tourists' characteristics and attitudes (Gnoth, 1997).

According to Caber and Albayrak, the previous studies related with tourist motivations can be classified in three different categories. The first one includes personal motivations that direct people towards specific behaviours and also analyse these motivational differences according to tourists' demographics and are done through exploratory approaches (Kozak, 2002). The second group includes studies analysing motivations causing market segmentation (Baloglu & Uysal, 1996). The third group analyses the connection between constructs such as customer satisfaction and behavioural intention and tourists' motivations (Caber & Albayrak, 2016).

On the topic of travel motivations, in this analysis it is defended that, pushed by their internal forces, people travel or have the need to travel and also, at the same time, when they make their decision and choose their holiday destination, they do it attracted to the external characteristics of the destination (Baloglu & Uysal, 1996).

The majority of the push/intrinsic factors are intangible or are related to the expression of the internal desires of tourists and personalities, i.e., these are the factors that include the forces, needs, motivations and ways of thinking that come from within. Some examples of push factors can be the need for relaxation/rest, adventure, prestige, self-discover, kinship, novelty, challenge and need for escape (Crompton, 1979; Epperson, 1983; Katsikari et al., 2020).

The pull/external factors are tangible resources that are directly related to the determination of the attractiveness of the destination chosen, such as the features and attributes of the said destination and that influence when, where and how people travel. Thus, still being important to have into consideration to determine why people travel, since the choice of holiday destination might be related with the tourists' assessment of destination attributes and their perceived value (Baloglu & Uysal, 1996; Epperson, 1983; Kozak, 2002).

Trying to understand the motivations for leisure travelling affecting the choice of destination of tourists was something that Crompton, in his early study from 1979, attempted to identify. In this study, the author classified seven socio-psychological motives or push motives named escape, exploration of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. Following the cited author also identified two cultural motives or pull motives named novelty and education (Crompton, 1979).

After looking at these results, the author came to the conclusion that the push factors have a big impact on the tourist's travel behaviour and so, need to be taken into consideration when managers and operators develop their products and create their promotion strategies (Crompton, 1979).

According to previous research (Epperson, 1983), pull factors would include people, places and activities in the categories as follows: areas of natural scenic beauty; historic areas; cultural events and activities; educational events, attractions, and meetings; entertainment and spectator sports; sports participation, such as outdoor recreation, golf, and tennis; social and intangible attractions such as visiting with friends and relatives, and searching out genealogy (Epperson, 1983).

For Baloglu & Uysal (1996), some examples of pull factors can be the good weather, landscape, the beaches, historical resources and outstanding scenery. In this research done by the cited authors, they tried to delineate and understand market segments as a function of the motivation factors for traveling abroad and also explore the relationships between push and pull factors, with the authors concluding that this relationship between destination attributes and motives is, in fact, important and finding four different market segments, namely "sports/activity seekers"; "novelty seekers"; "urban-life seekers"; and "beaches/resort seekers". Thus, with these findings the authors affirmed that destination marketers could benefit from this clear understanding of why their products are in demand for each market segment group (Baloglu & Uysal, 1996).

According to Zoltan & Masiero (2012), it is important to attract tourists with an higher activity involvement on a daily basis, and to do so, push motivations can be used to build up marketing campaigns and, with this, develop new products and services and also create better advertising campaigns.

In response to the major increase in the number of tourists around the world, numerous researches on travel motivations have been conducted regularly since the 1990s from various different angles and, since the start of pleasure travel, companies and tourism operators have also been trying to understand why people travel (Kimm, 2020).

For Prayag and Ryan, it was important to do a study about the exploration of the relationship between the 'push' and 'pull' factors of a destination and the influence nationality has on these factors, using an analytical qualitative research approach and also having in consideration the role of destination image as a pull attribute that in some way shapes the tourists' perceptions of the destination (Prayag & Ryan, 2011).

Through the analysis of the data collected, the cited authors were able to find out some relations between specific motives, cognitive and affective images. They also conclude that the tourists' nationality influences strongly these variables and with this, they found out divergent motives for visiting the country between different national groupings (Prayag & Ryan, 2011).

These results go in line with other studies conducted by different authors in terms of the influence nationality has on tourists' motivations. For example, on the study by Kozak (2002), analysing the motivations that influenced British and German tourists for choosing Mallorca and Turkey as holiday destinations, he found significant differences on the most important motives for tourists of the two nationalities.

On one hand, British tourists gave more importance to having fun and mixing with other fellow tourists, and on the other hand, German tourists had motivations more related with culture and nature-oriented reasonings behind their choice of destination (Kozak, 2002).

On the study by Jang & Liping (2002), they intended to find out the push and pull factors associated with British pleasure travellers and also identify some key motivational factors that significantly affect destination choice. At the end, the authors identified six push factors and five pull factors, being "Knowledge seeking" and "cleanliness & safety" perceived by tourists as the most important ones, respectively. The other push motivators mentioned more frequently were "escape" and "family & friend togetherness" and the other pull factors were "easy-to-access & economical deal" and "sunny & exotic atmosphere". The results also indicated that British tourists tend to visit the United States for "fun & excitement" and also for "outdoor activities". Visits to Oceania are more influenced by "family & friend togetherness" motivations and to Asia for motives related to seeking a "novel experience". Thus, with this, the authors conclude that the different motivational factors found across the seven destinations researched indicate that a destination can in fact capitalize on its strengths by using an optimal combination of push and pull factors attracting and retaining tourists (Jang & Liping, 2002).

On another perspective, the study of Katsikari et al. (2020) about the investigation and identification of the elements of a holiday destination that could be attractive factors for tourists when displayed on social media platforms was done through the analysis of push and pull tourism motivation factors with the results classifying the Greek market into four different

segments according to the motives that predominantly influence tourists' decision to travel. These segments are "knowledge/intellectual"; "novelty/adventure"; "escape/entertainment/prestige"; and "sports". In this study the authors also found out the most important relationships between each one of the four tourist segments and the pull motivation factors present on social media, helping social media managers of tourist destinations and hospitality businesses designing effective promotional campaigns through the combination of essential push and pull motives for an online marketing strategy, presenting the most attractive aspects of a destination and influencing the tourists' decision making process (Katsikari et al., 2020).

Thus, the results of these studies suggest that motivations can be perceived in a different way by tourists of different nationalities (Kozak, 2002; Prayag & Ryan, 2011).

2.4 Golfers' Travel Motivation Factors

When talking about travel motivation factors, it can also be analysed in a more detailed way these motivations related with golf tourism, which has been the object of study of a few authors and researchers, whom also studied golf travellers (Petrick & Backman, 2002).

In what concerns golf destinations and its popularity, this can be determined and influenced by touristic elements and also by golf-related elements, such as the golf course in itself, golf shops nearby, the practice facilities and the clubhouses; and these golf destinations, if they know what are their most relevant assets (for example some specific characteristics of their golf facilities, course ratings, their service quality and/or their golf courses uniqueness), they can use them to establish or improve their reputation and, all these aspects can influence the holiday destination choice (Humphreys, 2014).

In the study by Petrick et al. (2001), it was analysed the past behaviours and experience levels of golfers to identify their distinct travel motivations and constraints, grouping them by segment of users. This was done through the use of the method experience use history in order to create identifiable segments of tourists.

In the study by Correia and Pintassilgo, investigating the motivations behind the golf demand in the Algarve's golf courses, they used a PCA (Principal Components Analysis) with a varimax rotation to determine the motivations that led golf tourists to select the Algarve's golf course. For that, tourists had to answer to the following question "which attributes led you to select Algarve's golf courses?" and choose on a Likert scale ranging from one (not much) to five (greatly) their preference for the 18 options provided on the survey and, from these 18 different options, the authors identified four main choice factors. In this study, through a cluster

analysis the results also showed that there are three market segments to which the choice factors can be associated (Correia & Pintassilgo, 2006).

According to Petrick et al. (2001), golf tourists that have different experience use histories will also have different motivations and constraints to play the sport (Petrick et al., 2001).

From another point of view, in the study conducted by Humphreys (2014), the author suggested a model which can explain the relationship between golf tourist behaviours and destination selection. Results showed that one of the four spheres of influence, i.e. using intermediaries, has a direct impact on destination choice since it is related with three destination characteristics (amenities and support facilities, reputation of the destination and, finally, course characteristics) and also with a golfer characteristic: total trip spend. (Humphreys, 2014).

For Kimmm in the study about the examination of the Korean golfers' motivations for international golf travel, the results showed that Korean golf players, mainly social and enthusiastic golfers, have five motivations for international golf travel and the author used the push-pull-influence factor model to present the motives behind the golfers' decisions. The authors used a PCA (Principal Component Factor Analysis) and determined the motives. They are: enthusiasm and socializing as push factors; challenge, economic, and dual motives as pull factors. The author also divided the golfers into two categories using a Cluster Analysis and results showed that in Korea this sport and golf travel are usually undertaken for motives related with socializing than for reasons as simple as enjoying golfing (Kimmm, 2020).

Proposition 1: The push travel motivational factors have an influence on the choice of golf course

When comparing social golfers with enthusiastic golfers, the first ones are more affected by socializing and consumption motives; and the second ones are more motivated by enthusiasm, challenge, benefit, economic, dual, and relationship building motives. Thus the second ones are more passionate about golfing than the first ones who have more interest in socializing with others during their trips (Kimmm, 2020).

According to Kim & Ritchie (2012), golf tourists are heterogeneous in terms of their travel motivations and the authors were able to identify five motivational push factors and seven pull factors.

Proposition 2: Travel motivations influence golf tourists, clustering them into heterogeneous groups

Some tourism studies (Katsikari et al., 2020; Kimmm, 2020; Prayag & Ryan, 2011) utilized the two-factor framework push and pull for their research analysis and a portion of studies about motivations use a Likert scale to measure them (Correia & Pintassilgo, 2006; Du & Batra, 2012;

Kim & Ritchie, 2012; Kimmm, 2020; Petrick et al., 2001), ranging from “not at all important” to “very important”; but none of them explored how the motivational factors directly associated with golf courses attributes impact and influence the choice of holiday destination of golf tourists. So, this is what this study is intended to add to this field of research.

2.5 Golf Course Attributes

Besides the review of studies on travel motivations, it was considered also relevant, for the present study, the review of articles and studies on golf course attributes, since these factors, as it will be described and analysed below, represent important aspects that can motivate and influence golfers' choice of golf course and, there for, influence their choice of destination.

Since there are a really vast number of golf courses available worldwide, golfers can make their choices of where to play based on a range of elements but, the author considers that many golf courses have similar offers of game environment and so, it is the combination of destination attributes, golf course attributes and perceived quality combined that will determine the destination choice. Furthermore, the tourists' satisfaction with the golf course boosts their repeat choice behaviour and the revisitation of the golf destination (Humphreys, 2014).

According to Hutchinson et al. (2010), managers and destination marketers should divert their attention to the quality of specific golf course related attributes such as course conditions, appearance, layout, design, and service. Thus, the major focus of managers should be on the golf course itself.

According to Du & Batra, when a golf course is well developed, it attracts a big number of high-end golfers, which have a significative and positive impact on the country's national income and also helps with the creation of new job opportunities for the local communities (Du & Batra, 2012).

On the other hand, it is also important to have in consideration the environmental impacts of golf courses, such as the substantial amount of land used to develop said courses as well as the water scarcity and the usage of chemicals to maintain the quality of greens and tees, which can potentially be a threat to human health as well to the environment in itself (Du & Batra, 2012).

When looking at the golf course attributes, it is possible to verify that they are invariably the pull factors of the golf tourism motivational factors and, will be one of the main subjects of study in this study. Henceforth, this research will have a bigger focus on the golf course attributes that may influence the golfers' choice. Despite this, the push motivations will not be neglected and will also be analysed and studied since they also influence the destination choice.

Looking at the study conducted by Du and Batra (2012), their main goal was to find the influence certain personal and golf-related characteristics have on the golf course chosen by golfers and at the same time compare the opinions of golfers and local residents on the golf courses' sustainable development. This was measured with the help of a quantitative survey which obtained 316 answers and was distributed equally among golfers and local Thai residents.

In this study, the authors included a three part survey, which included a section with 16 items on golf course attributes as well as two other sections, one with fourteen statements related to the impacts of golf course development and the last one with 14 questions about golfers' demographic and golf graphic information, including age, occupation, motivation, expenditure, and golfing frequency (Du & Batra, 2012).

The first section on Du and Batra's survey intended to study the importance of golf course attributes for golfers and, these attributes, were analysed on a 5-point Likert Scale where 5 meant "extremely important" and 1 meant "not important at all". The attributes, by order of importance from most to least important, are the following: Condition of the Greens; Course Cleanliness; Reasonable Price; Fairways; Hospitality; Pace of Play; Location; Landscape; Tee-off Time; Climate; Recommendation; Trying New Course; Difficulty; Restaurant; Pro Shop; and Accommodation (Du & Batra, 2012).

Proposition 3: The golf course choice is influenced by the golf course attributes

With this study, the authors came to the conclusion that there are some key golf course attributes but, the results were also different depending on the age, occupation, motivation and expenditure of the golfers who participated in the survey. Thus, it would be important for the golf course management teams of the hospitality and tourism companies to focus more on the key golf course attributes with a higher importance for golf tourists (Du & Batra, 2012).

According to Pereira et al. (2015), on their study about which attributes are considered to be fundamental to a golf destination as a brand, also studying Algarve's differentiation and its specific characteristics, results showed that golf-industry stakeholders consider the following as essential destination attributes, which turn a destination into a golf destination: "accessibility" (to the destination); "the quality of the golf courses"; "climate" (favourable to the practice of golf); "hotels"; "gastronomy" and "restaurants"; and "proximity" (Pereira et al., 2015).

Regarding the promotion of Algarve as a golf destination, according to the study from Pereira et al. (2015), results also showed that it is important to emphasize the attributes of "climate" and "the quality of the golf courses" since they are fundamental characteristics for the matter (Pereira et al., 2015).

Proposition 4: The golf course attributes influence golf tourists, clustering them into heterogeneous groups

To sum up, as a result of all these studies about travel motivation factors and golf course attributes, a considerable number of motivations and reasonings have been discovered. Some examples from previous research are: cultural experience (Kozak, 2002; Prayag & Ryan, 2011); escape (Crompton, 1979; Jang & Liping, 2002; Katsikari et al., 2020; Kim & Ritchie, 2012); relaxation (Correia & Pintassilgo, 2006; Crompton, 1979; Katsikari et al., 2020; Kim et al., 2008; Kozak, 2002); novelty (Baloglu & Uysal, 1996; Crompton, 1979; Du & Batra, 2012; Katsikari et al., 2020); nature appreciation (Epperson, 1983; Kozak, 2002); education/learning (Crompton, 1979; Epperson, 1983; Katsikari et al., 2020); personal development/growth (Epperson, 1983; Katsikari et al., 2020); and networking/socialising (Correia & Pintassilgo, 2006; Crompton, 1979; Epperson, 1983; Katsikari et al., 2020).

Adding to these motivations there is also the following examples: pleasure-seeking/fantasy (Jang & Liping, 2002; Kimmm, 2020; Kozak, 2002); adventure (Crompton, 1979; Katsikari et al., 2020); fitness (Du & Batra, 2012); good climate (Du & Batra, 2012; Kim et al., 2008; Pereira et al., 2015); emotional involvement, feeling connected with heritage (Gibson, 1998); business activities, and job opportunities (Epperson, 1983); and golf related motivations (Correia & Pintassilgo, 2006; Du & Batra, 2012; Kim & Ritchie, 2012; Kimmm, 2020; Pereira et al., 2015; Petrick et al., 2001).

In table 8.1 (presented in annex C) it is possible to see the main studies about motivations and golf course attributes reviewed for the present study, including the research context, research design and the main variables studied by each author.

2.6 Conceptual Model

Following the discussion above and based on the literature review on travel motivation factors and golf course attributes, the proposed model is presented below (Figure 2.1) and was adapted from previous studies (Kimmm, 2020). In this study, the author developed a three-factor motivation model, analysing the push and pull factors, as well as the influence of social media on international golf travel.

However, for the present study, the two-factor (push and pull) model appears to be more adequate in order to explain the motives behind the choice of golf course, since the tourists who play golf in Portugal don't seem to be as affected by the social trend of golfing.

Thus, the model used by Kimmm (2020), was adapted for this research in order to analyse the push and pull travel motivation factors, i.e., it was intended to explain the golfers'

motivations and golf course preferences, since both push and pull factors can affect the choices of golf tourists related with destination selection and golf course choice.

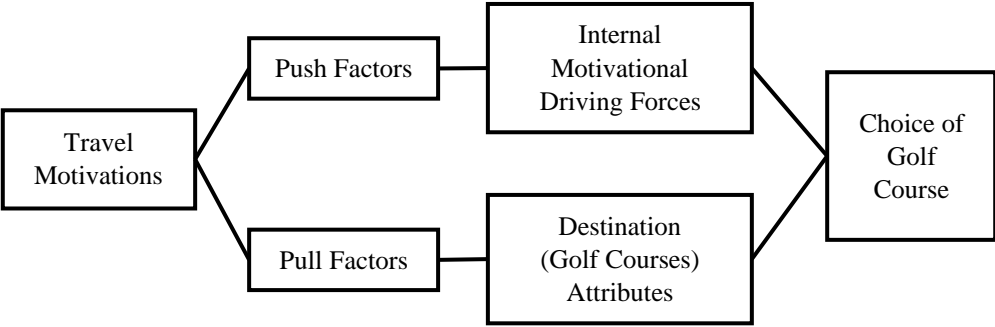


Figure 2.1: Conceptual Model
Source: Author’s Elaboration (2022)

3. Contextualization

3.1 Golf Tourism in Portugal

In 2017, Portugal was recognized as the Best Tourism Destination in the World, an award attributed by the World Travel Awards, which is the recognition of “huge competitiveness and efforts that this country is making in the last years in order to continue growing as a global destination and for specific segments like rural or golf tourism for example” (Artal-tur & Correia, 2019, p. 175).

Since Portugal is one of the best golfing destinations in Europe, this study will be focused on all of the main Portuguese regions (Porto and North, Centre, Lisbon Metropolitan Area, Alentejo, Algarve, Azores Islands and Madeira Islands) and in its golf courses. Thus, it is necessary to contextualise the Portuguese tourism sector as a whole and how golf tourism contributes to this sector.

According to the *World Travel & Tourism Council (2022)*, in 2021 and when compared to the previous year of 2020, the contribution of Travel and Tourism to Portugal’s total economy was 10.9%, which represented an increase of 32.6% of the Travel and Tourism contribution to GDP, outperforming the overall economy GDP growth of 5.0%. This sector also has a big role in what regards employment, having a percentage of 18.9% of the total employment in the country in 2021, representing an increase of 5.9% when compared to 2020. Looking at these numbers, it is possible to affirm that tourism represents one of the industries that contributes the most to Portugal’s GDP.

Golf tourism is one of the bigger sectors of tourism in Portugal and golf is one of the first sports that comes to mind for tourists in the sports tourism sector when thinking about the main activities offered in this country, having in 2020 around 15292 federated golf athletes, according to Pordata (2022).

Portugal has been receiving international awards for its golf tourism since 2014, being recognized, by the World Golf Awards, as the “Europe’s Best Golf Destination” for six years in a row, from 2014 to 2019 and also in 2021, only losing in 2020 to Ireland. Moreover, it has also been classified as the “World’s Best Golf Destination” for five consecutive years from 2014 to 2018, with Quinta do Lago in Algarve receiving the award for “Europe's Best Golf Venue” in 2015 and 2016 (World Golf Awards, 2022).

When talking about Portugal’s golf courses, it is known that the country has around eighty courses. This wide range of courses has different characteristics, layouts and golfing challenges in order to be able to suit the different levels of difficulty and expertise needed in the sport and

also to reach the different budgets of national and international golfers. Some of the key factors that make Portugal such an excellent country for golf tourism are the exceptional golf courses surrounded by beautiful settings, the mild to good climate that golfers can enjoy almost all year round and the friendly hospitality services provided to golf players making them feel welcome (Destination Golf, 2022).

Regarding the distribution of golf courses around the country, following is presented a graph with the number of golf courses by region, according to information from the Portuguese Golf Federation (Federação Portuguesa de Golfe, 2022).

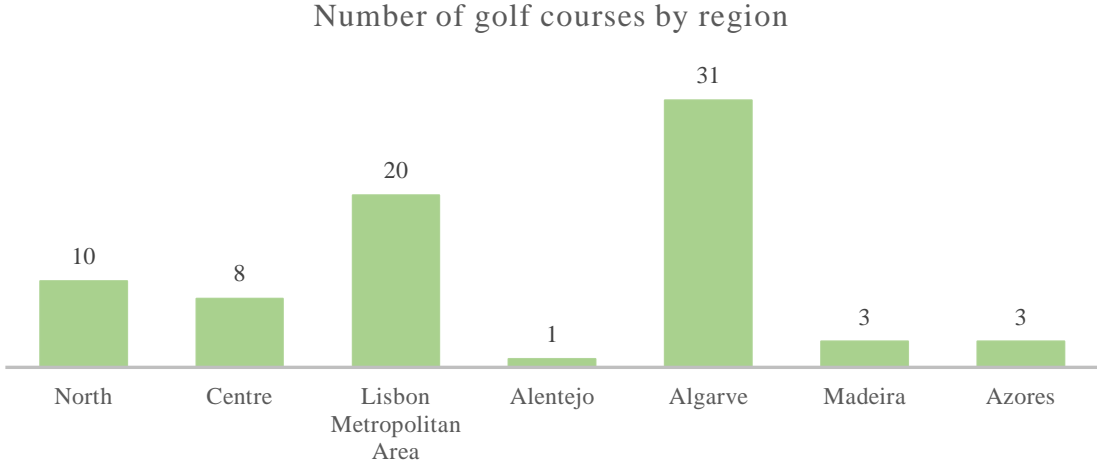


Figure 3.1: Distribution of the number of golf courses in Portugal by region
 Source: Author’s Elaboration (2022)

Every region of the country has at least one golf course, offering a vast range of places around the country for tourists to play the sport, with each golf course having its unique characteristics.

Looking at the award for “Portugal’s Best Golf Hotel”, given by the World Golf Awards, the winners, from 2014 to 2016, were Vidago Palace (located on the North region of the country); Pine Cliffs Resort (located in Algarve), and Penha Longa Resort (located in Lisbon Metropolitan Area), respectively. Since 2017, the award has been given to Hilton Vilamoura As Cascatas Golf Resort & Spa (located in Algarve). Thus, it shows the quality of Portugal’s golf tourism and golf hotels throughout the country. The final international award refers to the “World's Best Emerging Golf Destination” with Madeira Islands winning in 2019 (World Golf Awards, 2022).

The Centre region of the country, is characterised by substantial greens in Viseu and by the golf academy in Coimbra, making the centre region a modern and promising golf destination. The golf courses in this region have great characteristics such as fast greens and steep slopes. Moreover, the golf course of Praia d’el Rey Golf & Beach Resort, in Óbidos, was considered

one of the best golf courses in Europe by the Golf World Magazine and is part of one of the most attractive resorts in the country (Turismo Centro Portugal, 2022).

Regarding the North and Porto region, it has golf courses, with unparalleled views of the Douro and adjacent wine lands. Looking at Lisbon Metropolitan Area, the mild climate and the coastal landscapes make Lisbon a golf region much appreciated by golfers from all over the world (Destination Golf, 2022).

Although Algarve, the southern coast of Portugal, is well-known for its beaches and warm water, since 1990, Algarve has been expanding extensively its facilities and also its provision and range of golf courses, which has been making the region available to a bigger variety of tourists, making it a not so exclusive golf tourism destination (Barros et al., 2010). Thus, golf is a sport that has been growing exponentially in the region and has helped a lot its development, being Algarve one of the best golfing destinations in Europe and the best-established tourism destination in Portugal (Pereira et al., 2015).

The region of Algarve in the south of Portugal has also received numerous awards regarding its golfing tourism, being the most recent one the “2020 Worldwide Golf Destination of the Year”, attributed to the region in the 2020 IAGTO (International Association of Golf Tour Operators) Awards (The Global Golf Tourism Organisation, 2022).

To play golf it is necessary and required to have a privileged location and practical conditions of different types, such as environmental, cultural and also landscape. Although seasonality is a big aspect in the tourism of Algarve, this region has unique conditions for the practice of this sport, which gives it distinctive competence and is one of the main touristic services the region offers to counter seasonality (Pereira et al., 2015).

Lastly, in the Portuguese islands of Madeira and Azores, it is possible to play golf in a more relaxed way. The rules of the sport are similar but it can be a freer version of golf, with the courses being between pastures and agricultural land, away from the official greens (Destination Golf, 2022).

All of these factors mentioned above, make Portugal relevant for this study, hence the choice of the country as a whole to conduct this research.

4. Methodology

In the following methodologic chapter, the aim is to answer the questions that motivate this study and that were developed during the course of the literature review. It is described the primary data collection method used, i.e., the data that will be collected comes directly from an original source and is collected specifically for this research study. It is also described the structure of the survey, as well as the pre-test, and, the description of how the convenience sample was obtained is shared.

4.1 Research Design

4.1.1 Quantitative Study

According to Malhotra et al. (2017), a quantitative study uses techniques that aim to quantify data and, normally, use some form of measurement and statistical analysis.

Looking at the main objectives of this research, they are centred on the identification of the motivations and golf course attributes influencing the choices of tourists on where to play golf. Furthermore, this study aims to define and characterise the golf tourist profile.

Thus, the data collection technique that was developed for this study was a survey with close-ended questions. This was the best suited option, since this data collection method is capable of generating or uses data that is numerical and can be quantified, collecting data in a more deep and comprehensive way. Also, a survey is a conclusive study, which intends to analyse and test specific hypotheses or propositions, and also examine relationships between variables, both dependent and independent. Furthermore, when using a survey as the data collection method, the research process is formal and structured, and also intends to be more representative of the target population and have a larger sample, depending to some extent on the receptivity and availability of the participants to answer the questions (Malhotra et al., 2017).

Additionally, after analysing the empirical studies from where the variables of the questionnaire were adapted and, since all the answers that should be given to the survey's questions regard the respondents' personal opinions, experiences and behaviours towards golf course choice, the option to perform close ended questions in the survey was considered to be the ideal form of data collection.

Lastly, the conduction of interviews would not be a suitable data collection technique, having in consideration the objectives of this dissertation and, also, looking at the methodology

used on the most relevant studies for this research, the majority of studies used surveys as their primary data collection method.

The table 4.1, presented below, was developed from previous literature related with motivations and the authors' different approaches to this topic. It intends to identify the variables that were used in previous studies and that were relevant for the study of the golf tourism motivations, giving a summarized view of the most important factors and attributes influencing, in this case, the golf tourist and their choice of golf course.

In this table, it is presented the variables used in the reviewed studies. The analysis of these studies, showed that the motivations are associated with different factors, such as leisure, status, family and competition. In these two studies, it was used a 5-point Linkert scale that allowed participants to classify variables according to the said scale and the individuals' perception and preference of each variable, from 1 to 5 where, in the study by Petrick et al. (2001) 1 meant "not important" and 5 meant "extremely important" and in the study by Kim & Ritchie (2012), 1 meant "strongly disagree" and 5 meant "strongly agree". According to both studies, it was selected and adapted the variables that were used in this thesis on the part of the survey about the motivations to play golf.

Table 4.1: Literature Review of The Main Variables About Golf Tourism Motivations

Source: Author's Elaboration (2022)

Factors	Variables	Authors
Leisure	To be in a natural area To be outdoors To do something relaxing To have fun To get exercise To be with adult friends	Petrick et al. (2001)
Status	To be around the type of people who play golf To play a high-status sport To meet other golfers To be with business colleagues	
Family	To be with my spouse To share the golf experience with other family members	
Compete	To practice and develop my golf skills To play a competitive sport	

Business Opportunity	<p>I like talking about business</p> <p>I could achieve business goals</p> <p>I like golf entertainment for business clients/associates</p>	Kim & Ritchie (2012)
Benefits	<p>I can play more rounds with inexpensive green fees</p> <p>I can play easily without an expensive golf membership</p> <p>I can travel with lower golfing expenses than domestic golfing trips</p> <p>I can avoid undesirable golfing weather/climate</p> <p>I can undertake multipurpose trips during golf holidays</p>	
Learning and challenging	<p>I want to play at highly rated/reputed golf courses</p> <p>I want to play at previously opened golf championship courses</p> <p>I could improve golfing skills and knowledge</p> <p>I like participating in physical activities</p>	
Escape/Relax	<p>I want to escape from domestic golf-booking difficulties</p> <p>I want to escape from crowded home-based golf courses</p> <p>I want to escape from the negative public view of luxury sport</p> <p>I want to escape from routine life to see international golf championship events</p>	
Social Interaction/Kinship	<p>I could improve relationships with friends</p> <p>I could build relationships with social club members</p> <p>I like being together with family or relatives</p>	

In order to elaborate the survey for this study, it was also reviewed previous studies about the golf course attributes influencing destination choice and, in table 4.2, presented below, it is possible to observe that the golf course attributes can be divided into different influential factors, such as social environment, leisure, golf course and game conditions and logistics.

The revision of these studies helped with the elaboration of the survey and the selection of the relevant variables. The scales already tested on the previous studies were considered in order to find the one more suitable for this research. In the study by Richard & Faircloth (1994), the authors used a 10-point response scale where 0 meant “strongly disagree” and 9 represented “strongly agree”. The other two studies (Correia & Pintassilgo, 2006; Du & Batra, 2012), both used a 5-point Likert scale, which in the Correia & Pintassilgo (2006) study 1 meant “not much” and 5 meant “greatly” and in the Du & Batra (2012) research 1 meant “not at all important” and 5 meant “extremely important”.

Table 4.2: Literature Review of The Main Variables About Golf Course Attributes

Source: Author’s Elaboration (2022)

Factors	Variables	Authors
Access	Speed: the speed of play is to my liking Price: the price of play is reasonable for a course of this quality Tee time: getting convenient tee times is not a major problem Locate: the course is conveniently located for regular play	Richard & Faircloth (1994)
Course	Long: the course is not too long in terms of yardage Layout: the course layout fits my style of play Greens: the condition of the greens is excellent Fairways: the condition of the fairways is excellent Hard: the course difficulty is appropriate for my level of play	
People	Others: the attitude of the other golfers is friendly Designer: the course was designed by a well know designer Pro: the golf pro has helped me improve my game Respect: the course was recommended by someone I respect	
Extras	Food: the restaurant or food services is excellent Amenity: the course has several amenities such as pool, tennis courts, etc. Shop: I enjoy shopping at the pro shop	

	Practice: the practice facilities are excellent	
Social environment	Events Beaches	Correia & Pintassilgo, (2006)
Leisure	Restaurants and bars Landscape Real state/accommodation Weather	
Golf Course and Game Conditions	Upkeep Tee Times Course difficulty	
Logistics	Price Accessibility	
Golf Course Attribute Preferences	Greens Cleanliness Price Fairways Hospitality Pace of Play Location Landscape Tee-off Time Climate Recommendation Trying New Course Difficulty Restaurant Pro Shop Accommodation	Du & Batra (2012)

Additionally, the survey was developed on the Google Forms platform, where it was asked the participants to answer the questions in the most honest and truthful way possible, and in order to achieve greater dissemination of the questionnaire and a larger sample, the survey was shared in a variety of ways.

In WhatsApp, it was shared by sending private messages requesting the response to the survey as well as its dissemination, asking individuals to send to other people they may know as someone who plays golf, creating a snowball effect. In this platform, it was also shared in golf related groups.

In Facebook, it was shared through publications in groups of golf related activities

In Instagram, it was shared through Instagram stories and via private message asking people to respond to the questionnaire only if they have previously played golf in Portugal

In LinkedIn, a publication was shared with the extended network

Furthermore, it was shared by sending emails to hotels who have golf courses and clubhouses asking if they could share the survey with their golf players' database, in order to reach a larger and more diverse target audience. Several hotels (such as, Aldeia dos Capuchos - Hotel, Golf & Spa; Aroeira Lisbon Hotel - Sea & Golf) gave a positive response and shared it with its golf club members.

After that, it was used the SPSS 27 statistics software to analyse the data collected with the survey in an objective and systematic manner.

4.2 Data Collection

4.2.1 Target Population

The target population of this study is characterised by those who have played golf in Portugal, i.e., have used the Portuguese golf courses, regardless of whether or not they live in the country, so that this way it is possible to understand the motives and aspects that lead the golfer to choose this country as a tourist destination for the practice of golf.

This choice is justified by the fact that only people who have previously played golf will be a true representation of a golf tourist, as well as have valid motives and knowledge to answer the survey and understand all its questions. On the other hand, they should also have some acquaintance with the Portuguese golf courses, since those are the ones that are intended to be studied.

4.2.2 Sample Design

For this research a sample will be used, seeing that the target population is quite large. Thus, it was chosen a convenience sampling method since, this technique is often used in large surveys, with samples ranging from 200 to 1500 answers in size, having accessible easy to measure and cooperative sampling units (Malhotra et al., 2017).

Despite these facts, it is important to note that the chosen method facilitates the data collection, but should not be generalised to the population being studied, since the convenience sample may not a good representation of it.

This data collection, had the intention of obtaining a sample as variable as possible in terms of the tourist's demographic and golfographic characteristics such as age, gender, country of residence, level of education, occupation, level of training and handicap. So that, with this, the sample was as close to the reality of the target population as possible.

Thus, individuals were asked to participate in the study by answering the shared survey and it was obtained a sample of 214 answered questionnaires in total, where it is already excluded the individuals that have never played golf in Portugal, since that was a requirement for the study and for the answers to the survey to be valid.

Thus, it is possible to name the sample as it being the golfers whom are customers of the Portuguese golf courses.

4.2.3 Survey

Regarding the construction of the survey, that can be seen in full in Annex A and Annex B, it is based on previous studies regarding golf tourism motivations and golf course attributes.

The survey was carried out both in Portuguese (seen in Annex A) and in English (seen in Annex B), so that it could also include answers from foreign tourists traveling to Portugal to play golf and, consequently, have a larger sample.

The survey is organized in a sequential way and begins with a short introduction about its implementation, explaining the reasons behind its application and that it is only intended for golf tourists whom have previously played in the Portuguese golf courses and reinforcing the confidential nature of all the information collected for this study.

The survey consisted of four parts (golfographics, golf motivations, golf course attributes and socio-demographic characterization) with a total of 17 questions, all of them being close-ended multiple-choice questions and prepared according with the objectives pretended to be identified in each part of the survey.

The first part, consists of 8 multiple choice questions concerning the practice of golf activities, with the objective of characterizing the golf practitioner, getting to know his/her experience, habits and behaviours. All these questions are essential to know the characteristics of the respondent as a golf tourist, obtaining answers regarding the tourist's level of training in the sport, the frequency they practice golf, and their handicap.

In this first part, it is also possible to know which season of the year the participant prefers to practice this sport, which regions of the Portuguese country they have previously played in, and how long they have stayed in a place for the practice of golf.

Additionally, the respondent is asked if they have previously used any type of accommodation when traveling to play golf and, if they give an affirmative answer, what type of accommodation they have used. All these questions used nominal scales, which display different and unique responses.

In the survey, the questions about the golfers' score/handicap, the number of times the participant plays the sport and their level of training and how long they stay in the destination for the practice of golf are relevant information since, according to Humphreys (2014), knowing the player's handicap allows to determine the skill level of each individual and knowing how much training they have provides insight into their experience levels (Humphreys, 2014).

The second and third parts of the survey, aim to obtain the necessary information to carry out the study, i.e., to understand which are the main motivations that lead the golf tourist to travel to different Portuguese regions to practice golf related activities and, to understand the type of attributes and characteristics of the golf courses that respondents value and appreciate the most in this country while practicing golf activities and that constitute the reasons for choosing Portugal as a golf tourist destination. Thus, intends to understand the motivations of the golf tourist to play golf in the Portuguese golf courses.

The second part of the survey consists of 22 statements, adapted from the variables in table 4.1 and according with the objectives of this study, where it is intended to decipher answers related to golf tourism motivations and it was used a 5-point Likert scale. This ordinal scale measures the level of importance given to the different sentences, displayed in the conducted survey, by the golf tourist. In the scale, that went from 1 to 5, the values, from the lowest (1) to the highest (5), represent the following: "Not important", "Little important", "Somewhat important", "Very important", and "Extremely important".

The third section of the survey, includes 20 golf course attributes, adapted from the variables present in table 4.2, and it is asked for participants to rank them in a 5-point Likert scale according to the importance they give to each one of them, just like in the second part of the survey, using the same ordinal scale and giving the same meaning to the different values presented as options to answer, i.e., the scale from 1 to 5, from the lowest (1) to the highest (5), as the following representation: "Not important", "Little important", "Somewhat important", "Very important", and "Extremely important".

Finally, in the fourth and last part, it was asked the individuals to provide some information regarding their personal data, answering a set of questions related to their sociodemographic characteristics, in order to trace the touristic profile of the participants.

In this part of survey there are 7 multiple choice questions and is intended to know the country of residence, gender, age, level of education, marital status and professional activity, as well as the monthly income of each respondent. In this part, two of the questions (gender and country of residence), give respondents the option “Other”, where they can give an open-ended answer if none of the available options is the right one for them.

4.2.3.1 Pre-Test

The pre-test of the survey was done through interviews and with a paper questionnaire in June 2022, so that the main primary data collection could be done in July and August 2022 with the questionnaire already revised and transformed in an online survey.

This pre-test had the objective of determining whether or not the questions were understandable and coherent and if the options of answers available were sufficient or if there was the need to add different options/variables to the questionnaire. Another goal of the pilot test was to identify errors or issues that could possibly be present in the survey. During the interviews, a discussion was done regarding the different questions and options, where participants had the chance of expressing their thoughts and ideas on the survey, and where notes were taken related to some suggestions on things to change.

In this pilot test, it was done 7 interviews to golf tourists, where four interviews were conducted in Portuguese and the other three were done in English, so that it was possible to analyse and get feedback on both versions of the survey. The group consisted of two females and five males who were born between the years of 1959 and 1970, of which four were federated athletes and three were trained practioners. Additionally, the people interviewed had a good diversity in terms of age and gender and from the comments and feedback received, in this pilot test of the questionnaire, various changes were made to the final version of the survey.

Thus, with the feedback received on this pre-test, some modifications were made to the first part of the survey about the golfographic characteristics of the respondents and several new variables, adapted from the ones present in table 4.1 and table 4.2, were added to the questions about the most important motivations and golf course attributes. Furthermore, various golf terms were added to the questionnaire in order for it to be more understandable and relatable to golf tourists.

4.3 Data Analysis

The quantitative data collection method used consisted of an online questionnaire, addressed to the golf tourists, whether it be someone who lives in Portugal or someone that lived or travelled from a foreigner place with the purpose of playing golf. The data was collected between the 29th of June 2022 and the 2nd of September 2022, with the sample of the survey being the golfers whom are customers of the Portuguese golf courses.

The validation criteria for the questionnaires were based on an extensive analysis of the surveys with the ultimate objective of eliminating the ones in which its consistency was questionable, checking for missing data.

The statistical analysis of the data collected with the questionnaire was performed using the software SPSS 27 and Microsoft Excel, where the data was transferred from the Google Forms and converted into an Excel spread sheet. In order to synthesize the information used in the discussion of results, some statistical techniques were applied, with the data being transformed in order for it to be inserted in the SPSS software.

Thus, descriptive statistics were used to analyse the golf tourist profile and its characteristics, while multivariate analysis was used to determine the motivational factors and golf course attributes, in which it is intended to study the correlation relationships existing in a set of variables.

5. Results

In this chapter it is intended to present the data obtained from the methodology used. Thus, the quantitative data acquired with the survey will be studied and analysed, and the sample obtained will be characterized, taking into account the sociodemographic characteristics of the respondent, their golfographics and the experience obtained with the practice of golf activities in Portugal. After that, it will be explored the importance of the motivations and golf course for the tourist when choosing a tourist destination.

In order to do this, descriptive statistics of the sample will be included as well as a factor analysis and, with that, it will also be analysed and discussed the research propositions, presented previously in the literature review.

Following is presented the data collected characterised and analysed by the statistical tool SPSS 27 and Excel.

5.1 Sample characterization

In order to analyse the sample in a more detailed and rigorously way as possible, the characterization will be done having in consideration three main points: sociodemographic characteristics, golfographics and, lastly, their experiences of Golf Tourism in Portugal.

5.1.1 Sociodemographic characteristics

As it was mentioned and explained in the previous methodologic chapter, this quantitative sample is composed by 214 individuals.

The analysis of the sociodemographic characteristics of the participants is based on the variables: country of residence, age, gender, marital status, occupation, level of education and monthly income. The variables are exposed through descriptive statistics of absolute frequency (N°) and relative frequency (%).

Looking at the information presented below, in figure 5.1, it is possible to see that, the obtained sample is majorly composed by tourists who are Portuguese residents (130 individuals). Despite this, there is also a significant number of international tourists who travel to Portugal to play golf (84 individuals). The other countries of residence represented in the sample, in descending order, are the following: United Kingdom (23 individuals), China (18 individuals), France (also with 18 individuals), The Netherlands (8 individuals), South Korea (7 individuals), Spain (5 individuals), Germany and Ireland (both with 2 individuals), and United Arab Emirates (1 individual).

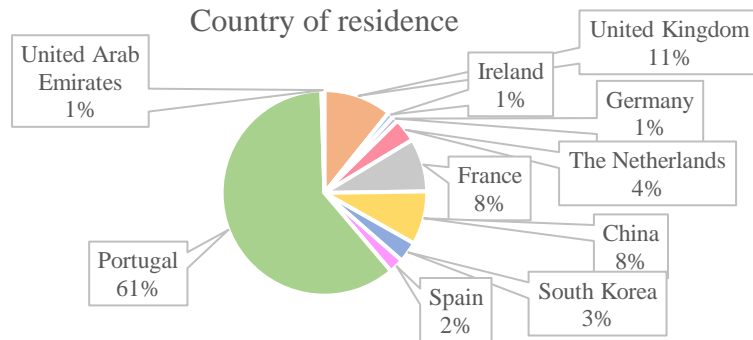


Figure 5.1: Distribution of the sample by country of residence

Source: Author's Elaboration (2022)

From the total sample analysed, it is possible to verify that the age groups more represented are composed by golfers with ages from 56 to 65 years (80 individuals), followed by the age group of individuals over 65 years old (44 individuals) and with the age group 46 to 55 years being the third more represented in the survey (43 individuals), as showed in figure 5.2.

Moreover, in figure 5.3, it is possible to see that the golf tourist group is represented by 156 individuals of the masculine gender (73%) and 58 individuals of the feminine gender (27%).

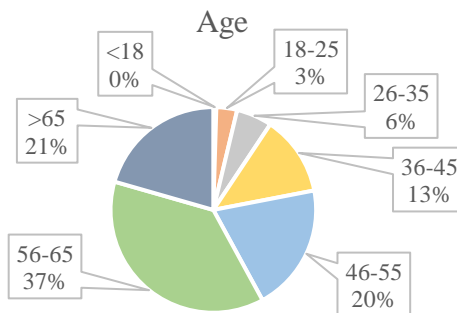


Figure 5.2: Distribution of the sample by age

Source: Author's Elaboration (2022)

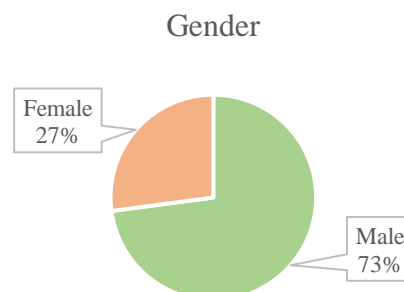


Figure 5.3: Distribution of the sample by gender

Source: Author's Elaboration (2022)

Looking at the respondent's marital status, the big majority of individuals who answered the survey are married (139 individuals), which represents 65% of the total sample. Following,

40 golfers chose the variable “living with partner”, making a total of 19% of the total sample, as can be confirmed in figure 5.4.

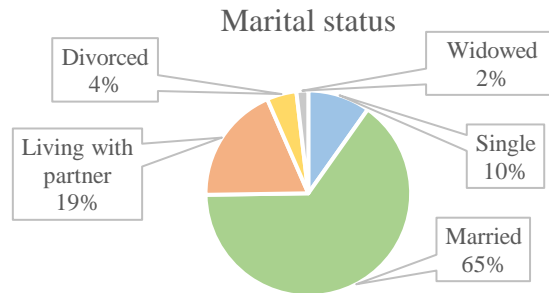


Figure 5.4: Distribution of the sample by marital status
Source: Author’s Elaboration (2022)

In terms of current occupation, looking at figure 5.5, the answers were more diverse, with the majority of individuals being either employed (83 individuals), representing 39% of the sample, or retired (78 individuals), which corresponds to 37%, and with 38 individuals being self-employed, a percentage of 18% of the total 214 respondents.

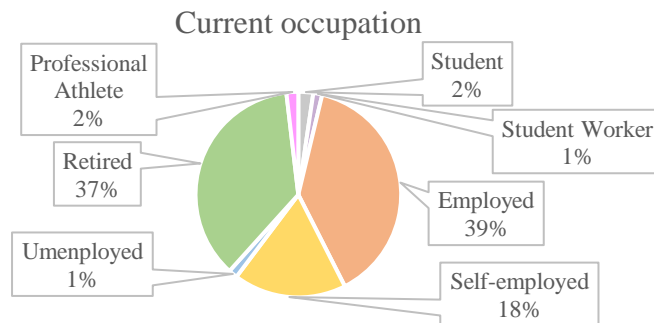


Figure 5.5: Distribution of the sample by current occupation
Source: Author’s Elaboration (2022)

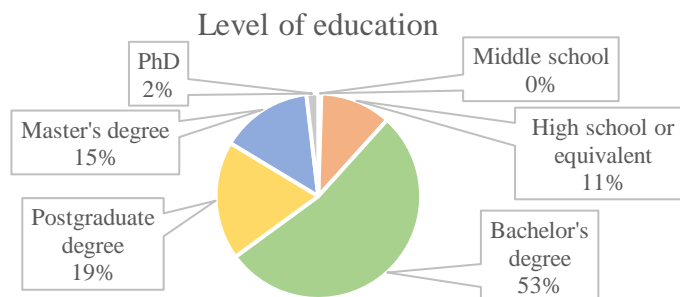


Figure 5.6: Distribution of the sample by level of education
Source: Author’s Elaboration (2022)

Additionally, in terms of education, it is possible to conclude that the majority of respondents have higher education (189 individuals), with the bachelor’s degree being the most

represented one with a total of 114 respondents, which represents 53% of the sample, as shown in figure 5.6, followed by the postgraduate degree with 19% and thirdly the master’s degree with a total of 15% of the sample.

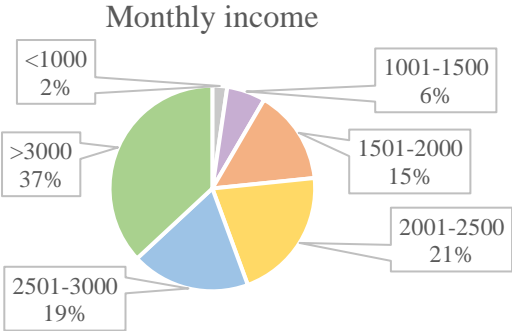


Figure 5.7: Distribution of the sample by monthly income
 Source: Author’s Elaboration (2022)

Finally, looking at the last sociodemographic variable, the respondents’ income, 37% receive monthly more than 3000€. Moreover, 164 respondents (77% of the sample) receive at least 2001€ monthly, with 21% receiving between 2001€ and 2500€ and 19% taking home a value between 2501€ and 3000€, as shown in figure 5.7.

5.1.2 Golfographics

In the questionnaire, participants were asked several questions regarding their golfographic characteristics, so that it was possible to better understand their experience with the sport and also their commitment to the practice of golf. Thus, questions about the individuals’ handicap, level of training as a golfer, how frequent they play the sport and their favourite season of the year to play golf were asked. In this second part of the sample characterization, this is the data that will be analysed.

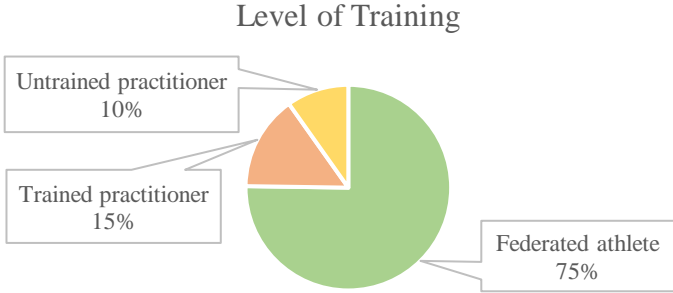


Figure 5.8: Distribution of the sample by level of training
 Source: Author’s Elaboration (2022)

Looking at the respondents’ level of training in terms of golf practice, in figure 5.8, results show that a big part are federated athletes (161 individuals), which represents 75% of the

sample, and the number of trained and untrained practitioners is somewhat similar, with the remaining 25% being divided into 15% for trained golfers and, the remaining 10% for individuals without any training in the sport.

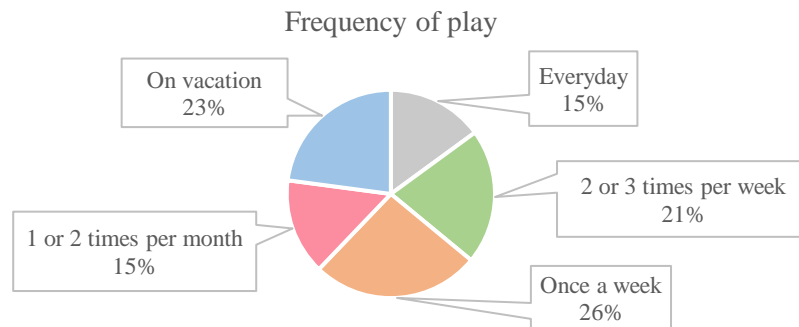


Figure 5.9: Distribution of the sample by frequency of play

Source: Author's Elaboration (2022)

When asked how often do they play the sport, respondents were very diverse in their answers, with all options having a similar number of responses, with the most represented one being playing golf once a week, with 56 responses in total, corresponding to 26% of the sample. On vacation represented a total of 23%. Playing golf 2 or 3 times per week had 21% and playing every day and 1 or 2 times per month had the same number of answers (32 individuals), accounting for 15% each, as shown in figure 5.9.

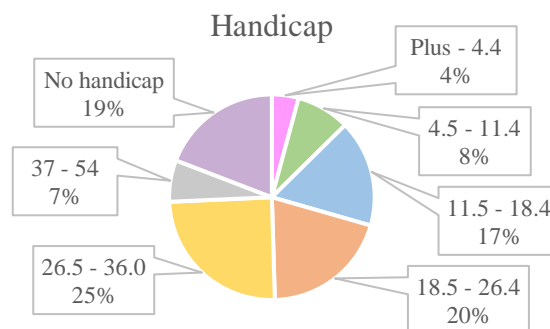


Figure 5.10: Distribution of the sample by handicap

Source: Author's Elaboration (2022)

Looking at figure 5.10, in terms of handicap, just like the frequency of play, the responses to this question were also more diverse and balanced. The three most represented intervals of handicap were having a handicap between 26.5 and 36.0 (53 individuals), a handicap between 18.5 and 26.4 (43 individuals) and, lastly, a handicap between 11.5 and 18.4 (36 individuals), representing, respectively, 25%, 20% and 17% of the total sample. There were also 41 golfers that didn't have a handicap, which accounted for 19% of responses.

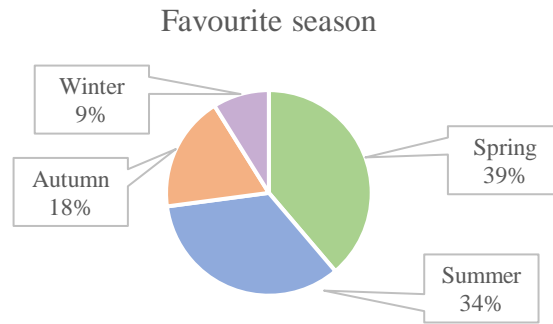


Figure 5.11: Distribution of the sample by favourite season of the year to play the sport
Source: Author's Elaboration (2022)

Looking at the responses for the golfers' preferable season to play the sport, in figure 5.11, it shows that the majority of respondents prefer spring (83 individuals), representing a total of 39% and also summer (73 individuals), which accounts for 34% of the total sample. On the other hand, autumn represents 18% (39 golfers) and only 19 individuals (9%) see winter as their favourite season to play golf.

5.1.3 Characterization of the practice of Golf Tourism in Portugal

Following the characterization of the golf tourist by analysing their golfographics, it is necessary to do the analysis of the experience in the main Portuguese regions where golf activities are practiced. Next, it will be identified the regions of Portugal most visited by the participants for the practice of golf, followed by how much time they remain in the region for this activity and what type of accommodation it is most used for these trips.

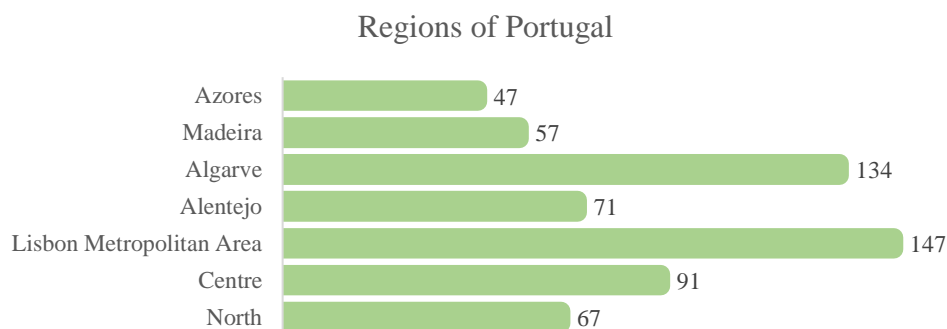


Figure 5.12: Distribution of the sample by regions previously played in
Source: Author's Elaboration (2022)

According to figure 5.12, respondents indicate that their choice of preferable Portuguese regions to play golf are both Lisbon Metropolitan Area, with 147 responses, and Algarve (134 individuals). Following these two main options chosen, it was the Centre region of Portugal (91 individuals), Alentejo (71 tourists), the North region of the country (67 responses) and, lastly, it was the two Portuguese islands: Madeira (57 tourists) and Azores (47 individuals). To note

that this question gave respondents the chance to choose more than one answer and, that is why there is a total of 614 options chosen by the 214 respondents of the survey.

Regarding the time used by golf tourists to stay in the region, as shown in figure 5.13, 72 respondents spend only one day at the golf location, making it 34% of the total sample. In the other hand, 66 people choose to stay more than a week in the tourism destination to play golf, accounting for 31%, and 67 individuals stay between 2 and 5 days, which makes also a total of 31%. Finally, only 9 respondents stay a week to play golf, representing 4%.

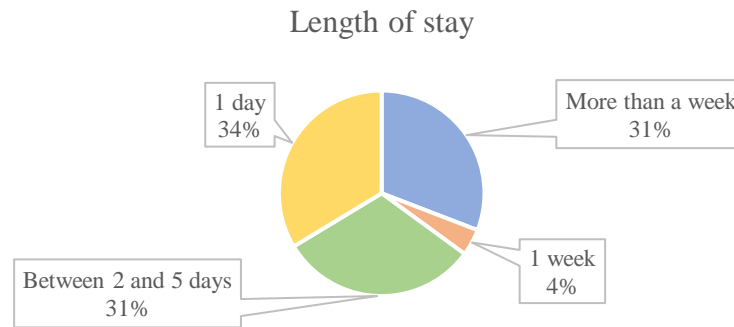


Figure 5.13: Distribution of the sample by length of stay

Source: Author's Elaboration (2022)

Following, it was a question regarding the use of any type of accommodation when travelling for golf related activities, and respondents had two options to answer the question: "Yes" and "No". Thus, 69% gave a positive answer (147 individuals) and 31% don't use any type of accommodation (67 respondents), as shown in figure 5.14.

When you travel to play golf, do you use any type of accommodation?

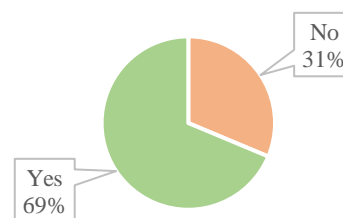


Figure 5.14: Distribution of the sample by use of any type of accommodation when travelling to play golf

Source: Author's Elaboration (2022)

According to figure 5.15, related to the type of accommodation golf tourists use more often when they play golf in the different regions of the country, the top answer was 4 or 5 stars hotels (57%), followed by family or friends houses (12%). The third most used type of accommodation were the 3 or lower stars hotels and self-accommodation, each representing 10% of the answers given by the total sample.

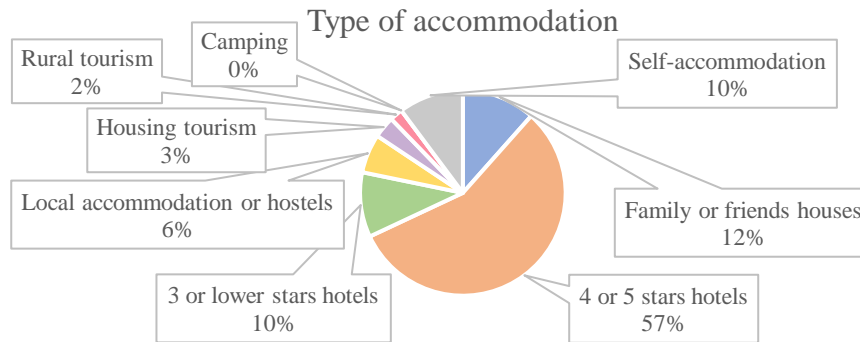


Figure 5.15: Distribution of the sample by types of accommodation used when travelling to play golf
Source: Author's Elaboration (2022)

To note that, for respondents to answer this final question, their response to the previous question had to be “Yes”. Otherwise, if they gave a negative response to the question “When you travel to play golf, do you use any type of accommodation?”, his/ her answer to the question “What type of accommodation do you use most often?” would automatically be “None”. Thus, the sample for this final question was composed by 147 individuals (N = 147).

5.2 Validity

Since, the questionnaire is grounded on a set of empirical data, which was collected from the literature reviewed and also form the contextualization, it can be considered valid. Moreover, the relevant studies reviewed, were used as an elementary unit for the research propositions and, therefore, for the mentioned questionnaire, fostering its validity.

Following, in order to be able to verify the research propositions, it will be done correlations between variables, with the presentation of assumptions to be taken into account with the same purpose. Furthermore, in order to be able to evaluate the quality of the correlations between the variables and to know the validity of the application of this analysis, the Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity were carried out. To evaluate the internal consistency of the reduced components it was carried out the analysis of the Cronbach's Alpha.

5.3 Relevance of the motivation variable in the decision process

Following is presented the determined common motivational factors to which golf tourists give more importance regarding the choice of Portugal as a golf destination.

5.3.1 Descriptive analysis

It is intended to determine the golf tourist's choices of main motivations to play golf. Thus, through the descriptive analysis it is possible to determine the sample data. This data is

synthesised in a single value that, in this case, represents the key motivations of respondents, in accordance with the calculated mean.

Looking at table 5.1, presented below, it is possible to verify that there are, in fact, some motivations that are more valued by golf tourists than others. In accordance with the 5-point Linkert scale used, where the lowest value 1 represented “Not important” and the highest value 5 meant “Extremely important”, five variables were considered to be more relevant. Furthermore, in order to help with the analysis, the table also includes the percentage of responses regarding the options “Little important”, Somewhat important” and “Very important”, as well as the mean for the responses given and the standard deviation.

Table 5.1: Distribution of the sample according to the motivations of golf tourists to play golf in Portugal

Source: Author’s Elaboration (2022)

	Motivation	Little important	Somewhat important	Very important	Mean	Standard deviation
1	To be in a natural area	7%	18%	17%	3.86	1.361
2	To be outdoors	4%	13%	18%	4.14	1.230
3	To do something relaxing	5%	21%	21%	3.91	1.256
4	To have fun	1%	16%	18%	4.26	1.082
5	To get exercise	4%	21%	22%	4.14	1.049
6	Networking	13%	28%	12%	3.20	1.457
7	To meet other golfers	15%	26%	15%	3.51	1.359
8	To be with business colleagues	18%	19%	12%	2.42	1.418
9	To be with my spouse	10%	15%	18%	3.45	1.534
10	To share the golf experience with other family members	13%	20%	18%	3.17	1.507
11	To practice and develop my golf skills	5%	25%	23%	4.00	1.083
12	To play a competitive sport	13%	24%	19%	3.41	1.390
13	I want to play at highly rated/reputed golf courses	13%	31%	20%	3.41	1.267
14	I could improve golfing skills and knowledge	5%	25%	24%	3.97	1.085
15	I could improve relationships with friends	6%	25%	22%	3.81	1.234
16	I could build relationships with social club members	9%	30%	20%	3.50	1.292
17	I like being together with family or relatives	14%	25%	15%	3.15	1.447
18	I want to escape from routine life	5%	23%	25%	3.90	1.170
19	To participate in golfing tournaments	13%	21%	19%	3.35	1.458
20	To spend good times with friends	3%	22%	22%	4.06	1.112
21	To get away from daily stress	5%	24%	25%	3.96	1.108
22	To discover new places	7%	26%	22%	3.88	1.151

Looking at table 5.1, it is possible to verify that the motivation with the highest average (4.26) is “To have fun”, followed by “To be outdoors” and “To get exercise”, both with a mean of 4.14. Additionally, the motivations “To spend good times with friends” and “To practice and develop my golf skills”, also have an average above 4, with the respective values being 4.06 and 4.00. These five motivations, all have very small percentages for the option “Little important”, but very similar values for the options “Somewhat important” and “Very important”, as shown in table 5.1.

This analysis makes it possible to identify the five factors with the highest means, all with a value above 4, which are the most valued motivations for the golf tourist when travelling to Portugal for the practice of golf related activities.

Furthermore, the variable “To be with business colleagues” is the one with the lowest average (2.42), being the only one with a mean value below 3.

5.3.2 Factor analysis

In this part, it will be done a factor analysis of the main components of the sample, meaning that it is intended to explain the correlation between the observable variables (golf tourism motivations). To do this, the data will be simplified by reducing the number of variables, just like it was done by previous authors (Kim & Ritchie, 2012; Petrick et al., 2001).

Before doing this factor analysis, it is necessary to see the adequacy of the Principal Components Analysis (PCA) for the data in question.

Firstly, the variables present in the data are in a scale from 1 to 5, meaning they can be considered interval variables (differences between the numbers stand for intervals, i.e., there is an order and the intervals between the categories are equal) and thus metric variables.

Secondly, the number of observations is greater than 5 times the number of original variables, since there are 214 answers to the survey and 22 original variables. Thirdly, there should be a good correlation between the original variables.

The Kaiser-Meyer-Olkin (KMO) is a statistical method, with a value ranging from 0 to 1, that indicates the proportion of variance that can be attributed to common factors (Shrestha, 2021). Lastly, as seen in table 8.2 (presented in Annex D), the Kaiser Mayer-Olkin measure is 0.842 which indicates good suitability and good sample adequacy.

The Bartlett’s Test of Sphericity, is used to test null hypothesis, which means, that the variables are considered orthogonal. Thus, “the original correlation matrix is an identity matrix indicating that the variables are unrelated and therefore unsuitable for structure detection” (Shrestha, 2021, p.6). Furthermore, the alternative hypothesis, affirms that the variables are not

orthogonal, meaning that "they are correlated enough to where the correlation matrix diverges significantly from the identity matrix" (Shrestha, 2021, p.6). Because the Bartlett's Test of Sphericity has a value with a level of significance equal to 0.000, this allows to reject the hypotheses that the correlation matrix is an identity matrix, and so this indicates that a factor analysis can be valuable for the data set and that there are some relevant correlations between the original variables.

Thus, since all the conditions mentioned above are verified, the PCA is adequate, and the factor analysis can be carried out.

When performing a PCA analysis, there are different criteria that can be used to determine the number of initial unrotated components to be extracted. In this case, the chosen option was based on the Kaiser criteria, where it is extracted the principal components that have an eigenvalue greater than 1. The eigenvalues who are associated to each one of the components, represent the variance explained by those specific linear factors (Shrestha, 2021).

Thus, looking at the initial eigenvalues, for the motivation's variable, the first five principal components have variance greater than 1 and so, it is retained 5 components, which account for 68.732% of the total variance of the 22 original variables, as shown in table 8.3 (presented in Annex D), each accounting, from component 1 to 5, for 31.66%, 17.16%, 8.90%, 5.93% and 5.09% of the variance, respectively. This is a reasonable solution because, since it is not far away from 70% of the total variance, and so, not much information is lost regarding the variance of the components.

Following, a factor rotation method was than performed, transforming the initial variables that were correlated with each other into five larger components. The method, which was developed by Kaiser in 1958, was a varimax orthogonal factor rotation, which allows to minimize the number of variables with high loadings on each component. This method allows to obtained solutions that if they are closer to 1, means that there is an association between the principal components and if the solution is zero or closer to 0, it means that there is no association between the factors (Kaiser, 1958).

As shown in table 8.4 (presented in Annex D), the rotated component matrix of the motivation variable confirms the existence of 5 rotated components, which are not correlated with each other.

Following, it was analysed the Cronbach's Alpha, with the intention of evaluating the internal consistency of the 5 dimensions obtained. In order for the reduced components, obtained with the varimax rotation, to be reliable and accurate, the Cronbach's Alpha should have a value greater than 0.7 (Shrestha, 2021).

Looking at table 8.5 (located in Annex D), the Cronbach's Alpha values for each item if they were deleted, are all greater than 0.800 and the Cronbach's Alpha Based on the 22 Standardized Items is equal to 0.883, which is also greater than 0.800 and, allows to conclude that all items present a correlation with the component group they are inserted in and thus they are internally consistent.

The five rotated components were then named according to the variables present in each one and, as shown in table 8.6 (presented in Annex D), the components 1 (Leisure), 2 (Escape and Relaxation), 3 (Learning and Challenging), 4 (Family Togetherness) and 5 (Business Opportunity), have Cronbach's Alpha values 0.896, 0.856, 0.837, 0.832 and 0.766, respectively. These results confirm the reliability of the conducted survey and the data obtained.

Furthermore, the results revealed that travel motivations have in fact an influence on the choice of golf course and so, proposition 1 is verified in this study.

P1: The push travel motivational factors have an influence on the choice of golf course

5.3.3 Cluster analysis

Following, it was conducted a cluster analysis, which is a method that assembles the sample into fairly homogeneous groups and to do this, the Ward's hierarchical method was used. This method suggested the existence of three clusters, as shown in figure 8.1 (presented in Chapter 8: Annex E), which allowed for a detailed analysis of the observations.



Figure 5.16: Graphic representation of the importance of each component in the clusters
Source: SPSS 27 (2022)

Looking at the three different clusters, it can be seen that cluster 1 presents a higher value for components 1 and 2, meaning that individuals in this cluster value more golf motivations related with leisure and escape and relaxation. On the other hand, cluster 2 gives more value to component 3 which means this cluster values more golf motivations related to learning and challenging opportunities. Finally, cluster 3 is more focused on components 4 and 5, meaning tourists in this cluster are more focused on golf motivations connected to family togetherness and business opportunities, as shown in figure 5.16.

The cluster analysis revealed the existence of heterogeneity on travel motivations. Therefore, proposition 2 is verified in this study.

P2: Travel motivations influence golf tourists, clustering them into heterogeneous groups

5.4 Relevance of the golf course attribute variable in the decision process

Following are the attributes golf tourist give more importance, related with the Portuguese golf courses and its choice for playing golf in them.

5.4.1 Descriptive analysis

By looking at the table 5.2, it is intended to determine the golf tourist's choices of golf course attributes. The data obtained with these descriptive statistics will represent the top choices of golf course attributes in terms of importance to play golf in Portugal, in accordance with the calculated mean.

Additionally, just like table 5.1, this table also includes the percentage of answers regarding the options "Little important", "Somewhat important" and "Very important", as well as the average of responses given and the standard deviation.

In table 5.2, it is possible to verify that none of the 20 attributes had an average above 4. However, a few golf course attributes are considered to be of more value to golfers than others, based on the presented means. In accordance with the 5-point Likert type scale used, where the lowest value 1 represented "Not important" and the highest value 5 meant "Extremely important", four variables were considered to be more relevant, with all of them having a mean above 3.9. They are "Green Fee" (3.95), "Course cleanliness" (3.92), "Fairways conditions" (3.92) and "Green conditions" (3.91). Despite not having an average above 4, the results in table 5.2, show that most individuals tend to find these four attributes to be at least "Somewhat important" to them, with the option "Little important" having very small percentages.

Table 5.2: Distribution of the sample concerning the preferable golf course attributes of golf tourists when playing this sport in Portugal

Source: Author's Elaboration (2022)

	Golf course attributes	Little important	Somewhat important	Very important	Mean	Standard deviation
1	Course layout	12%	27%	18%	3.61	1.291
2	Course length	13%	30%	18%	3.52	1.284
3	Amenities	7%	23%	27%	3.82	1.194
4	Green conditions	6%	24%	25%	3.91	1.124
5	Course cleanliness	5%	26%	25%	3.92	1.096
6	Green Fee	6%	26%	19%	3.95	1.150
7	Fairways conditions	6%	23%	27%	3.92	1.127
8	Clubhouse	8%	25%	26%	3.79	1.170
9	Pace of play	10%	31%	21%	3.61	1.212
10	Location	9%	32%	22%	3.71	1.130
11	Landscape	9%	33%	24%	3.68	1.106
12	Tee-off time	11%	36%	21%	3.51	1.170
13	Climate	7%	36%	22%	3.65	1.115
14	Recommendation	15%	36%	22%	3.22	1.180
15	Trying new course	11%	31%	21%	3.57	1.223
16	Course difficulty	12%	31%	18%	3.51	1.259
17	Accessibility	6%	44%	19%	3.61	1.072
18	Restaurant and bar	6%	24%	23%	3.83	1.219
19	Golf shop	18%	25%	14%	3.33	1.403
20	Accommodation	10%	27%	19%	3.29	1.411

5.4.2 Factor analysis

For the conduction of the variable golf course attributes' factor analysis, the same tests and techniques were used, as the ones mentioned on the motivations' factor analysis.

Regarding the adequacy of the Principal Components Analysis (PCA), the variables for the golf course attributes are all interval, and so, can be considered metric variables. Additionally, the number of observations is also greater than 5 times the number of original variables.

Finally, the Kaiser Mayer-Olkin measure is 0.882 and the Bartlett's Test of Sphericity has a value with a level of significance equal to 0.000, indicating good suitability and good sample adequacy, as shown in table 8.7, located in Annex F.

Looking at the initial eigenvalues, for the golf course attribute's variable, the first three principal components have variance greater than 1. Because of this, as shown in table 8.8 (presented in Annex F), three components are retained, accounting for 63.062% of the total

variance of the 20 original variables, where these three components, from 1 to 3, account for 41.98%, 13.26% and 7.83% of the total variance, respectively.

Regarding the varimax orthogonal factor rotation, as shown in table 8.9 (located in Annex F), the rotated component matrix of the motivation variable confirms the existence of 3 rotated components.

Looking at the Cronbach's Alpha for each item if they were deleted, in table 8.10 (also presented in Annex F), all values are greater than 0.900 and the Cronbach's Alpha Based on the 20 Standardized Items is equal to 0.915. Since all values are greater than 0.800, this means the golf course attributes' items present a correlation with the component group they are inserted in and thus they are internally consistent.

Following the rotated components were named based on the variables present in each one and, as shown in table 8.11 (located in Annex F), the components 1 (Golf Course Characteristics and Game Conditions), 2 (Access and Logistics) and 3 (Leisure Infrastructures), have Cronbach's Alpha values 0.928, 0.872 and 0.703, respectively. These results confirm the reliability of the conducted survey and the data obtained. Therefore, it is proven that proposition 3 is verified.

P3: The golf course choice is influenced by the golf course attributes

5.4.3 Cluster analysis

The cluster analysis for the golf course attributes, as shown in figure 8.2 (presented in the last chapter in Annex G), also used the Ward's hierarchical method, which suggested the existence of two clusters.

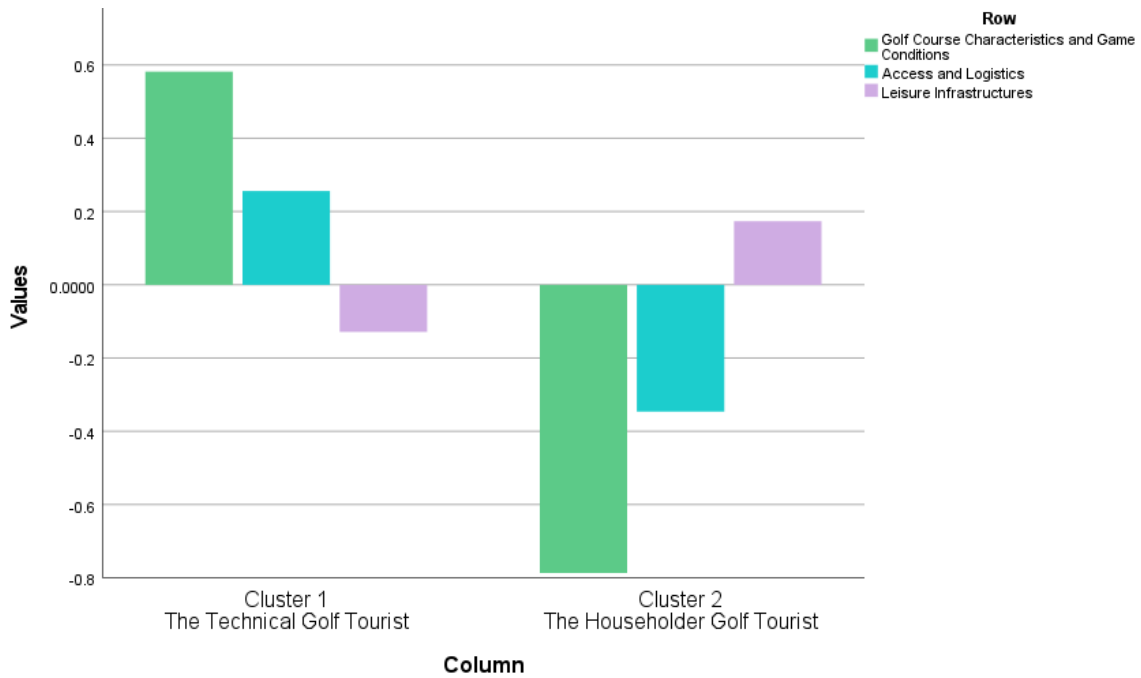


Figure 5.17: Graphic representation of the importance of each component in the clusters

Source: SPSS 27 (2022)

Looking at these two different clusters, it can be seen that cluster 1 gives higher values to components 1 and 2, meaning tourists in this cluster value the golf course characteristics and the game conditions as well as the access and logistics aspects of the golf course attributes. In cluster 2, on the other hand, it is given more importance to component 3, which means the leisure infrastructures is what this type of golf tourists values the most, as shown in figure 5.17.

Thus, the cluster analysis suggested the existence of heterogeneity on golf course attributes preferences. Therefore, proposition 4 is verified in this study.

P4: The golf course attributes influence golf tourists, clustering them into heterogeneous groups

6. Conclusions

In this chapter, it is intended to present the fundamental conclusions of this study, by looking at the several analyses carryout out in the previous chapter. First is presented the discussion of results, followed by the theoretical contributions and then the managerial implications, followed by the limitations and, lastly, the indications to future research on the topic.

6.1 Discussion of Results

Regarding their sociodemographic characteristics, it can be concluded that the golf tourist is mostly male, of working age, with higher education, and either employed or retired. In terms of the nationality of the respondents, the country with the highest incidence is Portugal, with some English, French and Chinese respondents.

In the study by Barros et al. (2010), where the authors also studied golf tourism in Portugal, the sample's sociodemographic characteristics were quite similar to the ones discovered with the present study. The cited authors concluded that the profile of the responding tourists was mainly male, middle-aged and middle-class, which goes in line with the sample characterization found with the present study and so, it can be said that this profile confirms the cited authors' findings.

Furthermore, the majority of the sample are federated athletes (with a quarter having a handicap between 26.5 and 36.0) that prefer either spring or summer to practice golf activities and play at least once a week. On the trips to Portugal, the respondents prefer Lisbon Metropolitan Area and Algarve as their main tourist destination to do golf activities, with most of them staying in the country for at least two days and using 4 or 5 star hotels as their preferable form of accommodation.

Considering the factors that had the greatest impact on tourists who practice golf activities in Portugal, five motivational dimensions were determined: "Nature and Leisure", "Escape and Relaxation", "Learning and Challenging", "Family Togetherness" and "Business Opportunity".

It was concluded that the golf tourists, give great importance to "Nature and Leisure" situations, where they can be outdoors and surrounded by natural areas, doing something relaxing and fun, also doing physical activities.

Regarding the "Escape and Relaxation" part of golf tourism, it is important for the golf tourist to escape from their routine life and daily stress, discovering new places to play golf and spending good times with friends, building and improving friendly relationships.

Another important aspect for the golf tourist is the “Learning and Challenging” opportunities when playing this competitive sport. Golfers can improve and develop their golfing skills and knowledge so that they are able to succeed in golfing tournaments and have the opportunity to play at golf courses positioned higher in the rankings.

Connected with the importance given to “Family Togetherness” is the possibility of getting to be together and share the experience with the spouse and/or other family members when playing golf.

Finally, the golf tourist gives great importance to “Business Opportunity”, since playing golf can allow to improve the golfers network, by meeting other golfers and connecting with business colleagues and also getting to know social club members.

The analysis of the present study also goes in line with the results found by Kim & Ritchie (2012). The cited authors considered golf tourists heterogeneous regarding their travel motivations and identified five motivational push factors: “Business Opportunity”; “Benefits”; “Learning and Challenging”; “Escape/Relax”; and also “Social Interaction/Kinship”. Furthermore, they also identified seven pull factors: “natural environment”; “golfing-related availability and accessibility”; “golf resort/course facilities and services”; “tourism attractions”; “tourism facilities and services”; “nightlife and entertainment”; and “price and ease of access” (Kim & Ritchie, 2012).

Regarding the cluster analysis, it suggests the existence of three types of motivations for golf tourists when choosing their destination. The “Leisure Golf Tourist” (cluster 1), whose biggest focus is on the perspective that golf gives them the opportunity to relax and participate in a leisure activity. The “Skilled Focused Golf Tourist” (cluster 2), which are tourists more focused on self-improvement in terms of bettering their skills and knowledge when playing this sport. Lastly, the “Social Golf Tourist” (cluster 3), who is more focused on the social interactions they might have when playing the sport, either it being with family or business related.

In the study by Petrick et al. (2001), the authors found four dimensions: “leisure”, “status”, “family” and “compete”, which is in line with the findings of the present study, since golf tourists were classified based on three types of motivations to play golf. The only difference rests with the fact that cluster 3 (the “Social Golf Tourist”), includes both the “status” and “family” dimensions of the cited authors’ study.

Regarding the golf course attributes, it was found three dimensions that golfers value and to which attach greater importance when choosing Portugal as a golf tourism destination. Thus,

the dimensions were identified as “Golf Course Characteristics and Game Conditions”, “Access and Logistics” and “Leisure Infrastructures”.

Looking at the importance given to “Golf Course Characteristics and Game Conditions”, for the golf tourist to choose a golf course to play at, it is necessary to have good conditions of fairways and green, the course also has to be clean and accessible, the layout, length, pace of play and difficulty of the course also play a major part on the choice as well as the amenities.

Regarding the “Access and Logistics” importance on the choice to play golf, golfers look at the landscape, climate and location as well as the tee-off times available and green fees, but also consider the recommendation of someone they respect and the possibility of trying a new course and the conditions offered by the clubhouse.

Finally, the “Leisure Infrastructures” are important for the tourists as they choose a place to play also based on the existence of golf shop, accommodation and restaurant and bar.

In the study by Correia and Pintassilgo (2006), where the authors analysed the necessary attributes for golfers to play in Algarve, they identified four main choice factors: social environment (related to events and beaches); leisure (associated with restaurants and bars, landscape, weather and accommodation); golf (related with the characteristics of the golf courses such as upkeep, tee times, and course difficulty); and logistics (associated with price and accessibility).

The results only differ from this study, in terms of the dimension related with social environment, since in the present study it was not analyse the influence of events and beaches and so, it can be concluded that these results confirm the cited authors’ findings.

In the study by Du & Batra (2012), the authors concluded that golfers intend and would like to have a top tear golfing experience, having the opportunity to enjoy better conditions of the golf course, such as the greens, fairways, course cleanliness.

Golfers also found important to be able to use warm hospitality as well as an appropriate tee-off time, including a game with smooth flow and fast pace of play. Additionally, the course should be at a convenient location, which includes amazing landscape and a friendly climate. Lastly, the least important attributes were the difficulty and novelty of the course, as well as restaurant, accommodation and the presence of a golf pro shop (Du & Batra, 2012).

Thus, the results of the present study go in line with the findings of the study by Du and Batra (2012), in terms of most important and least important golf course attributes.

The two clusters found for the golf course attributes, suggest there are two types of golf aspects tourists focus when choosing their destination. The “Technical Golf Tourist” (cluster 1), who is more focused on finding a course that has the characteristics and logistical aspects

they value the most. The “Householder Golf Tourist” (cluster 2), who chooses where to play having in consideration the restaurant and bar as well as the accommodation and golf shop available.

In the study by Correia & Pintassilgo (2006), results showed that there are three market segments: the golf tourist; the householder tourist; and the sun-beach tourist. The first one is more concerned with the golf courses and the game conditions; the second one gives more importance to accommodation, gastronomy, landscape, weather, price and accessibility; the third one is interested in more touristic opportunities such as events and beaches.

The results of the present study, confirm the findings of the cited authors, only differing in terms of the segment related to, again, events and beaches, since that dimension was not considered for the analysis of the present study.

Furthermore, the results of this study clearly answered the research questions that were initially projected, since it was possible to determine the types of motivations (question 1: “What are the golf tourists’ motivations to practice golf?”), through the analysis of the data obtained, and also the most valued golf course attributes that attract and influence the golf tourist (question 2: “What are the main attributes that the golf tourist values about the golf courses?”). Additionally, the information obtained allowed to define the profile of the golf tourist who visits Portugal (question 3: “What is the profile of the golf tourist who plays in Portugal?”) and their justifications for choosing Portugal as a tourist destination for the practice of golf activities (question 4: “Why do golf tourists choose Portugal to play golf?”).

6.2 Theoretical Contributions

Although the study of tourists’ motivations is one of the most complicated areas of research, it is also one of the most important ones (Jang & Liping, 2002). And even though, there is not a unanimous perspective on the study of motivations, since there are several different approaches, as it was explained on this dissertation, and as it was mentioned before, it has been generally accepted that an approach to explain in an effective way the tourists’ travel motivations is to analyse their push and pull motivation factors (Dann, 1981).

The current study attested the suitability of such approach and, previous empirical work on the topic, established the relationship between the tourists’ motivations and the numerous sides of their trip behaviours and activities, but rarely explicitly linked golfers’ motivational factors and specific golf course attributes with specific destination choice. Thus, the findings of this dissertation provide evidence that empirically substantiates the linkage and have a significant importance for destination product development and the making of marketing strategies.

Since, having the knowledge of tourists' motivations and linking it with their destination choice is of utmost importance to predict their future travel patterns (Jang & Liping, 2002).

The development of a survey allowed to find out the golf tourist's profile when playing in Portugal and what are the internal and external factors that influence the tourist and condition him/her on their decision making about the choice of a tourist destination. With this, it was possible to fulfil and achieve the main objective of this study: to discover what are the tourist's motivations and the preferences of golf course attributes for the practice of Golf Tourism in Portugal.

In order to achieve the main objective of this study, the identification of motivations and the tourist's preferences of golf course attributes, multivariate statistical techniques were used.

The results obtained in this study, make it possible to conclude that the factor analysis allowed to extract, from the data obtained with the survey, the components that are valuable and also to detect the irrelevant factors. Thus, it gives hospitality decision makers the opportunity to focus on the important and relevant factors rather than focusing on a larger set of components, through the analysis of valuable inputs on golf tourism motivations and golf course attributes.

6.3 Managerial Implications

Furthermore, it was sought to be a study that allowed to explore the natural potential of all regions of the country, ending the idea that it is only in the Algarve that golf tourism is practiced.

It was also intended to know the golf tourist, their profile and their interests in choosing a tourist destination, as well as, to identify the motivational attributes and factors related to the golf courses that lead the golf tourist to travel to the different regions of Portugal. This will make it possible to value the main tourist motivations and golf course attributes and identify the least valued aspects in order to attract more golf tourists to the country's different regions.

Through the results obtained in this study, it is possible to say that, the hospitality companies, that decide to position themselves so that the practice of Golf Tourism is included in the tourism activities offered by the destinations, could have a competitive and differentiating factor in relation to other places that don't have it.

It is also important to note that there are regions of the country with favourable conditions for the practice of golf activities. Despite this, if all regions position their offer of Golf Tourism as more competitive, this will attract more investment from various economic sectors, causing an increase in local revenues.

This study also had the aim of helping to respond to the demands of golf tourists, having in consideration their opinions regarding several aspects, such as: course cleanliness, green conditions, fairways conditions and green fee, among others. Thus, it should enable managers and agents, involved in the tourism development, with knowledge to develop and manage Portugal as a golf tourism destination, promoting the region and meeting the tourists' needs, so that their tourism experience is positive and satisfactory.

Based on this study, it can be said that Golf Tourism in Portugal is very important, and it could become an even greater opportunity for the development of the country and its regions in terms of tourism and economic factors.

6.4 Limitations and Future Research

This study, as with any study, has its limitations, thus providing future researchers the opportunity to continue exploring the golf tourist's motivations on where to play the sport and the influence golf course attributes have on destination choice.

The most important limitation is that the convenience sample was restricted to the tourists' experience playing golf in Portugal so, it is important to include other countries in future studies in order to have the possibility of comparing the motivations and the golf course attributes of tourists travelling to different destinations, in order to understand if the dimensions found can be replicated for other countries that have golf tourism, as well as to understand if these dimensions have somehow a relationship with economic factors or with the characteristics of each region.

Another limitation regarding the sample, is the fact that it may not be representative of the target population that practices golf in Portugal, since the number of golf players playing in the country is much greater than the number of surveys analysed in this study.

A third limitation is the fact that the push and pull items considered in this study do not include every single one of the motivations, and, also the fact motivations are only one of the variables which tend to explain the tourists' choice of destination and their attribute preference behaviour, makes it limited for destination managers and operators to apply these results to marketing strategies. Thus, the decisions made by destination marketers should take into consideration other variables, such as tourists' perceived inhibitors and situational constraints in their decision-making process.

Thus, future research is needed to follow up on these findings, since this study was focused mainly in tourists who play golf in Portugal's golf courses and, so, this study can be replicated in other international regions and countries which would allow researchers to compare results.

In future studies, it may be interesting to take a more in-depth approach to this topic. Thus, in order to obtain a more concrete perspective on the tourist's opinion as a golf practitioner, it could be considered the development of exploratory interviews. Another advantage for this research, would be to be able to interview companies in the golf tourism sector, as well as the various tourism entities of the country, so that it is possible to better understand what improvements could be relevant for the growth of the country as a receiving area for golf tourists.

Furthermore, it could also be analysed the amount spent by tourists in the practice of golf activities in Portugal, giving an idea of how much it contributes to the different regions' economy. Also, determining whether there are differences between the federated athlete and the golf practitioner without training could be an asset to create adequate conditions for these two types of tourists. It would also be important to broaden the study in order to understand which means of information influenced the tourist to travel to the different regions of the country to play golf, as well as, finding out if they intend to return to the region/country for the practice of golf related activities.

Lastly, in the future it could also be analysed the influence of nationality, doing a comparison between the motivations and the golf course attributes preferences for Portuguese and foreign tourists, when playing the sport in Portugal. Since, as it was suggested by previous authors, nationality can in fact influence these choices. In the present study said analysis was not conducted since there wasn't a somewhat even number of Portuguese and international golf tourists and so, the analysis would possibly not be relevant.

7. References

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8. Annexes

Annex A – Survey in Portuguese

Fatores motivadores no turismo de golfe: A influência dos campos de golfe na escolha do destino

Este questionário faz parte do desenvolvimento de uma dissertação de mestrado em Gestão de Hotelaria e Turismo da ISCTE Business School.

Tem como objetivo estudar as principais motivações que influenciam os golfistas aquando da escolha dos melhores locais para jogar golfe.

Para participar no questionário é necessário que tenha jogado golfe em Portugal.

A recolha e o tratamento dos dados obtidos neste questionário serão exclusivamente para fins académicos.

Todas as respostas são anónimas e permanecerão confidenciais.

O questionário tem a duração de aproximadamente 5 minutos.

Ao clicar em "Seguinte" está a consentir participar no estudo.

Agradeço desde já a sua participação neste questionário. Será fundamental para dar seguimento ao estudo.

Prática de golfe

As seguintes questões têm como objetivo caracterizar o praticante de golfe, conhecendo a sua experiência, os seus hábitos e comportamentos.

Qual o seu grau de formação neste desporto? *

- Atleta federado
- Praticante com formação
- Praticante sem formação

Qual a frequência com que pratica golfe? *

- Todos os dias
- 2 ou 3 vezes por semana
- 1 vez por semana
- 1 ou 2 vezes por mês
- Nas férias

Qual o seu handicap? *

- Plus - 4.4
- 4.5 - 11.4
- 11.5 - 18.4
- 18.5 - 26.4
- 26.5 - 36.0
- 37 - 54
- Sem handicap

Qual a estação do ano em que prefere praticar este desporto? *

- Primavera
- Verão
- Outono
- Inverno

Em que zonas de Portugal já praticou golfe? *

- Norte
- Centro
- Área Metropolitana de Lisboa
- Alentejo
- Algarve
- Região Autónoma da Madeira
- Região Autónoma dos Açores

Quanto tempo permanece no destino turístico para a prática de golfe? *

- Mais do que 1 semana
- 1 semana
- Entre 2 a 5 dias
- 1 dia

Quando se desloca para a prática de golfe, utiliza algum tipo de alojamento? *

Sim

Não

Que tipo de alojamento utiliza com maior frequência? *

Casa de amigos ou familiares

Hotéis de 4 ou 5 estrelas

Hotéis de 3 estrelas ou inferior

Alojamento Local ou Hostel

Turismo de Habitação

Unidades de Turismo em Espaço Rural

Parque de Campismo

Casa própria na Região

Nenhum

Relevância das motivações no processo de decisão

A seguir, irá ver uma série de afirmações. Indique, de 1 a 5, o grau de importância que atribui a cada uma das seguintes motivações para jogar golfe. Coloque um círculo consoante a sua opinião, sendo que:

- 1 = Nada importante
- 2 = Pouco importante
- 3 = Razoavelmente importante
- 4 = Importante
- 5 = Extremamente importante

Qual a importância das seguintes motivações na sua decisão quando escolhe um destino para a prática golfe? *

	1	2	3	4	5
Estar numa área natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estar ao ar livre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fazer algo relaxante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Divertir-me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fazer exercício físico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conhecer outros praticantes de golfe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estar com colegas de trabalho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Estar com o cônjuge/parceiro(a)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compartilhar a experiência de golfe com outros membros da família	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Praticar e desenvolver habilidades de golfe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Praticar um esporte competitivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jogar em campos de golfe altamente cotados/conceituados	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Melhorar as habilidades e conhecimentos de golfe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fortalecer amizades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desenvolver novas amizades com outros membros do clube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estar com familiares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fugir da rotina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participar em torneios de golfe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passar bons momentos com amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afastamento do stress diário	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conhecer novos locais	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Relevância dos atributos no processo de decisão

A seguir, irá ver uma série de afirmações. Indique, de 1 a 5, o grau de importância que atribui a cada um dos seguintes atributos, tendo em conta os campos de golfe em Portugal como um destino turístico para a prática de golfe. Coloque um círculo consoante a sua opinião, sendo que:

- 1 = Nada importante
- 2 = Pouco importante
- 3 = Razoavelmente importante
- 4 = Importante
- 5 = Extremamente importante

A que características dos campos de golfe atribui maior importância quando escolhe o destino para jogar? *

	1	2	3	4	5
Desenho e arquitetura do campo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comprimento do campo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instalações de suporte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condição do Green	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limpeza do campo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green Fee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condição dos Fairways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clubhouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ritmo de jogo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Localização	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paisagem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hora da partida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recomendação de alguém	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experimentar um campo novo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dificuldade do campo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acessibilidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurante e bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loja de golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alojamento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Caracterização do inquirido

Estas questões são referentes aos dados sociodemográficos do inquirido e são unicamente utilizados como variáveis estatísticas de controlo e segmentação.

País de residência *

- Reino Unido
- Irlanda
- Alemanha
- Países Baixos
- França
- China
- Coreia do Sul
- Espanha
- Portugal
- Outra: _____

Qual a sua idade? *

- Até 18 anos
- 19 – 25 anos
- 26 – 35 anos
- 36 – 45 anos
- 46 – 55 anos
- 56 – 65 anos
- Mais de 65 anos

Género *

- Feminino
- Masculino
- Outra: _____

Qual o seu estado civil? *

- Solteiro(a)
- Casado(a)
- União de facto
- Divorciado(a)
- Viúvo(a)

Qual é a sua ocupação atual? *

- Estudante
- Trabalhador(a) estudante
- Trabalhador(a) por conta de outrem
- Trabalhador(a) independente
- Desempregado(a)
- Reformado(a)
- Atleta federado/profissional

Qual é a sua formação académica? *

- Básico
- Ensino secundário ou equivalente
- Licenciatura
- Pós-Graduação
- Mestrado
- Doutoramento

Qual o seu rendimento líquido mensal? *

- Menos de 1000€
- Entre 1001€ e 1500€
- Entre 1501€ e 2000€
- Entre 2001€ e 2500€
- Entre 2501€ e 3000€
- Mais de 3000€

Fatores motivadores no turismo de golfe: A influência dos campos de golfe na escolha do destino

Muito obrigada pela sua participação. Será fundamental para dar continuidade ao estudo. Caso tenha alguma dúvida ou questão sobre o presente estudo não hesite em contactar-me: chmsc@iscte-iul.pt

[Enviar outra resposta](#)

Annex B – Survey in English

Motivation factors in golf tourism: the influence of golf courses on destination choice

This survey is part of the development of a master's thesis in Hospitality and Tourism Management at ISCTE Business School.

Its objective is to study the main motivations that influence golfers when choosing the best places to play golf.

To participate in the survey, you must have played golf in Portugal.

The collection and processing of the data obtained in this survey will be exclusively for academic purposes.

All responses are anonymous and will remain confidential.

The survey lasts approximately 5 minutes.

By clicking "Next" you are consenting to participate in the study.

Thank you in advance for your participation in this survey. It will be essential to continue the study.

Golf practice

The following questions are meant to characterize the golf player, by knowing his/her experience, habits and behaviors.

What is your level of training in this sport? *

- Federated athlete
- Trained practitioner
- Untrained practitioner

How often do you practice golf? *

- Everyday
- 2 or 3 times per week
- Once a week
- 1 or 2 times per month
- On vacation

What's your handicap? *

- Plus - 4.4
- 4.5 - 11.4
- 11.5 - 18.4
- 18.5 - 26.4
- 26.5 - 36.0
- 37 - 54
- No handicap

What is your favourite season to practice this sport? *

- Spring
- Summer
- Autumn
- Winter

In which regions of Portugal have you played golf? *

- North
- Centre
- Lisbon Metropolitan Area
- Alentejo
- Algarve
- Madeira
- Azores

How long do you stay in the tourist destination to practice golf? *

- More than a week
- 1 week
- Between 2 and 5 days
- 1 day

When you travel to play golf, do you use any type of accommodation? *

- Yes
- No

What type of accommodation do you use most often? *

- Family or friends houses
- 4 or 5 stars hotels
- 3 or lower stars hotels
- Local accommodation or hostels
- Housing tourism
- Rural tourism
- Camping
- Self-accommodation
- None

Relevance of motivations in the decision making process

Following, you will see a series of statements. Please indicate, from 1 to 5, the degree of importance you give to each of the following motivations for playing golf. Place a circle according to your opinion, where:

- 1 = Not important
- 2 = Little important
- 3 = Somewhat important
- 4 = Very important
- 5 = Extremely important

How important are the following motivations in your decision when choosing a golf destination? *

	1	2	3	4	5
To be in a natural area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To do something relaxing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To have fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet other golfers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be with business colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To be with my spouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To share the golf experience with other family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To practice and develop my golf skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To play a competitive sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to play at highly rated/reputed golf courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could improve golfing skills and knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could improve relationships with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I could build relationships with social club members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like being together with family or relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to escape from routine life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To participate in golfing tournaments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To spend good times with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get away from daily stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To discover new places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Relevance of attributes in the decision making process

Next, you will see a series of statements. Please indicate, from 1 to 5, the degree of importance you give to each of the following attributes, taking into account the golf courses in Portugal as a tourist destination for golfing. Place a circle according to your opinion, where:

- 1 = Not important
- 2 = Little important
- 3 = Somewhat important
- 4 = Very important
- 5 = Extremely important

What golf course attributes do you give more importance to when choosing a destination to play? *

	1	2	3	4	5
Course Layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course lenght	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green Fee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairways conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clubhouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pace of play	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tourist Motivations and Golf Course Attributes for the Practice of Golf Tourism in Portugal

Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tee-off time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trying new course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course difficulty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant and bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accomodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Characterization of the respondent

The following questions refer to social and demographic data of the respondent and it will only be used as statistical variables of control and segmentation.

Country of residence *

- United Kingdom
- Ireland
- Germany
- The Netherlands
- France
- China
- South Korea
- Spain
- Portugal
- Outra: _____

Age *

- Up to 18 years
- 19 – 25 years
- 26 – 35 years
- 36 – 45 years
- 46 – 55 years
- 56 – 65 years
- Over 65 years

Gender *

- Female
- Male
- Outra: _____

Marital Status *

- Single
- Married
- Living with partner
- Divorced
- Widowed

Occupation *

- Student
- Student Worker
- Employed
- Self-employed
- Unemployed
- Retired
- Professional Athlete

Level of education *

- Middle school
- High school or equivalent
- Bachelor's degree
- Postgraduate degree
- Master's degree
- PhD

Monthly income *

- Under 1000€
- Between 1001€ and 1500€
- Between 1501€ and 2000€
- Between 2001€ and 2500€
- Between 2501€ and 3000€
- More than 3000€

Motivation factors in golf tourism: the influence of golf courses on destination choice

Thank you very much for your participation. It will be essential to continue the study. If you have any questions or doubts about this study, do not hesitate to contact me: chmsc@iscte-iul.pt

[Enviar outra resposta](#)

Annex C – Table of previous Empirical Studies

Table 8.1: Literature Review of The Main Studies About Motivations and Golf Course Attributes *N* = number
Source: Author's Elaboration (2022)

Authors	Research Context	Research Design	Variables
Richard & Faircloth (1994)	United States <i>N</i> = 241	Survey 17 attributes 10-point response scale 0 – Strongly disagree 9 – Strongly agree	Four choice factors: Access; Course; People; and Extras
Petrick et al.	Cleveland <i>N</i> = 1688	Survey	Four main constructs: Leisure; Status; Family; and Compete

(2001)		14 items about motivations	
		5- point Likert Scale	
		5 – Extremely important	
		4 – Very important	
		3 – Somewhat important	
		2 – Little important	
		1 – Not important	
Correia & Pintassilgo (2006)	Algarve <i>N</i> = 600, tourist golf players who used Algarve's golf courses in 2002	Survey 18 items 5-point Likert Scale: 5 – greatly 1 – not much	Number of golf rounds; Weather conditions; Four main choice factors: the social environment associated with golf in the region; the leisure opportunities offered by the Algarve; the golf courses; and the logistics
Prayag & Ryan (2011)	<i>N</i> = 103 international tourists to Mauritius (20 from UK, 22 from South Africa, 20 from India, 20 from France, and 21 from Germany)	Semi-structured interviews with only two main questions asked	Specific motives (need for relaxation, need for escape and need for socialisation); Visitors' feelings (relaxed, happy and excited); Place perceptions; Cognitive and Affective images ('escape' and 'stress-free'); Nationality
Du & Batra (2012)	Thailand <i>N</i> = 316 golfers and local residents (Thai and International golfers)	Survey Section I: 16 items on golf course attributes 5-point Likert Scale: 5 – Extremely important 4 – Fairly important 3 – Neither or nor important 2 – Not so important 1 – Not at all important	Greens; Cleanliness; Price; Fairways; Hospitality; Pace of Play; Location; Landscape; Tee-off Time; Climate; Recommendation; Trying New Course; Difficulty; Restaurant; Pro Shop; and Accommodation.
Kim & Ritchie (2012)	<i>N</i> = 392 golf instructors	Survey 5-point Likert Scale 5 – Strongly agree 1 – Strongly disagree	Business Opportunity; Benefits; Learning and Challenging; Escape/Relax; Social Interaction/Kinship; Natural Environment; Golfing-related availability and accessibility; Golf resort/course facilities and services; Tourism attractions; Tourism

			facilities and services; Nightlife and entertainment; and Price and ease of access.
Humphreys (2014)	UK N = 24 Golf players in the UK	Individual in-depth semi-structured interviews Constructivist grounded theory	Constructing the golf holiday; Emotional rewards of taking a trip; Total trip spend; Amenities and support facilities; Course characteristics (e.g., climate and logistics); and Reputation of the destination.
Pereira et al. (2015)	Algarve N = 31 Algarve's golf-industry stakeholders	Interviews Section about Golf-destination specific attributes	Accessibility; Quality Golf Courses; Climate; Hotels; Gastronomy; Restaurants; Proximity; Security; and Safety.
Kimmm (2020)	Seoul N = 461 Korean golfers (270 male and 191 female)	Survey 7-point Likert Scale 7 – Very strongly agree 1 – Very strongly disagree	Enthusiasm; Socializing; Challenge; Economic; and Dual motives

Annex D – Motivations’ Factor Analysis Tables

Table 8.2: Kaiser-Meyer-Olkin and Bartlett’s Test of Sphericity for the variable motivations

Source: Author’s Elaboration (2022)

KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.842
Bartlett’s Test of Sphericity	Approx. Chi-Square	2770.665
	df	231
	Sig	.000

Table 8.3: Retained Components and Total Variance Explained of the motivation variable (Extraction Method: Principal Component Analysis)

Source: Author’s Elaboration (2022)

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	6.964	31.655	31.655	6.964	31.655	31.655	3.674	16.702	16.702
2	3.775	17.157	48.812	3.775	17.157	48.812	3.321	15.096	31.798
3	1.957	8.896	57.708	1.957	8.896	57.708	3.280	14.908	46.707
4	1.306	5.934	63.642	1.306	5.934	63.642	2.584	11.743	58.450
5	1.120	5.090	68.732	1.120	5.090	68.732	2.262	10.282	68.732
6	0.891	4.051	72.784						

7	0.801	3.643	76.427					
8	0.689	3.132	79.558					
9	0.599	2.724	82.282					
10	0.476	2.162	84.444					
11	0.436	1.983	86.427					
12	0.422	1.917	88.345					
13	0.397	1.803	90.147					
14	0.362	1.643	91.791					
15	0.307	1.397	93.188					
16	0.299	1.360	94.548					
17	0.273	1.242	95.790					
18	0.249	1.132	96.922					
19	0.196	0.889	97.811					
20	0.188	0.856	98.668					
21	0.173	0.786	99.453					
22	0.120	0.547	100.000					

Table 8.4: Rotated Component Matrix of the motivation variable (Extraction Method: Principal Component Analysis and Rotation Method: Varimax with Kaiser Normalization)

Source: Author’s Elaboration (2022)

Rotated Component Matrix						
		Component				
		1	2	3	4	5
2	To be outdoors	0.853				
3	To do something relaxing	0.844				
1	To be in a natural area	0.843				
4	To have fun	0.731	0.364			
5	To get exercise	0.685	0.310			
21	To get away from daily stress		0.798			
20	To spend good times with friends		0.766			
18	I want to escape from routine life		0.731			
22	To discover new places		0.677			
15	I could improve relationships with friends	0.333	0.581			0.426
13	I want to play at highly rated/reputed golf courses			0.836		
14	I could improve golfing skills and knowledge			0.788		
11	To practice and develop my golf skills			0.785		
12	To play a competitive sport			0.783		
19	To participate in golfing tournaments			0.625		
17	I like being together with family or relatives				0.848	
10	To share the golf experience with other family members				0.824	
9	To be with my spouse				0.693	
7	To meet other golfers			0.302		0.761
6	Networking					0.740
16	I could build relationships with social club members		0.437			0.624

Tourist Motivations and Golf Course Attributes for the Practice of Golf Tourism in Portugal

8	To be with business colleagues	0.515	0.522
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Table 8.5: Reduced Components with the description of items and Cronbach's Alpha of the variable motivations

Source: Author's Elaboration (2022)

Item	Component	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Component 1: Nature and Leisure						
2	To be outdoors	76.33	203.385	0.511	0.794	0.871
3	To do something relaxing	76.57	202.294	0.530	0.693	0.870
1	To be in a natural area	76.62	203.665	0.446	0.731	0.873
4	To have fun	76.21	205.838	0.509	0.656	0.871
5	To get exercise	76.33	205.207	0.549	0.567	0.870
Component 2: Escape and Relaxation						
21	To get away from daily stress	76.51	202.664	0.600	0.621	0.868
20	To spend good times with friends	76.42	202.526	0.602	0.635	0.868
18	I want to escape from routine life	76.57	200.903	0.619	0.570	0.868
22	To discover new places	76.59	202.506	0.580	0.551	0.869
15	I could improve relationships with friends	76.66	199.146	0.636	0.672	0.867
Component 3: Learning and Challenging						
13	I want to play at highly rated/reputed golf courses	77.06	210.546	0.290	0.576	0.877
14	I could improve golfing skills and knowledge	76.50	210.383	0.358	0.629	0.875
11	To practice and develop my golf skills	76.47	209.659	0.382	0.586	0.874
12	To play a competitive sport	77.07	212.484	0.207	0.583	0.880
19	To participate in golfing tournaments	77.12	216.380	0.101	0.528	0.884
Component 4: Family Togetherness						
17	I like being together with family or relatives	77.32	197.485	0.572	0.720	0.868
10	To share the golf experience with other family members	77.30	202.278	0.426	0.631	0.873
9	To be with my spouse	77.02	205.516	0.340	0.491	0.877
Component 5: Business Opportunity						
7	To meet other golfers	76.96	199.947	0.547	0.546	0.869
6	Networking	77.27	198.809	0.533	0.542	0.870
16	I could build relationships with social club members	76.97	198.191	0.631	0.615	0.867
8	To be with business colleagues	78.05	202.932	0.443	0.392	0.873
Cronbach's Alpha Based on Standardized Items (22)						0.883

Table 8.6: Reduced Components with the respective number of items and the Cronbach’s Alpha for the variable motivations
Source: Author’s Elaboration (2022)

Component	Items	Cronbach’s Alpha
Nature and Leisure	5	0.896
Escape and Relaxation	5	0.856
Learning and Challenging	5	0.837
Family Togetherness	3	0.832
Business Opportunity	4	0.766

Annex E – Motivations’ Cluster Analysis



Figure 8.1: Dendrogram using Ward Linkage (Rescaled Distance Cluster Combine)

Source: SPSS 27 (2022)

Annex F – Golf Course Attributes’ Factor Analysis Tables

Table 8.7: Kaiser-Meyer-Olkin and Bartlett’s Test of Sphericity for the variable golf course attributes

Source: Author’s Elaboration (2022)

KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.882
Bartlett’s Test of Sphericity	Approx. Chi-Square	2836.620
	df	190
	Sig	.000

Table 8.8: Retained Components and Total Variance Explained of the golf course attributes variable (Extraction Method: Principal Component Analysis)

Source: Author’s Elaboration (2022)

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	8.395	41.975	41.975	8.395	41.975	41.975	5.924	29.618	29.618
2	2.652	13.262	55.237	2.652	13.262	55.237	4.509	22.547	52.166
3	1.565	7.825	63.062	1.565	7.825	63.062	2.179	10.896	63.062
4	0.999	4.994	68.056						
5	0.877	4.387	72.443						
6	0.671	3.354	75.797						
7	0.625	3.125	78.921						
8	0.599	2.997	81.919						
9	0.587	2.936	84.855						

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10	0.456	2.282	87.137						
11	0.435	2.177	89.314						
12	0.365	1.827	91.140						
13	0.332	1.658	92.798						
14	0.318	1.590	94.388						
15	0.289	1.445	95.834						
16	0.224	1.122	96.955						
17	0.216	1.082	98.037						
18	0.171	0.854	98.891						
19	0.118	0.592	99.482						
20	0.104	0.518	100.000						

Table 8.9: Rotated Component Matrix of the golf course attributes variable (Extraction Method: Principal Component Analysis and Rotation Method: Varimax with Kaiser Normalization)

Source: Author’s Elaboration (2022)

Rotated Component Matrix				
		Component		
		1	2	3
7	Fairways conditions	0.869		
1	Course Layout	0.846		
4	Green conditions	0.844		
5	Course cleanliness	0.836		
2	Course length	0.808		
16	Course difficulty	0.779		
3	Amenities	0.609		
17	Accessibility	0.563	0.471	
9	Pace of play	0.556	0.495	
11	Landscape		0.816	
13	Climate		0.806	
10	Location		0.737	
14	Recommendation		0.712	
12	Tee-off time	0.329	0.651	
15	Trying new course	0.526	0.569	
6	Green Fee	0.410	0.527	
8	Clubhouse		0.519	0.338
19	Golf shop			0.847
18	Restaurant and bar			0.821
20	Accommodation			0.604

Table 8.10: Reduced Components with the description of items and Cronbach’s Alpha of the variable golf course attributes

Source: Author’s Elaboration (2022)

Item	Component	Scale Mean if Item Deleted	Scale Variance if	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if
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			Item Deleted			Item Deleted
Component 1: Golf Course Characteristics and Game Conditions						
7	Fairways conditions	69.04	190.468	0.698	0.831	0.903
1	Course Layout	69.34	189.353	0.631	0.734	0.904
4	Green conditions	69.04	190.820	0.687	0.787	0.903
5	Course cleanliness	69.03	190.670	0.713	0.829	0.903
2	Course length	69.43	189.533	0.629	0.722	0.904
16	Course difficulty	69.44	187.966	0.692	0.718	0.903
3	Amenities	69.14	192.014	0.604	0.591	0.905
17	Accessibility	69.34	190.846	0.724	0.590	0.903
9	Pace of play	69.34	189.569	0.671	0.639	0.903
Component 2: Access and Logistics						
11	Landscape	69.28	193.403	0.611	0.640	0.905
13	Climate	69.30	194.860	0.557	0.591	0.906
10	Location	69.24	191.283	0.668	0.649	0.904
14	Recommendation	69.73	192.835	0.586	0.543	0.905
12	Tee-off time	69.44	192.577	0.600	0.577	0.905
15	Trying new course	69.39	189.572	0.664	0.631	0.903
6	Green Fee	69.00	194.995	0.533	0.487	0.907
8	Clubhouse	69.16	195.527	0.505	0.486	0.907
Component 3: Leisure Infrastructures						
19	Golf shop	69.62	207.128	0.107	0.522	0.919
18	Restaurant and bar	69.13	204.834	0.204	0.503	0.915
20	Accommodation	69.66	202.384	0.226	0.211	0.916
Cronbach's Alpha Based on Standardized Items (20)						0.915

Table 8.11: Reduced Components with the respective number of items and the Cronbach's Alpha for the variable golf course attributes

Source: Author's Elaboration (2022)

Component	Items	Cronbach's Alpha
Golf Course Characteristics and Game Conditions	9	0.928
Access and Logistics	8	0.872
Leisure Infrastructures	3	0.703

Annex G – Golf Course Attributes' Cluster Analysis

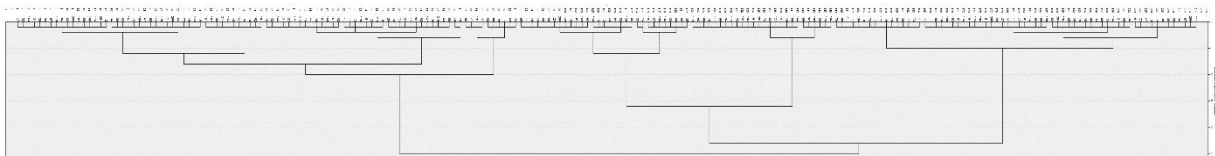


Figure 8.2: Dendrogram using Ward Linkage (Rescaled Distance Cluster Combine)

Source: SPSS 27 (2022)