Study on Pull and Push Travel Motivation Factors Influence on Foreign Tourist's Decision Selecting Negombo as a Destination

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Abstract

Tourism plays a major role in the world economies today. It highly influence to world GDP as well as creation of employment opportunities. Travel motivation is one of the interesting factors of select tourist destination.. Pull and push motivation factors in this region demonstrate distinct behavior within group of foreign travelers. Among the entire factors tropical climate, friendliness of natives, political stability, natural resources of the country and inexpensive travelling experience are the focal points of these motivations. Those factors are common factors in Sri Lanka. In Sri Lanka Negambo is prominent tourist attracted coastal area, which created most, job opportunities in the tourism industry in Sri Lanka. Most of the tourist selected Negambo as their final destination and push and pull motivation factors affected to that. This research paper aims to Study on pull and push travel motivation factors influence on foreign tourist's decision selecting Negombo as their final destination.

Keywords: Pull and Push Factors, Foreign Tourists, Negombo, Convenience Sampling Method

Introduction

Tourism can be introduced as most dynamic and fastest growing industry sector that revamp economies around the world (Goeldner and Ritchie, 2003; WTO). Tourism is playing big role in today's world economy. It has contributed 4% to the world GDP in 2013 and created more than 200 million jobs all over the world (Shantika, 2013) It contributes to the world economy in the firm of world's trade of goods and services and creating immense number of employment opportunities associated with travel and tourism. Meanwhile tourism industry widely influences on numerous service industries including airlines, hospitality services, hotels, accommodations, transportation services and entertainment and music venues in addition to goods and services purchased by the tourists.

Therefore many researches in different field's psychology, sociology and anthropology have been realized importance of investigating travel motivations (Dann, 1977; Gonath, 1977). There are two dimensions widely held on which tourism motivations are depend on; pull and push factors (Mohammad & Som,2010; Yiamjanya & Wongleedee, 2014) The rationale behind these two factors is people motivated to travel because they are pulled by external motivations and they are pushed by internal motivations. Push factors involve forces which drive people away from the place and pull factors draw them to new place (About Education, 2016) the pull factors Pull factors are emerged due to captivation of traveler's final destination and most of them are tangible and covered by marketing strategy of the destination. Discordantly push factors are intangible and intrinsic to an individual.

Motivation factors drags tourists from their native places considered as push strategies where pull motivation strategies drop them their desired destinations (Dann, 1977). As mentioned above Routine life, exploration, relaxation, social interactions, dignity, relationships enchantments are most driving push factors. Individuals do not get motivations only from physiological push factors. Swarbrooke and Horner (2005) highlighted stream of motivators which encourage person to take a vacation and motivation to take holiday in particular destination. Tourism is not just a matter of all internal factors. It is also driven by the motivators related to tourist's destinations. To attract new and repeat tourists pull factors considered as most significant.

Pull factors are the objects that describe the place which tourists select as their destination. Pull Factors can be categorized as tangible and intangibles; intangibles can be identified because travelling experience variant individual to individual. Framework suggested by Morrison (2013) suggested three components as an important attribute to delight tourists at their destinations and respectively they are attractiveness, appreciation and activities. Geographical appearance appeals to an individual referred by attractiveness attribute. Appreciation attribute explains how warmly they are welcomed and hospitality in a particular destination. Extents of activities available for tourists contribute to the activities attribute. Most of the tourists select Sri Lanka as their destination because of this appreciation attribute. Crouch et.al categorized pull factors in to two; 01. infrastructure category consists of accommodation services, travel and transportation services, telecommunication services, food and beverage services, sanitary facilities and shopping services,02. enviromentalcategory consist of political, legal, social, demographical, cultural, natural and technological environmental factors. Kassean and Gassita(2013) identified five attributes compel tourist to visit Mauritius, they were; climate, beaches exotic scenarios, accommodation facilities and, hospitality. This study supported to the studies of Morrision and Crouch and his team.

Pull and push motivation factors

Push Factors (Origin)	Pull Factors (destination)
Escape	Scenic Beauty
Self-discovery	Historical Areas
Relaxation	Cultural Attraction
Prestige	Sporting events
Challenge	Beaches
Adventure	Parks
Excitement	Recreation facilities
Family	shopping

The tourism sector has been identified as one of the key sectors propelling the Sri Lanka's economic growth (Tourism Development Strategy, 2011). Historic and cultural ties in Sri Lanka provide scope to promote tourism globally. Sri Lanka is enjoying the benefit of being part of the region which consists of large number of industrialized countries, namely, India, China, Singapore, Malaysia, and Japan. Sri Lanka consists of all key ingredients, attractive geographical location, unique diversity, stability and peace, educated and quality human resource.

Objectives of the study
- Identifying tourist's internal considerations which induce them to select Negombo as their destination.
- Identifying tourist's decision making process employing these pull and push dimensions.

Study Area

Negombo is 37 km far from commercial capital city of Colombo in Sri Lanka and it is 7 km far from Bandaranaike International Airport Katunayake, Sri Lanka. It is located in North from Colombo. The city is swallowed by natural beauty which is received from Negombo lagoon. Entire West coast of the Negombo is covered by the major beach resorts. It fascinates people all around the world by wide sandy beaches and by sheltered beaches. The prime economic activity in Negombo region is tourism with its small port and second place is hold by fishing industry which is originated centuries ago

Research Method
Conceptual frame work
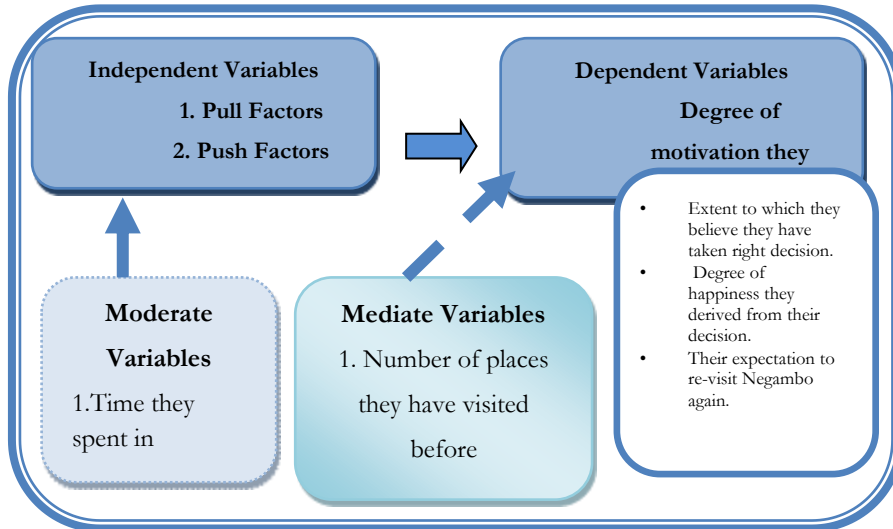
Through above framework it was intended to highlight the relationship between pull and push motivation factors and their final decision to select Negombo as their destination.

It has also identified some moderate variables that can be influenced on pull and push motivation factors.

Study was designed to conduct descriptive analysis and correlation analysis to determine level of motivation derived to select Negombo as their final destination from pull and push motivation factors. According to Frenkel and Wallen (1996), correlation research describes an existing relationship between variables. Therefore, throughout this research it is studied existing relationship between determent variables. The study was taken form of quantitative research. Quantitative research explains a phenomenon by collecting numeric data that are analyzed using mathematically based methods (Creswell, 1994).

Decision Rule: Reject H_0, If "P value" < "β value

P=.000
β= .05, .01

P<β; H$_0$ Rejected (There is a Linear Relationship between Independent and Dependent Variable)

The target populations consist of tourists who visit Negombo Sri Lanka during the data collection period. A total of 136 foreign tourists who traveled to Negombo during July-September, 2016 were used as the sample

in this study. The participants of this research are tourists who are visiting Sri Lanka and who are willing to commit their valuable time to answer the set of questionnaires. A convenience sampling method was used based on accessibility and willingness to participate in the study.

Initially it was used primary data collection mechanisms to collect data by distributing structured questionnaire which contents closed- ended questions.

The study was adopted the questionnaire used by Basher Aref Mohammad Al-Haj Mohammad and Ahmad Pad Mat Som(2010) within their study in Jordan: An analysis of push and pull travel Motivations of Foreign tourists to Jordan to assist the collection of data from selected sample. Content validity of the study was tested by the lecturer before it was administered. They were evaluated the adequacy and relevance of the measurements to achieve ultimate goal of the research.

The first part of the questionnaire consisted of questions which mainly considers the tourist's perception about pull and push factors. Second part of the questionnaire measure the degree of motivation they derived from pull and push factors using Likert scale questions. Rest of the questions are about demographic variables gender, age, country from which they have arrived from and time they have spent in Sri Lanka Average of the answers is obtained to quantify the degree of motivation level. In the first part of the questionnaire consist of hundred and fifty (150) Likert scale questions to measure the participant's perception on pull and push factors. In the second part, the respondent was asked to measure the degree of motivation they received from above factors using 5-point Likert scale which range from least frequently used (scored as 1) to most frequently use (scored as 5). The study was administered from February 2016 to December 2016.

The Pearson correlation coefficient (r) is used to compute the relationship between pull and push factors and degree of motivation level. The researcher also is used the t-Test and one-way Anova to find out how the perception on pull and push factors and degree of motivation level varied with demographic and other related factors.

Similarly, it is involved factor analysis as a data redundancy technique using varimax rotation procedure to delineate the underlying elements that were associated with traveler's motivation. Two research Hypothesis were developed as follows.

Problem Statement and Research Hypothesis

Do the pull and push factors influence on traveler's final decision to select Negombo as his journey end?

Research Hypothesis

H1: There is significant relationship between traveler's perception on pull factors and degree of motivation they received

H2: There is significant relationship between traveler's perception on push factors and degree of motivation they received.

Discussion and Conclusion

Here research attempted to show relationship between independent variable and dependent variable and also push-pull factors considered as independent variable while dependent variable was degree of motivation.

Positive results of pull and push factors 101 out of sample, they would be recommending Negombo as a destination. According to the results H_0 rejected and H1 accepted and there is a relation between push and pull factors and degree of motivation foreign tourist's visit to Negombo. Therefore, research concluded the pull and push factors influence on traveler's final decision to select Negombo as his journey.

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