INFLUENCE OF PUSH AND PULL TRAVEL MOTIVATIONAL FACTORS ON INTERNATIONAL TOURISTS RE-VISIT INTENTION TO GALL IN SRI LANKA

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Abstract- Tourism plays a dominant role in Sri Lanka and tourism industry consider as a major foreign currency earner in the economy. Hence, International tourists perform most prominence role in the country. However, as compared with the other South East Asian region, Sri Lanka not yet tapped into its full potential in the global market. Hence, tourism industry should pay more attention to explore the reasons why people travel and what are the motivational factors to travel in order to increase the tourists' arrivals, earnings and global market share. Motivation is one of the main concepts that used to interpret the behavior of an individual's travel and it is related to the reason why people travel. In tourism research, this motivation concept classified into two forces as push and pull factors, and the main objective of this study was to identify the influence of this push and pull motivational factors on international tourists revisit intention. The sample of 100 international tourists were randomly selected from the Galle tourism zone, which is the most favored tourists' destination in Sri Lanka. Both primary and secondary data were used for this study. According to the results of the descriptive statistics, rest and relaxation were the most important push motivation factor and beautiful natural scenery and landscape were the most important pull motivational factors. Results also revealed that, the international tourists were motivated to visit Galle by its pull factors such as good physical amenities, warm and sunny weather and beautiful natural scenery and landscape.

Keywords- Push and Pull Travel Motivation, International Tourists', Revisit Intention

I. INTRODUCTION

Tourism is one of the fastest developing and the most important industry in the world, because it brings in a large amount of income, success of tourism promotion, technological change and also creates employment opportunities in the service sector associated with the tourism (Ramadlani & Hadiwidjaja, 2013; Zhang, 2012; Gunarathna et al., 2013a). In order to increase the participation in the global economy, many developing countries, managed through the development of international tourism (Gunarathna et al., 2015). As a result of this United Nations World Tourism Organization (UNWTO), World Tourism Barometer and Statistical Annex (WTBSA) (2017), claimed that destinations worldwide received a total of 1127 million in 2017, 70 million more than the year 2016. Furthermore, tourism development is increasingly viewed as an important tool in promoting economic growth, alleviating poverty, and advancing food security (Gunarathna et al., 2013b). And also, it is a principal export for 83% of developing countries, and it is the most significant source of foreign exchange after petroleum and thus a crucial contributor to the balance of payments and to macroeconomic stability, especially in developing countries (WTBSA, 2016). Because of this, tourism can be introduced as a viable & salient tool of economic development in many countries (Gunarathna et al., 2013a). Central Bank of Sri Lanka (CBSL), described, Sri Lankan tourism industry as a major foreign currency earner in the economy. National Economy reveals that tourism is in the 3rd position as one of the largest earners of the foreign exchange (CBSL,

2015). In 2016, for the first time Sri Lanka reached 14% annual growth in tourists' arrivals and earnings from the tourism grew by 18% (CBSL, 2017). However, CBSL claimed that Sri Lankan tourism has not yet tapped into its full potential in the global market (CBSL, 2017). According to the UNWTO, Sri Lanka shares 0.13% of total tourists' arrivals and 0.2% of total tourists' earnings of the world (CBSL, 2015). Therefore, Sri Lanka represent only a fraction of the world tourism at present. Because of this, it is important to create successful and stable tourism industry in Sri Lanka through attraction of tourists to visit and revisit in order to maintain high level of tourists arrivals and earnings (CBSL, 2015). In order to achieve this success in tourism industry, need to concentrate to all the tourism zones development. There are 45 tourism zones have been introduced by Sri Lanka Tourism Development Authority (SLTDA) and destination developers need to advertence to each zones separately in order to minimize the negative impact on the environment (SLTDA, 2016).

Among these zones, Galle is one of the best tourists' destinations in Sothern Province which can gain diverse experiences for tourists. Within the Galle, tourism is one of the main sectors that provide revenue generating opportunities (Urban Governance Support Project Galle, 2006). The United Nations Educational, Scientific and Cultural Organization (UNESCO) listed old port town of Galle is fast gaining international fame as one of the best preserved example of colonial life in Asia and its fortifications declared as the World Heritage Site (living city) since 1988 (United Nations Educational Scientific and Cultural Organization – World Heritage Site UNESCO - WHC, 2016).

In order to create successful tourism industry in Galle tourism destination, it is important to attract tourists with high level of services which are related to the tourism industry. Not only attracting tourists but also maintaining high tourists' return intension is crucial task (Ngoc & Trinh, 2015; Darnell & Johnson, 2001). Tourists revisit become naturally to a complete destination; which ensuring higher revisit rate becomes a key tactic to the tourism business, because attracting the previous visitor is more cost effective than gaining new ones (Shoemaker & Lewis, 1999; Luo & Hsies, 2013). According to the study conducted by Mat Som et al., (2011), showed that 2% increase in visitor retention has the same effects on profit in term of costs cutting by 10%. Also revisit is highly contributed for generating revenue in tourists' destinations as well as reducing the market expenses

(Jang & Feng, 2007). The repeated visitors also bring the substantial savings to the marketing costs (Luo & Hsies, 2013). Hence, the repeat visitors are highly vital for increasing revenue for tourism industry in Sri Lanka. Therefore identify the influence motivational factors for revisit intention is important for destination managers.

Since the beginning of tourism research, researchers have focused on exploring the reasons why people travel (Uysal & Hagan, 1993). Motivation is one of the main concepts that used to interpret the behavior of an individual's travel (Uysal & Hagan, 1993). For the reason that tourists' motivation is related to the reason why people travel, it remains a hard issue in tourism research (Dann, 1977).

Crompton (1979), suggested that the tourist industry should pay more attention to socio psychological motives when planning products and developing promotion strategies. Furthermore, Pearce and Lee (2005) examined the relationship between patterns of travel motivation and travel experience by using interview to guide the further conceptual development of the travel career approach. In the study, they pointed out that host site involvement motivation and nature related motivation were more important factors to the more experienced travelers (Pearce & Lee, 2005).

In tourism research, this motivation concept classified into two forces as push and pull factors (Hanqin & Lam 1999). Push motivation is considered as the personal driver which attract an individual to travel under one's reasons such as escape from the daily routine, a need to spend quality time with the family, or the lust for adventure (Dann, 1977). Pull motivation is the factor that attracts tourists to select the destination site. Furthermore, a tourist's view of a particular destination can be perceived as pull motivation (Niemelä, 2010). The objective of this study was identifying the behavior of push and pull motivational factors in predicting to revisit intention of tourists. Martín and Del Bosque (2008), explained these pull and push factors. According to their study revealed that push factors include seeing something different, increasing knowledge about the foreign destination, being with family, desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction and pull factors include international multi attractive destination, convenience of transport, and inspired by a destination's attractiveness, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks (Martín & Del Bosque, 2008).

Push motivation → H1 → Intention to revisit

Pull motivation → H2 → Intention to revisit
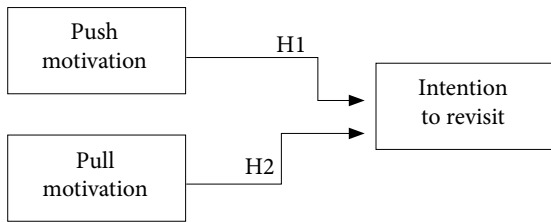
II. METHODOLOGY

Research Framework

The research framework for this study is shown in Figure 1 as follows

Research Hypotheses

H_1: Push motivation is positively and directly affect tourist's revisit intention

H_2: Pull motivation is positively and directly affect tourist's revisit intention

Tourists, who visited the Galle tourism zone were the target population of this study. The sample of this study was collected from international tourists who were visited Galle tourism zone. In addition, in order to survey a maximum number of diverse visitors over a relatively small period of time, questionnaire was distributed to participants who were randomly selected at the main gate of the Galle. All subjects were selected based on their willingness to volunteer their personal information on site and they were 18 years and older. Finally, a total of 100 questionnaires were collected.

The questions were divided into four parts, including social characteristics profile of respondents, push motivation (9 items), pull motivation (10 items), and intention to revisit (two items). All of the items were measured on a 5-point Likert scale. Respondents were asked to indicate their level of agreement toward each statement, from 1 = strongly disagree to 5 = strongly agree. All of questions were tested to ensure the reliability and validity of the constructs.

According to the literature review tourism researchers have identified the push and pull factors (Khuong & Thu Ha, 2014). Therefore this study used those push motivational

factors as learn something new and interesting, rest and relaxation, health and fitness, to meet new people and socialize with new community, to fulfill my dream of visiting foreign land and escape from daily routine. And the pull factors were good physical amenities, warm and sunny weather, beautiful natural scenery and landscape, variety of foods, special events and activities.

In this study, the data analysis procedures included Pearson correlation and binary logistics regression analysis. Correlation analysis is a method used to examine the relationship among the variables in order to know how strong the relationship is. It is also a method used to analyze the interval or ratio scale. In order to determine revisit intention in Galle tourism zone, this study used logistic regression analysis. Reason for this is, both dependent variable and independent variables were categorical. In this study, independent variables are push motivation and pull motivation, and the dependent variable is intention to revisit. There are two hypotheses including H1: Push motivation is positively and directly affect tourist's revisit intention and H2: Pull motivation is positively and directly affect tourist's revisit intention.

III. RESULTS AND DISCUSSION

This social characteristics profile of the respondents indicated that the gender of the respondents was not evenly distributed, with 64% being male and 36% female. Approximately half of the visitor's marital status was single (49%) and other 51% deputed married ones. The results showed that the international tourists who visited Galle were and the out of six region groups, majority of respondents visited Galle from Europe (60%). Furthermore, results indicated that the education level of tourists visited Galle was high. Galle is named as UNESCO world heritage site and well known tourists attraction, where majority of visitor's travel purpose was pleasure (66%). 23% of respondent's reason of visit Galle was religious and culture. Results also indicated that Galle is a popular destination for health care, 11% of respondents traveled for Health care purposes.

According to the results of the descriptive statistics as mentioned in table 1, Galle tourists mentioned that to rest and relaxation was the most important push motivation factor which was reflected by the highest mean score of 4.106. The lowest mean score was Social status (3.863). For pull motivation, Galle tourists indicated that beautiful

natural scenery and landscape was the crucial pull motivational factor with the highest mean score of 4.121 and the least important is that variety of foods with the lowest mean score of 3.874. For the intention to travel again, "I am willing to travel again Galle in the future" has the highest mean score of 4.186 and "I will encourage my family and friends to visit Galle has the lowest mean of 4.129. Which indicated that the revisit intention in Galle is highly depend on repeat visitors, not the other visitors, who were come because of recommendation from others.

Table 1. Descriptive Analysis of Attributions of push motivation

Attributions of push motivation	Mean	Std. dev.
Rest and relaxation	4.106	0.775
Experience in foreign land	4.092	0.827
Entertainment	4.085	0.839
Culture	4.083	0.793
Sightsee touristic spots	4.005	0.791
Meet new friends	3.984	0.800
Escape from same daily life	3.979	0.800
Participate in new activities	3.915	0.839
Social status	3.863	0.917

Source: Field Survey Data, 2017

Table 2: Descriptive Analysis of Attributions of pull motivation

Attributions of push motivation.	Mean	Std. dev.
Beautiful natural scenery and landscape	4.121	0.793
Image of Galle	4.121	0.782
Climate	4.103	0.777
Safety	4.095	0.753
Hospitality of people	4.095	0.796
Unique experience	4.067	0.804
Affordable	4.059	0.689
Outdoor activities	4.039	0.791
Special Events	4.034	0.792
Accommodation	4.021	0.803
Variety of foods	3.874	0.792

Source: Field Survey Data, 2017

Table 3. Descriptive Analysis of Intention of travel again

Intention of travel again	Mean	Std. dev.
I am willing to participate in Galle in the future	4.186	0.782
I will encourage family and friends to visit in Galle	3.936	0.831

Source: Field Survey Data, 2017

Study used binary logistic model to identify the influence to revisit intention. According to the results, international tourists' who were visited Galle were 5 times likely to revisit because of push motivation and 2 times likely to revisit Galle because of pull motivation than who haven't revisit intention.

The logit model emerged as a good predictor of international tourists' intention to revisit Galle as shown by the Nagelkerke R square of 0.725.

Table 4. Logistic Model of Tourists Revisit intention

	B	Exp(B)	S.E	Sig
Constant	0.187	1.205	0.585	.011
Push Motivation	1.592	4.915	0.413	.000
Pull Motivation	0.925	2.521	0.185	0.000

Cox and Snell R R-square = 0.16, Nagelkerke R Square = 0.725, Hosmer and Lemeshow Test: P = 1.000, Omnibus Tests of Model Coefficients: P = 0.000

Note: Results were computed using alpha = 0.05 (95% Level of Confidence)

*p < 0.05, **p< 0.001

Source: Field Survey Data, 2017

As shown in the table 4, both push and pull motivation has significantly influence the revisit intention. Therefore the both hypothesis were rejected at 95% confidence level, which indicate that the push and pull motivation are positively and directly influence the revisit intention.

IV. CONCLUSION

This study examined the influence of push and pull factors on international tourist' revisit intention of Galle, Sri Lanka. The study contributed to overall understanding of why international tourists would plan to revisit Galle. Results of this study revealed that, both push and pull factor was found to be significant in predicting of international tourists revisit intention. However, tourists' who were visited Galle were 5 times likely to revisit because of push motivation but 2 times likely to revisit Galle because of pull motivation. Thus, conclusively, that the international tourists were motivated to visit Galle by its pull factors such as good physical amenities, warm and sunny weather and beautiful natural scenery and landscape. And the other push motivational factors as special events and activities and variety of foods did not predict the revisit intention.

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