

**MINISTRY OF HOTEL AND TOURISM**  
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**PUSH AND PULL MOTIVATIONAL FACTORS AND  
REVISIT INTENTION OF DOMESTIC TOURISTS TO BAGAN**

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## **Abstract**

The objectives of the study are to identify the push and pull motivational factors of domestic tourists to Bagan and to analyze the effects of push and pull motivational factors on revisit intention of domestic tourists. Both primary and secondary data are used. As respondents, 110 domestic tourists are the respondents who had travel experience to Bagan from April 2020 to February 2022 by using convenience sampling method. Structured questionnaire with five-point Likert scale is used to collect primary data. Descriptive statistics, correlation analysis and multiple regression analysis are used to analyze the data. Correlation analysis reveals that push and pull motivational factors have positive correlation with revisit intention. According to multiple regression analysis, pull motivational factors (easy access and safe, cultural attractions and sightseeing variety) have positive and significant effects on revisit intention to Bagan. Push motivational factors (relaxation and seeking knowledge) have no significant effect on revisit intention. The study suggests that the local administrative in Bagan should create and promote more pull motivation factors for domestic tourists to enhance their revisit intention to Bagan.

**Keywords:** Push and Pull Motivational Factors, Revisit Intention, Domestic Tourists, Bagan

## **Introduction**

Tourism, a smokeless industry, is one of the most priority sectors as it can be contributed to get the foreign income of the country. It is also the main source of income for many countries and it is becoming one of the most profitable growth engines for the global economy. Domestic tourism is the travelling of residents within their country. The development of tourism industry depends on domestic tourists which is a driven force for economic development of the country. The countries in the world exploit the domestic tourism to enhance the socio economic, alleviate the local poverty, create the job opportunities, upgrade the tourism infrastructure, economic growth and income for local people.

In Myanmar, there are many popular destinations such as the Yangon, Mandalay, Bagan, Inle, Ngapali, etc., which are more visited by the international tourists as well as the domestic tourists. Bagan is one of the most well-known destinations in Myanmar. It was the capital city of the Bagan Kingdom from 9<sup>th</sup> to 13<sup>th</sup> centuries and it is located in Mandalay Region. The area of Bagan is 26 square miles that filled with Buddhist temples, pagodas, and monasteries. It is now one of Myanmar's top destinations for tourists to visit. Bagan was approved as a World Heritage site during the 43<sup>rd</sup> session of the World Heritage Committee which was held in Baku, Azerbaijan on 6<sup>th</sup> July, 2019.

In post COVID-19, the domestic tourists have plan to travel to Bagan for several purposes. Everybody likes the travelling not only within the country but also outside the country. Travelling can be relaxed physically and mentally. It is undeniable that tourism could be accelerated once the COVID-19 pandemic is under the control. According to Dayour and Adongo (2015), tourist motivation is a precursor to destination selection hence insight on destination choice determinants would go a long way aiding service providers, especially tour operators and travel agents in packaging tailored tours to prospective tourists. In this study, the push and pull motivational factors are mainly focused to examine revisit intention of domestic tourists to Bagan which was the most visited place in the country. Understanding the push and pull motivational factors of domestic tourists will help the stakeholders and destination marketers to set up the effective marketing programs to attract tourists. The benefits for local people in Bagan can also be promoted by domestic tourists.

## **Objectives of the Study**

The objectives of the study are

1. to explore the push and pull motivational factors of domestic tourists to Bagan
2. to analyze the effects of push and pull motivational factors on revisit intention of domestic tourists to Bagan

## **Literature Review**

### **Concept of Motivation**

Motivation is one of the main driving forces used to interpret the behavior of an individual (Khuong & Ha, 2014). According to the Kotler and Keller (2016), four main psychological processes that affect consumer behavior are motivation, perception, learning, and memory. Motivation has both directions, it can be selected one goal over another and intensity, and the goal is pursued with more or less vigor. Motivation derives from difference between psychological and biological desire, needs, want of human beings and their existing condition (Luvsandavaajav & Narantuya, 2021). Motivation is a one of the most important reasons for human behavior to do action and to achieve goals or to move forward. Understanding the importance and effect of motivation, organizations can persuade customers for the long-term.

Motivation is the need that desires an individual to act in a certain way to achieve the desired satisfaction (Beerlin & Martí'n, 2014). Thus, every marketer from every industry always attempts to comprehend motivation and its antecedents. In travel research, the reason behind why people travel or choose a destination over another is subject of curiosity. Travelers are motivated to satisfy a need, and they have a perception of what will satisfy their needs. At the same time, travelers have a perception of the attractions of the destination and whether the attractions satisfy their needs. If both sides are agreed, travelers are motivated to visit that destination. The importance of motivation for travelers is needed to be focused especially the push and pull motivational factors.

### **Travel Motivation**

In the tourism context, travel motivation is defined as “a set of attributes that cause a person to participate in a tourist activity” (Pizam et al., 1979) in order to achieve his or her goals and expecting satisfaction (Beerlin & Martí'n, 2014). According to the study of Khuong and Ha (2014), travel motivation is considered as the starting point and one of the most important psychological influences to understand tourist behavior. In tourism research, the concept of motivation can be classified into two motives, which shows that individuals travel for the reason that they are pulled or pushed to do so by some factors or forces (Dann, 1981). These forces define how people are pushed for by the variables of motivation into making decisions for travel and how they are attracted or pulled by the characteristics of a particular destination (Uysal & Hagan, 1993).

The tourist motivation is one of the key elements in tourist decision making behavior. A better understanding of tourist motivation plays a vital role in the prediction of travel behavior and patterns (Luvsandavaajav & Narantuya, 2021). The questions that

the reasons of people travel, the motivation factors that tourists to travel to a particular destination have been a debatable topic among tourism academicians (Katsikari et al., 2020). The analysis affirms that the internal forces to travel will be pushed, while on the contrary the special characteristics and special offers to tourists of destination will be fascinating to tourists to come and visit to destination. The study mainly emphasized the push and pull motivational factors for domestic tourists to have revisit intention to Bagan.

### **Push and Pull Motivational Factors**

The tourism motivation is based on push and pull factors of travel motivations. According to the study of Baniya et al. (2017), the model of motivation with push and pull factors tend to provide holistic approach to identifying antecedents of customer loyalty. Furthermore, in an increasingly competitive marketplace, the success of marketing destinations should be guided by a thorough analysis of tourist motivation and its interplay with tourist satisfaction and loyalty (Yoon & Uysal, 2005). Generally, it is crucial realizing push and pull travel motivation to create destination development and develop marketing activities for destinations and tourism businesses. Therefore, travel motivations regarding push and pull motivations are the essential tourist assessment for the destination or tourist site (Kassean & Gassita, 2013).

Further, pull motivation consists of tourism infrastructure, sport and leisure activities, novelty seeking, environment and safety, cultural and historical attraction, and tourism facilities, events and activities, easy access and affordable, history and culture, adventure, natural resources, heritage sites, sightseeing variety, static, dynamic, and current decision, entertainment/resort, outdoor/nature, heritage/culture, rural/inexpensive (Caber & Albayrak, 2016). In this study, the relaxation, and seeking knowledge are considered as the push motivational factors and easy access and safe, cultural attraction and sightseeing variety are as the pull motivational factors.

#### **(i) *Relaxation***

Relaxation is one of the physical motivators which is the intangible and display the internal needs of human beings. Relaxation in psychology is the emotional state of a living being from the negative sources such as anger, anxiety and fear etc. The desire to travel is often associated with the yearning to escape. That is to break from routine activities of the home and work (Kim & Ritchie, 2012). They also stated that the break affords people the opportunity to refresh their minds by engaging in non-routine forms of leisure activities. Therefore, everybody needs to relax in body and mind free from

tension and anxiety. Travelling is the best for relaxation in physically and mentally as it can be fresh our mind in new environment.

**H1: Relaxation has significant effect on revisit intention.**

**(ii) *Seeking Knowledge***

There are many ways of seeking knowledge about consumers and each form of knowledge is valuable. Moreover, knowledge seeking and knowledge contributing are two distinct types of behaviors, both of which must occur for the presumed benefits of knowledge sharing to be realized (Yan et al., 2013). In acquiring knowledge, some will access it by travelling, some will access it by the purity of the intention and sincerity, and others may access it by writing it down. Travelling can provide a learning experience than other activities. It can be motivated the people to seek out the new places, and keep their knowledge constantly filled up. Desire to acquire new knowledge and new sensory experiences are central to tourists in search of novelty (Trauer & Ryan, 2005). Moreover, it is a great way to not only learn new things but also urge to continue learning. Travelling can increase broadens the perspective and knowledge by viewing new customs and new environment.

**H2: Seeking knowledge has significant effect on revisit intention.**

**(iii) *Easy Access and Safe***

Easy accessibility of destination plays an essential role in influencing the tourists to return and to spread positive word-of-mouth about this destination. The tourism stakeholders in destination should pay attention to provide the good services to tourists who come and visit to there (Yan et al., 2013). Safe and secure environment is also the important for the visitors who come and visit to destination. In addition, visitors' safety at intended travel destination is the essential factor to consider in choosing the destination. The local administrative keeps an updated bulletin on travel destinations, covering factors such as political unrest or criminal activities that target tourists. Additionally, knowing how to travel safely is always important during and after COVID 19 Pandemic.

**H3: Easy access and safe has significant effect on revisit intention.**

**(iv) *Cultural Attraction***

Cultural attractions have also played a leading role in cultural policy and in efforts to promote cultural development (Richards, 2001). Cultural attraction is one of the

cultural motivators which are the outcomes of needs and wants of the tourists. It can be enhancing the destination's image in the eyes of international tourists as well as the domestic tourists and more attractive rather than the other popular destinations. Cultural attractions such as heritage sites, climate and friendly people can create the positive perception and revisiting towards the destination among the tourists. According to existing literature, this is taking a trip to celebrate cultural diversity which involves looking outside for what individuals cannot find inside (Mansfeld, 1992). Chen and Rahman (2018) stated that cultural contact underline the likelihood of tourists to make themselves participate in a local culture or the wants for the truthful experience.

**H4: Cultural attraction has significant effect on revisit intention.**

**(v) *Sightseeing Variety***

Sightseeing is one of the activities during the trip to new place and it can be checked out all of the attractions and cool features in this destination. Sightseeing variety of destination can be received more tourists to visit and provide the satisfaction during their stay in there. Without attractions, no one would feel the need to visit a destination. Attractions and sightseeing variety bring out the emotion of human being. Planning a sightseeing itinerary that covers the most subjectively interesting attractions, and fits the time available for their visit is serious for tourists (Brilhante et al., 2014). Shinde (2017) suggested that to the stay of tourist for several days which requires natural resources, infrastructural and transportation facilities, accommodation, recreation, sightseeing, shopping and variety of facilities and services for use and enjoyments. The important role of sightseeing cannot be ignored to attract tourists and to improve tourism sector.

**H5: Sightseeing variety has significant effect on revisit intention.**

**Revisit Intention**

Behavioral intention refers to the motivational factors that influence a given behavior where the stronger the intention to perform the behavior, the more likely the behavior will be performed (Nguyen, 2021). Travel intention is the transforming of the travel motivation into travel behavior. Travel intentions can be defined as the subjective probability of whether a customer will or will not take certain actions that are related to a tourist service (Schiffman & Kanuk, 2009). They also stated that these intentions to travel by potential customers are their perceived likelihood of visiting the destination within a specific time period. Travel intention will be shaped from perception or attitudes toward a particular place. Tourist's travel behavior includes travel intention to a destination.

Khasawneh and Alfandi (2019) stated that favorable travel intention presents revisit intention, more expenditure of money at the destination, paying a superior price for tourism service and destination loyalty. According to Chen and Tsai (2008), revisit intention is a tourist evaluation of the overall experience at the destination, the likelihood of revisiting to the same destination and their willingness to recommend the destination to potential tourists. Tourism developers and marketers evaluate their marketing strategies and management policies based on the revisit intentions of tourists, their willingness to recommend others and delivery of positive word-of-mouth information (Oyunchimeg & Gantuya, 2021). In post COVID-19 period, the domestic tourism will be priority to open and restart. Moreover, travel intention is the process of transforming of travel motivation into travel behavior. The present study analyzed the effect of push and pull motivational factors on revisit intention of domestic tourists to Bagan.

### **Methodology**

This study focused on the effectiveness of push motivational factors such as relaxation and seeking knowledge, and pull motivation factors such as easy access and safe, cultural attraction and sightseeing variety on revisit intention of domestic tourists to Bagan in post COVID-19. In order to fulfill the objectives of the study, both primary and secondary data were used in this study. To collect primary data, the online survey questionnaire with five-point Likert scale was distributed to the respondents via Google form. The respondents had travel experience to Bagan in April 2020 to February 2022. As respondents, 110 domestic tourists were included in this study. Convenience sampling method was used to select the respondents. Descriptive statistics, correlation analysis and multiple regression analysis were used to prove the objectives of the study. Descriptive statistics was used to explore the personal data of the respondents and their perception on push and pull motivational factors and revisit intention to Bagan. Correlation analysis was used to analyze the relationship between push and pull motivational factors and revisit intention. The multiple regression analysis was used to analyze the effects of push and pull motivational factors on revisit intention of domestic tourists to Bagan.

### **Analysis and Results**

According to the profile of respondents, out of 110 respondents, 37.3% were male while the remaining 62.7% were female. Most of the respondents are the age between 28 and 38 years of age with 38.2%. As the marital status of the respondents, 65.5% were single and the remaining domestic tourists were married. Regarding the education level, 57.3% of respondents are graduate. The majority of the respondents had between 250,000 - 350,000 Kyats of monthly salary. The occupation of the respondents showed that 47.3%

of respondents were government staffs which is the largest group of respondents. The results of mean values, standard deviations, reliability analysis and correlation matrix are shown in Table (1) with number of items measured for each variable in appendix.

According to Table (1), Cronbach's Alpha values of all variables are above 0.70 with acceptable reliability level (Cronbach, 1951). The results of correlation analysis between push and pull motivational factors, and revisit intention showed the significant and positive correlation. Among them, relaxation, easy access and safe, cultural attraction and sightseeing variety have moderate correlation and seeking knowledge has weak correlation with revisit intention. It can be concluded that the more the push and pull motivational factors are created in Bagan, the more the revisit intention of domestic tourists will be achieved in Bagan. The results of multiple regression analysis of push and pull motivational factors and revisit intention are shown in Table (2) in appendix.

According to results of multiple regression analysis, easy access and safe, cultural attraction and sightseeing variety have significant effects on revisit intention. Relaxation and seeking knowledge have no significant effect on revisit intention.

Thus, the study estimates the following model:

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

$$\text{Revisit intention} = 1.210 - 0.050 \text{ Relaxation} - 0.007 \text{ Seeking knowledge} + 0.390 \text{ Easy access and safe} + 0.147 \text{ Cultural attraction} + 0.297 \text{ Sightseeing variety}$$

According to the results of multiple regression analysis, easy access and safe, cultural attractions and sightseeing variety have positive and significant effects on revisit intention of domestic tourists to Bagan. Relaxation and seeking knowledge have no significant effect on revisit intention. The results of this study showed that easy access and safe, cultural attractions and sightseeing variety are the significant pull motivational factors to promote revisit intention of domestic tourists to Bagan. Among the significant motivational factors, the effect of easy access and safe is the most on revisit intention followed by sightseeing variety and cultural attractions. Relaxation and seeking knowledge have no significant effect on revisit intention. The significant pull motivational factors are essential for the domestic tourists to have more desire to revisit to Bagan. The results are shown in Figure (1) in appendix.

## **Findings and Discussions**

The study mainly focuses on push and pull motivational factors to promote revisit intention of domestic tourist to Bagan. According to the respondent perception on motivational factors, easy access and safe gained the maximum overall mean value. The domestic tourists prefer to visit to Bagan because of the easy arrangement of trip, the affordable and reasonable price for accommodation and meal, the safe destination and the convenience of travelling. These conditions can attract domestic tourist to have more intention to visit to Bagan. However, sightseeing variety has the minimum overall mean value among the motivational factors but it showed the agree level of tourists. The tourists accepted that they can discover the natural beauty of Bagan, can visit the cultural and heritage sites in Bagan and can see the sunrise and sunset at the best spots in Bagan. These sightseeing variety can create the new and different experiences and feelings for tourists. Thus, the domestic tourists have the positive behavioral intention to get the experiences and knowledge in Bagan.

According to the correlation analysis, relaxation, easy access and safe, cultural attraction and sightseeing variety have moderate correlation and seeking knowledge has weak correlation with revisit intention. These results proved that the push and pull motivational factors are essential for the domestic tourists. The stronger the motivation for domestic tourists, the more the revisit intention of domestic tourists to Bagan. The domestic tourists have different perceptions and expectations to visit to Bagan. Creating good perception and fulfilling their expectation are important for their travelling to Bagan. The regional development of Bagan depends on the visiting and revisit intention of tourists.

The multiple regression analysis showed that the two push motivational factors (relaxation and seeking knowledge) have no significant effect on revisit intention. Hypothesis 1 and hypothesis 2 were not accepted. The three pull motivational factors (easy access and safe, cultural attractions and sightseeing variety) have positive and significant effects on revisit intention of domestic tourists to Bagan. Hypothesis 3, hypothesis 4 and hypothesis 5 were accepted. The pull motivational factors can attract tourists to have more revisit intention to Bagan. The easy access and safe in Bagan is the main pull motivational factor for domestic tourists to revisit to Bagan. They think that Bagan is easy accessed to travel and they have to pay the affordable and reasonable cost during their visit. Creating safe environment is attractive for tourists to have more desire to repeatedly visit.

For cultural attraction, domestic tourists have positive and strong motivation on revisit intention by this motive. They are motivated to have revisit intention to Bagan by its cultural attractions such as authentic local culture, ancient inscriptions, local arts and

crafts, cultural and historical buildings and its outstanding scenery. It can be concluded that the antient culture positively and strongly motivated domestic tourists to have revisit intention to Bagan.

The sightseeing variety can attract domestic tourists. As the ancient city, the environment is totally different from their destination. The pagodas, temples, museum, markets and the lacquerware production and shops, local foods and products can attract tourists. The tourists have intention to gain the unique experience in Bagan through sightseeing. Thus, sightseeing variety is a mean for tourists to revisit again to Bagan. Therefore, all the stakeholders and policy makers have to close cooperate for the conservation of the culture and heritage in Bagan and set up the rules and regulations to preserve the heritages in collaboration of the related Ministries.

On the other hand, the push motivational factors (relaxation and seeking knowledge) have no significant effect on revisit intention of domestic tourists. The attractiveness of push motivational factors depends on the behavior and intention of domestic tourists. If the tourists have no desire to take relaxation and to seek knowledge in Bagan, they will not revisit to Bagan again. The significant of pull motivational factors are created in Bagan. The cultural heritage, and the antient temples with Bagan-era architecture can attract domestic tourists to revisit to Bagan. In conclusion, the pull motivation factors presented in Bagan can fulfill the expectations of domestic tourists and can attract them to revisit to Bagan.

### **Suggestions, Recommendations and Conclusion**

The study analyzed the effects of push and pull motivational factors on revisit intention of domestic tourists to Bagan. This results of this study observed the significant and positive effects of all pull motivational factors on revisit intention. Easy access and safe is the most significant pull motivational factor for revisit intention of domestic tourists. This finding suggested that the higher level of motivation depends on the easy access and safe condition for domestic tourists when they visit around Bagan.

According to the perception of domestic tourists, they prefer to visit to Bagan because of push and pull motivational factors. They accepted that these motivational factors can attract them to have more preference to revisit to Bagan especially, easy access and safe. The domestic tourists seek the place to take relaxation based on the convenience of location and safely travel. The stakeholders and the local administrative in the Bagan area must follow the guidance for health and safety protocol from Ministry of Health in order to serve tourists coming to Bagan. Moreover, tour operators and local community should closely communicate the domestic tourists to create the local residential apartment services and community tours to expand the social network.

The pull motivation factors play an essential role in attracting domestic tourists. The local stakeholders, the responsible persons from the respective ministries and the local community should emphasize more on pull motivational factors. The attractiveness of pull motivation factors can create revisit intention of domestic tourists to Bagan. Because of revisit intention of tourists, the local community can significantly gain benefits by boosting the local economy through job creation and support for small businesses, and cottage industry, improving community infrastructure and services, fostering cultural pride and preservation by creating a demand for local traditions and crafts, and raising global awareness of the community's uniqueness and culture.

The investment in new infrastructure, such as roads, hotels, public transportation, and telecommunications should be paid more attention to create benefits for the entire community through the increased number of tourists who visit to Bagan. The cultural preservation is the area to be emphasized in Bagan. Cultural attractiveness in Bagan is one of the significant pull motivational factors to attract domestic tourists to visit to Bagan again. In addition, government and policy makers need to establish guidelines for the convenience of domestic tourism to visit to Bagan.

In conclusion, if the local communities develop, it will more persuade not only the domestic tourists but also the international tourists to visit to Bagan. Because of the development of tourism sector, the improvement of local communities can be achieved. All the stakeholders in hotel and tourism industry in Bagan including tour operators, hotel owners, restaurants, transportation, other service providers and the government should provide the unique tourism products and services to the tourists for their revisit intention.

For further research, it should extend the current study and examine any mediating or moderating variables such tourist satisfaction, and destination loyalty to enhance revisit intention of domestic tourists. Besides, the other studies similar to this study can also be conducted in diverse cultural heritage destinations or other popular destinations in Myanmar such as Yangon, Mandalay, Inle, Hpa An, Kyaing Ton, and Mrauk Oo. Not only domestic tourists but also international tourists should be focused to have additional results for the development of tourism sector and for the growing economy of the local community. Finally, the study focused on push and pull motivational factors. Other factors such as social interaction, marketing factors and psychological factors can create revisit intention of tourists and thus, further studies should focus on those factors to fulfill the gap of the study.

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## Appendix

**Table (1) Means, standard deviations, reliability, and correlation matrix**

| Variables | Mean | SD    | RE     | SK     | EAS    | CA     | SV     | RI | Alpha | Items |
|-----------|------|-------|--------|--------|--------|--------|--------|----|-------|-------|
| RE        | 4.23 | 0.388 | -      |        |        |        |        |    | 0.757 | 7     |
| SK        | 4.06 | 0.445 | .404** | -      |        |        |        |    | 0.828 | 6     |
| EAS       | 4.29 | 0.325 | .889** | .343** | -      |        |        |    | 0.700 | 7     |
| CA        | 4.08 | 0.419 | .406** | .485** | .291** | -      |        |    | 0.824 | 7     |
| SV        | 3.50 | 0.352 | .435** | .383** | .355** | .583** | -      |    | 0.777 | 6     |
| RI        | 4.28 | 0.334 | .487** | .307** | .490** | .450** | .527** | -  | 0.808 | 8     |

Source: Survey data (August, 2022)

\*\* . Correlation is significant at the 0.01 level (2-tailed)

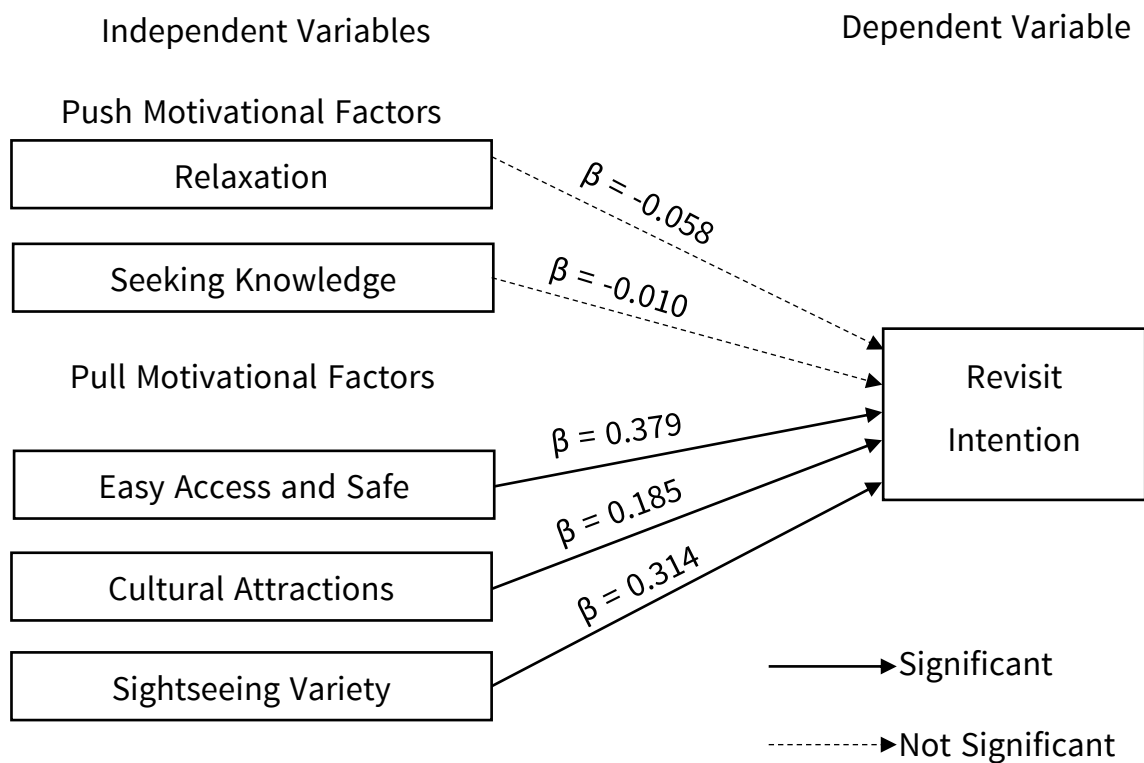
SD = Standard deviation; RE = Relaxation, SK = Seeking Knowledge, EAS = Easy Access and Safe, CA = Cultural Attraction, SV = Sightseeing Variety, RI = Revisit Intention

**Table (2) Multiple regression analysis of push and pull motivational factors and revisit intention**

| Model                   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.   |
|-------------------------|-----------------------------|------------|---------------------------|--------|--------|
|                         | B                           | Std. Error | Beta                      |        |        |
| (Constant)              | 1.210                       | 0.399      |                           | 3.029  | 0.003  |
| Relaxation              | -0.050                      | 0.153      | -0.058                    | -0.325 | 0.746  |
| Seeking Knowledge       | -0.007                      | 0.067      | -0.010                    | -0.109 | 0.914  |
| Easy Access and Safe    | 0.390                       | 0.173      | 0.379                     | 2.255  | 0.026  |
| Cultural Attraction     | 0.147                       | 0.081      | 0.185                     | 1.826  | 0.071  |
| Sightseeing Variety     | 0.297                       | 0.092      | 0.314                     | 3.234  | 0.002  |
| R <sup>2</sup>          |                             |            |                           |        | 0.403  |
| Adjusted R <sup>2</sup> |                             |            |                           |        | 0.375  |
| F                       |                             |            |                           |        | 14.055 |
| Sig.                    |                             |            |                           |        | 0.000  |

Source: Survey Data (August, 2022); Dependent Variable: Revisit Intention

**Figure (1) Results of Analysis**



Source: Survey Data (August, 2022)

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