DETERMINING TRAVEL MOTIVES AND LIFE DOMAIN EFFECT ON THE QUALITY OF LIFE OF VISITORS TO A MILITARY MUSEUM

Dr. Dewald Venter
Vaal University of Technology, South Africa
dewald@vut.ac.za

Dr. Elizna Burger
Vaal University of Technology, South Africa
susanab@vut.ac.za

-Abstract-
Military museums serve as a way to preserve historical military artefacts, documents and material for future generations. One such museum is the South African Armour Museum located at the Tempe Military Base in Bloemfontein, South Africa. The museum serves as the principle preserver of armoured military vehicles for the South African National Defence Force. The data provided support for the structural equation model, which produced an acceptable overall goodness fit. The structural equation model indicates that travel motives, life domains and life domains overall have an influence on visitor's quality of life visiting a military museum. Travel motives and life domains which includes: social life, leisure and recreation life, self-life as well as life domains overall and quality of life attained acceptable reliabilities. The purpose of this research was to determine how travel motives and life domains influence the quality of life of visitors to a military museum. Permission was granted by the appropriate military structures to conduct the research study on museum visitors. A social media campaign was launched on relevant military sites asking members who have visited the museum during the previous 6 months to participate in the study. Participation was through a self-administrated online questionnaire which was completed anonymously. Data from 214 (*N*) completed questionnaires were captured and analysed using STATA. From the study`s findings, managerial recommendations were made with the aim of maximising visitors quality of life. This research contributes to literature of tourism and quality of life.

Keywords: *Travel motives; life domains; quality of life; structural equation model*
JEL Classification: L83

1. INTRODUCTION

Military heritage tourism is defined by Venter (2017b:5) as the travel to, exploration of or participation at a military heritage site or event which has personal historic meaning, resonance or interest for the visitor or tourist which does not involve remuneration. In recent years travel motives have become a well-established field of research in tourism (Kim, Woo & Uysal, 2015; Sirgy, Uysal & Kruger, 2017; Uysal, Sirgy, Woo & Kim, 2016; Venter & Kruger, 2017; Venter, 2017a). According to Page and Connel (2010), quality of life (QoL) consists of various life domains, such as travel life, leisure and recreational life, family life, social life, health and safety life, emotional life and financial life. Research which has explored such life domains has been conducted by various authors (Kruger *et al*., 2014; Kruger *et al*., 2016; McCabe & Johnson, 2013; Sirgy *et al*., 2017; Uysal *et al*. 2016; Venter & Kruger, 2018). Literature searches with regard to QoL research in tourism includes authors such as Sirgy *et al*. (2017); Venter and Kruger (2017) and Wang and Wong (2014). Uysal *et al*. (2016:244) observed that research into the link between tourism activities, its consequences, and the QoL effect is gaining increased momentum in the field of academia. QoL according to Sirgy (2012:5), is based on the philosophical ideas which include both positive and negative affects in life domains, subjective well-being, emotional well-being, satisfaction with life, psychological well-being, eudaimonia and QoL. Research surrounding travel motives, life domains, QoL as well as how travel motives and life domains effect on tourists quality of life is absent in the field of military heritage tourism literature. The aim of this research therefore is: *determining travel motives and life domain effect on the quality of life of visitors to a military museum.* With reference to the purpose of the study, four main concepts will be explored namely military museums, travel motives, life domains and QoL.

2. MILITARY MUSEUM

According to Hamber (2012) museums provide an opportunity for knowledge building. According to Nicolaides (2011:4) museums protect a living heritage of the past by preserving for society important artefacts for the purpose to advance and disseminate knowledge about history. They do so by collecting and preserving period related documents, analyse and interpret material proof and preserve artefacts and exhibit them for public benefit. Viljoen (2017:64) writes that the SA Armour Museum was opened in 1996 with the sole purpose of preserving South African armoured history through restoration of armoured vehicles. The museum consists of exhibits showing the history of the South

African Armor Corps dating from the early mounted riders of the South African War, World War I and World War II and the South African Border War. According to Hohls (2017) the museum receives an estimated 4000 visitors a year. Venter, Makwela and Johnson (2015:2) categorises the SA Armour Museum as a living museum (working military artefacts) which has a distinct advantage in its drawing appeal when compared to traditional static museums.

Chanuanthong and Batra (2016:25) state that people worldwide visit many places with memorials, places with historical remains (museums) or sites of war in order to satisfy their needs of looking into the past. Venter (2017b:6) points out that military museums, battlefields, military memorials and monuments are the quintessential elements on which military heritage tourism is based. According to Hartmann (2014) war (military) heritage always has a close connection to an area, a nation and its history. Venter (2017b:1) reports that South Africa has an abundance of military heritage sites which includes military museums. According to Oosthuizen (2015) states that military museums around the world are becoming a worthy norm of education and must become more inclusive to foster and support intercultural dialogue and participation. Venter (2014), military museums play an important role in preserving military history not just through displays of military artefacts but also by imparting knowledge and record keeping for either formal or informal learning. Nicolaides (2011:1) affirms that military museum's exhibit a comprehensive variety of important historical military artefacts that are an important sub-elements in any tourism system.

3. TRAVEL MOTIVES

According to Fletcher, Fyall, Gilbert and Wanhill (2013:43) the study of motivation is derived from a range of social science fields which has resulted in a diverse number of approaches to defining travel motivation. Various authors (Crompton, 1979; Mayo & Jarvis, 1981; Uysal & Hagan, 1993) have concluded that travel motives is a complex subject which varies according to the individual who is travelling. Authors such as Azman (2012) and Yuan, Cai, Morrison and Linton (2005) found that travel motives are also situation and setting dependant. Kruger, Saayman and Ellis (2014:660) concluded that 'attributes and attractiveness', 'enhancement of kinship and relationships' as well as 'novelty' are important to travel motives. Chanuanthong and Batra (2016:26) explains that motivation is reflective of the reason an individual chooses to behave in a certain way or participate in certain activities. Lubbe (2003:145) promulgates that much

of travel motive success is derived from the initial pull factors of the destination and the push factors driving a visitor to a destination. Niemelä (2010) notes that pull factors which influences destination choice include facilities offered, special attractions as well as visitor knowledge. Fletcher *et al*. (2013:203) explains that push factors can be described as factors that generate a desire to escape while pull factors refer to factors that act as a magnet to attract visitors. According to Kruger *et al*., (2014) knowing the travel motives of individuals is very important for marketing purposes as it reveals the reason why individuals travel a place, in this case, the SA Armour Museum.

4. LIFE DOMAINS

According to Venter and Kruger (2017:3) individuals travel to places or attend events because they are interested in something and desire to do so, which subsequently enhances their QoL. Uysal, Sirgy and Perdue (2012) states that individuals have intrinsic and extrinsic growth needs which they fulfil by for example travelling somewhere, which enhance their QoL. Both Sirgy (2012:31) and Uysal *et al*. (2016:245) state that positive effect includes feelings such as enthusiasm and being inspired. Negative effect on the other hand comprises of feelings such as being frightened and fearful. When individuals evaluate their QoL (life satisfaction) they subjectively take into account all life domains which are of importance to them. It is important to note that positive or negative effect in one life domain can spillover into another life domain which is known as the bottom-up spillover theory. Venter (2017a:8) states that a link exists between QoL and positive and negative effect concerning life domains. These effects can be seen as lingering feelings which can either be positive or negative that an individual associates with what they experience. According to Venter (2017b:8) the satisfaction with a consumption experience (e.g. visiting a military museum) is located in concrete psychological domains (internally), which is experienced in life domains such as social life, emotional life, leisure and recreation life, travel life and family life. Such effect moves from the most concrete to the most abstract domains. If sufficiently positive or negative effect spillover to neighbouring domains and QoL. Sirgy (2012) points out that the greater the importance of a life domain, the greater the spillover of effect into QoL. It's important to note that the importance of life domains vary from individual to individual

5. QUALITY OF LIFE

According to Uysal *et al*. (2016:244) QoL has emerged as a field of study in the social, behavioural, environmental and policy sciences during the past three decades. According to Venter (2017a:94) QoL is a predominantly subjective state with objective elements whereby individuals perceive their lives based on the combined positive and negative experiences in life domains that are significant to them. Subjective well-being comprises of a multitude of subjective indicators which include values, attributes, beliefs, motives, personality type, emotional state, satisfaction with life, life domains, positive and negative effect and psychological well-being (Uysal *et al*., 2016; Sirgy, 2012; Venter, 2017a). Liao (2009:108) points out that subjective well-being of society can be determined by measuring life domains such as social life, emotional life, health and safety life, financial life, leisure and recreation life, travel life and family life, (Venter, 2017a:70) which could determines someone's QoL. According to Omorou, Erpelding, Escalon and Vuillemin, (2013) QoL can be described as an individual's perception of their position in life according to their value systems, beliefs, societal rules, culture measured against their goals, views, ethics and concerns.

6. METHODOLOGY

The research design for this research was exploratory, descriptive and includes a quantitative approach. The study population of this research consisted of visitors who had visited the South African Armour Museum during the previous year. The survey took place from 28 September 2016 to 31 October 2017 and followed an convenience sampling technique. Potential participants were invited on South African military Facebook groups to complete the online questionnaire which was created with Google Forms (Google.com, 2017) *via* a short link. The short link to the welcome page contained the purpose, aims, objectives, ethical clearance and acknowledgement of participants for the research study. The welcoming page also informed respondents that they could only complete the questionnaire once. A total of 218 questionnaires were completed of which 214 could be used for the statistical analysis.

7. DATA ANALYSIS

The rotation of factor loadings shown in Tables 1-6, were subjected to a direct Oblimin with Kaizer Normalisation method. Additionally, a Principal Component extraction procedure was implemented. The statistical software used for analysing

the data was STATA for Windows, version 15 software (StataCorp, 2015). which provided the factor structures and the exploratory factor analysis (EFA) statistical results which required no cross-loadings. The purpose of the EFA was to reveal the interrelationship among the variables which were measured using a Likert scale. This was done in order to show the latent variables which would validate the suitability of the data for an EFA. The 5-point Likert scale (1=strongly disagree to 5= strongly agree) was measured according to DeVillis (2013). DeVellis (2012), states that the minimum recommended Cronbach alpha (α) coefficient should be 0.7. The most common measurement method used to determine the reliability of a scale`s internal consistency is a α. The suitability of the α is categorised by George and Mallery (2003:231) who rate the suitability of α as < 0.5 = Unacceptable; > 0.5 = Poor; > 0.6 = Questionable; > 0.7 = Acceptable; > 0.8 = Good and > 0.9 = Excellent. The α of the labelled factors affirms the reliability of the 5-point Likert scales used in this study.

STATA was used to calculate two statistical measures from the EFA. The first was the Bartletts Test of sphericity (BTS), which according Pallant (2010) should be significant (p = < 0.05). The BTS for this research was found to be statistically significant at $p < 0.001$. The second was the Kaiser-Meyer-Olkin (KMO), which should range between 0 and 1. Hutcheson and Sofroniou (1999), categorises the values generated as good > 0.7 = good; > 0.8 = great and > 0.9 = superb. The statements in Tables 1-6 e.g., *travel motives; social life, leisure-life, self-life; life domains overall and quality of life* also included a Principal Component Analyses, showing the suitability of the dataset to conduct the EFA. According to DeVillis (2012), when conducting a correlation matrix the resulting factor loadings of $\geq$ 0.3, are deemed appropriate and were included in an EFA together with eigenvalues exceeding 1.0. An EFA was conducted on the sections that measured the *travel motives; social life, leisure-life, self-life; life domains overall and quality of life*. For the purpose of this research, items with an eigenvalue larger than 0.3 was regarded as being a contributing factor. The mean-inter-item correlation values according to Clark and Watson (1995) should fall within the range 0.15 and 0.55. However, Pallant (2010) is of the opinion that when less than ten items are used, the acceptable mean-inter-item correlation values can rise to 0.48 and 0.76.

Rootenberg (2012:36) explains the standardised regression coefficients (β), explains the strength of the relationship between a latent and manifest variable.

According to Pallant (2010:161), the strength of such relationship is classified as making a substantial contribution to the prediction if the Sig. value is ≤ 0.05. Contrariwise a value of > 0.05 signifies that the variable makes no unique contribution to the prediction. The analysis included an exploratory factor analyses (EFA), Chronbach Alpha's (α) correlations and a structural equation model (SEM).

8. RESULTS

8.1 Participants

The study population comprised of (93%) male and (7%) female, of which the vast majority (43%) were older than 56 years. More than half of respondents (58%) indicated that Afrikaans was their home langue. Most respondents (52%) indicated diploma/degree as their highest qualification. A total 71 percent of respondents indicated that they are employed full-time while nearly three quarters (73%) are married. Most respondents (42%) visited the SA Armour Museum at least once during 2016/2017. The vast majority (84%) indicated that they did serve in the previous South African Defence Force or its successor the South African National Defence Force. Most (76%) of those served in the army. Nearly a third (30%) of respondents indicated that they visited at least one military heritage event between 2015 and 2017.

8.2 Exploratory factor analyses of travel motives, life domains and Quality of Life

Table 1 depicts the EFA of travel motives. The KMO test for these factors was statistically significant (0.89) and BTS (p=≤0.05). The factor *military museum novelty* obtained an excellent α (0.92) and attained the highest mean, followed by *military museum heritage* with a good α (0.80) and lastly *military museum social* with an acceptable α (0.70). The α of the labelled factors affirms the reliability of the 5-point Likert scale used. These three factors accounted for 67.04% of the total variance explained.

Table 1: Travel motives

Questionnaire statements	Military museum novelty	Military museum social	Military museum heritage
To relax.	0.472		
Because it is an exciting thing to do.	0.686		
To learn more about military vehicles.	0.727		
For a fun experience with friends and family.	0.543		
So that other members of party could develop an appreciation for military vehicles.	0.665		
Because at the SA Armour Museum I can meet people with similar interests.	0.653		
Because I can learn new things about military vehicles.	0.745		
Because at the SA Armour Museum I can pursue activities that I like.	0.728		
Because visiting the SA Armour Museum inspires creative historic thinking.	0.738		
The SA Armour Museum has excellent exhibits.	0.725		
At the SA Armour Museum I can do what I like (e.g. ride in military vehicles)]	0.501		
A visit to the SA Armour Museum is time well spent.	0.750		
The SA Armour Museum awakens my knowledge of military history.	0.813		
Visiting the SA Armour Museum satisfied my curiosity of South African military history.	0.720		
By visiting the SA Armour Museum I satisfy my personal interest in military history.]	0.745		
I am allowed to explore any exhibit at the SA Armour Museum.	0.638		
I feel it is important that children be aware of our military heritage.	0.589		
Because attendance gives me time to build stronger relationships with my partner\family.		0.688	
For the benefit of travelling in a group.		0.600	
Because at SA Armour Museum I can spend time with someone special.		0.624	
I visit the SA Armour Museum to relive past military experiences.			0.691
To show my children\ grandchildren what it equipment I used when in the army.			0.623

Cronbach Alpha	0.92	0.70	.80
Mean inter-item correlation	0.89	1.09	2.26
Mean & Std. Deviation	3.89 ± 1.44	3.01 ± 1.55	3.49 ± 1.82

With reference to Table 2 social life, *positive affect social life* achieved the highest mean. The total variance explained for these two factors were 80.56%. The labelled factors achieved a good α, which indicates the internal consistency of the Likert scale used. The KMO for the two factors, where (0.80) and the associated BTS was statistically significant ($p=\leq0.05$).

Table 2: Social life

Questionnaire statements	Positive affect social life	Negative affect social life
It felt good meeting people.	0.808	
I felt good making new friends.	0.834	
It felt good spending quality time with people who share mutual interests at the SA Armour Museum]	0.794	
It felt good spending quality time with my family at the SA Armour Museum.	0.598	
I felt good attending the SA Armour Museum as a social activity.	0.799	
I felt bad not spending time with people who share mutual interests at SA Armour Museum.		0.720
I feel bad not having enough time with friends at the SA Armour Museum.		0.789
I felt bad lacking enough personal time and space during my visit to the SA Armour Museum.		0.679
Cronbach Alpha	**0.87**	**0.80**
Mean inter-item correlation	**0.398**	**0.559**
Mean & Std. Deviation	**3.78 ± .82**	**3.01 ± .98**

With reference to Table 3, a direct Oblimin with Kaizer Normalisation rotation technique and a Principal Component extraction procedure was applied which produced two factors which were labelled *positive affect leisure life and negative affect leisure life*. *Positive affect leisure life* attained the highest mean. The BTS was ($p=\leq0.05$) and the KMO attained the value of (0.85), which shows statistical significance. The two factors provides an excellent α. The total variance explained for these two factors were 65.29%.

Table 3: Leisure-life

Questionnaire statements	Positive affect leisure-life	Negative affect leisure-life
I felt good structuring my time during a visit to the SA Armour Museum.	0.746	
I felt good to relax mentally at the SA Armour Museum.	0.874	
I felt good interacting with others while at the SA Armour Museum.	0.810	
I felt good relieving stress and tension while at the SA Armour Museum.	0.843	
I felt good relaxing physically at the SA Armour Museum.	0.883	
I felt good attending the SA Armour Museum as a leisure activity.	0.678	
I felt bad because I am tired and exhausted from enjoying attending the SA Armour Museum.		0.861
I felt bad for not relieving stress and tension after visiting to the SA Armour Museum.		0.904
I felt bad because I did not relax physically while attending the SA Armour Museum.		0.884
Cronbach Alpha	**0.91**	**0.92**
Mean inter-item correlation	**0.513**	**0.750**
Mean & Std. Deviation	**3.67 ± .89**	**2.15 ± .96**

Table 4, yielded two factors which were labelled *positive affect self-life* and *negative affect self-life*. *Positive affect self-life* achieved a good α while *negative affect self-life* achieved an excellent α, especially considering that a five-point Likert scale was used. BTS for these two factors was ($p=\leq0.05$), and the KMO achieved the value of (0.65). From the results produced, *positive self-life* had the highest mean and these two factors accounted for 65.29% for the total variance explained.

Table 4: Self-life

Questionnaire statements	Positive affect self-life	Negative affect self-life
It felt good spending time enjoying things I like best with little social pressure while at the SA Armour Museum.	0.782	
It felt good spending time and learning about myself while at the SA Armour Museum.	0.870	
It felt good learning to enjoy myself while at the SA Armour Museum.	0.891	
I felt bad because I felt bored and alone at the SA Armour Museum.		0.939
I felt bad because I did not enjoy being myself at the SA Armour Museum.		0.939
Cronbach Alpha	**0.89**	**0.95**
Mean inter-item correlation	**0.570**	**0.942**
Mean & Std. Deviation	**3.70 ± .87**	**1.97 ± 1.01**

The Principal Component extraction procedure and the direct Oblimin with Kaizer Normalisation rotation technique produced one factor which has been labelled *life domains overall* in Table 5. The factor achieved an acceptable α and accounted for 94.31% of the total variance explained. The BTS for these two factors was ($p=≤0.05$), and the KMO achieved the value of (0.64).

Table 5: Life domains overall

Questionnaire statements	Life domains overall
Overall, attending the SA Armour Museum enriched my social life.	0.641
Overall, a visit to the SA Armour Museum has enriching my leisure life.	0.808
Overall, by visiting the SA Armour Museum I enriched myself.	0.672
Cronbach Alpha	**0.77**
Mean inter-item correlation	**0.442**
Mean & Std. Deviation	**3.78 ± .91**

The BTS was ($p=≤0.05$), which shows statistical significance and the KMO attained the value of 0.86, which falls within an acceptable range. One factor was extracted and labelled *quality of life* in Table 6, which accounts for 92.29% of the

total percentage of variance explained. The statements measured a high α coefficient level of reliability (0.89).

Table 6: Quality of life

Questionnaire statements	Quality of life
In most ways my life is close to my ideal.	.748
The conditions of my life are excellent.	.838
I am satisfied with my life.	.868
So far I have achieved the important things in my life.	.803
If I could live my life over, I would change almost nothing.	.689
Cronbach Alpha	**0.89**
Mean inter-item correlation	**0.540**
Mean & Std. Deviation	**3.68 ± .93**

8.3 Structural Equation Model

The results of the model fit in Figure 1, indicates that the data fit the SEM well. The chi-square, divided by its degrees of freedom (x^2/df) yielded a result of 2.73, which is indicative of a good fit, as this statistic is very sensitive giving its power in model fit identification. The model produced a borderline acceptable CFI = 0.7 and satisfactory a RAMSEA of 0.090, with a 90% confidence interval [0.08; 0.26]. Therefore an acceptable model fit was achieved for the 11-factor model and the model was retained as the final research model.

The standardised regression coefficients (β), travel motives had a direct statistical significant positive effect on positive affect life domains (β=0.55), life domains overall (β=0.47) and negative affect life domains (β=-0.73). Positive affect life domains had a direct perfect positive statistical effect on life domains overall (β=1.00) and quality of life overall (β=0.33). Negative affect life domains had statistical significant negative effect on life domains overall (β=0.47) and quality of life (β=-0.11). Life domains overall had a direct positive statistical significant effect on QoL (β=0.39).
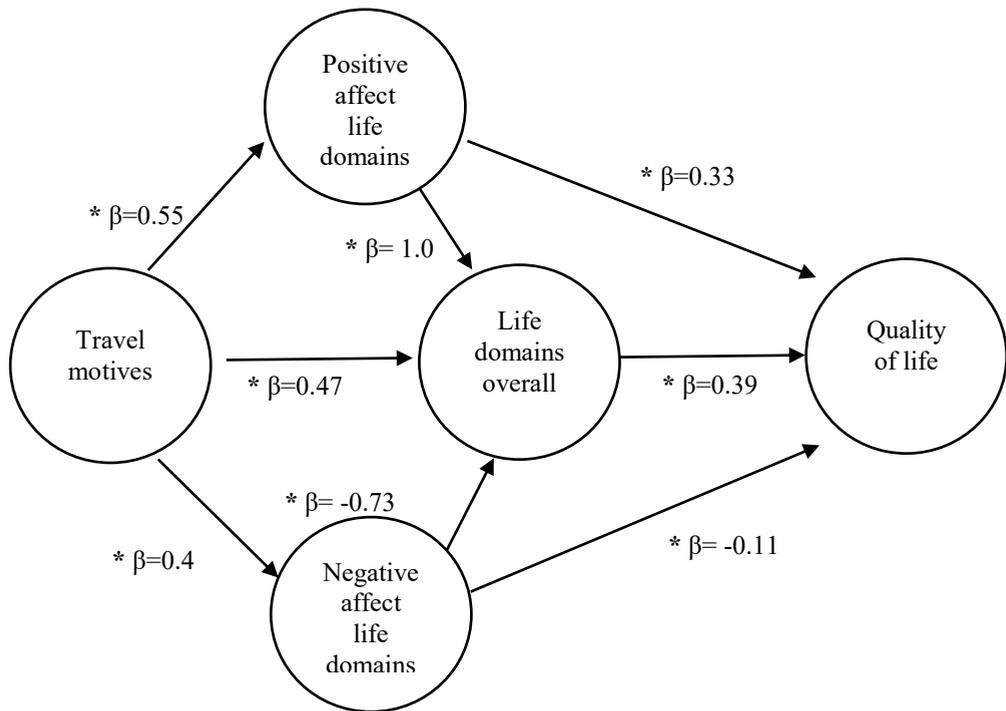
Figure 1: The relationship between travel motives, positive affect life domains, negative affect life domains, life domains overall and Quality of life.
Note: Statistical significant on a 5 % level of significance. (p < 0.05)

9. FINDINGS AND IMPLICATIONS

The findings and implications are based on the demographic profile, EFA's and SEM which will be directed towards museum management. This study contributes to the literature on tourism and QoL. More specifically the findings lean towards positive psychology which emphasises the significant connection between travel motives, positive affect in life domains, life domains overall and QoL of visitors to a military museum. Due to ethical considerations the study did not involve respondents younger than 18 years. Conversely the findings are applicable to the responding age groups only. When viewing the demographic profile, it is evident that most respondents are male. It can therefore be argued that males are more interested in military museums than females, given that most professional soldiers (both serving and retired) are male. This finding is supported by Raths (2013:173) who found that the core visitors of military museums are often males of military age, many of them with a military background. Nearly half of respondents indicated that they are older than 56 years. Given that South Africa abandoned

military conscription in 1993, the number of respondents who indicated they have a military background can be understood. Therefore it is highly likely that the number of visitors to the SA Armour Museum with a military background will steadily decrease over the next few decades.

With regards to the EFA for travel motives, military museum novelty achieved the highest mean among the three identified factors. Nicolaides (2011:2) states that visits to a museum are strongly related to the motivation and the characteristics of certain types of tourist. With reference to the demographic profile of respondents, it is clear that their military background motivated their visits.

Within the life domains positive effect achieved the highest mean. Authors such as Choi and Yoo, (2016), Kuykendall, Tay and Ng (2015) and Kruger (2018) have found that positive effects carry more value than negative effects in certain life domains such as leisure and recreation life. Additionally positive affect life domains achieved a higher statistical effect on QoL than negative affect life domains. According to Venter and Kruger (2017:3) positive effect and the absence of negative effect in life domains are a good predictor of satisfaction in life domains overall and QoL of visitors to a heritage based attraction.

Similar to a previous study by Venter and Kruger (2017) who investigated a heritage event, life domains overall identified as one factor. Life domains overall again seems to be a key enabler of the bottom-up spillover theory which leads to QoL.

According to Venter (2017a:94) QoL is a predominantly subjective state with objective elements whereby individuals perceive their lives based on the combined positive and negative experiences in life domains that are significant to them. With regards to this study, respondents experienced large positive effect in their QoL from a visit to the SA Armour Museum.

This study set out to, *determining travel motives and life domain effect on the quality of life of visitors to a military museum*? The answer has been a resounding yes, with evidence proving that the resulting effect is positive.

SEM

The SEM results from this study showed a very good fit. All of the (β) were statistically significant, signifying the importance of the relationship between the variables within the SEM. The results make a significant contribution to literature and methodology. It can be confirmed that visitors to a military museum could experience a higher QoL, to the positive affect in their life domains and life domains overall which spill-over into the QoL.

10. CONCLUSION AND RECOMMENDATIONS

This study focused on a niche market within military heritage tourism. Although potential participants were encouraged to share the online survey, the majority of respondents were male and had a military background as per the research setting. Nevertheless, the results of the study still provide valuable information regarding travel motives, life domains, life domains overall and QoL for literature focused on military heritage tourism. It is evident from the results of the study that travel motives have a positive effect on the life domains measured, which, in turn, has a positive effect on respondents' life domains overall. Additionally, this positive effect spills over into respondents' QoL, thereby contributing positively. The negative effect also spills over into respondents' QoL, however to a lesser extent. From the study's findings, managerial recommendations were made with the aim of maximising visitors' QoL.

It is recommended that the SA Armour Museum Management continue to pursue activities that are of interest to those who have a military background, thereby encouraging repeat visits. Examples include public open days, yearly seminars, and closer association with relevant interest groups. A closer examination of the push and pull factors could assist in encouraging more visitation from those without a military background. It's also important to bridge the gap between those with and those without a military background. This could be achieved through a comprehensive marketing, public relations and educational campaign to encourage individuals without a military background to visit the SA Armour Museum. By doing so, the museum management will enjoy the benefits of renewed interest as visitors experience a positive effect in their QoL. Additionally the interest in military heritage becomes part of the next generation of visitors, with repeat visits more likely. To facilitate the above it is suggested that the SA Armour Museum form a strategic partnership with a South African University who can provide the expert skills to assist the museum in improving the appeal of

its offering to a broader market segment. Examples include enhancing the attractiveness of its exhibits, digitising its displays, marketing and public relations in order to appeal to Y and Z generations. This will help preserve the interest in military heritage and fulfil the function of the SA Armour Museum. Furthermore a follow-up study is suggested after the recommendations have been implemented to measure the travel motives and life domain effect on the quality of life of Y and Z generation visitors to the SA Armour Museum. The provision of tangible elements such as memorabilia could contribute to visitors QoL and a lasting memory of their visit.

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