

The Relationship Between Travel Motives and Customer Value Among Wellness Tourists

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Abstract The purpose of this chapter is to examine customer value in the context of travel motivations. The goal of this chapter is to determine the relationship between the dimensions of customer value amongst wellness tourists and push and pull motivation factors. Data was collected through self-complete questionnaire on a sample of tourists staying in one out of 15 wellness hotels situated in four wellness tourism regions of Republic of Croatia. Research was conducted from May through June in 2013. Data was processed using statistical methods consisting of univariate and multivariate statistics. Univariate statistics was used to provide a general description of the sample. Regression analysis was used for testing the relationship between travel motives and customer value. In general, travel motives were significant in relation to the dimensions of customer value. Some differences were determined between travel motives in regard to the dimensions of functional value, however, they are less significant compared with differences related to social value and travel motives. The results of the research highlight important issues regarding guests' perspective of customer value in wellness hotels in relation to their travel motives.

1 Introduction

Customer value presents an excellent concept for marketing in tourism. It is the foundation of all effective marketing activities (Holbrook 2006), so it is accordingly considered as one of the central marketing issues (Kotler and Keller 2006). The importance of the creation and delivery of customer value through marketing may present a basis for achieving competitive advantage (Woodruff 1997) because it enables a business entity to understand its customers' needs better than its competition does. This may result in the creation of a unique product offering. Achieving competitive advantage is becoming a very important requirement for

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tourism business entities. Therefore, tourism business entities must consider the desires, needs, expectations and behaviour of tourists (Hallab 2006) and focus their marketing efforts on providing superior customer value.

Customer value amongst tourists is usually researched either from a utilitarian point of view by focusing on the relationship among customer value and variables like satisfaction, quality, word-of-mouth and behavioural intentions (Chen 2008; Duman and Mattila 2005; Hutchinson et al. 2009; Kashyap and Bojanic 2000; Pandža Bajs 2015; Ruy et al. 2008) or as a multidimensional concept (Al-Sabbahy et al. 2004; Gallarza and Gil 2008; Holbrook 2006; Jamal et al. 2011; Lee et al. 2007; Nasution and Mavondo 2008; Petrick and Backman 2002; Petrick 2002, 2004a, b; Prebensen et al. 2012, 2013; Sánchez et al. 2006; Sweeney and Soutar 2001; Williams and Soutar 2000) that aims to overcome some of the problems of the first approach.

Research on the multidimensionality of customer value has been mostly focused on developing appropriate measurement scales that were based on different theoretical approaches. Some research focused on determining differences between first time and repeat visitors (Petrick 2004a) and determining antecedents of the customer value (Prebensen et al. 2012, 2013) where motivation was identified as an important variable. However, the latter research focused on the relationship between push motivation factors and customer value.

This research builds upon research by Prebensen et al. (2012, 2013) and the definition of customer value proposed by Woodruff (1997) in which customer value is linked to product attributes that are considered as motivation factors (Dunne et al. 2007; Jönsson and Devonish 2008; Kozak 2002; Lubbe 2003). The purpose of this chapter is to examine customer value in the context of travel motivation. The goal of this chapter is to determine the relationship between the dimensions of customer value amongst wellness tourists and push and pull motivation factors.

2 Literature Review

Customer value represents a trade-off between what a customer gives up or “sacrifices”, e.g. price, time, effort and risk, and what the customer receives, e.g. benefit or quality (Kashyap and Bojanic 2000; Woodruff 1997; Zeithaml 1988). Thus, it may be defined in four different ways: (1) value is low price, (2) value is whatever I want in a product/service, (3) value is the quality I get for the price I pay and (4) value is what I get for what I give (Zeithaml 1988).

In the context of tourism, customer value is treated either as a unidimensional or a multidimensional construct, so that two main streams of customer value research in the tourism industry can be identified. The first group approaches customer value as an overall perceived value of a particular product/service (Chen 2008; Duman and Mattila 2005; Kashyap and Bojanic 2000; Ruy et al. 2008), while the second group adopts a multidimensional approach to customer value (Gallarza and Gil 2008;

Holbrook 2006; Petrick 2002; Sánchez et al. 2006; Sweeney and Soutar 2001; Williams and Soutar 2000), which is adopted in this research, as well.

The first approach defines customer value from the utilitarian point of view and focuses on the relationship among customer value and other variables. Satisfaction, quality, word-of-mouth and behavioural intentions (Chen 2008; Duman and Mattila 2005; Hutchinson et al. 2009; Kashyap and Bojanic 2000; Pandža Bajš 2015; Ruy et al. 2008) are usually the variables that are examined in relation to customer value. The second approach focuses on dimensions of customer value (Jamal et al. 2011; Nasution and Mavondo 2008; Petrick 2002; Sánchez et al. 2006), taking into account the characteristics of services and tourism. The latter approach to customer value was developed in order to overcome some of the problems of the first approach, particularly its excessive concentration on economic utility (Zeithaml 1988, from Sánchez et al. 2006) and to adapt to the new theoretical development in the area of customer behaviour (Sánchez et al. 2006).

Works on the dimensions of customer value can be divided into five categories based on the initial theoretical approach employed: (1) theory of consumption value (Prebensen et al. 2012, 2013; Sánchez et al. 2006; Sheth et al. 1991; Sweeney and Soutar 2001; Williams and Soutar 2000, 2009); (2) transaction and acquisition value (Al-Sabbahy et al. 2004; Petrick and Backman 2002); (3) scale for measuring the multidimensionality of customer value in the service context (Nasution and Mavondo 2008; Petrick 2002, 2004a, b); (4) consumption experience (Gallarza and Gil 2008; Holbrook 2006; Kompola and Gartner 2013) and (5) methods combining different previously mentioned approaches (Gallarza and Saura 2006; Jamal et al. 2011; Lee et al. 2007).

Customer value research in the tourism industry is mainly based on the concept of perceived value (Chen 2008; Petrick 2002; Ruy et al. 2008; Sánchez et al. 2006). There are different definitions of what perceived value is Holbrook (2006), Woodall (2003), Woodruff (1997), but three commonalities of the definition stand out (Woodruff 1997): it is inherent in or linked through the use of some product (service); it is perceived by the customers (tourists, guests); and perceptions usually involve some kind of trade-off between what is given and what is received. Furthermore, Woodruff (1997) links customer value to product attributes by defining customer value as:

A customer's perceived preference for and evaluation of those products attributes, attribute performances and consequences arising from use that facilitates achieving the customer's goals and purposes in use situations (Woodruff 1997, p. 142).

The link between product attributes and motivation factors is also supported by Lubbe (2003), who linked tangible and intangible attributes of tourist products to push and pull motivation factors. Motivation as an antecedent of the customer value was also examined by Prebensen et al. (2012, 2013) who confirmed the existence of this link.

Motivations, in general, are considered as inner drives that cause people to take action to satisfy their needs (Hudson 2008). Motivations in the context of tourism

can be analysed through a behavioural marketing approach or as simple groupings of the reasons for different types of travel that share some common characteristics (Middleton and Clarke 2001). Within the behavioural approach, many theories have been proposed (Awaritefe 2004; Chang 2007; Hudson 2008), e.g. (1) behavioural theory of travel motivation that includes two theories, i.e. “sunlust” and “wanderlust”, and Cohen’s fourfold classification of tourists based on the traveller’s role in terms of institutionalised/non-institutionalised behaviours and the mass organised/individually organised types of travel; (2) Dann’s theory of classified purpose; (3) Iso-Ahola theory of personal and/or interpersonal experiences in destination settings; (4) McIntosh and Goeldner’s theory of auto-definitions and meanings; (5) Pearce’s Travel Careers Ladder based on Maslow’s hierarchy of needs, etc. However, the theory of push and pull motivations is the most widely applied motivation theory in tourism.

The theory of push and pull motivations distinguishes between two main groups of factors that motivate tourists to travel: push factors and pull factors. Push factors refer to internal forces that motivate or create a desire to satisfy a need to travel, while pull factors are recognised as destination attributes (Kozak 2002; Lubbe 2003). Both groups of motivation factors are delineated by various dimensions. Numerous researchers have determined different dimensions of push and pull motivation factors, e.g. escape (Crompton 1979; McGehee et al. 1996; Uysal and Jurowski 1993; Yoon and Uysal 2005), relaxation (Crompton 1979; Kozak 2002; McGehee et al. 1996), education (Crompton 1979; Yoon and Uysal 2005), heritage and culture (Kozak 2002; McGehee et al. 1996; Uysal and Jurowski 1993); and comfort (McGehee et al. 1996). This theory is also used for analysing the travel motives of wellness tourists (Bennett et al. 2004; Hallab 2006; Konu and Laukkanen 2009; Mak et al. 2009; Mueller and Lanz Kaufmann 2001).

In analysis of travel motives in wellness tourism, certain scholars have adopted the push and pull motives (Azman and Chan 2010; Hallab 2006), while others have been more interested in analysing only push motives (Konu and Laukkanen 2009; Mak et al. 2009). Some research has focused on e.g. benefits for wellness tourists (Voigt et al. 2011) that may serve to gain better insights into potential wellness travel motives. Hallab (2006) found five push motives, i.e. healthy living, excitement, education, indulgence and escape, and five pull motives, i.e. health and fitness, hygiene and the environment, history and nature, vigilance and health, and arts and urban luxury. Mak et al. (2009) found five push motives: friendship and kinship, health and beauty, self-reward and indulgence, relaxation and relief, and escape. Konu and Laukkanen (2009) determined seven motivational factors: self-development, healthy and physical activity, relation and escape, isolation and nostalgia, nature, autonomy and stimulation, and social status. Azman and Chan (2010) determined three push motives, i.e. escape—relay and pamper, distress/time out, and regeneration, and two pull motives, i.e. tangible resources and marketing image.

3 Method

The main research study was conducted from May through June in 2013. The target population included those tourists who visited hotels offering wellness as an additional tourist product. For the purpose of sampling, a list of hotels that were members of the Croatian Wellness Tourism Association was obtained. In 2012, a total of 65 hotels in Croatia were members of this Association (Wellness Tourism Association 2012), and Croatia was divided into 10 regions. Most of the hotels were situated in Istria and Kvarner regions (16 hotels in each region), while the Dubrovnik and Split regions were second (9 hotels in each region). Hotels were mostly categorised as four-star hotels (40 hotels), while only 17 hotels had five stars. Regional dispersion and hotel category were used in designing the sample. The hotels where the research was conducted were situated in the Istria, Kvarner, Split, and Dubrovnik regions. A minimum sample size of 300 responders was set. The survey was carried out in 15 hotels. Hotel guests were approached by the researcher and asked to participate in the survey. The researcher explained the purpose of the survey, stated that the survey was anonymous, and handed out a questionnaire in the appropriate language. In the process of onsite data collection, the researcher was stationary while the responders were mobile (Veal 2006). Data was collected through self-complete questionnaire. The questionnaire consisted of 15 questions that were divided into four sections: (1) attitudes regarding healthy lifestyle, (2) perceived value, (3) travel motives, and (4) respondents' characteristics. It was originally designed in Croatian and then back-translated into English, German, Italian, Russian, French, Spanish, and Slovenian.

Data was processed using statistical methods consisting of univariate and multivariate statistics. Univariate statistics was used to provide a general description of the sample. Regression analysis was used for testing the relationship between travel motives and customer value. Independent variables were nine travel motives and dependent variables were dimensions of customer value. Prior to the conduction regression analysis, factor analysis was done on items measuring customer value, and push and pull motivation factors using principal axis factor analysis and direct oblimin rotation with an eigenvalue of 1.00 or more being used to identify potential factors. Internal reliability was determined by computing Cronbach's alpha. Travel motivation a factors and dimensions of customer value were calculated as a mean value for each respondent (DiStefano et al. 2009). Appropriate regression diagnostics were performed (Baum 2006; Breusch and Pagan 1979; Parlow 2011; Ramsey 1969).

For measuring the travel motives and perceived customer value, a five-point Likert scale (1 = "strongly disagree" to 5 = "strongly agree") was used. Items measuring travel motives were divided into two main groups based on the theory of push and pull motivation factors. A total of 18 items were used for measuring push factors (Bennett et al. 2004; Kim and Batra 2009; Koh et al. 2010; Konu and Laukkanen 2009; Mak et al. 2009; Monteson and Singer 2004; Pesonen et al. 2011; Voigt et al. 2011). Pull factors were divided into two sub-groups: wellness tourist

product and tourist destination. A total of 24 items were used for measuring the first group of pull factors (Andrijašević and Bartoluci 2004; Bennett et al. 2004; Mak et al. 2009; Mueller and Lanz Kaufmann 2001; Pesonen et al. 2011), while 20 items (Awaritefe 2004; Crompton 1979; Jönsson and Devonish 2008; Kozak 2002; McGehee et al. 1996; Yoon and Uysal 2005) were used for measuring the second group.

In measuring customer value, a multidimensional approach was used. The theory of the consumption value was used as a framework, and items used for measuring customer value were adopted from this theory. Customer value was examined through three main groups of value: functional value (hotel, personal, quality, and price); social value; and emotional value (Sánchez et al. 2006; Sheth et al. 1991; Sweeney and Soutar 2001; Williams and Soutar 2009). However, items used for measuring the customer value dimension used in other theories (Al-Sabbahy et al. 2004; Jamal et al. 2011; Lee et al. 2007; Nasution and Mavondo 2008; Petrick 2002, 2004a, b) were also taken into account during the selection of items representing this structure. Individual items were modified in order to better fit this target market. The modifications were based on the literature related to wellness tourism products. In this process, the guidelines for scale construction in tourism proposed by Hinkin et al. (1997) were used. This scale was tested through a pilot research study that was conducted from 23rd December 2011 to 6th January 2012 in five hotels. Wellness hotels were situated in Istria County and were open during the holidays. A minimal sample size was set at 150 acceptable questionnaires in total (Field 2005; Hinkin et al. 1997). The results obtained through pilot research were used for modifications on the scales measuring healthy lifestyle and customer value. Based on these results, four functional values and one social value were identified.

4 Results

A total of 548 responders were used in the analysis. On average, 37 questionnaires were collected per hotel. Most of the responders stayed in four-star hotels. The proportion of female responders (56%) was slightly higher than that of males (44%) (Table 1). The majority of responders were between 35 and 54 years of age (48%). Most of them had obtained higher education (68%). Generally, the responders were employees (45%), 16% were self-employed, and approximately 14% were managers. Most of them were from Austria (23%) and Germany (23%), almost 11% were from the UK, and about 10% originated from Italy. The most frequent monthly net income was between €1000 and €2000 (38%).

Three factors representing push motivation factors formed clear factor structures (Table 2). Jointly they accounted for 51.11% of accumulated variance and were labelled as health trend, relaxation and award, and novelty. Health trends included inner drivers like desire to improve one's fitness level, health, etc.; relaxation and award encompassed various items regarding one's desire to de-stress in a peaceful

Table 1 Sample characteristics

Characteristics	Percent (%)	Characteristics	Percent (%)
<i>Age (M 44.4; SD 13.86)</i>		<i>Country of origin</i>	
16–24	7.1	Austria	22.6
25–34	21.3	Croatia	6.8
35–44	22.4	Italy	10.3
45–54	25.2	Germany	22.6
55+	24.0	Russia	6.4
<i>Education</i>		Slovenia	8.6
Basic education	3.4	United Kingdom	10.7
Secondary education	28.5	Other	12.1
College	25.8	<i>Personal net monthly income</i>	
University	29.0	Up to €500	2.0
Masters	9.5	500–€1000	9.3
Ph.D.	3.8	1000–€2000	31.6
<i>Profession</i>		2000–€3000	19.7
Self-employed/freelance	16.0	3000–€4000	9.9
Manager	14.3	4000–€5000	3.1
Employee	45.4	Over €5000	7.6
Retired	11.0	Private (n/a)	16.8
Other	13.2	<i>Length of stay in hotel</i>	
<i>Gender</i>		Up to 3 days	19.8
Female	56.4	4–7 days	50.1
Male	43.6	8 days and more	30.1

Source Data processed by authors

place, a feeling of getting a reward for one's hard work back home, etc.; and novelty included inner drivers related to experiencing new things.

From the aspect of wellness as tourist products, three factors formed a clear factor structure (Table 2). They jointly accounted for 58.85% of accumulated variance and were labelled basic wellness, intangible wellness, and extra wellness. Basic wellness included aspects like massage, sauna; intangible wellness encompassed various items that correspond to intangible aspects of tourist products, e.g. atmosphere, interactions; and extra wellness included attributes like detoxification, Tai Chi, etc.

Three factors representing pull motivation factors on tourist destination level formed a clear factor structure (Table 2). Jointly they accounted for 53.95% of accumulated variance and were labelled as cultural and natural heritage, entertainment and recreation, and landscape. Cultural and natural heritage included items connected to different cultural places, e.g. museums, exhibitions, and natural sites like protected areas; entertainment and recreation encompassed different kinds of entertainment and recreation possibilities; and landscape covered different items like climate, picturesque landscape, etc.

Table 2 Results of exploratory factor analysis for travel motives and customer value

Composite variable	Number of items	Cronbach's alpha	% Accumulated variance
<i>Push motivation factors</i>			
Health trend	7	0.888	34.162
Relaxation and award	4	0.733	44.377
Novelty	3	0.759	51.113
<i>Pull motivation factors—wellness tourist product</i>			
Basic wellness	7	0.912	42.718
Intangible wellness	4	0.800	54.217
Extra wellness	6	0.881	58.852
<i>Pull motivation factors—tourist destination</i>			
Cultural and natural heritage	6	0.877	35.542
Entertainment and recreation	6	0.850	46.530
Landscape	4	0.767	53.948
<i>Customer value</i>			
Functional value: personnel	7	0.922	40.905
Social value: prestige	6	0.861	50.220
Functional value: value for money	7	0.922	56.598
Functional value: hotel quality	8	0.907	60.427

Source Data processed by authors

Four factors representing customer value formed clear factor structures (Table 2). Jointly they accounted for 64.43% of accumulated variance. They were labelled as personnel, prestige, value for money, and hotel quality. Personnel included various items related to interactions of hotel staff with guests and their knowledge about various services; value for money covered items like appropriateness of prices compared to the services; factor hotel quality focused on consistency and quality level of hotel; and prestige included items like status symbol and opinion regarding how other people perceive the guest.

The relationships between motivation factors and dimensions of customer value were tested using regression analysis (Table 3). Four models were analysed. All four models were significant, suggesting that travel motives were significant in relation to a particular dimension of customer value. However, regression models had rather low R-squared value, indicating a low representativeness of the independent variable. Regression diagnostics included test on multicollinearity (VIF), heteroscedasticity (Breusch–Pagan test), and specification errors (Ramsey RESET test). The VIF varied from 1.397 to 2.538, indicating some correlation, but it was not big enough to be overly concerned about multicollinearity (Baum 2006). The Breusch–Pagan test was significant in the first and the last model, so they were corrected using robust standard errors (Parlow 2011). The Ramsey RESET test was significant for the last model, suggesting that certain important variables had been omitted.

Table 3 Results of regression analysis

Variables	Model 1		Model 2	Model 3	Model 4	
	Original	Corrected			Original	Corrected
Constant	2.108***	2.108***	1.566***	1.506***	2.395***	2.395***
Health trend	0.024	0.024	0.360***	0.104*	0.043	0.043
Relaxation and award	0.085*	0.085*	0.011	0.096*	0.117**	0.117**
Novelty	0.093*	0.093*	0.086	0.053	-0.001	-0.001
Basic wellness	-0.046	-0.046	-0.002	0.043	0.009	0.009
Extra wellness	0.012	0.012	0.125*	-0.073	-0.060	-0.060
Intangible wellness	0.235***	0.235***	0.027	0.282***	0.171***	0.171**
Cultural and natural heritage	-0.025	-0.025	-0.116*	-0.078	-0.057	-0.057
Entertainment and recreation	0.150***	0.150***	0.174**	0.119**	0.152***	0.152***
Landscape	0.025	0.025	-0.177**	0.070	0.102*	0.102*
F statistics	15.59***	14.38***	24.14***	16.57***	15.68***	8.70***
R ²	0.207		0.288	0.217	0.208	
RESET test	1.94		2.47	2.48	9.01***	
Breusch–Pagan test	28.84***		1.84	0.94	57.50***	

Note *significant at $\alpha = 0.05$. **significant at $\alpha = 0.01$. ***significant at $\alpha = 0.001$

Source Data processed by authors

The first regression analysed the relationship between motivation factors and personnel. Four motivation factors were significant in relation to personnel as a functional dimension of customer value. Two of the factors were push motives (Relaxation and award, and Novelty) and two were pull motives (Intangible wellness, and Entertainment and recreation). The second regression considered the relationship between motivation factors and prestige. One push motive (Health trend) and three pull motives (Extra wellness, Cultural and natural heritage, Entertainment and recreation, and Landscape) were significant in relation to prestige. The relationship between motivation factors and value for money was analysed in the third regression. In relation to value for money, two push motives (Health trend, and Relaxation and award) and two pull motives (Intangible wellness, and Entertainment and recreation) were significant. In the fourth regression, the relationship between motivation factors and hotel quality was examined. One push motive (Relaxation and award) and three pull motives (Intangible wellness, Entertainment and recreation, and Landscape) were significant variables.

Through the analysis of the relation between travel motives and customer value, a few main implications emerged. Both groups of motivation factors, i.e. push and pull motives, were significant in relation to the dimensions of customer value. Relaxation and award as a push motivation factor was important in relation to functional dimensions of customer value, while health trend was significant in regard to prestige. Health trend was also significant in relation to value for money. Novelty was significant only in regard to personnel. Considering the wellness

tourist product as a part of the pull motivation factors, intangible wellness was a significant variable in relation to personnel, “value for money” feeling, and hotel quality, suggesting that those intangible aspects like atmosphere, host-guest interaction, etc. increase positive perception of value. Extra wellness was important in relation to prestige. Basic wellness as a base of the wellness tourist product was not a significant variable in relation to dimensions of customer value. However, this does not imply that the lack of basic elements of wellness like massage and sauna, may not have a negative impact on how customers perceive value.

Pull motivation factors on tourist destination level were also important factors especially in regard to prestige. Entertainment and recreation was a significant variable for all dimensions of customer value (functional and social dimensions), while cultural and natural heritage was only significant in the case of prestige as a form of the social dimension of customer value. Besides being an important factor for prestige, landscape was also a significant factor in regard to hotel quality, which suggests that aspects like tidiness and cleanliness of the hotel may also extend to the location where the hotel is situated. These findings confirm the importance of experience in the context of tourism (Gallarza and Gil 2008; Holbrook 2006). Considering motivation as an antecedent of customer value, the theory of push and pull motivators was used in testing its relation to the dimensions of customer value. Both groups of motivation factors (pull and push factors) were important in regard to dimensions of customer value, confirming the results obtained by Komppula and Gartner (2013) and Prebensen et al. (2012, 2013) as well as supporting assumptions made by Dunne et al. (2007), Jönsson and Devonish (2008), Kozak (2002), and Lubbe (2003) that link pull motivators as product attributes to customer value (Woodruff 1997).

5 Conclusion

Customer value as a foundation of effective marketing activities in tourism is an important tool of a particular tourism business entity or a tourist destination in achieving competitive advantage. Customer value is a complex process the consequences of which have been well determined. However, research on the antecedents of the customer value is still in its initial stages.

This research focuses on guests’ perspective of customer value in wellness hotels in relation to travel motives, and the results highlight important issues in this relationship that may enable improvements in host-guest interactions. In general, push and pull travel motives are important factors in regard to customer value, suggesting that those two groups of motives are inseparable. This research examined two main dimensions of customer value, i.e. functional value (delineated by three values: personnel, value for money, and hotel quality) and social value (represented as prestige). Although there are some differences between travel motives in regard to the dimensions of functional value, they are less significant compared with differences related to social value and travel motives.

In the case of dimensions of functional value, intangible aspects of wellness tourism products stand out as very important attributes in wellness hotels, suggesting a need to maintain or improve those features in order to preserve or improve customer value. Relaxation and award as inner drivers that motivate tourists to take a vacation are also important factors for functional dimensions of customer value. This is probably due to the fact that this motive may be linked to intangible aspects of wellness. A pull motive on the level of tourism destination labelled Entertainment and recreation, is almost as significant for functional values as are intangible aspects of wellness tourism products. Although this motivation factor was measured on the level of tourism destination, it may also be considered on the level of a particular hotel. For prestige, as a form of social value, health trend as an inner driver is an extremely important motive. Significant motives for this value are also additional wellness services offered by the hotels and different attributes of the tourism destination.

Tourists staying in a particular tourism business entity, i.e. hotels offering wellness as an additional tourism product, were the main focus of this research. The research was conducted during pre-season and included hotels situated in four wellness regions in the coastal part of the Republic of Croatia. Based on the previously mentioned limitations, the results may not be generalised to the overall tourist market, wellness tourism in general, or other seasons. The RESET test, as a general misspecification test, suggests that certain important variables related to hotel quality were omitted. Future research may focus on other facilities that offer wellness services, e.g. spas, or may be extended to include other seasons (primarily the main season). The relation between travel motives and customer value may be applied to other tourist segments based on the special interests of tourists. Since travel motives are only one of the antecedents of customer value, future research may include other important antecedents in order to improve the models analysed in this chapter.

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