

The Effect of Tourist Motivational Factors on Tourist Destination Image

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Abstract

This research investigates the effect of tourist motivation factors on tourist destination image. Tourism is foreign income source of the economy which benefitted enormously through its destination. Even though there are number of research conducted in Sri Lanka, no empirical study has been conducted in Southern Province considering the push and pull motivational factors which affected to the destination image, and this is the modest attempt to fill this research gap. Descriptive and quantitative research method was used to analyze the data. The dependent variable is destination image where independent variables were push and pull motivational factors. The data was analysed by multiple linear regression. It was argued that Seeking relaxation and gaining knowledge, are push motivational factors, and affordability and easy access and experiencing adventures are as pull motivational factors that affected to destination image.

Keywords-: Tourist Motivation; Push Factors; Pull Factors; Destination Image

1. INTRODUCTION

“Tourism is traveling for leisure, business, and alternative functions for no more than one year” (Kamb, 2021). As a tropical country, Sri Lanka has various climate zones, starting from arid dry zone conditions to lush, mountainous regions adding to its attractions (Fernando, et.al, 2019). In 2018 travelers arrived in the country was about 2,333,796 and according to a range of nights spent in 2018 by international

tourists was twenty-five,205,000 (SLTDA, 2019). These statistics show that tourism could be a powerful driver of the economic process of the country. The tourism sector of Sri Lanka has benefitted enormously through its destination such as cultural capes, landscapes, ayurvedic tourism, eco-tourism, beaches, cultural heritage landscapes and wildlife parks (Laksiri, 2007). Statistics show that in 2017, Sigiriya was the mostly visited destination by more than 563,000 visitors (SLTDA,

2019). It is evident that tourism industry helps increase the national income, decrease the unemployment rate, encourage new enterprises and develop infrastructure plus the rural areas of the country (SLTDA, 2019). Thereby, it is vital to pay more attention on why people should visit Sri Lanka, in tourism planning by the private sector as well the government sector (Ranasinghe et al., 2020). It has been identified some motivational factors affecting to tourist arrivals to Sri Lanka and travel around the country such as seeking relaxation, enhancing relations, gaining knowledge, fulfilling spiritual needs, affordable and easy access, and adventure activities. Most of the Sri Lankan and foreign tourists' prime motivation factor is pleasure and it includes factors such as: holiday, recreation and site seeing. (Abeysekara & Kulathilaka, 2020).

Theories in sociology, psychology and anthropology were foundations for travel motivational factors. Specially Dann's theory and Iso-Ahola's theory were the theories based on Physiological needs, needs for self-actualization of the human motivation. There, Dann's Theory introduced the push, pull motivational factors as one of major motivational factors that affected to tourist destination image (Yousaf et.al., 2018; Qian et.al., 2020). Push factors include such as escape, prestige, novelty, pleasure and Pull factors are the attractiveness of the destination,

ease of travel, infrastructure facilities. Many researchers have identified that, there is a relationship between these motivational factors and destination image (Ranasinghe, 2019; Qian, et.al, 2020; Abeysekara and Kulathilaka, 2020; Vinyals et.al, 2019; Wong et.al, 2021; Pearce, 2013; Pestana and Parreira, 2020; Fernando et.al,2019; Wicramasooriya, et.al, 2020). The researchers argue that Sri Lanka's natural beauty and its diversity is the prime pull motive factors that agnates destination image. Also, Sri Lankan culture, religion, historical monuments, friendliness of people, customs and traditions are pull motivational factors which affected to destination image (Wicramasooriya, et.al, 2020; Ranasinghe ,2019). Even though there are number of research conducted in Sri Lanka, no empirical study has been conducted considering the push and pull motivational factors which affected to the destination image of tourists focusing to Southern Province, Sri Lanka. Where Southern Province considered as famous destination for tourist attraction, especially Galle and Matara Districts. Table 1 illustrates the annual occupancy rates of tourists' hotels and resorts in Sri Lanka for the period of 2017 to 2020. It shows that South Cost which represent the Southern Province is one the most attractive tourist destination place in Sri Lanka. Moreover, Southern Province has its own identity for

tourist attraction with its stunning beaches, places such as Sinharaja rain forest, incredible wildlife like dry ever green sanctuaries which are Yala, Udawalawa national parks and classical heritage landmarks of Galle and Matara Dutch Forts and other natural environmental attractions. These factors of destination attributes and tracing real feelings of visiting Southern Province might be different for tourists than other provinces of the country. Hence studying the tourist motivation factors which affects to destination image may provide different results for Southern Province in Sri Lanka. Thereby this research is the modest attempt to fill that research gap. And the main objective of this research is to empirically investigate the effect of tourist motivation factors on tourist destination image special reference to Southern Province, Sri Lanka.

2. LITERATURE REVIEW

There are several theories that have been developed related to motivational factors and destinations of tourism. Among those, Dann's Theory of Push, Pull Motivations (1997), Iso- Ahola's Motivation Theory in Tourism, and Motivation Theory of Destination Image are important.

2.1 Dann's push and pull motivation theory

Dann (1977) push, pull motivation theory is one of all the widely accepted theoretical frameworks

in business analysis. According to Dann (1977), multiple factors inspire tourists to go to specific places or destinations. These factors divided to two categorized as push or pull motivations. Push factors can be identified as internal drivers or intrinsic factors that lead people to travel. These factors are associated with factors such as ego enhancement, self-esteem, knowledge-seeking, relaxation, socialization, recreation, adventure, and escape. Push factors can be categorized as factors that lead people to travel. These requirements are commonly identified as the socio-psychological needs of individuals. Pull factors are extrinsic factors/ external factors that motivate people to travel. Pull factors are mainly related to destination facilities. (Example: price, infrastructure, facilities)

2.2 Iso- Ahola's motivation theory in tourism

This is basically social psychology model of tourism. Iso-Ahola, (1983), stated that "interpersonal salvation, personal salvation, personal seeking, interpersonal seeking is the impetus for tourism and entertainment (Choe et.al., 2013). Iso-Ahola (1983) further states that "the interaction of two forces manages the psychological benefits of recreational travel: avoidance of normal and stressful environments. In this "process of optimization, people open themselves up to other levels of interaction and social interaction at other times and at different

times. This does not mean that people always have such optimism or balance". The dialectical process often fails and causes more interaction and stress than expected. The psychological evidence reviewed suggests that recreational travel has the potential to provide the individual with an alternative stimulus and the need for the desired social interaction (Goossens, 2000).

2.3 Motivation theory of destination image

Many researchers are more concerned to explain behaviour and satisfaction of tourist through destination image than explaining what influences on it. The studies where destination image is taken as a dependent variable are limited (Madden et.al, 2016), maybe due to the trust in capability of the motivation theory to explain. It seems cognitive and affective image are influenced to motivate towards destination image. The "cognitive destination refers to the beliefs, impression and knowledge about the attribute of destination whereas the affective image refers to the feelings and emotions towards the destination" (Martin and Rodriguez 2008). In marketing motivation theory is widely accepted, especially the internal motivation can use to segment the tourists and can design customize marketing campaigns accordingly to attract the tourists (Madden et.al, 2016). Most tourism studies agree that at "the pre-visit stage, motivation plays a major role in determining

tourists' decisions regarding when, where and what type of tourism to pursue" (Madden et.al, 2016).

2.4 Tourist motivation and destination image

According to Woosnam and Styliadis (2020), destination image was a beneficial area of study, and he explains that personal behavior depends on image rather than reality. Destination image is defined as the expression of a load of knowledge, impressions, and prejudices, emotional thoughts, of a person or group of people who have a particular objective or place (Pujiastuti et.al, 2020). Also, tourism destination image can be explained as the perception about tourism infrastructure, unique cultural attraction and destination, hospitality atmosphere. (Vinyals et.al, 2019). Whereas travel motivation is considered as a key component of understanding travel decision-making behavior, and it plays a specific role in predicting future travel patterns. Travel motivation can be described as a "global network of biological and cultural forces that provide value and guidance for travel choices, behaviors and experiences" (Malhotra et.al., 2004). Moreover, a strong link between travel motivation and travel destination choices is well documented in the travel literature (Mansfeld, 1992). Considering the past literature on holidaymaker motivation, it is evident that push and pull factors are immensely affected for such motivation (Mehmetoglu, 2011).

Many of the push factors associated with sources that are invisible or inherent desires of individual travelers. Reasons to touring and the advantages of touring experience directly and indirectly represent strategies to meet personal goals and personal needs (Kim, Lee, & Klenosky, 2003). For example, travelers who came to rest and relaxation do so in order to escape from normal life, while others are greatly rewarded for maximizing their enjoyment (Fodness, 1994).

2.5 Push factors and pull factors

Researchers argue that push and pull motivational model is accepted as to measure the travel motivation (Crompton, 1979; Dann, 1977; Yuan & McDonald, 1990). Push factors are defined as innate motivations that cause tourists to seek activities to reduce their needs. Dann, (1977) discuss that pushing factors are logical and often temporary. Kim et al. (2003) linked pushing factors as demand and pulling factors into supply. Findings on the interaction of these factors help destination managers activate their successful market presence (Özdemirler & Uysal, 2005). They represent the awareness of tourists about the main destination and the qualities they need to incorporate into their experience (Gnoth & Zins, 2013). Yuan and McDonald (1990) determine seven factors for selection of destination such as budget, culture, history, simple travel, desert, universal setting,

facilities. Further it was confirmed that attractions have the potential to stimulate and strengthen the primary drive of destinations such as beaches, recreation facilities, cultural sites, recreation, landscaping, shopping and gardening (Vurren & Slabbert, 2012; Yuan & McDonald, 1990). Dann (1977) suggested developing anomie and ego-enhancement as two push motives. Anomie refers to the desire to go beyond the feeling of loneliness in everyday life and to gain recognition through the status quo that travel provides. Moreover, the desire to escape from the cognitive secular environment, rest, fame, regression, health and fitness, improving relationships, exploration, and self-assessment were also identified as push factors for motivation on destination (Dann, 1977). Also, it was described push travel motives into five categories such as: Leisure travel motives, Events or festival travel motives, Shopping travel motives, Relaxation travel motives, and Nature or heritage travel motives (Merwe, and Saayman, 2011). This classification is linked with the image that they have established in their mind and pull factors are associated with the attractiveness of a regions and its various elements which helps to formation of the destination image.

2.6 Tourists Destination image

Destination image, especially the area of attraction where a tourist destination is assessed based on a

set of attributes corresponding to resources or attractions. There is considerable number of authors gave several kinds of definitions related to the destination image. Crompton (1979) states that, the destination image is a collection of beliefs, ideas, and feelings that a person has about a destination. San Martín and Del Bosque (2008) define the destination image as a mental representation of a person's knowledge, feelings, and global feelings about a destination. According to Wong, Song, and Zhang (2021), factors that attract tourists to a destination, in essence, affect the image of a tourist as a destination. According to MacKay and Fesenmaier (1997) the image of a destination is a collection of different products and attributes woven into an overall feeling. Those attractions, such as sightseeing, activities to attend, and memorable experiences, are elements of a destination that should attract tourists and provide the motivation and magnetism needed to get to a determined place. Other authors interpret this image as a collection of all the beliefs, ideas, and feelings that people associate with a destination (Crompton, 1979). The destination image influences tourists to decide where to spend their vacation and money. Here, the importance of the destination image for travelers is crucial. Potential travelers generally have limited knowledge of a destination they have never been to before, as it can be difficult to get objective

action on additional destinations or holiday features.

2.7 Effect of tourist motivational factors on tourist destination

The travel literature clearly shows there is a strong link between travel motivations and destination choices (Kim et al., 2003). Destination development should be planned with the unique motivation of tourists to their specific destinations. In the current competitive environment, their destination varies according to the motivations of the tourists. When considering destinations, many businesses related to tourism try to attract tourists and use different products and services to help their customers choose from a group of destinations (Crompton, 1979). These are called traction factors. Dragging factors are mainly associated with the attraction of a particular destination and the perceived features of the beach, accommodation and recreational facilities as well as cultural and historical and historical resources. According to Kozak (2002), the focal point of the tourism system is the destination with its characteristics and resources, and it was identified four major categories of motivation: culture, the pursuit of pleasure, relaxation, and physics. German tourists are more likely to have motivations based on culture and nature. British tourists loved to have fun and mingle with other tourists. Tourists coming to Turkey had stronger cultural and physical

motivations than tourists from Mallorca (Kozak, 2002). The study by Zhang and Chai (2009) revealed six driving factors that are motivation towards destination: new experience, salvation, knowledge seeking, fun and relaxation, rest and relaxation, family and friends being together. Also, five factors such as: nature and historic historical environment, hygiene and cleanliness facts, easy to access and economical deal, outdoor activities, sun and foreign environment are impotent towards destination image. Tourists came to Sri Lanka with four major objectives such as: Primary, secondary, intermediate and minimal motives. The primary impetus is the need for tourists to rest and relax. Secondary push factors help travelers to get away from their busy schedule, busy life, experience different lifestyles, learn new things and seek new knowledge (Gnanapala ,2011; Abeysekara and Kulathilaka, 2020, Fenando et.al, 2019, Silva et. al., 2020). Further, they argue that attractions related to the destination of the natural beauty of Sri Lanka and its various flora and fauna are the main motivation of tourism in Sri Lanka. Also, Sri Lankan eco system, culture, Buddhism, historical monuments buildings, the friendliness of the Sri Lankan people, customs and traditions are the secondary motives.

3. METHODOLOGY

3.1 Research design

This research is descriptive in nature and quantitative research method was used to describe the data. Significant effort was depleted in the designing stage of research study applying the unstructured technique to generate tourist push, pull factors and using those in a structured way to check out tourist push, pull factors who visited the Southern province of Sri Lanka.

3.2 Population and Sample

The researcher considered both local tourists and foreign tourists who are visited within last 2020 to 2021 May to Southern province, Sri Lanka was the research population. Researchers selected the sample of 150 tourists (80 local tourists and 70 international tourists) to collect data and check the response.

3.3 Data Source, methods, instruments, and analysis

The Primary data was used as main source of information gathered in this study. Besides, the secondary data is also applied where necessary. The questionnaire was developed based on conceptual framework and each major constructs of independent variables (seeking relations, enhancing relaxation, gaining knowledge, fulfilling spiritual needs, affordable and easy access, variety seeking natural environment, adventure activities, events and activities)

were measured through five indicators of each variable. Dependent variable also measured through five indicators (See Table 2). A pre-test was carried out to determine whether respondents have any difficulty of understanding the questionnaire, and ambiguous or biased questions. Pre-test of the questionnaire was carried out to improve the measurement items to assure the content and face validity of the measurement. After assuring validity of measurements, pilot test was carried out using 15 tourists to assure the reliability and validity of indicators and constructs. The validated and reliability assured questionnaire was administered by the researchers to a convenient sample of tourists who visited to the Southern area during 2020 up to 2021May. Further, that international tourist was contacted through tourists' agents and managers of the hotels. Some interviews were conducted face to face and, the researchers prepared online Google form to collect data and then distributed questionnaire through agents and managers. They contacted them through online platforms such as WhatsApp, Facebook, Instagram. The data was analysed by multiple linear regression using Statistical Package for Social Science (SPSS) 20 software. The aim of regression analysis is to construct mathematical models which describe the effect of tourist motivational factors and tourist destination image.

3.4 Conceptual Framework

The conceptual framework was developed based on the literature review and theoretical foundations. Accordingly, researchers conceptualize both independent and dependent variables within a conceptual framework which illustrates in figure 3.1.

3.5 Hypothesis

It is assumed the tourist motivation is the major factor that determines the destination image and researchers argue that push and pull motives are major motivational tools to measure the travel motivation towards choosing their destinations. Seeking relaxation one of major factor for selecting a destination by a tourist and thereby it is hypothesized that,

H1: There is positive effect of Seeking Relaxation on tourist destination image.

Enhancing relation is one of the stimuli influencing the forming of perception and evaluation of destination pre and post visit. It gathered tourist experience and sociodemographic characteristics. And it is hypothesized that,

H2: There is positive effect of Enhancing Relations on tourist destination image.

Destination image incorporates perceptions, beliefs, feelings, and knowledge about destination; hence, it is hypothesized that,

H3: There is positive effect of Gaining Knowledge on tourist destination image

One of intrinsic motivation factors is fulfilling psychic needs of tourist when selecting their destination. Therefore it is hypothesized that,

H4: There is positive effect of Fulfilling Spiritual Needs on tourist destination image

Tourist motivation on destination is affected by external stimuli's, some of the tourists select their destination based on the affordability and easy access to the selected destination. Thereby it is hypothesized that,

H5: There is positive effect of Affordable and Easy Access on tourist destination

Destination image has been explored based on tourist's beliefs about cognitive foundations associated with natural environment and climate attractions, activities, and other resource attributes. Accordingly, it is hypothesized that,

H6: There is positive effect of Variety Seeking Natural Environment on tourist destination image

Some of the tourists select their destination to get an exciting experience or undertaking something risky. Thus, it is hypothesized that,

H7: There is positive effect of Adventure Activities on tourist destination image

Occasionally, tourists are selecting their destination based on participating in events and activities. Thereby, it is hypothesized that,

H8: There is positive effect of Events and Activities on tourist destination image

4. RESULTS AND DISCUSSION

The overall survey was conducted by sending 200 questionnaires. Out of the answers received for those questionnaires, 150 were selected and other questionnaires had to be ignored due to incompleteness. The researchers did not find any considerable difference of the answers of international and local tourists. Further, researchers found that almost all local tourists are first time visitors to places like Sinharaja rain forest, Udawalawa and Yala national Park, and some other historical sites. Hence, though the cultural values are different among foreign and local tourists their motivational factors when choosing a destination is normally the same.

4.1 Descriptive analysis of destination image and tourist motivation

Descriptive analysis uses to measure the variability, and shape of the sample data. Table 3 shows

the descriptive statics which describe the features of collected data.

4.1.1 Dependent variable

According to the Table 3, the mean value of dependent variable is 3.9853. It is closed to 4. Hence, the perception of the tourist with regards to the motivational factors on Destination Image (DI) is align with agree status.

4.1.2 Independent variables

According to Table 3 the mean values of Push Factors, Seeking Relaxation (SR) has the highest mean value, and it is 4.0747. It is closer to 4, which is considered as the agreed level. Also mean values of other factors such as Enhancing Relations (ER), Gaining Knowledge (GK), Fulfilling Spiritual Needs (FSN), are respectively 3.8787, 3.8960, and 3.8693 also close to 4. In the Pull Factors, the highest mean value shows Affordable and Easy Access factor (AEA) and it is 4.1853. The factors such as Variety Seeking Natural Environment (VSNE), Adventure Activities (AA), Events and Activities (EA) mean values are respectively 4.0107, 3.8840, and 4.0267 also close 4. Hence, both push and pull factors are considered as agreed levels.

4.2 Normality test/ data distribution

To test the shape of the distribution, the normality test was conducted. Normality through the values of Skewness and Kurtosis

or Shapiro-wilk test use for measure the shape of the distribution (Saunders, Lewis, & Thornhill, 2009). According to Veal (2006) "if the Skewness values are closer to zero and Kurtosis values are in between the range of +2 to -2, it can be considered as that data set follows a normal distribution". Table 4 shows the statics of normality test and data distribution. As the statistics in table 3 discloses, the data of this study has normal distribution because all Skewness values are near to zero while kurtosis value aligned in the range of +2 to -2.

4.3 Econometric results of the effect of tourist motivational factors on destination image

The motivational factors (Independent Variables) are describing under two major headings: Push Motivational Factors and Pull Mutational Factors. Under the push motivational factors study considered for factors as: Seeking Relaxation (SR), Enhancing Relations (ER), Gaining Knowledge (GK) and Fulfilling Spiritual Needs (FSN). And pull motivational factors were discussed with four namely: Affordable and Easy Access (AEA), Variety Seeking Natural Environment (VSNE), Adventure Activities (AA), and Events and Activities (EA). Multiple Regression analysis was used to measure how push and pull motivational factors and their

effect on destination image. To test the variation among dependent and independent variables R square test was run. "The value of adjusted R square indicates the degree of variant of dependent is explained by the independent variable" (Harrell, 2009). Thus, Table 5 indicates both push and pull motivational factors and how it explains the dependent variable (Destination Image). It shows that, 47.2% of variation of dependent variable (Destination Image) is explained by push and pull independent variables in the model. Moreover, these statistics shows that, 52.8% of variation are considered as other factors that affected to destination image of tourist's motivation.

4.4 Reliability of the indicators

The reliability analysis of the push factors and pull factors are shown in Table 6. Each indicator in each dimension measured through asking five questions. According to Table 6, Cronbach's Alpha value in all the indicators is greater than the 0.7 and it denotes all the variables are highly reliable.

Further to measure the internal consistency of the model Cronbach's alpha was used. When Cronbach's alpha ranges from 0 to 1 it denotes that data in the model is internally consistent, and the higher value indicating greater internal consistency. Table 7 illustrates the cumulative reliability values of dependent (Destination Image) and independent variables (Push and

Pull Motivational Factors) and it shows all values are near to 1 of both dependent and independent variables and it signifies that, there is higher internal consistency among the items in the construct because all Cronbach's alpha values are higher than the standard value 0.7.

4.5 Multicollinearity test

To test the Multicollinearity, VIF (Variance Inflation Factor) and Tolerance value were used. There is the tolerance of less than 0.20 or 0.10 and or VIF of 5 or 10 above indicates a multicollinearity problem (Harrell, 2009). See Table 8 for multicollinearity test results of the study. Accordingly, the statistics shows that there is no multicollinearity problem with the data.

4.6 Push motivational factors and the effect on destination image

Table 9 indicates the push motivational factors and how it explains the dependent variable (Destination Image). Moreover, 39.1% of variation of dependent variable (Destination Image) is explained by an independent variable (Fulfilling Spiritual Needs (FSN), Seeking Relaxation (SR), Gaining Knowledge (GK) and Enhancing Relations (ER).) in the model. Moreover, 60.9% of variation are considered as other factors that affected to destination image of tourist's motivation.

4.6.1 Analysis of variance for push factors

The relationship between destination image and Fulfilling Spiritual Needs (FSN), Seeking Relaxation (SR), Gaining Knowledge (GK) and Enhancing Relations (ER) with Destination Image (DI) was tested through ANOVA. Table 10 shows that there is a statistically significant association of Fulfilling Spiritual Needs (FSN), Seeking Relaxation (SR), Gaining Knowledge (GK) and Enhancing Relations (ER) with Destination Image (DI) and those variables can be significantly used to predict the Destination Image (Sig. Value is .000).

4.6.2 The effect of push factors on destination image

The push factors (SR, GK, ER, DI) and their impact on destination image are illustrated in Table 11. Accordingly, the p values of Seeking Relaxation (SR, .010) and Gaining Knowledge (GK, .047) were less than 0.05. Hence, these factors are significantly affected to determine the Destination Image. Seeking relaxation aims to get rid of routine life, to get relaxation, to feel novelty, to self-exploration and evaluation, and to find thrill and excitement, spent time outside the home. It shows that most of the tourists travel to Southern Province in Sri Lanka for seeking relaxation. Researchers didn't see much difference among foreign and local travelers' however most of international travelers are particular with feel novelty.

Gaining knowledge describes with to improve knowledge, to increase knowledge about different destinations, and to collect data for their studies are also affected as a motivational factor on deciding Southern Sri Lanka as their destination. When gaining knowledge international travelers are precise with learning different culture and experiencing different lifestyles.

4.7 Pull motivational factors and the effect on destination image

Table 12 indicates the pull motivational factors, independent variables and how it explains the dependent variable (Destination Image). Moreover, 37.4% of variation of dependent variable (Destination Image) is explained by independent variables. Moreover, 37.4% of variation of dependent variable (Destination Image) are explain by an independent variable (Affordable and Easy Access (AEA), Variety Seeking Natural Environment (VSNE), Adventure Activities (AA), Events and Activities (EA) in the model. Moreover, 62.6% of variation are considered as other factors that affected to destination image of tourist's motivation.

4.7.1 Analysis of variance of pull factors

The pull factors the analysis of variance was tested through ANOVA. Table 13 shows that there is a statistically significant association with Affordable and Easy Access (AEA), Variety

Seeking Natural Environment (VSNE), Adventure Activities (AA), Events and Activities (EA) and those variables can be significantly used to predict the Destination Image (Sig. Value is .000).

4.7.2 Pull factors and the effect on destination image

The pull factors (AEA, VSNE, AA, EA) and their effect on destination image are illustrated in Table 14. Accordingly, the p values of Affordable and Easy Access (AEA) and Events and Activities (EA) were less than 0.05. These factors are significantly affected to determine the Destination Image. Accordingly, Affordable and Easy Access (AEA) recorded the highest beta value (beta: .295) and positive p (.001) value. It denotes: Personal safety, safe destination, low expenditure, peaceful environment, service qualities. When compare the international and local very little difference was identified, where international tourists are more particular with safe destination and peaceful environment. The second highest beta recorded with Events and activities (EA) (beta: .262) with positive p (.025). It represents the activities for entire family, Destination promotions, Traditional Sri Lankan food and beverages, Different language, lifestyle and other cultural attraction, Festivals and other events like Perahera, festivals, and educational field visits. Comparing the local with

international tourists they are specific with Traditional Sri Lankan food and beverages, Different language, lifestyle and other cultural attraction. There by the researchers argued that when improving the push factors (SR and GK) and pull factors (AEA and EA) can be attractive to the southern Sri Lanka.

4.8 Testing hypothesis

The results of the study shown in Table 11, hypothesis was tested through push factors, accordingly,

H1 was accepted ($\beta = 0.278$, $p = 0.010$) and rejecting the null hypothesis. It shows seeking relaxation is having a positive effect on destination image This finding supports the Yuan and McDonald (1990) empirical findings.

H2 was rejected the coefficient value of beta is 0.117 and it is statistically positive. However, the p value is greater than the alpha value 0.05 ($p = .301$). Hence there was not a significant positive effect of enhancing relations on destination image.

H3 was accepted (beta is 0.205 and $p = 0.047$) and rejecting the null hypothesis. It illustrates that gaining knowledge have positive effect on destination image.

H4 was rejected and the coefficient value of beta is 0.103 and it is statistically positive. However, when considering the significance value of fulfilling spiritual needs, it is 0.373 and it is

greater than p value (0.05). Hence there was not a significant positive effect of fulfilling spiritual needs.

The results of the study shown in Table 14 hypothesis was tested through pull factors, accordingly.

H5 is accepted, and (Beta is 0.295 and $p = 0.001$) it is strongly significant. Therefore, the results imply that there is a significantly positive effect of affordable and easy access on destination image.

H6 was rejected, the coefficient value of beta is 0.085 and it is statistically positive although, p value is 0.440 and it is greater than p value (0.05). Hence, it can be concluded that there was not a significant positive effect of variety seeking natural environment on destination Image.

H7: was rejected and the beta is 0.066 and it is statistically positive, and the p value is 0.564 and it is greater than 0.05. Thus, no significant positive effect of adventure activities on destination image.

H8: was accepted, where beta is 0.262 and the p value is 0.025 and it is less than the p value 0.05. Therefore, the results imply that there is a significantly positive effect of events and activities on destination image.

5. CONCLUSION

Destination images contribute to the destination choice of the tourists, and it has significantly

influence on tourist satisfaction and destination loyalty. People travel for pleasure and need, and they motivated to travel to see beautiful places, explore culture, relaxation, enhancing relations, gaining knowledge, fulfilling spiritual needs, experiencing and seeking varieties in natural environment, and participating events and activities. This paper critically analysis the effect of those motivational factors on tourists' destination image. It was concluded that tourist is selecting Southern Sri Lanka as their destination for seeking relaxation in line with the findings of Dann 1977, Iso- Ahola (1983), Merwe and Saayman (2011), Gnanapala ,2011; Abeysekara and Kulathilaka, 2020, Fenando et.al, 2019, Silva et. al., (2020), gaining knowledge, confirms with the findings of Dann (1977), Zhang and Chai (2009), Gnanapala ,2011; Abeysekara and Kulathilaka, 2020, Fenando et.al, 2019, Silva et. al., (2020), experiencing events and activities, verifies with the findings of Gnanapala (2011) and based on the affordability and easy access proves the findings of Yuan and Mc Donald (1990). This paper also suggested that these four pushes and pull factors should improve to attract tourist for Southern, Sri Lanka as a destination.

6. IMPLICATIONS OF THE RESEARCH

Based on the conclusion relevant steps can be taken to increase the

awareness of tourists about the natural resources and historical sites in Sri Lanka specially in Southern Province. Its emphasis that when making policy decisions Managers, and Policy makers of Tourism Industry must pay attention on providing recreation and relaxation activities for tourists, improvement of knowledge on historical places, increase the services quality,

safety and affordability. Especially, managers should improve the cultural activities at the places that tourists are lodging. Particularly, international tourists have made it clear within their response that they are looking forward to seeing natural beauty and wanting to experience favorable weather and historical sites.

APPENDIX

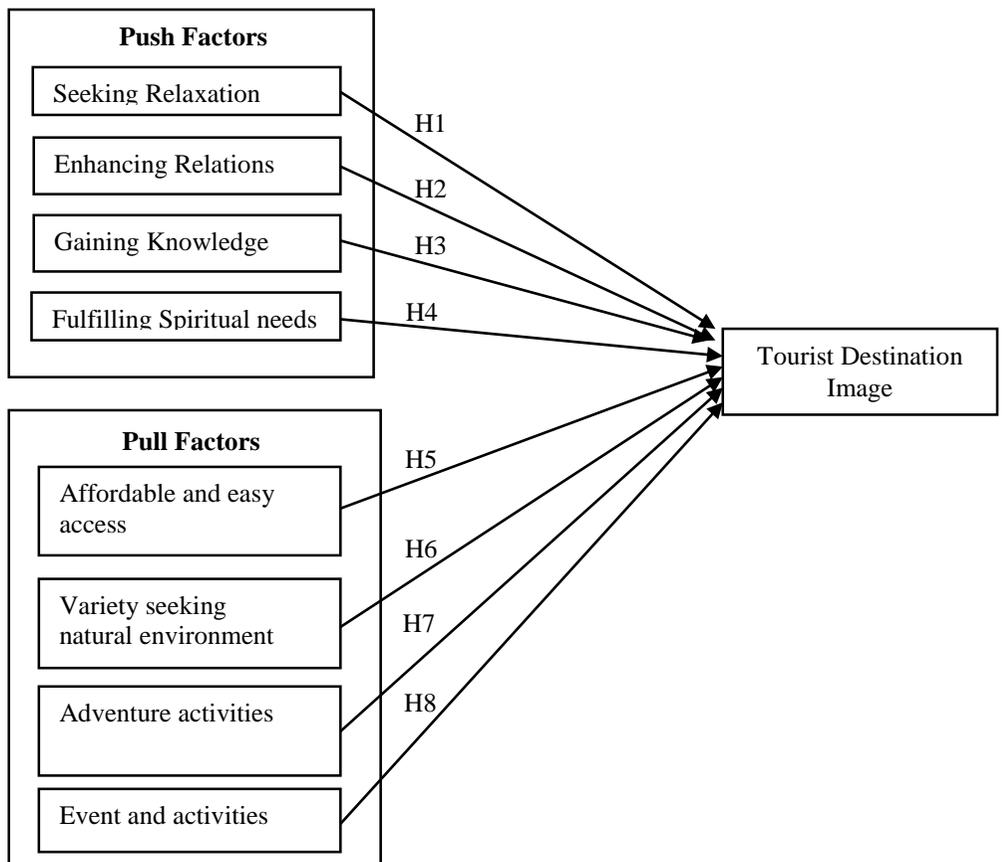


Figure 3. 1 Conceptual Framework

Table 1: Annual occupancy rates of tourist hotels and resorts

Resort Region	2017	2018	2019	2020
Colombo city	75.31%	79.19%	58.74%	15.9
Greater Colombo	73.14%	75.41%	57.9%	N/A
South Coast	72.38%	73.1%	59.68	23.2
East Coast	72.95%	71.35%	57.31	18.1
Hill Country	73.55%	71.67%	57.45	22
Ancient Cities	73.85%	71.37%	56.96	16.9
Northern Region	70.98%	68.48%	48.55	14.5

Source: Tourist Board Annual Statistical Reports (2017,2018,2019,2020)

Table 2: Operationalization of variables

Variable	Dimension	Measurement Items	Measurement	Reference
Push factors - push factors are defined as intrinsic motives that cause tourists to seek activities to reduce their needs. Push factors is a socio-psychological visitor contract that effects on their motivation to visit an attraction and destination.	Seeking relaxation	Get rid of routine life.	5-point Likert scale	Solanki (2011)
		Get relaxation		Yuan and McDonald (1990)
		Feel novelty		Balogu and McClearly (1999)
		Find thrill and excitement		Laksiri (2007)
		Seek solitude in a foreign land		Yousaf, Amin, & Santos (2018)
		Spend time outside from home environment		
	Enhancing relations	Meet different people	5-point Likert scale	Dale Fodness (1994)
		Enhancement of kinship		Yoon and Uysal (2005)
		Exchange custom and tradition		L. J. Crompton (1979)
		Visit a place friend have never been		Silva et al., (2020)
		Re-experiencing family togetherness		
	Gaining knowledge	Improving knowledge,	5-point Likert scale	Yoon and Uysal (2005)
		Learning about different culture,		Dale Fodness (1994)

		Experience new and different lifestyles or traditions	5-point Likert scale	Gnanapala (2011)
		Increase knowledge about foreign destination		
		Increase experiences		
	Fulfilling spiritual needs	Visit a place that has never been		
		Fulfill spiritual requirements		
Fulfill dream of visiting foreign country				
Self-exploration and evaluation				
	Participate in new activities			Dann (1977)
Pull factors - Pull factors are extrinsic factors. Pull factors are the quality of the setting that attracts them to come to an attraction or specific destination.	Affordable and easy access	Low expenditure	5-point Likert scale	Sahadev & Islam (2005)
		Service quality		Yoon & Uysal (2005)
		Safe destination		
	Variety seeking natural environment	Interesting rural countryside	5-point Likert scale	Fodness (1994)
		Peaceful environment		Klensoky (2002)
		Weather/ climate		
		Exotic atmosphere		
		Outstanding natural scenery		
		British culture and tea plantation		
	Adventure activities	Personal safety	5-point Likert scale	Dann (1977)
		Adventure outdoor activities		
		Mount climbing		
		Surfing and beach parties		
	Event and activities	Cultivations	5-point Likert scale	Ferreira (2011)
		Activities for entire family		Gnanapala (2011)
Destination promotions				

		Traditional Sri Lankan food and beverages		Uysal & Jurowski (1994)
		Different language, lifestyle and other cultural attraction		
		Festivals and other events		
Tourist destination image- Collection of beliefs, ideas, and feelings that a person has about a destination	Destination image	Full of places of historical or cultural interest	5-point Likert scale	Crompton (1979)
		Fashionable place		Balogu and McClearly (1999)
		Climate A		Fernando et al., (2019)
		Convenience		
		Full of beauty of landscape		

Source: Develop by researchers 2021

Table 3: Mean and Standard Deviation of Destination Image and Tourist Motivation

	<i>N</i>	<i>Mean</i>	<i>Std.</i>
Destination Image	150	3.9853	.58852
Seeking Relaxation (SR)	150	4.0747	0.72632
Enhancing Relations (ER)	150	3.8787	0.74398
Gaining Knowledge (GK)	150	3.8960	0.89434
Fulfilling Spiritual Needs (FSN)	150	3.8693	0.78509
Affordable and Easy Access (AEA)	150	4.1853	0.73131
Variety Seeking Natural Environment (VSNE)	150	4.0107	0.69622
Adventure Activities (AA)	150	3.8840	0.76158
Events and Activities (EA)	150	4.0267	0.76031

Source: 2021 Survey data

Table 4: Normality test/ data distribution

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Seeking Relaxation	-0.677	0.198	0.793	0.394
Enhancing Relations	-0.381	0.198	-0.164	0.394
Gaining Knowledge	-0.767	0.198	0.422	0.394
Fulfilling Spiritual	-0.595	0.198	0.412	0.394

Affordable and Easy	-1.063	0.198	0.846	0.394
Variety Seeking	-0.418	0.198	-0.115	0.394
Adventure Activities	-0.231	0.198	-0.666	0.394
Events and Activities	-0.389	0.198	-0.595	0.394

Source: Survey data 2021

Table 5: Model summary

Model	R	R Sq5uare	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.687 ^a	0.472	0.442	0.43953	1.927

Source: Survey data 2021

Table 6: Reliability analysis of push and pull factors

Variable	Cronbach's alpha Value	No. of items
Push factors		
SR	0.863	5
ER	0.827	5
GK	0.914	5
FSN	0.880	5
Pull factors		
AEA	0.863	5
VSNE	0.837	5
AA	0.793	5
EA	0.889	5

Source: Survey results 2021

Table 7: Cumulative reliability values of dependent (Destination image) and independent variables (Push and Pull motivational factors)

Variable	Cronbach's Alfa	Number of items
Push Factors	.907	4
Pull Factors	.884	4
Destination Image	.817	5

Source: Survey data 2021

Table 8: Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	SR	0.316	3.161
	ER	0.306	3.264
	GK	0.376	2.657
	FSN	0.284	3.52

	AEA	0.504	1.983
	VSNE	0.319	3.134
	AA	0.326	3.069
	EA	0.303	3.296

Source: Survey data 2021

Table 9: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.391	.374	.46547

a. Predictors: (Constant), FSN, SR, GK, ER

Source:2021 Survey data

Table 10: Analysis of variance

Model		F	Sig.
1	Regression	23.298	.000 ^b
	Residual		

Source: Survey data 2021

Table 11: Push factors and the effect on destination image

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.882	.226		8.323	.000
	SR	.226	.086	.278	2.611	.010
	ER	.092	.089	.117	1.037	.301
	GK	.135	.067	.205	2.004	.047
	FSN	.077	.087	.103	.894	.373

a. Dependent Variable: DI

Source: Survey data 2021

Table 12: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.374	.356	.47217

a. Predictors: (Constant), EA, AEA, VSNE, AA

Source: Survey data 2021

Table 13: Analysis of variance

Model		F	Sig.
1	Regression	21.621	.000 ^b
	Residual		

Source: Survey data 2021

Table 14: Pull factors and effects on destination image

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.689	.255		6.634	.000
	AEA	.238	.068	.295	3.502	.001
	VSNE	.072	.093	.085	.774	.440
	AA	.051	.088	.066	.578	.564
	EA	.203	.089	.262	2.272	.025

a. Dependent Variable: DIGM

Source: Survey data 202

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