

Determination of Most Applicable Tourist's Motivation for Travelling in The Tourism Industry

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Abstract: The previous study had shown that tourists' motivation for travelling in the tourism industry. This research is aimed to distinguish the most relevant factors towards motivation. Tourists' motivation is the main aspects studied to measure the variable that could positively affect travel motivation, consisting of push and pull factors. Using online survey approaches with 122 complete responses are gathered and analyzed using statistical package for social science (SPSS). The results also show that both push and pull factors can have a crucial role in tourist' motivation for travelling but push factors are more important than pull factors towards travel motivation. In conclusion, this study is significant to all tourism stakeholders, especially tourism operators' manager to find tourists' motivation. They should have attention to both push and pull factors that each one has a unique psychological character.

I. Introduction:

Tourism is a social, cultural and economic phenomenon that involves people's movement to countries or places outside their typical environment for personal or business/professional purposes, as defined by the World Tourism Organization. (UNWTO, 2019). Motivation is what gives us a drive to act or the reason we do things in such ways. In addition, tourism motivations are expectations and tourist needs are also used as travel motivations. Motivation is often something that generates curiosity or encourages a person to behave in a certain way. The motivation of visitors is also derived from human psychology (Ramyar & Halim, 2020). Motivation variables can be divided into two groups, namely push (internal) motivation factors and pull (external) motivation factors (Mokhtarian et al. 2015). "Also, it is possible to define tourist motivation "as the globally integrated network of biological and cultural forces that provides meaning and guidance for travel choices, actions and experience. Besides, Push and pull variables are the forces that simulate the option of a traveller to which destination to travel. There is a driving factor for each individual, which comes from the individual's intrinsic desires. This implies that every traveller has a deep inner desire to travel and that without travelling, the push factors within a person are typically the desire to escape, relax and rest, the need for adventure, health or to exude one's status or wealth (Fieger et al., 2019). However, due to the lack of research on tourist motivation factors as essential skills for travelling. Current research aims to determine the most applicable tourist motivation factors, resolve these deficiencies, and discuss preventative travel factors concerning travel concerning psychology aspects.

II. Tourist motivation:

Once so sedentary, human society has begun to transform. Today, hurried mobility has obsessed much of the inhabitants of developing nations. To reduce the boredom of everyday life as much as possible: short trips during the week or the weekend, long trips during the holidays. Nobody wants something more fervently than a secondary home for their old age. (Heintzman, 2015).

Questions on why people travel include the issue of tourist motivation. However, it is difficult to clearly define the links between a person's motivations and selecting a destination. Antón (2017), for instance, identified several tourist motivations, including:

- Recuperation and regeneration;
- Compensation and social integration;

- Escape;
- Communication;
- Broadening the mind;
- Freedom and self-determination;
- Self-realization;
- Happiness.

Collectively, these motivations reflect that the traveller is a blend of several features that cannot efficiently be allocated to this or that category' (Wearing, 2009). He further notes that in mobile leisure activities, that is in travel, a man spends part of his leisure time, opening a window to the world of the ordinary. Relevant factors, motives and aspirations are typified and influenced by this departure or escape. The aims of travel are the polar opposite of everydaylife: the non-ordinary are portrayed. In this context, it is essential to analyze travellers' conduct and experiences, the circumstances and atmosphere of visitors (hosts), and the interactions between travellers and other travellers, particularly between travellers and hosts.

The work-habitat-leisure-travel structure is enclosed in a broad framework and affected by the power that controls it. Four main areas of these forces, which are related to each other by various interactions, can be distinguished: a society with its value system (sociocultural subsystem); the economy and its structure (economic subsystem); the environment and its resources (ecological subsystem); the government and its policies (political subsystem) (Gudmundsson, 2016).

Antón (2017) claims that the key reason for tourism in our everyday lives is to escape from everything we feel is wrong. We feel stuck in routines and obligations in today's highly technical environment that we have no influence over.

Wearing, (2009) in addition to the incentive, the organization has simultaneously provided its members with the means to carry out this escape: money, in the form of higher income; and time, thanks to more and more limited work schedules. But most critical of all, the industry has created the mobile society's actual prime mover. The automobile and, to a lesser degree, the airplane has ushered in the mobile leisure revolution and, in barely two decades and at an unprecedented pace, have taken it to today's state. The group makes the leisure industry accessible, which plays the role of friend and counsellor. This industry has taken over free time. It has different kinds of pleasure, but it also creates, if necessary, the corresponding wishes and desires.

III. Travel motivation:

The motive for travel is the inner state of an individual or some tourist needs and desires that can be regarded as one of the most significant psychological influences of tourist behaviour. Motivation is a human being's inherent property that occurs from the inside or a psychological basis. A mixture of internal and external factors that inspire the tourism industry to be pushed forward. To fulfil all the stages of needs of human flight, such as psychological. It tells of tourist attempts to meet their recognized needs and substantially affect tourist decisions in every decision-making phase(Puczko, 2010).

Physical Motivators: Individual physical health and well-being include physical relaxation, recreational activity, medical care or treatment, and essential remedial health management are concerned with these forms of motivation. This involves physical motivators that are important to health from recreation to attending yoga camp to medical treatment for health care.

Interpersonal Motivators: Human beings are social creatures that are often willing to make new friends want to visit and greet relatives and friends or escape from everyday life problems. These kinds of motivators are classified as interpersonal motivators.

Cultural Motivators: Cultural motivators describe visitors as curious and want to explore different people's cultures and lifestyles. These are connected to tourists' urge to travel to various destinations to learn about other countries, individuals, history, tradition, lifestyle, art, music, etc.

Status and Prestige Motivators: Tourists travel to ensure respect for education and information or pursue hobbies among their friends or family and recognition. These motivators define the need for fame and status or self-respect and personal growth for business or personal interests; it often involves travel.

The attribute of travel motivation are categorized between tourists' push and pull factors, as shown in table 1:

Table 1 attribute of travel motivation

Travel Motivation	Fa	Attribute	Example
	ctor		
	Pu	Novelty	Having fun. Experiencing something different
	sh	Escape/Relax	Resting and relaxing. Getting away from everyday psychological stress/pressure

		Relationship Strengthening	Doing things with my companions. Doing something with my family/friend(s)
		Autonomy	Being independent. Being obligated to no one
		Nature	Viewing the scenery. Being close to nature
		Self-Development	Learning new things. Experiencing different cultures
		Stimulation	Exploring the unknown. Feeling excitement
		Personal Development	Develop my interests. Knowing what I am capable of
		Relationship Security	Feeling personally safe and secure. Being with respectful people
		Self-Actualization	Gaining a new perspective on life. Feeling inner harmony/peace
		Isolation	Experiencing peace and calm. Avoiding interpersonal stress and pressure
		Nostalgia	Thinking about the good times I've had in the past. Reflecting on memories
		Romance	Having romantic relationships. Being with people of the opposite sex
		Recognition	Sharing skill and knowledge with others. Showing others, I can do it
		Pul 1	Buildings and their Surroundings
	Cultural Activities		Artistic events, music, performing arts
	Religion		Temples, shrines, churches
	Politics		Process of political matters
	Science		Scientific technology, Linear motor cars, space centres
	Nature		Natural parks, mountains, rivers
	Climate		Summer retreats, winter resorts
	Landscapes		Geological formations and plant life, Autumnal leaf colouration, deserts
	Outdoor Life		Animal watching, hunting, fishing
	Entertainment		Theme parks, theatres, gambling, food
	Outdoor Recreation		Watching sports, outdoor events
	Health	Hot springs	

IV. Push factor of motivation:

Push motivation is the cause of decision-making on travel that will fulfil the travellers' internal motives. The desire to escape from the pressures and the need for status coupled with dominance is the essential two driving motivations for tourism. Besides, Push factor or internal factors arouse, direct, and integrate a person's behaviour and influence his decisions for travelling (Michael et al., 2017).

- Intrinsic Motivation – Tourism is a way for many people to fulfil their psychological needs, such as travelling, recreational activities, discovering innovation and skills, self-expression and self-assurance, imagination, competitiveness, need for relaxation, and belonging. Intrinsic motives are linked to ensuring one's ability on multiple emotional fronts. Intrinsic motivation motivates tourists to opt for intangible incentives such as pleasure, assurance, and other emotional criteria for tourism. The other intrinsic factors of motivation are:
 - Attitudes of Tourist – Knowledge of a person, place, or object + Positive or negative feelings about the same.
 - Tourist's Perception – By observing, listening, or getting knowledge, a tourist forms the perception about a place, person, or an object.
 - Values or Beliefs – A tourist believes or values a specific mode of conduct which is acceptable personally or socially.
 - The Tourist's personality – The nature and physique of a tourist play an essential role in tourism motivation.

V. Pull factor of motivation:

Pull variables are the forces created by destination and the information held by tourists about a destination. In tourism, external motivations can affect tourists and pull them towards a specific motivation and subsequent decision (Kassean & Gassita, 2013).

- Extrinsic Motivation – Here, external variables, such as money and the need to feel competent on the scale of spending and efficiency, motivate a visitor.
- Place of Origin – The grooming of the Tourist relies on the location of its roots. For, e.g., tourism could come last in the list of preferential things they want to do for Indian married women, while tourism will earn a much higher rank for American ladies.
- Family and Age – When it comes to structure and profits, the family counts. Today, for long-distance, lavish tourism, families with a nuclear system and double income prefer to opt more than for joint families or families with single earning members interested in visiting domestic locations. Tourists also have different location preferences depending on their age.
- Culture or Social Class – Tourists of various cultures prefer different areas, activities, and various tourism forms. Furthermore, if friends and families who have visited a place earlier spread the first-hand details that inspire others to visit the site.
- Ever-changing demand factors change the market – Tourism. Changes in currency value, political conditions, and the country's economic well-being affect tourists' choices.

VI. Research objectives:

1. Distinguish the most crucial push factors in terms of Tourist's motivation.
2. Identify the critical pull factors regarding Tourist's motivation.

VII. Methodology

The study is based on a quantitative approach where quantitative data are collected to investigate the most applicable Tourist's motivation for travelling. The study's population is comprised of 122 tourists from the national and international tourists. The population consists of 65 males and 57 females from diverse places around the globe. The questionnaire used to collect data is divided into two parts: respondents' demographics and motivation factors. Besides, the motivation for travelling is divided into two parts, such push factors and pull factors. Tourists were required to demonstrate their motivation for travelling prospects by ranking the items as 1. Noteffective, and 5. Extremelyeffective. The 122 questionnaires were also obtained successfully.

VIII. Findings

Respondents' Demographics

The table below shows the participants' demographics including age, gender, marital status, educational qualification and current occupation.

Table 2. Demographics

54 or above	40-54	25-39	15-24	Age
16	51	48	7	
Male		Female		Gender
65		57		
Retired	Unemployed	Employed	Student	Level of Education
25	13	61	23	
Partnered		Single		Marital Status
57		65		
Elementary	Secondary	Undergraduate	Postgraduate	Current Occupation
13	10	41	58	

Based on table 2, the range of respondents' age was as follows: seven participants were between 15-24 years old, 48 respondents were between 25-39 years, 51 participants were between 40-54 years old, and 16 participants were between 54 or above. Moreover, 65 of the respondents were male, and 57 were female. Furthermore, 23 of the participants were student, 61 were employed, 13 were unemployed, and respondents who have been retired

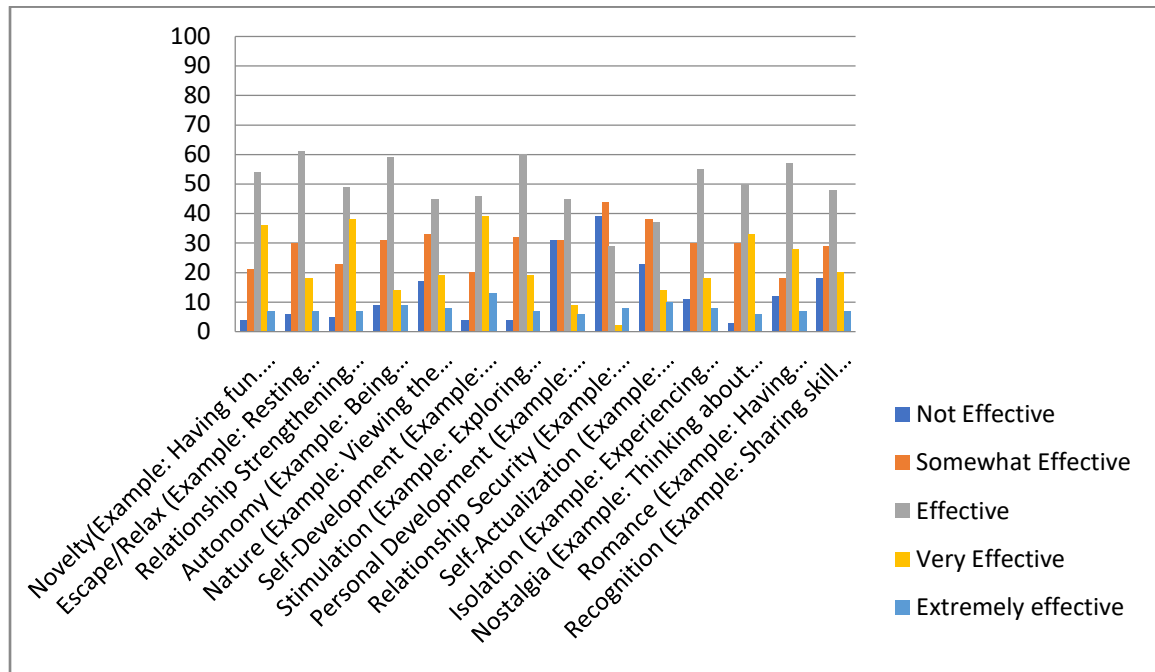
were 25. Although 58 of visitors were postgraduate, 41 participants were undergraduate, and ten participants were secondary, 13 respondents were elementary. Besides, 65 of the respondents were single, but 57 have partnered.

IX. Respondents’ Travel Motivation

This study often focuses on general issues about the travel motivation conduct of the respondents. Different interpretations of respondents' travel motivation based on push and pull factors would reflect tourists' desires and how tourists can be encouraged for their trip.

X. Respondents’ Motivation Regarding Push Factors

The push factors for travel are defined as the psychosocial factors that form the notion of someone's living activities and induce the desire to travel. The graph below describes the push factors.

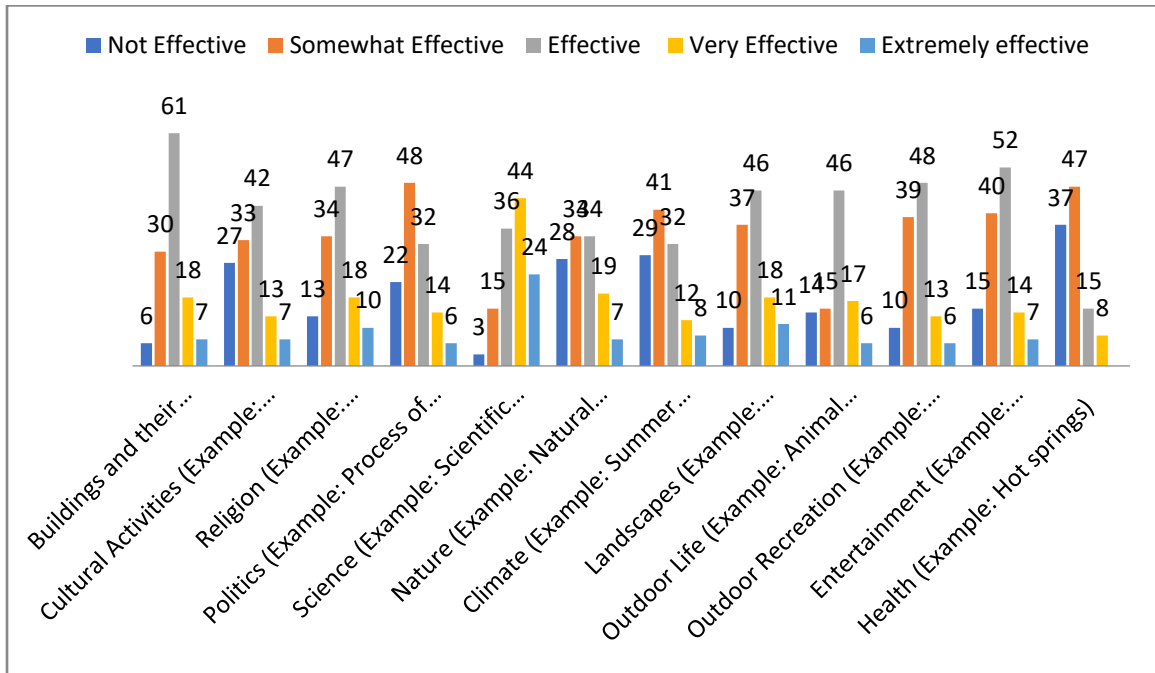


Graph 1. Push Factor

Based on graph 1 shows that the percentage of respondents’ travel motivation in terms of push factors. Results show that most of the respondents believed push factors play a crucial role in encouraging travel. The majority believed novelty, relationship strengthening, self-development, nostalgia and romance could have an impeccable effect on trip motivation. On the other hand, personal development, self-actualization and stimulation are less critical for travel motivation.

XI. Respondents’ Motivation Regarding Pull Factors

The pull factors for travel are identified as factors that encourage people to decide where they want to go. The following graph shows pull factors.



Graph 2. Pull Factor

Graph2 describes the percentage of respondents trip motivation towards pull factors. Meanwhile, the highest rank of pull factors belongs to buildings and their surroundings, science and outdoor life. However, the lowest rank is for politics, climate and health.

XII. Discussion

The previous chapter highly emphasized that the push factors for travelling are most essential and applicable than pull factors. The first dimension, called push factors, includes fourteen items reflecting aspects of a variety of desire to travel or internal factors. Graph 1 indicates that the novelty, relationshipstrengthening, self-development, nostalgia and romance have the highest selection of internal factors. However, other types of push factors with a small difference are also of motivation to tourist. Several studies point out the push factors in each approach: to relieve frustrations that are experienced every day, to have novel experiences, to enhance personal relationships, and to grow mentally and intellectually (Arakawa, 2015). Besides, another factor is pull regarding external factors or encourages people to decide where they want to go. According to graph 2, it is clear that in the pull factors, the most participant inspired through buildings and their surroundings, science and outdoor life, while politics, climate and health cannot be essential for travel motivation. In addition, pull factors have been conceptualized as relating to the features, attractions, or attributes of the destination itself, such as ‘beaches’ and ‘water/marine-based resources’, ‘mountains and beautiful scenery’, or ‘historic and cultural resources’ (Oguchi, 2006).

XIII. Limitation

This study is carried out by national and international tourists, who could only be reached in a short time. The convenience of sampling procedures using email, Instagram profile, and WhatsApp invitation could limit the likelihood of having the correct sampling unit and numbers. The analysis's time limit provided only 122 sample sizes, meaning that the sample size could be expanded by at least 268 sample sizes where the margin of error is 5%, and the confidence level is 90%.

XIV. Conclusion

The research explored the tourists' viewpoint on travel motivation. Tourists have been postulated to be more optimistic about the push factors related to travel motivation. In terms of novelty, relationship strengthening, self-development, nostalgia and romance, the tourist has a positive travel motivation perspective. The participant has a less belief on the types of personal development, self-actualization and stimulation. Pull factors was the second indicator, where the respondents demonstrated their travel motivation. They showed a positive perspective of the buildings and their surroundings, science and outdoor life but were less belief on politics, climate and health towards travel motivation. Finally, most participants believed that both push and pull factors could have an impeccable effect on travel motivation. Still, push factors can play a crucial role in travel motivation than pull factors.

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