Examining the influence of travel motivation on travel experiences at marine tourism destinations in South Sulawesi

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Abstract: This study focuses on the influence of travel motivation on travel experiences at marine tourism destinations in South Sulawesi. In the context of tourism development, particularly marine tourism, understanding travel motivations is crucial for enhancing the quality of destinations and tourist or travel experiences. The aim of this study is to analyze the relationship between tourists' travel motivations and their experiences at marine tourism destinations. This research employs a quantitative approach, with data collected through a questionnaire survey distributed to 220 respondents who have visited marine tourism destinations in South Sulawesi. The data analysis was conducted using a simple linear regression test to examine the relationship between travel motivation and travel experiences. The results of the study indicate that travel motivation has a positive and significant influence on travel experiences. Every increase in travel motivation contributes to an improvement in the unforgettable travel experiences. High travel motivation increases the likelihood that tourists will experience positive and unforgettable moments at marine tourism destinations, as evidenced by the hypothesis testing results in this study. Although the quantitative results show that there is an influence of travel motivation on an unforgettable travel experiences, this influence is still less than optimal, as it is under 25%. Therefore, strategic efforts are needed to enhance travel motivation in order to increase tourist visits. The study also identifies several key motivational factors, including beach-based activities, natural beauty, and togetherness with family and friends. The conclusion of this study is that travel motivation is a crucial factor in shaping travel experiences at marine tourism destinations. The implications of this study emphasize the importance for destination managers to pay attention to and enhance tourists' travel motivational factors in order to create higher quality and more travel experiences.
Keywords: Marine Tourism, Marine Tourism of South Sulawesi, Travel Experiences, Travel Motivation Factors

How to Cite: Yusuf, M., Eppang B. M. & Amalia, I. F. (2024). How celebrity involvement affect destination image, the mediating role of celebrity worship. *International Journal of Applied Sciences in Tourism and Events*, 8(2), 86-96.

Introduction

Marine tourism destinations have become a key focus in tourism development, especially for areas rich in marine tourism resources. Carvache-Franco et al. (2020) emphasize that studies related to marine and coastal destinations have become increasingly important because this type of tourism offers a range of experiences that directly engage with nature and culture, unlike traditional tourism, which mainly focuses on sun and beach activities. Therefore, research on marine tourism can contribute valuable insights for the development of tourism, particularly marine-based tourism.

As an archipelagic country, Indonesia has significant potential for marine-based tourism destinations. The government's policy on tourism development began with the designation of 10 priority destinations, which are expected to become new major destinations in Indonesia, not just alternatives to Bali. However, over time, this policy has been further refined to focus on five super-priority destinations: Lombok (Mandalika and its surroundings), Likupang, Lake Toba,

Labuan Bajo, and Borobudur. Among these five super-priority destinations, three are marine-based, indicating the government's serious commitment to developing marine tourism.

However, this policy does not mean neglecting other destinations that also have great potential for marine tourism. South Sulawesi, for example, has significant potential for marine tourism. The presence of the Spermonde Archipelago is an indication that South Sulawesi has become a focus in marine research and is an important asset in tourism. The most famous and globally recognized marine-based tourism destination in this region is the Takabonerate National Park in the Selayar Islands. The seriousness of the central and local governments in developing marine tourism is evident as this destination has been designated as a development area through the Special Economic Zone (SEZ) policy. In addition to the potential of destinations in Selayar, there are also several other marine-based tourism destinations that attract both foreign and domestic tourists, including Bulukumba (Tanjung Bira and its surroundings, phinisi boat building), Pangkep (the Nine Islands Archipelago and Kapoposang Island), Makassar (the 11 Islands), and others. The development of marine tourism is also aligned with the flagship program of the South Sulawesi Provincial Government, which focuses on developing leading tourist destinations in South Sulawesi based on nature, culture, and man-made attractions, connected with national and international tourism. Therefore, this study will focus more on the South Sulawesi destinations with world-class marine tourism potential.

To further optimize the focus on developing tourism based on marine tourism, it is important to understand travel motivations. Many studies examine the features of a destination to determine the direction of its development and the concept of development based on the supply side. Jeong (2014) also points out that, in addition, research related to the demand side is also a particular focus to explore the psychological motivations of tourists regarding their desire to visit the destination.

Travel motivation is an important study to assess how much tourists need to visit a destination. Specifically, marine tourism destinations have rarely discussed the dimension of motivation related to the demand side (Carvache-Franco et al., 2020) They also emphasize the importance of developing dimensions and scales related to motivation in marine tourism destinations. Therefore, this study will examine travel motivation for tourists to visit marine destinations. Jeong (2014) also indicates that studies related to tourist characteristics concerning motivation are still limited, as many studies focus more on the characteristics of marine tourism destinations. The study of motivation and travel experiences is crucial for improving the quality of destinations, particularly in marine tourism destinations. Agyeiwaah et al. (2019) emphasize that motivation has a more direct influence on experience; however, this relationship has rarely been explored substantively in tourism research. This study will focus on the demand side by examining travel motivation from the perspectives of tourists and tour designers as providers of tourism products for visitors to marine tourism destinations. Furthermore, this study will also investigate whether travel motivation affects the travel experiences at a marine tourism destination.

Methodology

This study is quantitative research aimed at examining the relationship between travel motivation and travel experiences. A simple regression analysis was used to analyze the data. The population of this study consists of all tourists who have visited at least one marine tourism destination in South Sulawesi, including Selayar/Takabonerate, Tanjung Bira and its surroundings, Kapoposan, coastal and marine areas in Barru, Pangkep, and Jeneponto Regencies, and the coastal and island areas of Makassar City. The population size was infinite, so the sample was selected using purposive non-probability sampling. The sample size followed Hair et al. (1998), who suggested that each item in the questionnaire should be represented by 10 respondents. The final sample size was determined after the qualitative phase established the number of items in the questionnaire.

The research instrument was developed based on the results of a previous qualitative study, which is part of this research. The themes identified from the qualitative approach were used as indicators for the variables of travel motivation and travel experiences, formulated into a series of statements. A pilot study was conducted to test the validity and reliability of the instrument used to measure the variables. Based on the qualitative findings, 22 items were

derived from thematic analysis. Thus, the sample size for this study was set at 220 respondents. Respondents were selected based on a quota system, with the distribution of the questionnaires using social media networks (WAG). The quota distribution was as follows: a). South Sulawesi (Makassar/Toraja/Pare-Pare/Sidrap/Barru/Bulukumba/Bone): 50 respondents; b). Java Island (Jakarta/Surabaya/Bandung/Malang): 50 respondents; c). Sumatra Island (Medan/Palembang/Padang/Batam): 10 respondents; d). Bali Island: 20 respondents; e). NTT/NTB: 10 respondents; f). Kalimantan (Balikpapan/Banjarmasin): 10 respondents; g). Sulawesi (Manado/Palu/Kendari/Mamuju): 40 respondents; h). Maluku/Papua: 10 respondents; i). International (Japan/Netherlands/Australia/France/Spain): 20 respondents.

This research examines marine tourism in South Sulawesi, and respondents were taken from all over Indonesia to ensure a comprehensive understanding of the travel motivations and experiences of a diverse range of tourists. Including participants from various regions allows the study to capture national travel trends and motivations, making the findings more representative of the broader market for marine tourism in South Sulawesi. It provides insights into how cultural experiences, backgrounds, and regional characteristics influence tourist preferences and expectations, which can inform targeted strategies for tourism development. This approach also enhances the generalizability of the results, making them applicable to other regions with similar marine tourism offerings and enabling comparative analyses to reveal unique insights into different segments of the population.

In data analysis, classical assumption tests were first conducted to examine the normality of the data, linearity between variables X and Y, and heteroscedasticity. To test the hypothesis, simple linear regression analysis was employed. Simple linear regression examines the relationship between two variables, an independent and a dependent variable, where the relationship is causal (Sugiyono, 2013). A partial t-test was used to test the hypothesis, with a significance threshold of 0.05. If the significance value is less than 0.05, the independent variable significantly influences the dependent variable. The decision criteria are: a. If t-calculated > t-table, Ho is rejected, and Ha is accepted. b. If t-calculated < t-table, Ho is accepted, and Ha is rejected. Lastly, the coefficient of determination (R^2) was calculated to determine the extent to which travel motivation (X) influences travel experiences (Y). The R^2 value indicates the proportion of the total variation in the dependent variable that is explained by the independent variable. The higher the R^2 value, the greater the proportion of the variation in the dependent variable explained by the independent variable.

Results and Discussions
Results

Respondent Profile

Respondents were analyzed based on their origin, gender, age, and occupation through an online questionnaire. The detailed breakdown is as follows:

Table 1. Respondents Data

No	Variable	Frequency	Percent
	Origin		
1	South Sulawesi (Makassar/Toraja/Pare-Pare/Sidrap/Barru/Bulukumba/Bone)	50	23%
2	Java Island (Jakarta/Surabaya/Bandung/Malang)	50	23%
3	Sumatra Island (Medan/Palembang/Padang/Batam)	10	5%
4	Bali Island	20	9%
5	NTT/NTB	10	5%
6	Kalimantan (Balikpapan/Banjarmasin)	10	5%
7	Sulawesi (Manado/Palu/Kendari/Mamuju)	40	18%
8	Maluku/Papua	10	5%
9	International (Japan/Netherlands/Australia/France/Spain)	20	9%
	Gender		
1	Male	93	43

2	Female	117	57
	Age		
1	Over 40	113	51
2	Under 40	107	49
	Occupation		
1	Academics	27	3
2	Government Employee	56	32
3	Private Sector	69	45
4	Student	26	2
5	Entrepreneur	42	18
	Total	220	100

Source: Result of Data Collection (2024)
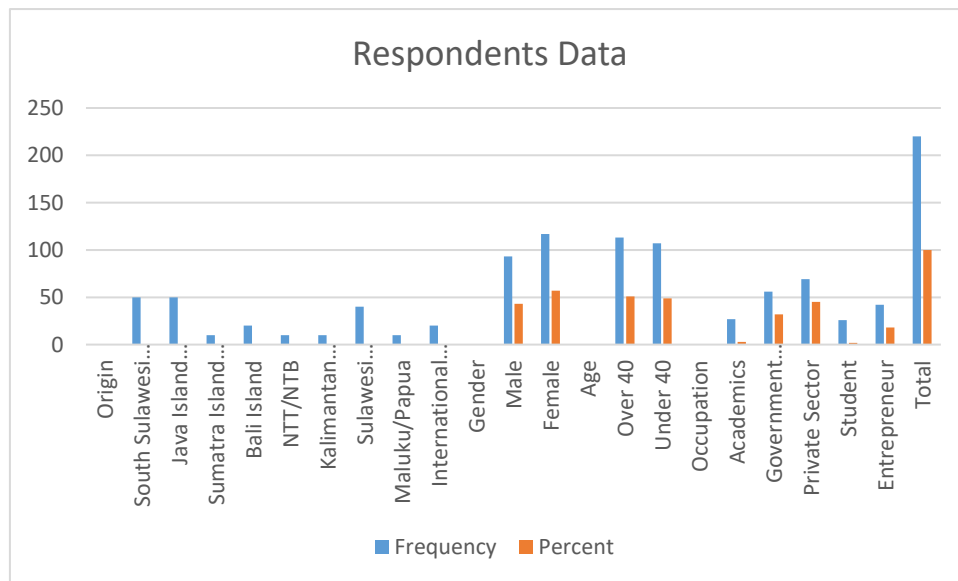
Source: Result of Data Collection (2024)
Figure 1. Respondents Data

The largest number of respondents were from South Sulawesi and Java Island, each comprising 50 participants. Other respondents came from various regions and countries, with the fewest from Sumatra, Maluku/Papua, and international origins. For the gender, The results show that female respondents (57%) outnumbered male respondents (43%). Respondents over 40 years old comprised 51%, slightly more than those under 40 years old (49%) and Private sector employees made up the largest group of respondents (45%), followed by government employees (32%).

Validity and Reliability Tests

To ensure that the questionnaire accurately measured all parameters of each variable, validity and reliability tests were conducted. The validity test indicated that all parameters of the travel motivation variable were valid, with calculated (r) values exceeding the critical value of 0.320. All items of travel experiences variable were also valid, with all calculated (r) values above 0.320. The reliability test results showed that the Cronbach's alpha for the Travel Motivation variable (αX) was 0.956, and for the Travel Experiences variable (αY), it was 0.896, both of which exceeded the minimum threshold of 0.60, indicating high reliability.

Descriptive Analysis

Descriptive statistics were used to describe the tendencies of respondents' answers for both the Travel Motivation and Travel Experiences variables.

Table 2. Description of Travel Motivation

Items	Frequency of Responses					Mean
	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	
Beach-based activities	2 (0.9)	4 (1.8)	36 (16.4)	94 (42.7)	84 (38.2)	4.15
Beach activities with facilities	0 (0)	6 (2.7)	36 (16.4)	77 (35)	101 (45.9)	4.24
The natural beauty of the beach and sea	0 (0)	1 (0.5)	28 (12.7)	68 (30.9)	123 (55.9)	4.42
The beauty of the underwater world	1 (0.5)	0 (0)	33 (15)	75 (34.1)	111 (50.5)	4.34
Togetherness with family and friends	0 (0)	1 (0.5)	26 (11.8)	75 (34.1)	118 (53.6)	4.41
Revenge travel after the pandemic	0 (0)	13 (5.9)	55 (25)	75 (34.1)	77 (35)	3.98
Enjoying culinary experiences	0 (0)	4 (1.8)	52 (23.6)	84 (38.2)	80 (36.4)	4.09
Local maritime culture	0 (0)	1 (0.5)	43 (19.5)	87 (39.5)	89 (40.5	4.20
Hobby/sports activities with skill	0 (0)	5 (2.3)	46 (20.9)	92 (41.8)	77 (35)	4.10
Enjoying solitude	1 (0.5	6 (2.7)	52 (23.6)	100 (45.5)	61 (27.7)	3.97
Religious/spiritual activities	1 (0.5	12 (5.5)	63 (28.6)	96 (43.6)	49 (22.3)	3.83
Research and conservation	1 (0.5	13 (5.9)	58 (26.4)	90 (40.9)	58 (26.4)	3.87
Relaxation and entertainment	0 (0)	0 (0)	30 (13.6)	95 (43.2)	95 (43.2)	4.30
Affordable travel costs	0 (0)	6 (2.7)	47 (21.4)	100 (45.5)	67 (30.5)	4.04

Source: Result of Data Collection (2024)

Based on the data, the main motivations for travel are the natural beauty of the beach and sea, as well as togetherness with family and friends, with an average (mean) of 4.42 and 4.41, respectively, and more than 50% of respondents gave the highest score (5) for these two factors. Facility-based beach activities are also an attraction with a mean of 4.24, where nearly 46% of respondents rated this as very important. On the other hand, religious/spiritual activities have a lower mean of 3.83, indicating a more limited interest in travel focused on spiritual aspects. Meanwhile, revenge travel after the pandemic is also quite relevant with a mean of 3.98, showing a significant urge to travel after restrictions. Overall, nature and social-based motivations are more dominant than spiritual motivations in determining respondents' reasons for travel.

The Table 3 shows that the majority of respondents gave high ratings for travel experiences that involve refreshment, knowledge, and engagement, with means above 4. Nature experiences and pleasure are also highly valued, with a dominant frequency on scales 4 and 5. Although meaningfulness and cultural experiences received slightly lower means, both are still considered important by tourists. Novelty in tourism is also regarded as quite important, with a mean of 4.12, indicating appreciation for new and different experiences. Overall, tourism that offers elements of refreshment, nature, and active engagement is most for respondents.

Table 3. Description of Travel Experiences

Items	Frequency of Responses					Mean
	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	
Well-being Experience	0 (0)	1 (0.5)	28 (12.7)	107 (48.6)	84 (38.2)	4.25
Gaining Knowledge	0 (0)	3 (1.4)	35 (15.9)	95 (43.2)	87 (39.5)	4.21
Engagement	0 (0)	4 (1.8)	29 (13.2)	99 (45)	88 (40)	4.23
Nature Experience	0 (0)	1 (0.5)	30 (13.6)	97 (44.1)	92 (41.8)	4.27
Seeking Pleasure	0 (0)	3 (1.4)	33 (15)	93 (42.3)	91 (41.4)	4.24
Meaningfulness	0 (0)	6 (2.7)	43 (19.5)	98 (44.5)	73 (33.2)	4.08
Cultural Experience	0 (0)	9 (4.1)	40 (18.2)	97 (44.1)	74 (33.6)	4.07
Novelty	0 (0)	4 (1.8)	46 (20.9)	89 (40.5)	81 (36.8)	4.12

Source: Result of Data Collection (2024)

1. Classical Assumption Test

Based on the results of the normality test, a significance value of 0.200 was obtained, which is greater than 0.05, indicating that the residual values are normally distributed. The normality test using a P-Plot shows that the points are scattered around the diagonal line and their distribution is somewhat close to the diagonal line, allowing us to conclude that the data distribution in this study is normal. Furthermore, the histogram graph forms a bell shape and is not skewed to the right or left, confirming that the histogram is normal. Next, for the linearity test, based on calculations from the data in this study, the F-table value is 3.89 (df1 = 1 and df2 = 217), and the calculated F value is 1.161. This result shows that the calculated F is smaller than the F-table value, establishing that the relationship is linear. The heteroscedasticity test results indicate that the data points do not show a clear pattern and are scattered above and below the zero point on the Y-axis, allowing us to conclude that there is no heteroscedasticity in this study.

2. Simple Linear Regression Analysis

This study uses a simple linear regression analysis test to predict the extent of the positive relationship between travel motivation and the predicted value of travel experiences. This analysis utilizes data based on questionnaires that were distributed. The calculations for this test were conducted with using SPSS Version 24. The results of the simple linear regression analysis can be seen in the following table.

Table 4. Result of Simple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.948	3.218		9.927	.000
	TourExp	.776	.095	.483	8.142	.000

Source: Result of Data Analysis (2024)

The regression equation is Y = 31.948 + 0.776X. The results of the equation above indicate a constant value of 31.948, which means that the consistency value of the travel motivation variable is 31.948. The regression coefficient for X is 0.776, indicating that an increase of 1% in the value

of travel experiences will result in a 0.776 increase in travel motivation. This regression coefficient is positive, suggesting that the influence of travel motivation (variable X) on travel experiences (variable Y) is positive. Furthermore, based on the significance value obtained from the table above, which is 0.000 < 0.05, it can be concluded that travel motivation (X) has an impact on travel experiences (Y).

3. Hypothesis Testing

The t-test is conducted to show the extent of the influence between independent variables and dependent variables. If the significance value (Sig.) is less than 0.05, a variable is said to have a significant effect on another variable. The criteria for accepting and rejecting the hypothesis are as follows:

a. If t-value > t-table, then Ho is rejected, and Ha is accepted.

b. If t-value < t-table, then Ho is accepted, and Ha is rejected.

The t-table is obtained from α/2; df, where 0.025; 110 gives a t-table of 0.67671. In the table above, it is known that the t-value is 8.142, which is greater than the t table of 0.67671, with a significance value of 0.00 < 0.05. Therefore, it can be concluded that travel motivation has a positive and significant effect on the travel experiences because the t-value > t-table and the significance value is less than 0.05, leading to the rejection of Ho and the acceptance of Ha. This indicates that there is a positive and significant influence on the marine travel experiences in South Sulawesi.

4. Coefficient of Determination

To determine the extent of the influence of travel motivation (X) on an travel experiences (Y), a statistical calculation using the Coefficient of Determination was performed.

Table 5. Result of Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483[a]	.233	.230	6.14033

Source: Result of Data Analysis (2024)

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Table 6. Result of Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483ª	.233	.230	6.14033

Source: Result of Data Analysis (2024)

From the Table above, it explains that the strength of the relationship (R) is 0.483. From this output, the coefficient of determination (R Square) is 0.233, which means that the influence of the independent variable (travel motivation) on the dependent variable (unforgettable travel experiences) is 23%. Other factors not included in this study account for 48% of the relationship.

Discussions

Based on the analysis above, there is a significant influence between travel motivation and the travel experiences. This result is consistent with theories supporting the relationship between travel motivation and the travel experiences. According to Kim & Lee (2002), travel motivation reflects tourists' expectations of a destination's attributes before they embark on their trip. This motivation becomes the main factor driving tourists to seek specific experiences at the destination. As stated by the theory, travel motivation forms the framework of tourists' expectations, and the experiences provided by the destination aim to fulfill these expectations.

Furthermore, this theory is reinforced by Prebensen et al. (2013), who found that the higher the tourists' motivation to travel, the greater their desire to actively engage in obtaining experiences at the destination. This motivation acts as a catalyst that drives tourists to seek unique and meaningful experiences. In the context of marine tourism in South Sulawesi, tourists motivated to travel tend to have expectations for unforgettable experiences, which are realized through the various activities they participate in while at the destination.

Research by Agyeiwaah et al. (2019) and Dagustani et al. (2018) also supports these findings, showing that travel motivation has a significant influence on tourists' experiences during their trips. This aligns with the research results, which indicate that travel motivation for marine tourism in South Sulawesi also has a direct and significant impact on the experiences perceived by tourists.

Conceptually, travel motivation can be considered a driving factor that encourages tourists to seek experiences that align with their expectations. Destination managers need to understand this motivation to create experiences that meet tourists' expectations. As Kim & Lee (2002) stated, it is more important for managers to create experiences that match tourists' motivations than merely offering tourism products that can be purchased. Thus, travel motivation not only serves as a driving factor but also as a reference for destination managers in designing unforgettable travel experiences for tourists.

In this context, the research results, which show a significant influence between travel motivation and the toravel experience, support existing theories where motivation is a key factor in shaping meaningful and travel experiences. In conclusion, high travel motivation increases the likelihood that tourists will experience positive and unforgettable moments at marine tourism destinations, as evidenced by the hypothesis testing results in this study. Although the quantitative results show that there is an influence of travel motivation on an unforgettable travel

experiences, this influence is still less than optimal, as it is under 25%. Therefore, strategic efforts are needed to enhance travel motivation in order to increase tourist visits, as well as to develop innovative and creative travel experiences products at marine-based tourism destinations in South Sulawesi.

If the marine tourism motivations you identified are related to nature exploration or educational experiences, they align with global trends toward creating environmentally friendly tourist destinations. Example: Destinations in South Sulawesi can strengthen educational elements, such as promoting coral reef conservation, beach cleanliness, and marine wildlife preservation as part of the tourism experience.

Although the quantitative analysis shows a significant influence of travel motivation on travel experiences, the strength of this influence is less than optimal, as it remains below 25%. This indicates that while motivation plays a role, there are other factors influencing tourist experiences that require further exploration. The relatively low percentage suggests a need for strategic efforts to enhance travel motivation.

One approach could involve leveraging activities that cater to tourists' specific interests, such as eco-friendly tours or cultural immersion programs. Additionally, innovative and creative travel experiences products can be developed to better meet tourists' expectations and enhance satisfaction.

Conclusions

The findings of this study indicate that travel motivation has a significant influence on the travel experiences at marine tourism destinations in South Sulawesi. Tourists motivated by natural beauty, family togetherness, and beach-based activities tend to have more experiences. The primary factors influencing tourists' motivation include the scenic beauty of beaches and seas, togetherness, and relaxation, with more than 50% of respondents rating these factors highly. The practical implications for the government highlight the importance of enhancing the promotion of marine tourism destinations, focusing on natural beauty and attractive recreational activities. The government also needs to improve infrastructure and accessibility to these destinations to attract more tourists. For Destination Management Organisations (DMOs), this study emphasizes the need to understand and enhance tourists' motivation. DMOs should collaborate with businesses to create appealing tourism packages that combine relaxation, togetherness, and the uniqueness of the local environment. Additionally, the development of more sustainable and eco-friendly destinations should be prioritized to maintain long-term attractiveness. Tourism businesses are expected to be more innovative in offering personalized and unique experiences to tourists. Providing high-quality services, such as family-oriented travel packages and sea adventure activities, will enhance tourist satisfaction. Local entrepreneurs can also focus on offering products and services aligned with tourists' motivations, such as local cuisine, family-friendly accommodations, and educational and engaging sea-based activities. The limitations of this study include the restricted coverage area, focusing solely on marine tourism destinations in South Sulawesi, making the findings not generalizable to other regions. Additionally, the quantitative approach used does not delve deeply into tourists' emotional and in-depth experiences. The study also does not account for the seasonal variability of visits, which may influence tourists' motivations and experiences. Future research could adopt a qualitative approach, expand the scope of the study, and consider seasonal factors to provide a more comprehensive understanding and also for the Tourist travel experiences are shaped by a wide range of internal and external factors, as well as psychological, physical, social, economic, and technological elements. These factors collectively determine the quality, satisfaction, and overall perception of a travel experience. These variables collectively influence tourist travel experiences and are vital for understanding traveler behavior. A comprehensive understanding of these factors can guide stakeholders in developing effective tourism marketing strategies, improving destination offerings, and enhancing overall tourist satisfaction.

Limitations

As a researcher, I recognize that every research has its limitations, particularly in the methodological approach chosen. In this study, I opted for a quantitative approach due to several considerations. This approach enables me to objectively measure phenomena through numerical data, provides broader generalizability, and facilitates data collection from a large number of respondents. With its structured statistical analysis, this method helps identify patterns, relationships, and differences between variables that are central to the research focus.

However, I am also aware of the limitations inherent in the quantitative approach. One significant limitation is its inability to delve into the social or cultural contexts underlying the data. The instruments used, such as surveys or questionnaires, tend to restrict respondents to predefined answer choices, making it less flexible in capturing the nuances of experiences or deeper perspectives. Additionally, while statistical analysis can reveal relationships between variables, it often falls short in explaining the reasons behind those relationships or uncovering the complex meanings of the phenomena being studied.

To address these limitations, I recognize the importance of complementing the research with a qualitative approach. Through methods such as in-depth interviews, observations, or focus group discussions, qualitative research offers a richer understanding of individual experiences, motivations, and viewpoints. This approach can also add context to the quantitative findings, provide deeper insights, and answer the "why" questions that numerical data alone cannot address.

By combining these approaches, I aim to overcome the limitations of each method and produce more comprehensive research results. The quantitative approach offers a robust framework for generalization, while the qualitative approach provides depth and context that enrich the findings. This complementary approach serves as the foundation for generating an analysis that is not only statistically accurate but also practically and theoretically meaningful.

Announcement

We express our sincere gratitude for the recognition of our paper titled "Examining the Influence of Travel Motivation on Travel Experiences at Marine Tourism Destinations in South Sulawesi," authored by Maryam Yusuf, Buntu Marannu Eppang, and Intan Fauzia Amalia, as the *Best Paper at The 1st International Conference on Marine Tourism and Hospitality Studies, held on October 13, 2024, at The Rinra Hotel, Makassar. This award serves as an encouragement for us to continue contributing to the development of marine tourism through innovative and impactful research. Our thanks go to Politeknik Pariwisata Makassar for organizing this significant platform that fosters global collaboration in the tourism sector.

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