

**IMPACTS OF THE TOURISTS' MOTIVATION TO SEARCH FOR
NOVELTY TO THE SATISFACTION AND LOYALTY TO A
DESTINATION OF KIEN GIANG MARINE AND COASTAL
ADVENTURE TOURISM**

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ABSTRACT

Novelty seeking motivation is the core element, stimulating tourists to the adventure tourism. Kien Giang marine and coastal adventure tourism always update itself to attract both domestic and foreign tourists. This research is carried out to prove the impacts of the motivation to search for the novelty to the satisfaction and loyalty to a destination of Kien Giang marine and coastal adventure tourism. On applying the structural equation model, this research has shown that the attractiveness of a destination positively influences the motivation of searching for novelty. Meanwhile, such motivation also strikes a positive influence on the satisfaction and loyalty of tourists. Several recommended policies have been made to boost the motivation of finding the new experience of marine and coastal adventure tourism in Kien Giang.

Keywords: Novelty seeking motivation, attractiveness, satisfaction, loyalty, adventure tourism, marine and coastal, Kien Giang

1. PROBLEM STATEMENT

Nature tourism is taking the lead mainly in the primitive areas. In such places, tour products are varied in light of the risk-taking tours, adventure tours and culture tours. These products increase value for the tour experience and create new tourism market (Kastenholz et al., 1999). Developing tourism products in a new and attractive way acts as a tool to stimulate economic development in remote countrysides (Kastenholz et al., 1999; Schmallegger et al., 2010). As a result, researchers have found out and proved the relation between the feelings of tourists about adventure tourism and the satisfaction and loyalty to the destination (Kim and Brown, 2012).

Kien Giang is a favourable, highly potential province to develop tourism with many landscapes, historic-cultural interests. Particularly, Kien Giang has 143 islands, with 105 islands of different sizes, 43 of which have inhabitants. The systems of islands and archipelago of Kien Giang have

high potentials to develop various forms of tourism. Determining tourism is the forte to develop social-economy of the province. Over the past years, tourism infrastructure has been invested, and tourist traps and landscapes have been restored. Tourism products are gradually diversified with different types of cultural, ecological, convalescence and adventure tourism. In particular, this type of adventure tourism attracts many domestic and foreign tourists. Therefore, this study was conducted to assess the impact of motivation to find newness to the satisfaction and loyalty of visitors to the marine and coastal adventure tourism in Kien Giang. The result would suggest some policies to improve the "pull" of adventure tourism for domestic and foreign tourists.

2. THEORETICAL FRAMEWORK AND RESEARCH MODEL

2.1 Novelty seeking motivation

Finding novelty is a core element of tourism dynamics expressed as a contradiction of familiarity (Jeng and Feng, 2007; Kim et al., 2016; Lee and Han, 2005). According to the study of Tse and Crotts (2005), curiosity is one of the ulterior motives for people who always opt for novelty around the world. Novelty search involves curiosity, sensory search and discovery. The concept of curiosity is defined as the center of motivation that drives all discoveries, learning and experiences. Similarly, Maslow (1970) also mentioned that curiosity is one of the basic human cognitive needs. Crompton (1979) discussed the curiosity and novelty that are relevant, appropriate as a motivating factor.

Dann (1977) distinguished tourism dynamics into "push" factors (factors affecting travel demand) and "pull" factors (factors that attract visitors to a specific place). Crompton's (1979) study shows this difference and suggests that novelty is one of the driving forces. The motivation of visitors based on nature is to search for freedom, nostalgia, dynamism and newness search as well as enjoying the unspoiled natural environment, to escape from an annoying habit, taking quality time for family and friends (Kruger and Saayman, 2010).

2.2 Research model

The attractiveness of the destination affects the motivation to find newness

Tourism resources are an essential element to form tourism products. The more unique they are, the more valuable tourism products and tourist attractiveness become. The "push" factor is an intangible element that pushes travelers away from home, while the "pull" factor is a tangible feature, pulling visitors to the destination, which is an attractive destination for potential visitors including the attractiveness of historical and cultural resources, beaches and accommodation (Andreu et al., 2000). Kassean and Gassita (2013) demonstrate that the beaches, climate and weather, exotic landscapes, hospitality and accommodation services are important pulling forces

to the tourists. According to Kim and Brown (2012), in order to stimulate the desire to participate in visitors' adventure tourism, the destination must have unique landscapes, geology, something new and adventurous. Since then, hypothesis H1 is proposed. Hypothesis H1: *The attractiveness of destination positively impacts visitors' motivation to find novelty.*

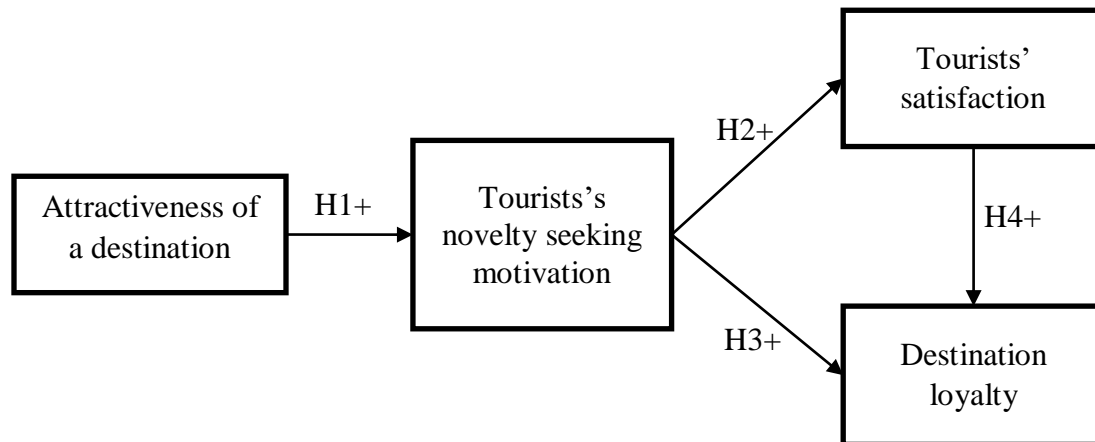
Motivation to search for novelty affects destination satisfaction and loyalty

In the past, many researchers have demonstrated that motivation to find newness affects positive visitors' satisfaction and loyalty. According to Jang and Feng (2007), seeking novelty affects the satisfaction of tourists who intend to visit a temporary destination. Research by Assaker et al. (2011) showed that the search motive for novelty has a positive effect on satisfaction. In addition, many studies have demonstrated a positive relationship between the intention to return and discover travelers' novelty (Jang and Feng, 2007; Kim et al., 2016; Lee et al., 2015). Since then, the hypotheses are set as follows: Hypothesis H2: The motivation to search for the novelty of tourists positively affects the satisfaction of visitors. Hypothesis H3: Visitors' motivation to find novelty has a positive impact on destination loyalty.

Satisfaction affects destination loyalty

Visitor satisfaction is one of the critical forecasts for destination loyalty. Yoon and Uysal (2005), Assaker et al., (2011) have shown that satisfaction has a positive impact on visitor loyalty. Destination loyalty is influenced by visitor satisfaction. When visitors are satisfied, they have a more enjoyable experience with a destination and are more likely to return. Research by Toyama and Yamada (2012) hypothesizes that there is no relationship between tourist satisfaction and destination loyalty, but this hypothesis was eventually rejected. Since then, this study hypothesizes as follows: *Hypothesis H4: Traveler satisfaction positively affects destination loyalty.*

Based on an overview of the literature and the hypotheses, the model studies the impacts of motivation to find novelty to the satisfaction and loyalty of visitors to the marine and coastal tourism in Kien Giang that are illustrated as follows:



Source: The writer's proposal, 2018

Figure 1: Proposed research model

Table 1: Explanations to the observed variables in the research model

Concepts	Observed variables	Signals	Scales	References
Destination attractiveness	Pristine nature, natural beauty of Kien Giang island.	DA1	Likert 1-5	Kassean and Gassita (2013), Kim and Brown (2012)
	The delicious, unique dishes and many new and attractive marine and island products.	DA2	Likert 1-5	
	The locals are always friendly and hospitable.	DA3	Likert 1-5	
	Cultural and historical features of Kien Giang island are very exciting.	DA4	Likert 1-5	
Novelty seeking motivation	Desire to get rid of their daily routines	NS1	Likert 1-5	Jang and Feng (2007), Cheung and Fok (2014), Chang et al. (2006), Assaker et al. (2011), Jang and Feng (2007), Kim et al. (2016),
	Interests in exploring new, strange and exciting things from the coastal islands	NS2	Likert 1-5	
	Thirst of knowledge about coastal islands and experience island life	NS3	Likert 1-5	
	Relishing all limits in life	NS4	Likert 1-5	

	Looking forward to experiencing adventure activities	NS5	Likert 1-5	Lee et al. (2015)
Tourists' satisfaction	I like the trip to experience Kien Giang Island	TS1	Likert 1-5	Yoon and Uysal (2005), Assaker et al. (2011), Toyama and Yamada (2012)
	The trip to experience the island has exceeded my expectations	TS2	Likert 1-5	
	Coastal islands of Kien Giang offer a unique travel experience	TS3	Likert 1-5	
	Tourist destinations bring comfort and convenience	TS4	Likert 1-5	
Destination loyalty	I will recommend adventure tourism in Kien Giang island to everyone	DL1	Likert 1-5	Yoon and Uysal (2005), Assaker et al. (2011), Toyama and Yamada (2012)
	I will spread right words about the adventure tourism of Kien Giang island	DL2	Likert 1-5	
	I will share useful information about the adventure tourism of Kien Giang island	DL3	Likert 1-5	
	I want to go back to experience Kien Giang island aquatic and coastal tourism in the future	DL4	Likert 1-5	

Source: The writer's proposal, 2018

3. RESEARCH METHOD

To test research hypotheses, the analytical methods used include reliability test of scale with Cronbach's Alpha coefficient, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modeling (SEM). Since then, the sample size needs to be satisfactory for these methods. Hair et al. (1998) suggested that to use EFA; the minimum sample size should be 50, preferably 100 and try to maximize the observation rate on each measurement variable of 5: 1, meaning that every measurement variable needs a minimum of 5 observations. The SEM method requires a large sample size because it relies on sample distribution theory (Raykov and Widaman, 1995). For reliability in the SEM model's suitability test, sample sizes from 100 to 200 are satisfactory (Hoyle, 1995). Besides, Hoelter (1983) stated

that the limited sample size in structural equation modeling is 200. The method of selecting quota samples (quota) combined with direct interviews is used to collect data. Objects of the survey are tourists who have visited and experienced Kien Giang island sea tourism service. The number of tourists surveyed is 176, of which international tourists account for 34%. During the survey process, demographic factors were taken into consideration to ensure the representativeness of the research data.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Testing the reliability of the scale

Based on the reliability test results of the scale in Table 2, the Cronbach's Alpha coefficient of all scales is higher than 0.7, and the observed variables have the correlation coefficient of greater than 0.3. The result indicates that the scales are reliable (Nunnally, 1978; Peterson, 1994; Slater, 1995). Thus, 4 factors and 17 observed variables are used for the next factor analysis step.

Table 2: Cronbach's Alpha coefficients of the scales in the model.

Factor	Cronbach's Alpha	Corrected Item-smallest Total Correlation
Destination attractiveness	0.817	0.607
Novelty seeking motivation	0.807	0.510
Tourists' satisfaction	0.795	0.577
Destination loyalty	0.828	0.533

Source: Surveyed data, 2018

4.2 Exploratory factor analysis (EFA)

According to the results of the exploratory factor analysis, the observed variables achieved convergent value and discriminant value. This is reflected in the following indicators: (1) The reliability of Factor loading > 0.5 ; (2) Testing the appropriateness of the model ($0.5 < KMO = 0.842 < 1.0$); (3) Bartlett test on correlation of observed variables (Sig. = $0.00 < 0.05$); (4) Total variance extracted = $62.84\% > 50\%$ (Hair et al., 1998). Thereby, four factors are formed from 17 observed variables, there is no disturbance in composition, so the factor name is still called as the original model.

Table 3: Factors formed from exploratory factor analysis (EFA)

Signs	Items	Factors
F1	4 items: DA1, DA2, DA3, DA4	Destination attractiveness
F2	5 items: NS1, NS2, NS3, NS4, NS5	Novelty seeking motivation
F3	4 items: TS1, TS2, TS3, TS4	Tourists' satisfaction
F4	4 items: DL1, DL2, DL3, DL4	Destination loyalty

Source: Surveyed data, 2018

4.3 Confirmatory factor analysis (CFA)

Based on the CFA results, the conditions are guaranteed as follows: Chi-square / df = 1,31 < 2 with P = 0.015 ≤ 0.05; The TLI and CFI values are 0.962 and 0.969, respectively > 0.9; RMSEA = 0.042 < 0.08, which demonstrates that the model fits the market data. The standardized weights of the scale are > 0.5, and the non-standardized weights are statistically significant, so the concepts achieve convergent value. In addition, the correlation coefficients between factors are less than 1 with a standard deviation (< 0.05). Therefore, the research concepts have differentiated value.

Concerning the convergence value, the CFA results show that all standardized weights are greater than 0.5 and statistically significant with P-value = 0,000 < 0.005, so the model achieves convergence value. In terms of uni-direction, the model is consistent with market data, and there is no correlation between measurement errors when the correlation coefficient < 1.0, so the variables in the model achieve unidirectional features. In terms of discriminant value, it is expressed through the correlation coefficient between the major concepts in the critical model. The analytical results show that the correlation coefficients associated with standard deviations, which are all different from 1 and the P-value coefficient is less than 0.05. Therefore, the research concepts have differentiated value. Distinct value is shown in Table 4.

Table 4: Results of distinguished value verification between groups

Relations			Estimated Value	Standard Error (S.E)	Composite Reliability (C.R)	P-value
HD	<-->	DL	0.085	0.031	2.758	***
HD	<-->	HL	0.169	0.036	4.653	***
HD	<-->	TT	0.155	0.040	3.888	***
DL	<-->	HL	0.113	0.030	3.798	***

DL	<-->	TT	0.200	0.040	5.041	***
HL	<-->	TT	0.202	0.040	5.041	***

Source: Surveyed data, 2018

Based on the results of calculating the synthesized reliability and variance extracted from the scales in Table 5, the synthesized reliability meets the conditions. The variance extracted from some scales is quite low <0.5, but extract variance can still accept value of 0.4 or more with the assurance that the synthesized reliability must be greater than 0.6 (Fornell and Larcker, 1981; Fraering and Minor, 2006). Thus, the research results show that all concepts in the model meet the requirements of value as well as reliability, so the scale is suitable for the next SEM analysis.

Table 5: Results of assessing the reliability of the scale

Factors	Number of variables	Synthesized reliability - ρ_c	Total variance extract - ρ_{vc}	Value
Destination attractiveness	4	0.82	0.53	
Novelty seeking motivation	5	0.81	0.46	Passed
Tourists' satisfaction	4	0.80	0.50	
Destination loyalty	4	0.83	0.56	

Source: Surveyed data, 2018

4.4 Testing research hypotheses by Structural equation model

After the CFA step, SEM analysis is used to test research hypotheses. The analytical results are presented in Table 6 as follows:

Table 6: Results of testing relations between concepts in SEM

Relations	Estimated value	Non-standardized		Standardized Estimated Value	P-value	Hypothesis
		Standard Error S.E	Composite Reliability C.R			
DL <--- HD	0.299	0.087	3.425	0.322	***	H1
HL <--- DL	0.432	0.097	4.449	0.438	***	H2
TT <--- DL	0.279	0.073	3.829	0.374	***	H3
TT <--- HL	0.326	0.079	4.112	0.429	***	H4

Source: Surveyed data, 2018

Based on the results in Table 6, the relation between the research concepts is statistically significant at the 0.01 confidence level. This finding proves that the attractiveness of the

destination influences the visitors' motivation of seeking novelty, thereby enhancing the satisfaction and loyalty of visitors to the marine and coastal adventure tourism in Kien Giang. The research hypotheses are explained as follows:

- The attractiveness of the destination positively impacts on the motivation of seeking visitors' novelty for the marine and coastal adventure tourism in Kien Giang. This finding is consistent with the studies of Kassean and Gassita (2013), Kim and Brown (2012). This finding shows how attractive the primitive nature is, how magnificent the natural beauty of the island appears, and how interesting the cultural and historical features of Kien Giang island seem to be. Also, seafood from the Kien Giang island are delicious and unique, together with distinctive marine produce of Kien Giang island and the locals are always friendly and hospitable are important criteria, promoting the motivation to seek the novelty of tourists for the marine and coastal adventure tourism in Kien Giang.

- Novelty seeking motivation impacts positively the satisfaction and loyalty of visitors. The results of this study agree with authors Jang and Feng (2007), Cheung and Fok (2014), Chang et al. (2006), Assaker et al. (2011), Jang and Feng (2007), Kim et al. (2016), Lee et al. (2015). Research has shown that the ulterior motives of visitors relate to the desire to learn something new, strange and interesting things from the sea and islands. Wishing to visit the natural beauty of the island; desiring to rest and relax at the island; hoping to meet and interact with many new people; to explore the culture and history of the sea and islands, and to experience island life, all of which positively affect satisfaction and destination loyalty for the marine and coastal adventure tourism in Kien Giang island. In particular, the criterion to visit and experience the natural beauty of the island is particularly interested by tourists. This finding is an essential basis for Kien Giang tourism industry to build a program to promote tourism images, enhancing the attraction for tourists.

- Satisfaction positively impacts visitor destination loyalty for the marine and coastal adventure tourism in Kien Giang island. The results of this study agree with authors Yoon and Uysal (2005), Assaker et al. (2011), Toyama and Yamada (2012). Research has proven if visitors feel satisfied with the products and cuisine, felt right about the natural landscapes and marine environment, contented with the cultural and marine history of Kien Giang island, pleased with the decision to choose such a place. If all these factors are met, chances are the destination loyalty will increase. According to visitors' assessment, the marine and coastal adventure tourism of Kien Giang island brings many exciting things, higher than the initial expectations of visitors. Thus, visitors want to come back to experience this type of tourism, share and enjoy this positive information about the marine and coastal adventure tourism to relatives and friends.

5. CONCLUSION AND IMPLICATIONS IN POLICY

Research has proven that the novelty seeking motivation is governed by the extent of destination attractiveness. The motivation to find novelty has a positive impact on satisfaction and transmission positively affects visitor destination loyalty to the marine and coastal adventure tourism in Kien Giang island. From the results of the study, Some policy suggestions have been proposed to improve the motivation of seeking new visitors for the marine and coastal adventure tourism in Kien Giang island.

Firstly, build a program to promote the image of marine and coastal adventure tourism. Indeed, Kien Giang tourism industry needs to focus on promoting the attractive destination image, paying particular attention to the unique elements of Kien Giang island that other places do not have. It is a need to apply modern communication tools to improve accessibility to tourists, enhancing the quality of destination information.

Secondly, exploit and develop tourism activities that are new, attractive, and adventurous. Adventure tourism activities must be practical, entertaining, new feeling-inducing, bringing the visitors to a spectrum of feelings when experiencing marine and coastal adventure tourism in Kien Giang.

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