

INVESTIGATING VARIOUS MOTIVATIONAL ELEMENTS THAT IMPACT WEDDING DESTINATIONS (EVENT VENUE) SELECTIONS

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Abstract: The aim of this study was to investigate various motivational elements that impact wedding destinations (event venue) selections among Egyptians couples. The study concentrated on four dimensions of the push factors (fulfilling prestige, escaping daily routine, seeking relaxation, and enhancing relationship) and five dimensions of the pull factors (events and activities, easy access and affordability, history and culture, natural resources, and destination marketing). The researchers hypothesized that each push and pull factor impact wedding destinations selections. A quantitative research approach, the distribution of administrated questionnaires was used to collect the data. The selected participants were decision makers for wedding venues; they include wedding couples, parents, relatives, and friends who are involved in the decision making process and who were at least 18 years of age. This study used the Statistical Package for the Social Sciences (SPSS) version 18 software to analyze the collected data. The researchers applied various the descriptive statistics and analyses to identify the relationships between the variables in each hypothesis. Overall, the results indicated that the variables with the strongest contribution, impacting the decision makers' wedding destination selection, are successively: destination marketing, fulfilling prestige, escaping daily routine, and easy access/ affordability of packages. This outcome can help wedding tourism practitioners to comprehend the main factors to focus on when promoting a destination as a wedding venue. With this knowledge, they would know better on how to build an attractive image and improve marketing efforts to maximize the local resources.

Key words: Destinations Selections, Event Venue, Pull Factors, Push Factors, Travel Motivation, Wedding Tourism

I. INTRODUCTION

Wedding tourism is a growing niche market that has impacted destinations worldwide (Rogerson, 2015). It is a profitable and productive element of the tourism sector, making it a noteworthy market segment for destinations to target (Seebaluck *et al.*, 2015). Wedding tourism has shown 75% growth between 2007 and 2012 (Durinec, 2013). The expanding numbers of wedding tourists in destinations, confirm the importance of this emerging market segment worldwide (Seebaluck *et al.*, 2015).

In almost every culture, weddings are significant life events, which require memorable celebration (Breg, 2013). Schumann and Amando (2010) research showed that people considered traditional weddings expensive in terms of costs because of the conventional reception and the honeymoon travel package. Major *et al.* (2010) exposed that destination weddings increased in popularity over the past decade among couples because of its lower budgets than domestic weddings. Seebaluck *et al.* (2015) supported the claim by affirming that wedding abroad usually proposes a bargain price – the wedding and honeymoon fees are usually similar to the fees of a single honeymoon package.

Changing norms and consumer preferences have also contributed to the escalating demand for destination weddings (Major *et al.*, 2010). Seebaluck *et al.* (2015) stated that: “*exotic away wedding and the packages developed for such products, are now*

regarded as the most fashionable way of making the wedding experience a wondrous one” (p.202). Post (2014) indicated that the trendy weddings are now about exoticism (an idyllic wedding location), an emerging phenomenon of wedding arrangements. Certain studies indicated that couples seek destination that can offer: “*tourist infrastructure, romantic imagery, religious flexibility and legal convenience coincide*” (McDonald, 2005, p. 191).

This socio-economic changes of the modern society resulted with worldwide regions, such as Bali, Malaysia, Seychelles, Sypris, Maldives, Hawaii, Bahamas, Phuket, Malta, Mauritius, and others attractive cities to become exotic choices for wedding destinations (Moir *et al.*, 2011; Rogerson, 2015). Thus, an important matter in wedding tourism research is the development of how people select a wedding destination (Guan *et al.*, 2015). According to Vuuren and Slabbert (2011) and Rogerson (2015), travel motivations influence behaviors. Seebaluck *et al.* (2015) research indicated that people usually choose specific destinations for the reason that they are pushed by emotional, perceptual, and rational motives and are pulled by external motives through the support of marketing campaigns, travel agents, social influence, etc. Mohammad and Som (2010) suggested that travel motivational factors involve several aspects and dimensions, since tourists seek to satisfy numerous distinct needs and wants simultaneously.

Despite the significant growth of the wedding

industry across the world, very few studies have focused on consumers' motivations of selecting the wedding locations (Guan *et al.*, 2015). Push and pull theories on motives have been studied and discussed in a wide range of subject matters in consumer behavior (Kotler *et al.*, 2014) and in travel motivation studies (Seebaluck *et al.*, 2015). Wedding tourism topic should be further researched, with more data being gathered on a global level due to its current increasing demand in the market (Mohammad and Som, 2010).

This study aims to investigate the push (socio-psychological and intrinsic elements) and pull (extrinsic and external influences related to the geographic scope of appeal) motivational factors in consumers' decisions in choosing wedding destinations. More specifically, the objectives of the current study is: to identify the primary push factors that motivate decision makers when selecting wedding destinations; to identify the primary pull factors that motivate decision makers when selecting wedding destinations. This study expects to enrich the body of tourism and wedding research and provide industry practitioners with insights that can support and help with the planning and marketing strategies of wedding tourism and destination selection process.

II. THEORETICAL FRAMEWORK

Some studies are reviewed in this paper in order to provide an introductory view on motives behind international travel and significance of destination factors, which can be tested in the field of wedding tourism, identifying the factors that lead couples wanting a destination wedding celebration away from home.

Studies have indicated that socio-psychological needs motivate and prompt a person to travel to a particular destination (Seebaluck *et al.*, 2015). These socio-psychological needs are considered the *push factors* (Ling *et al.*, 2015). The push factors are related to the emotional motives (mental preparation) for human activities - why people act the way they do (Kotler *et al.*, 2014). It comprises the intrinsic and intangible elements that stimulate people to travel (Mohammad and Som, 2010). Intrinsic elements are the internal desires to perform a particular task, which leads to an individual level of optimal arousal (Rogerson, 2015). The common push factors (socio-psychological and intrinsic motives) found in numerous research studies include: the desire to escape, rest and relaxations, adventure, prestige and social interaction (Ling *et al.*, 2015). These motivational factors are linked to Maslow's (1943) pyramid of needs – the basic needs, safety needs, social needs, esteem, and self-actualization (Mayo and Jarvis, 1981).

Tourists are different and as different are the factors

that motivate them (Mahika, 2011). Cultural and nationality differences influence the choices tourists make regarding a trip (Seebaluck *et al.*, 2015). Individuals from various countries might travel for similar reasons, but their reasons for choosing a specific place and the level of importance attached to these factors may differ among participants from different countries (Yiamjanya and Wongleedee, 2014).

The push factors in traveling found in many studies vary on the social context (Yiamjanya and Wongleedee, 2014). In Denmark, a study revealed that the essential motives for travellers successively are: social relationship with family and friends, escape/ relaxation, natural resources, exploration, local sites and heritages, and prestige and impression (Jensen, 2011). In the Middle East, a study showed that fulfilling prestige is a push factor in which people are motivated to pursue through traveling. Tourism opportunities increase social status (Mohammad and Som, 2010). In the American context, people select a location that reflects their personalities and that provides physical and emotional comfort and relaxation (Post, 2014). In Japan, a study exposed that Japanese tourists enjoy places that have unusual experiences, different cultures, and provides a refreshing escape from daily life (Schumann and Amando, 2010). A global survey indicated that British and Australian tourists traveled based on their interest in foreign land (European Union, 2014). In India, research explains that people voyage for: fun and excitement, seeing new regions, and learning firsthand things (Riri, 2012).

When it comes to the context of weddings, there are several push factors that can be relevant when desiring a foreign location for a wedding ceremony (Ling *et al.*, 2015). Mohammad and Som (2010) stated that traveling is a way in fulfilling status. They specified that people usually select a destination that would impress their friends and family. Post (2014) suggested that people might choose wedding venues that ensure relaxation (physical and emotional comfort) for them and their guests. Moreover, Seebaluck *et al.* (2015) stated that wedding ceremonies are selected based on personal, intimate, and social attachments. They stated: "*an element that push people to travel and that is very relevant to wedding tourism is the need to show and demonstrate Belongingness/love*" (p.203).

Beside the push factors (socio-psychological and intrinsic motives), a review of the literature on tourist motivation indicates people travel because of external attributes related to the physical condition of destinations (Morrison, 2013). Studies indicated that tangible and intangible resources, like the weather, beaches, rivers, landscape, national monuments, etc. stimulate a person to visit a particular destination

(Seebaluck *et al.*, 2015). The destinations attractions are considered the *pull factors* (Yiamjanya and Wongleedee, 2014). Pull factors are known as extrinsic motivations, external influences related to the geographic scope of appeal and activities (Kassean and Gassita, 2013).

The attractiveness of destinations arises with the help of external information sources and influence, such as mass media– the radio, the television, the newspapers, the magazines, and the Internet (Kotler *et al.*, 2014). People notice and develop interest to destinations and are further pulled by factors, such as destination marketing, branding, and promotion (Kassean and Gassita, 2013). These publicity activities are powerful tools to competitive positioning (giving a distinct destination image), as well as responding to consumer's needs and behaviors' (Baker and Cameron, 2008).

There are several different pull factors, which impact the selection of touristic destinations (Seebaluck *et al.*, 2015). There are pull factors that relate to the service infrastructure, which includes facilities and amenities associated with transportation and travel, accommodation, food and beverage, shopping, and leisure (Rogerson, 2015). There are also pull factors that relate to the environment of the destination (physical and situational conditions), which include the natural environment, political and legal factors, economic factors, social factors, cultural factors and technological factors (Seebaluck *et al.*, 2015). Furthermore, people are pulled by other factors related to destination location.

Distance and destination cost of living play an important role in terms of relative cost of travel and the destination decision-making process of the traveller (Lee *et al.*, 2012). Each country has its own pull factors, motivating a person to take a particular trip to a specific destination (Yiamjanya and Wongleedee, 2014). "*Some attractions are planned around historic sites and natural settings while others are designed and constructed around planned activities, themes and events*" (Ahmed *et al.*, 2010, p.54).

The pull factors vary on the social context (Yiamjanya and Wongleedee, 2014). For example, a study revealed that the essential destination attributes that encourage tourists to visit Mauritius are: the beaches, climate and weather, landscape and exotic scenery of the island, and the hospitality and accommodation services offered to the travelers (Kassean and Gassita, 2013). Another study found that tourists are attracted to Thailand by the wide range of tour packages at very competitive prices with friendly service (Yiamjanya and Wongleedee, 2014). A specific study showed that tourists are drawn to Bangkok due to its shows and nightlife

entertainment (Riri, 2012). Tourists visiting Egypt enjoy the beaches, unmatched underwater attractions, pyramids, and vast archaeological sites (Embassy of Egypt, 2015). Tourists visiting Jordan appreciate its natural greenery settings. Besides, the country is also seen as an affordable, safe destination with hospitable local people (Mohammad and Som, 2010). Another study indicated that destination image of the royal history, culture, and tradition influence potential tourists to visit the UK (Morrison, 2013). Moreover, people visit Italy for its history and culture (architecture, castles, opera, museums, churches, etc.), food (wine, vineyards, olive oil farms, cheese production), Landscape (tiny towns, walled towns, quintessential countryside, mountains, hot springs, islands, vistas) (Jhawar, 2012).

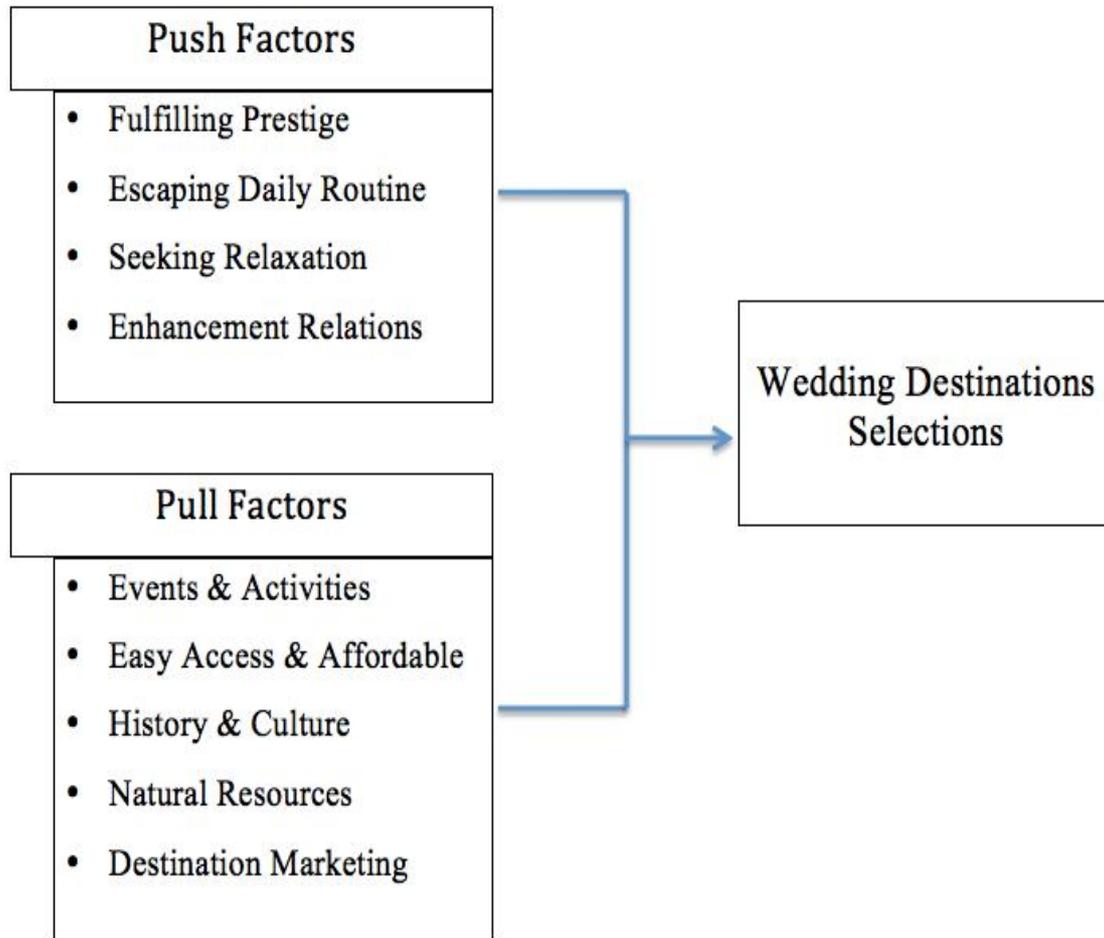
When it comes to the context of weddings, promoting destinations is essential in increasing the demand for wedding tourism (Seebaluck *et al.*, 2015). Publicizing and marketing information about wedding tourism product and services offered by a destination, along with its most attractive and innovative features, influences wedding location appeals (Ling *et al.*, 2015) and travel demands (Kotler *et al.*, 2014). Lau and Hui (2010) proposed that there are several pull factors that can be relevant when desiring a location for a wedding ceremony. Weddings are highly dependent on facilities provision (Ling *et al.*, 2015). These facilities range from wedding locations (physical settings), facilities/amenities (quality services), cost satisfactions, and good accommodations (Seebaluck *et al.*, 2015). Thus, developing a marketing campaign that highlights these factors can impact people's purchasing decisions (Kotler *et al.*, 2014).

Based on the above literature, this study plans on studying the push and pull factors that impact wedding destinations selections - "*push factors are identified as being inner forces or intrinsic desires that pushes one to travel, pull factors, on the other hand, are mostly about external attributes or other product alternatives that pull the individuals to certain destination*" (Seebaluck *et al.*, 2015, p.204). In this study, the primary push factors considered in investigating consumers' motivations for foreign wedding destinations are: fulfilling prestige (Mohammad and Som, 2010), escaping daily routine (Seebaluck *et al.*, 2015), seeking relaxation (Post, 2014), and enhancement of relationships (Ling *et al.*, 2015). ***This study hypothesized that each push factor impact wedding destinations selections.*** Furthermore, the significant pull factors that are considered in enhancing tourists' approvals in wedding destinations are: events and activities (Rogerson, 2015), easy access and affordable (Ling *et al.*, 2015), history and culture (Morrison, 2013), and natural resources (Mohammad and Som, 2010). Destination marketing is also a pull factor, playing a major role in

influencing travel demand (Seebaluck *et al.*, 2015). *This study hypothesized that each pull factor impact wedding destinations selections.* The following

diagram is the proposed research model that will be examined and assessed.

Figure One: The Proposed Research Model



III. RESEARCH METHODOLOGY

The quantitative approach was applied in this study to investigate the push and pull factors in determining Egyptians Couples' motivations for selecting destination weddings. Administrated questionnaires were employed to collect data from the decision makers in the wedding planning process. The Statistical Package for the Social Sciences (SPSS) software was conducted to analyze the collected data.

3.1 Population and Sampling

Wedding celebration in Egypt varies depending up the social class and residence of the families celebrating the marriage (Meszaros, 2004). Mordecai (1999) report indicated that in Egypt: "*the modern urban wedding marriage is based upon love instead of financial status*" (p.48). Generally, urban Egyptian weddings have been greatly influenced by Western traditions, even though traditional singing and dancing will also be part of the event (World

Wedding Traditions, 2016). Research indicates that in 2016 couples are seeking ways to incorporate unique elements into their weddings and tie the knot in "new-to-them" settings (Clarke, 2016). Hence, westernized, trendy, and well-travelled couples are jetting off across the globe for their dream wedding (Seebaluck *et al.*, 2015). Accordingly, the population segment under investigation in this study is *modern urban Egyptians*. The selected participants will be decision makers for wedding venues; they include wedding couples, parents, relatives, and friends who are involved in the decision making process and who were at least 18 years of age. The consumers intercept data collection method is used to reach the respondents and to ensure the collection of large amounts of data in a relatively short period of time in order to test the hypotheses. The researchers will stop random consumers in various wedding facilities and venues, searching for their desired bridal products and services. The respondents who agree to participate in the study will be given an administrated questionnaire on the spot.

3.2 Method of Data Collection

This study uses a quantitative research approach, using administrated questionnaires. The questionnaire design is adopted from previous researchers' work such as Dann (1981); Hanqin and Lam (1999); and Kim and Lee (2002). The push factors consisted of 10 items and grouped into four dimensions (fulfilling prestige, escaping daily routine, seeking relaxation, and enhancing relationship). Likewise, the pull factors consisted of 22 items and grouped into five dimensions (events and activities, easy access and affordability, history and culture, natural resources, and destination marketing). The scale, measuring the variable destination marketing, consisted of three items and was adopted by Seebaluck *et al.* (2015). All items in the questionnaire were assessed using a 5-point Likert scale, from 5 = strongly agree to 1 = strongly disagree.

The questionnaire contained words that are simple and straightforward. The survey was originally created in the English language. However, an Arabic version was also created due to the fact that the native language in Egypt is Arabic. The researcher used the back-translation process to ensure that the language conversion was done accurately. Further, in order to ensure the validity of the study, a pre-test involving a sample of ten people was conducted to refine and adjust the push and pull factor items that were generated.

The final version of the questionnaire consists of four pages. The first page contains a cover letter including an introduction to the researcher, a brief explanation of the purpose of the survey, and informed consent information for the study. The second page assesses the push factors. The third page assesses the pull factors and the wedding destination selection process. The final page is dedicated to the collection of demographic data.

3.3 Data analysis

This study uses the Statistical Package for the Social Sciences (SPSS) version 18 software to analyze the collected data. The researchers apply the descriptive statistics on the demographic data of respondents in order to provide a summary of the sample. The reliability analysis helps to calculate the Cronbach's alpha to ensure the reliability of the measurement scales. Finally, Pearson bivariate correlation analysis was conducted to identify the relationships between the variables in each hypothesis.

IV. RESULTS

Seven hundred questionnaires were distributed among decision makers for wedding venues (wedding couples, parents, relatives, and friends who are involved in the decision making process) at various facilities related wedding products and services during May to September 2008, out of which 384 were complete and usable for analysis (55% response rate). Krejcie and Morgan (1970) table was the reference for the sample size acceptance.

The first analysis conducted was the reliability analysis, focusing on the Cronbach's alpha. The Cronbach's alpha is used to measure of internal consistency for the statements in the likert scale. In this study, all the scales used to measure the variables under the push and pull factors and the selection of a destination wedding were reliable with a Cronbach's alpha above 0.70. Furthermore, altogether the whole questionnaire statements had an internal consistency of 0.93, signifying that all questions were correlated to one another. Table one illustrates the reliability analysis outcome.

Table 1: Scale for Each Variable and its Cronbach's Alpha

Variable Statements (α) = 0.81	Natural Resources <i>Destination weddings is desired for its:</i> Weather/Climate Natural Reserves Beautiful Beaches	Variable Statements (α) = 0.712	History and Culture <i>Destination weddings is desired for its:</i> Historical Castles Culture, Arts and Traditions Outstanding Scenery Traditional Food Heritage sites
Variable Statements (α) = 0.764	Easy Access and Affordable <i>Destination weddings is desired for its:</i> Affordable Tourist Destination Location of venue Safe Destination Convenience of Visa Value of Money	Variable Statements (α) = 0.743	Events and Activities <i>Destination weddings is desired for its:</i> Exceptional Activities for Entire Family Festivals and Events Entertainment Shopping Nightlife Amusement/Theme Parks
Variable Statements (α) = 0.883	Seeking Relaxation <i>Destination weddings is desired:</i> To relax spiritually To experience a different wedding celebration tradition To be away from home	Variable Statements (α) = 0.921	Escaping from Daily Routine <i>Destination weddings is desired:</i> To visit a restaurant that I have not been to before To satisfy the desire to be somewhere else
Variable Statements (α) = 0.832	Fulfilling Prestige <i>Destination weddings is desired:</i> To increase my social status To celebrate a wedding in a place that would impress friends and family Indulging in luxury	Variable Statements (α) = 0.777	Enhancing Relations <i>Destination weddings is desired:</i> To visit a place that my friends also visit To enhance communication with relatives and friends
Variable Statements (α) = 0.734	Destination Marketing/Promotion Destination marketing makes you knowledgeable about products and services offered by the wedding destination Travel Agents or marketers have facilitated your travel decision for your choice of wedding destination Destination branding highly pull you towards destination wedding.	Variable Statements (α) = 0.891	Wedding Destination Selection I am happy with the idea of destination weddings Having a destination wedding is a wise choice I feel good about the decision to use tourism packages to plan weddings Taking everything into consideration, how do you feel about the idea of destination weddings

The second analysis conducted is the descriptive statistics. In this study, the descriptive statistics summarizes data frequency that shows the number of occurrences of each response chosen by the respondents. The descriptive statistics was conducted to summarize the description of the respondents' personal information (Socio-demographic characteristics). Table 2 illustrates the respondents that participated in this study.

Table 2: Respondents' Socio-demographic Characteristics

Socio-demographic Trait	N	%	Socio-demographic Trait	N	%
Gender			Age		
Male	212	55.2	18-25	71	18.5
Female	172	44.8	26-30	200	52.0
			31-35	17	4.4
			36-45	51	13.3
			46-55	34	8.9
			56 and above	11	2.9
Level of Education Completed			Relationship to the New Couple		
Elementary School	30	7.8	Bride or groom	255	66.4
High School	112	29.2	The new couple's parents	77	20.1
College	202	52.6	Family members of the new couple	25	6.5
Post Graduate	29	7.6	Friends of the new couple	25	6.5
Other	11	2.9	Colleagues of the new couple	2	0.5
Average Household Monthly Income			Wedding Venue Budget		
5,000 L.E. or less	11	2.9	50,000 L.E. or less	18	4.69
5,001 L.E. - 10,000 L.E.	112	29.2	50,001 L.E. - 100,000 L.E.	100	26.0
10,001 L.E. - 15,000 L.E.	202	52.6	100,001 L.E. - 150,000 L.E.	69	18.0
15,001 L.E. - 20,000 L.E.	29	7.6	150,001 L.E. - 200,000 L.E.	124	32.3
20,001 L.E. or more	30	7.8	200,001 L.E. or more	73	19.0

The descriptive statistics was also conducted on the introduction questions found in the questionnaire. The first question asked whether people preferred an Egyptian traditional wedding celebration or a non-traditional celebration. The majority of the respondent (76%) indicated that they prefer a non-traditional celebration. Only 24% indicated that they preferred the traditional celebration. When asked about the fondness of foreign destination wedding, the majority answered yes (59%). Only 41% did not favor foreign destination wedding. When asked what location would be best to hold a ceremony, 48% stated Europe, 10% stated Africa, 22% stated North America, and 20% stated Asia. No one mentioned the continents of Australia, South America, and Antarctica.

The next analysis conducted was the correlation analysis. The correlation analysis provides a single number that describes the degree of relationship between two variables, indicating the direction, strength and significance of the variables in the hypotheses. This analysis helped test whether the hypotheses in this study were significant. In regards to the push values, the

dimensions fulfilling prestige and escaping daily routine are significant and are linked in a strong and positive manner with destination wedding selection. The dimensions seeking relaxation and enhancing relationship are not supported. Concerning the pull factors, the dimensions easy access and affordability and destination marketing are significant and are linked in a strong and positive manner with wedding destination selection. The dimensions history and culture, natural resources, and events and activities are not supported. Table 3 illustrates the outcomes of the correlation coefficient and the summary analysis of each hypothesis testing in this study.

Table 3: Correlation Analysis

	Hypothesis	Correlation Coefficient	Relationship Description	Hypothesis Results Supported/ Not Supported
The Push	Fulfilling prestige Wedding destinations selection	.694**	Positive, Strong, Significant	✓ Supported
	Escaping daily routine Wedding destinations selection	.644**	Positive, Strong, Significant	✓ Supported
	Seeking relaxation Wedding destinations selection	.585	Positive, Strong, Not Significant	Not Supported
	Enhancing relationship Wedding destinations selection	.352	Positive, Weak, Not Significant	Not Supported
The Pull Factors	Events and activities Wedding destinations selection	.520	Positive, Moderate, Not Significant	Not Supported
	Easy access/ affordability Wedding destinations selection	.685**	Positive, Strong, Significant	✓ Supported
	History and culture Wedding destinations selection	.699	Positive, Strong, Not Significant	Not Supported
	Natural resources Wedding destinations selection	.435	Positive, Moderate, Not Significant	Not Supported
	Destination marketing Wedding destinations selection	.777**	Positive, Strong, Significant	✓ Supported

The final analysis conducted was the multiple regression analysis, which is a more sophisticated exploration of the interrelationship among the studied set of variables. In order to conduct the analysis, the data had to undergo certain statistical tests so as to check if the data contained inaccuracies (data leading the multiple regressions analysis to have errors or over/under-estimations of significance). Accordingly, the researchers began the analysis by checking if the data statistics was suitable to give valid results. Conducting methodological assumptions, the results showed that the data met the assumptions required for multiple regressions to give valid results. All the variables suggested the inexistence of multicollinearity; there was no high collinearity between the variables, which could impact the regression model. Furthermore, there was also no clear or systematic pattern to the residuals (a specified wavy or more points on one side than the other), the deviations did not suggest violation of the assumptions (data was correct). Thus, the researcher began the evaluation of the multiple regression outcomes.

The multiple regression first evaluated the model significance as a whole (the interrelationship among

the set of variables). The researcher examined the **ANOVA** (Analysis Of Variance), which tested whether the overall regression model was a good fit for the data. The results showed that the push and pull variables in the model predicted the dependent variable (Wedding destinations selection). The variables were significant with an ANOVA value of 0.000. In addition, the researcher examined the **adjusted R Squared value** (coefficient of determination), which expressed how much of the variance in the dependent variable was explained by the model. In this study, the analysis showed that the adjusted R squared value was 0.531. This means that the push and pull variables in the proposed model explained 53% of the variance in the wedding destinations selection. This is a respectable result in social science research (Bryman, 2012).

The researcher used the multiple regression to also explain each variable's contribution in impacting wedding destinations selection. This discovery was recognized by the **Beta coefficients (B)**. The variable with the largest Beta value had the strongest effect. Based on the analysis, the variables with the strongest contribution, impacting the decision makers' wedding destination selection, are successively: destination

marketing (B= 1.069), fulfilling prestige (B=0.910), escaping daily routine (B=0.761), and easy access and affordability (B=0.743). Table 4 shows the variables strength and outcomes.

Table 4: Beta value and the Variable Strength of Contribution

Degree of Strength	Variables	Beta value
Strongest	Destination Marketing	1.069
	Fulfilling Prestige	0.910
	Escaping Daily Routine	0.761
Weakest	Easy Access/ Affordability	0.743



RESEARCH DISCUSSION

The outcomes of this study indicates that among the numerous push and pull motivation factors, Egyptians consider destination marketing, fulfilling prestige, escaping daily routine, and easy access and affordability influential drivers that impact wedding destinations (event venue) selections. These conclusions are similar to the findings of prior studies and have various implications.

The decision makers for wedding venues (couples, parents, relatives, and friends who are involved in the decision making process of the wedding event) believe that

Destination marketing helps in promoting a region. It is a form of communication to draw the attention of consumers. It stimulates their awareness, attitudes and buying behavior. Prior studies have mentioned that destination marketing is important for tourism industries to charm tourists (Kotler *et al.*, 2014). Most destinations have to compete on a global level (Seebaluck *et al.*, 2015). With marketing and publicizing activities, destinations can improve destination attractiveness; enhance destination performance; and increase marketing effectiveness (Soteriades, 2010).

Destination weddings help demonstrate people's status among various family and friends. It is an effective way of signaling a family's affinity-derived prestige since they are able to have as distinctive and lavish a wedding as they can possibly afford. Mohammad and Som (2010) and Ling *et al.* (2015) explained that people use their travel as a pathway to reconfirm to their acquaintances their social positioning, and they perceive it as an interconnection between their social class and the distance of voyage they do.

Wedding tourism is an opportunity for recreation, relaxation, and way to visit some other distant areas in order to escaping daily routines. For people who crave a getaway, traveling abroad to a destination is appealing in order to achieve an unforgettable moment. Seebaluck *et al.* (2015) mentioned that

having a blue sea as a backdrop at wedding ceremony or being amongst the gardens of the courtyard – these are just possibilities of options for a ceremony location, each having outstanding beauty and individual character, which can provide distinctive memorable experiences.

Comprehensive inclusive packages enable couples to simplify the process of planning weddings. These packages are usually affordable and provide less hassle for couples. Post (2014) indicated that wedding packages represent menus and recommendations that are successfully produced by staff in various tourism industries. Guan *et al.* (2015) stated that packages are priced based on people's desired level of services. They also specified that agents work to customize details so to create an event to commemorate the special day.

RESEARCH CONCLUSION

Based on the analysis of this study, destination weddings are becoming a phenomenon in the Egyptian context. Wedding tourism is a growing niche market that has impacted various countries all over the world (Seebaluck *et al.*, 2015). When deciding on various destinations to visit, there are several push and pull factors that exist, which influence people. According to Kotler *et al.* (2014), motivation initiates the decision-making process. Motivations surface when a tourist wants to satisfy a need or want, making motivation an essential factor in relation to travel decisions (Vuuren and Slabbert, 2011).

Many studies have been conducted to investigate the motivation of tourists to travel to destinations in general and that wedding tourism is an area that should be further researched (Seebaluck *et al.*, 2015), especially on a global level (Kotler *et al.*, 2014). Accordingly, the aim of this study was to investigate various motivational elements that impact wedding destinations (event venue) selections among Egyptians couples. The results of this study indicated that the variables with the strongest contribution, impacting the decision makers' wedding venue selection, are successively: destination marketing,

fulfilling prestige, escaping daily routine, and easy access and affordability.

Promoting a destination is an integral part of developing and retaining a particular location's popularity (Kotler *et al.*, 2014). For destinations to be preferred, they need to find unique aspects that can attract visitors as people are always looking for something different. Presenting a destination as a suitable wedding spot can give a destination a competitive advantage in increasing tourism in their region. Thus, tourism practitioners need to pay attention to retaining and preserving the attributes that attract wedding travelers to the destination in the first place. The findings of this study can be used as a focusing point of the marketing strategies for wedding tourism – promoting a destination as a suitable place for a wedding venue. These strategies could then be implemented to develop touristic products and services for the specific needs of wedding couples. Tourism practitioners should cooperate with professional wedding service agencies to offer value to consumers and encourage consumers to select wedding venues. Chen and Tasi (2007) indicated that: “by understanding the determinants, destination tourism managers would know better on how to build up an attractive image and improve their marketing efforts to maximize their use of resources” (p. 1116).

RESEARCH LIMITATIONS AND FUTURE STUDIES

Although this study offers unique and valuable contributions, it poses some limitations, which needs to be addressed. The first limitation was caused when developing the proposed research model. Only four push items and five pull items were used for analysis. Future researchers may consider additional push and pull motivation items. Second, the research was conducted in metropolitan cities in Egypt. The researchers went to certain wedding service industries to find respondents, neglecting other industries that exist in the field. Thus, future researchers can visit and select participants in other cities and wedding facilities. Another limitation occurred when the researcher decided to use the consumers intercept data collection method, convenience sampling, in order to reach the respondents. Therefore, the results at the end were not truly representative. Future research should use probability sampling in order to gain generalized results. The final limitation is that this study is purely a quantitative study. Qualitative research may be adopted in investigating tourists' physical and emotional engagement in activity experiences to elicit more in depth findings. Future research can also interview practitioners, such as wedding planners, because they may have the awareness needed regarding the information on destination wedding preferences due to their work

experiences and dealings with various wedding couples and decision makers.

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