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# **PUSH AND PULL FACTORS OF TOURIST PARTICIPATE IN OUTDOOR ADVENTURE TOURISM**

by

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## LIST OF SYMBOLS

Symbols	Meaning
&	and
/	or
%	percent
→	leads on to, produces, causes
?	uncertain, possibly, unproven
N	number of subjects (population or lot size)
>	greater than, larger than
<	less than, smaller than



## LIST OF ABBREVIATIONS

<b>Abbreviations</b>	<b>Meaning</b>
n.d.	no date
et al.	and others
ed.	editor, edited by
pp.	paragraph(s), para(s)
vol/vols	volume/volumes
RQ	Research Questions
IB	The International Baccalaureate
ATTA	Adventure Travel Trade Association
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Science
IBM	International Business Machines Corporation
OECD	The Organization for Economic Cooperation and Development
DOI/doi	Digital Object Identifier
ATV	All-Terain Vehicle
Sig.	Significant
H1	Hypothesis 1
H2	Hypothesis 2

## ABSTRACT

This study is to investigate the push and pull factors that influence tourists' interest in outdoor adventure tourism. Travelers have been choosing outdoor adventure tourism to have exciting adventures and get away from their daily routines. This is because someone goes to travel to feel fun and joy. So, they go to travel where they will find a peaceful place to comfort themselves. In this study of achieving this research aim are to identify the relationship between push and pull factors towards participation in outdoor adventure tourism in Jelawang, Kuala Krai, Kelantan. The quantitative research will use sampling methods. The distribution of online surveys and questionnaires to gather information from existing and potential customers. The Google Form could be easier to use because it only sends the link via WhatsApp. The survey offers useful data about the motives and preferences of adventure travelers, empowering industry participants to create specific promotions and improve the overall tourism experience.

**Keywords:** Outdoor adventure tourism, push factors, pull factor, tourist interest, adventures

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## ABSTRAK

Kajian ini adalah untuk menyiasat faktor tolakan dan tarikan yang mempengaruhi minat pelancong terhadap pelancongan pengembaraan luar. Pelancong telah memilih pelancongan pengembaraan luar untuk melakukan pengembaraan yang menarik dan melepaskan diri daripada rutin harian mereka. Ini kerana seseorang pergi melancong untuk merasai keseronokan dan kegembiraan. Jadi, mereka pergi melancong di mana mereka akan mencari tempat yang damai untuk menghiburkan diri. Dalam kajian ini bagi mencapai matlamat penyelidikan ini adalah untuk mengenal pasti hubungan antara faktor tolak dan tarikan terhadap penyertaan dalam pelancongan pengembaraan luar di Jelawang, Kuala Krai, Kelantan. Kajian kuantitatif akan menggunakan kaedah persampelan. Pengedaran tinjauan dalam talian dan soal selidik untuk mengumpul maklumat daripada pelanggan sedia ada dan bakal pelanggan. Borang Google mungkin lebih mudah digunakan kerana ia hanya menghantar pautan melalui WhatsApp. Tinjauan itu menawarkan data berguna tentang motif dan pilihan pengembaraan, memperkasakan peserta industri untuk membuat promosi khusus dan meningkatkan pengalaman pelancongan keseluruhan.

**Kata kunci:** Pelancongan pengembaraan luar, faktor tolakan, faktor tarikan, minat pelancong, pengembaraan

# CHAPTER 1

## 1.1 INTRODUCTION

The background of the study, problem statements, research questions (RQ), research objectives (RO), are undeniably remembered for this part. Following this review, there will be a point by point clarification of the study's significance, definitions of terms, as well as a summary.

## 1.2 BACKGROUND OF THE STUDY

The travel and tourism industry, sometimes referred to as the travel industry, is concerned with people going to different places locally or abroad for business, pleasure, or social purposes. It has a strong connection to the hospitality, friendliness, and transportation sectors and mainly focuses on keeping sure that visitors feel engaged, happy, and comfortable while traveling far away from home (Parameswari, 2018).

The tourism industry includes both labor and products provided by the travel industry, as well as non-evaluated highlights that rouse the travel industry, such as common destinations (such as seashores, mountains, and woods), significant sites, and social elements. The greeting given to visitors by industry workers and the local population is also very important. The travel industry incorporates friendliness (for example, convenience, eateries), transportation (for example, aircrafts, car rental), travel support and data (for example, visit administrators, travel planners, and vacationer data centers), and attractions and entertainment (for example, heritage locales and theme, public, and wildlife) (Normann, 2013).

The term "push and pull" factors was initially mentioned in connection with travel industry inspirations through Dann (1977). It is possible that certain inner factors 'push' a person to look for travel industry knowledge, whereas the choice of which knowledge or item to seek out is influenced by external factors that 'pull' a person to seek out that particular experience. The desire to get away, rest, and take a break, prestige, tour,

sports and recreation, and social interaction are the most typical push factors. Pull factors emerge due to an attractiveness of the place, including its beaches, recreational spaces, and tourism attractions (Jurowski, 1994).

Another concept in the travel industry is adventure. The travel industry has embraced experience, but there is no specific definition of experience in the travel industry. However, there are many other speciality sectors in the travel industry that share the same characteristics as having worked in the travel industry, such as ecological tourism, adventure trips, or skilled travel. The majority of researchers Syuhada Farhana Adnan and Shida Irwana Omar, 2021, agree that having worked in the travel industry is a speciality part of the travel industry. Adventure travel is a troubling and confusing concept. According to the Adventure Travel Trade Association (ATTA), 1990, "experience in the travel industry is a vacationer action that incorporates active work, social trade, or exercises in nature." Adventure tourism comes in two different forms. Which is a hard adventure and a soft adventure (Vijita S. Aggarwal, 2017).

Hard adventure refers to exercises with a diversity of danger that require extreme responsibility and high level abilities. The travel industry includes exercises such as climbing mountains/rocks/ice, journeying, caving, and so on. Soft adventure relates to actions with an extreme risk but low degrees of danger, requiring little responsibility and beginner abilities; experienced guides lead the majority of these activities. Soft travel incorporates activities such as exploring, setting up camp, climbing, kayaking, and so on (Sato et al., 2018).

### **1.3 PROBLEM STATEMENT**

According to Boorstin (1962), writing before MacCannell, observes that in the modern world, an authentic visitor's experience is impossible. This is because someone goes to travel to feel fun and joy. Not only that, some people like to be alone and find another side of the world. So, they go to travel where they will find a peaceful place to comfort themselves. However, there are also visitors who travel to gain experience and knowledge about culture because they personally go to travel to gain experience. Not only that, they travel and at the same time they also find inspiration by learning or

joining the community to socialize with others. So, at the same time it will influence tourists to go traveling by push and pull factors in the place. Although the idea of tourist motivation is not one that is universally recognised (Fodness, 1994), the push and pull model has been accepted by researchers (Dann, 1977; 1981; Crompton, 1979; Zhang and Lam, 1999; Jang and Cai, 2002; Hsu and Lam, 2003).

In this situation, there are various factors in the tourism sector, especially tourism-related push and pull variables participating in outdoor adventure tourism. These factors can also affect the environment of visitors and tourists who come to travel to our country. The majority of the unnecessary or intrinsic would for some travelers make up the origin-related push factors. On the other hand, pull factors come into being as a result of travelers' opinions of how fascinating the place is about. Travelers' views and expectations, such as uniqueness, advantages, and the destination's marketing appearance, are included alongside the material resources (Baloglu and Uysal, 1996).

In addition to push and pull factors for tourists, outdoor travel tourism is also driven by this factor. This is because there are many tourists out there who want to travel to the destinations they want, and those destinations have their own uniqueness while also being accessible to foreign visitors. Tourist participation in outdoor travel tourism is growing by the day. This is due to the fact that outdoor adventure tourism greatly benefits tourists by providing a variety of opportunities for residents to effectively participate in sightseeing projects for development and promote themselves as social stakeholders. Instead of being victims who fail to make decisions and control activities that affect their lives.

There are several ways to identify tourist push and pull factors participating in outdoor adventure tourism. However, this task is very difficult and confusing because there are a large number of terms related to the tourist push and pull factors of outdoor adventure tourism. In addition, (Getz, 1991) has noticed that more and more new terms are created to 'stand out from the crowd' (Getz, 2008). Many of the names used to describe these push and pull factors are ambiguous.

The local community's perception of push and pull factors for tourists who participate in outdoor adventure tourism has become one of the important factors for the local community, the government, and a country. This is because festivals and events



have become a major role in tourism marketing strategies (Getz, 2008). This is because the activities carried out in the tourism sector are very important to attract tourists to come to Malaysia. In addition, Malaysia has introduced a systematic tourism system in this country that allows foreign tourists to enter the country to travel.

Push and pull factors can also help contribute to the economic growth of a country due to its unique attraction as a famous tourist destination. Push and pull factors can also motivate large numbers of domestic and foreign tourists to their destinations and provide physical settings for tourist experiences and memories. This tends to explain why travelers choose places over others, the types of experiences they seek and the types of activities they engage in desire (Prayag, 2011).

There is a scarcity of research literature on outdoor adventure tourism in Malaysia. This limits many Malaysians from being exposed to such extreme activities. Exercise helps maintain a healthy physique, balances health, and allows for self-refreshment. Additionally, it can improve ties with loved ones, friends, and neighbors. There are several advantages to outdoor adventure travel that can be viewed as random or non-random. Therefore, it's so important to investigate the push and pull elements that convince visitors to become involved in outdoor adventure tourism. This is because pull factors help persuade migrants to new locations, Conversely, "push" influences encourage people to relocate away from their areas of origin.

#### **1.4 RESEARCH OBJECTIVES**

The overall aim driving this research is to gain an understanding of the preference towards participation in push and pull factors of outdoor adventure tourism in Malaysia. The objectives addressed in this study of achieving this research aim are:

1. To identify the relationship between push factors towards participation in outdoor adventure tourism in Malaysia.
2. To identify the relationship between pull factors towards participation in outdoor adventure tourism in Malaysia.

## **1.5 RESEARCH QUESTIONS**

The research question for this study is as follow:

1. What is the relationship between push factors towards participation in outdoor adventure tourism in Malaysia.
2. What is the relationship between pull factors towards participation in outdoor adventure tourism in Malaysia.

## **1.6 SIGNIFICANCE OF THE STUDY**

### **1.6.1 TO THE ACADEMIC FIELD**

Future scholars can generate and develop new knowledge and ideas based on the issues as a result of this study. Given that the researcher must consider all of the potential outcomes of the circumstance when conducting the research, it can also help develop a more analytical thinking style. This study can be used as a guide by future academics to conduct additional research on Push and Pull in outdoor adventure tourism.

### **1.6.2 PRACTICAL**

There are countless ways to evaluate how well tourists participate. Using push and pull factors is one such strategy. Internal and external motivational dimensions are both investigated using the push and pull factor technique. This includes elements that drive individuals to seek out adventurous things and offers the option to determine elements that drive people to seek out adventurous hobbies in specific circumstances. Due to the amount of locations that currently provide roughly comparable adventure activities, this is becoming more and more significant. Additionally, it can be a crucial component of the marketing of adventure tourism destinations. This study's goal is to reflect on the push and pull elements that motivate tourists to do adventurous trips.



More research is required to fully understand some of these dynamics, and this study makes some significant additions to that understanding. Few researchers have looked at the effects of this shift, despite the fact that previous studies have demonstrated the industry's transformation. The importance of these developments for the planning, development and management of adventure tourism must be further studied. This study starts to talk about some of the ways that the sector seems to be changing, but it has numerous limitations. It is crucial to carry on with this study in different geographic settings and potentially with different research methodologies.

## **1.7 DEFINITION OF TERMS**

### **1.7.1 PUSH AND PULL FACTOR**

In connection to the desires for travel, Dann identified the concepts of "push" and "pull" factors in 1977. The idea behind it holds that while certain internal causes may "push" a person to seek out a tourist experience, other factors may "pull" the person towards a specific experience when deciding what kind of experience or product to choose.

Family togetherness and academic pursuits, the importance of natural resources, getting away from the daily routine, and experiences and making friends were the four key "push" reasons highlighted by Kim et al. (2003). The tourist motivation evaluation technique in the context of nature-based tourism is an illustration of the employment of the "push" and "pull" factors concept. The ambition to escape, the pleasure of nature, higher education, psychological considerations, and adventure are typical internal motives for travel, including trips that focus on nature (Beard, Ragheb, 1983; Pomfret, 2006; Luo, Deng, 2007; Buckley, 2012).

In addition, the "Attraction" element has been split into smaller groups such as the main source of tourism; information and facility facilities; and accessibility and transportation. "Tourism resources" are particularly important among these

elements. Beautiful natural resources, which also refer to the strategically relatedness of a place in the motivation of tourists, are usually a strong "pull" component in the idea of tourism resources. As a result, the studies mentioned above make sense in terms of the importance of environmental variables.

### **1.7.2 ADVENTURE TOURISTS**

There are several ways to define the adventure tourists, possibly as a result of the related behaviour of travel, the variety of adventures going on, and the connection with different kinds of vacation. It is challenging to give a consistent overview of this tourist as a consequence of the finding that cannot be made immediately in comparison. For instance, ATTA (2010, 2013) refers to adventurous travellers as those who participated in "soft" or "hard" adventure activities (Lipscombe, 1995) through their most recent vacation, but Sung (2004) conducted research on travellers who already took an exciting vacation or plan to do so within the following five years.

Another issue is the fact that there has not been a lot of previous study on travellers. Travel researchers (ATTA, 2010, 2013; Muller & Cleaver, 2000; Muller & O'Cass, 2001; Patterson, 2006; Sung, 2004) have typically explored both "packages" of adventure travellers and "independent" travellers, who independently plan and manage their own vacations.

### **1.7.3 OUTDOOR ADVENTURE TOURISM**

Adventure tourism has many facets and is difficult to define because there are so many diverse viewpoints, activities and participants. A combination of land, air and water-based activities make up an adventure holiday. This may be a quick adventure experience like windsurfing or more momentary like mountain climbing (Pomfret & Bramwell, 2014). There is no established definition of family adventure tourism or its travelers, despite the fact that there are numerous categories of adventure tourists (ATTA, 2016; Patterson, 2006; Lane & Bramwell, 2014; Sung,

2004) that divide based on adventure behavior, both hard and soft adventure, physical exercise, interacting with the natural world, traveler characteristics, gender, level of education, and knowledge of cultures.

## **1.8 SUMMARY**

The first chapter addresses the introduction push and pull factors of tourists participating in outdoor adventure tourism. The problem statement, as well as the primary and secondary objectives, are discussed. Following that, the research method is discussed, and key terms are defined.

An additional aspect of motivation is described by Crompton's push-pull theory (1979; quoted by Fluker & Turner 2000:381). The socio-psychological demands known as "push factors" are what drive individuals to travel. These are self-generated encourages that advise people to search for clues in things like scenarios, events, and situations. The pull factor is one in which the destination arouses or motivates the person. Knowledge about goal attributes held by the participant generates pull factors (Fluker & Turner, 2000:381).

Finally, this research intended to examine pull and push factors of tourists participating in outdoor adventure tourism. Hopefully, this study can be traced and can be used as a very important study that can attract the younger generation to know the principles of tourism in our country.

## **CHAPTER 2**

### **2.1 INTRODUCTION**

The literature, in particular the pull and push factors that encourage visitors to engage in outdoor adventure tourism in Kelantan, is discussed in this chapter. Additionally, case studies are offered especially for tourists taking part in outdoor adventures. We shall discuss the push factors— relaxation, knowledge acquisition, escape from daily routine, and sight-seeing that we outlined in the framework in this chapter. The pull aspects that we have highlighted in the framework— events and activities, diversity seeking, history and culture, and adventure. Will also be explained in this chapter.

### **2.2 INDEPENDENT VARIABLE**

#### **2.2.1 PUSH FACTOR**

Push factors are tourists' behavioral contracts that affect their decision to visit a location or attraction. An individual's internal reasons that propel them to seek out a certain travel experience are referred to as push factors. When someone travels, experiences new things, or satisfies wants and desires, it is a result of internal stimulation. Push factors are recognised as the beginning point for analyzing tourists' behavior, and they have been found to be helpful in explaining the need for travel (Crompton, 1979). It is a psychological reason from within that drives a person's desire to travel. The majority of the push factors were motivational factors that include the need for privacy, relaxation, prestige, physical health, thrilling activities, and interpersonal engagement.

In psychology, relaxation is the low-tension emotional state in which there is no pleasure, especially when faced with unpleasant emotions like anger, worry, or fear. According to Oxford Dictionaries (2014), relaxation is when the body and mind are free from tension and anxiety. The reason why relaxation is so crucial is

that when we relax, our body's blood flow rises, providing us greater energy. It makes our minds more peaceful and clear, which promotes creative thinking, focus, memory, and decision-making. Relaxation methods can ease your body's tension and reduce your heart rate and blood pressure. This is called a relaxation response.

Knowledge is data and abilities obtained through training or experience. It is significant because it may strengthen our conflict and thinking abilities. A solid knowledge basis helps the brain's more efficient and effective function. With the power of knowledge, we become smarter and are excellent at problem-solving. Self-knowledge has significance for “giving a meaningful narrative to our past, present, and future actions, a sense of continuity over time, a sense of being both unique and similar to others” (Bukowski, 2019). There are four methods for learning through intuition, information gained from others, experience, and logic. We can get knowledge from our experiences as well.

Furthermore, it may be said that getting away from daily habits is the main factor since it allows individuals to escape the area and gives us an opportunity to think about our life. We can take the necessary amount of time and space to reflect. One of the finest methods to understand ourselves better is via travel. Every day of the journey provides us with a fresh set of challenges and chances. When we spend some time away from our reality and enjoy a moment of escape from the difficulties of our life, escapism may be helpful. There is a quote that says, “*For intelligent people, action often means escape from thought, but it is a reasonable and wise escape.*” - Andre Maurois.

The term "sights" refers to fascinating locations that travelers frequently visit. "Sights to see" is the often used term. Sightseeing is the practise of traveling to fascinating locations, particularly when on vacation. It is the activity of visiting a new location and taking in all of its unique characteristics and attractions. However, going on vacation and seeing the sights might be considered a passion for certain individuals. They are folks who have made special plans to engage in particular activities while traveling. Some individuals enjoy visiting museums and learning about the past. This might be seen as a pastime when they go to various universities.

### **2.2.2 PULL FACTOR**

Pull factors are the elements that attract someone to travel. Pull factors are outside causes that have an impact on a person's effort to satisfy a desire or requirement. One will select a location based on their requirements and preferences. Pull factors are things that take people from other places to a new region. Once people have made the decision to travel, their motive is what drives them to a specific location. The attractive qualities of a location, particularly its beaches, recreational amenities, and historical landmarks, leads to pull factors to appear (Uysal and Jurowski, 1994). Pull factors are often seen to be more important when it comes to destination choice (Bello and Etzel, 1985).

An event is a moment in time that signifies the start or end of a process. Tasks are really carried out through activities, which need time and resources to perform. It is the effort needed to complete a certain activity. On days that are hot or wet, we could schedule some inside activities. Events can be divided into private, business-related, and humanitarian categories. While private gatherings are more relaxed and charity events are for kindness, corporate events prioritize business and clients. Activities are what people do with their time. This might involve pursuing enjoyment, education, play, excitement, satisfaction, connection, personal progress, and relationships with others. Exercise, social gatherings, sporting events, and silent meditation are all examples of intensive activities.

In order to avoid the value reduction from repeated purchases or consumption of the same items, people who are variety-seekers in their consumption will rotate between products, categories, or brands (Ratner et al., 1999). According to Hawkins et al. 1980; Kay 1990, variety seeking is the ability of humans to be curious about and interested in differences and variation. Consumers respond to this curiosity by looking for variety in the services or products they choose (Menon and Kahn, 1995). Alternative options to experience diversity or variety in consumption over time are referred to as variety-seeking. For instance, a person could pick orange juice the next day in order to have something different from the tea they had the day before with their lunch.



History recognises and explains the records of human civilization by revealing the diverse lifestyles developed by a particular population. Culture is the result of previous cultural activities including rituals, instruction in practice, and relationships with locals. Through the study of other people's lives and hard times, history develops empathy. We may better understand other cultures, beliefs, and traditions and see them for what they would be outcomes of a specific place and time by studying the diversity of human experience. Additionally, the histories of things like art, literature, music, and ideas also contain numerous examples of cultural history, as it is typically characterized. In fact, Jacob Burckhardt's *Civilization of the Renaissance in Italy*, published in 1860, is frequently cited as an important work in the development of contemporary artwork heritage.

A typical definition of adventure is an exceptional, risky, and spectacular incident that causes an excitement. It gives us the chance to study and grow while also trying to expand our minds via the development of bravery. Another definition of adventure is traveling to new places and engaging in fresh activities that are exciting and satisfying. Some people find that having an adventurous lifestyle allows them to experience as much as they can. It can enlarge our worldview and our interactions with it.

## **2.3 DEPENDENT VARIABLE**

### **2.3.1 Outdoor Adventure Tourism**

Our emotional and mental health can be improved by being in nature. A Stanford University study (Jordan, 2016) found that spending time outdoors can reduce stress levels, reduce anxiety, and possibly even reduce the risk of depression. Hard adventure activities and soft adventure activities are two different categories of adventure tourism activities. A tourist vacation that combines at least two of the following three components, such as physical exercise, exposure to the outdoors, and cultural education, is referred to as adventure tourism. It is common for visitors to be exposed to risk and require some abilities.

Hard adventures are defined as activities with a high level of danger, a great commitment, and advanced talents. It involves more danger and calls for a higher degree of ability. Hard adventure activities come with a lot of danger. Paragliding, skydiving, climbing, via-ferrata, downhill skiing, scuba diving, and white-water kayaking are a few examples of challenging adventure activities.

The term "soft adventure" refers to low-risk adventure tourism activities that require little or no previous experience. Examples of soft adventure activities are short-distance hiking, horseback riding, fishing, snorkeling, hot air balloon rides and scenic aerial tours.

#### **2.4 RELATIONSHIP BETWEEN INDEPENDENT VARIABLE AND DEPENDENT VARIABLE PARTICIPATE IN OUTDOOR ADVENTURE TOURISM**

Typically, in a research experiment, the independent variables are the cause and the dependent variables are the effect. A cause and effect connection can also be considered to exist between the dependent and independent variables. The distinction is what these two variables depend on, despite the fact that their variation really depends on other factors. The independent variable is what the dependent variable depends on, whereas the dependent variable is what the independent variable depends on.

Let consider research into the relationship between the relaxation by events and activities that affect outdoor adventure tourism. In this case, the dependent variable is relaxation by events and activities, while the independent variable is the effect of outdoor adventure tourism. The benefits of relaxation by events and activities allow us to improve our physical and mental health. Engaging in challenging activities forces us to focus our energy on what we are doing at the time. For example, people can do yoga, meditation or music and art therapy. Ultimately, this helps relieve overall stress levels.

Consumption-related variety-seeking behavior provides an effective market segmentation standard for enterprises (Trivedi, 1999). In addition, such behavior helps increase sales volume and market share (Simonson and Winer, 1992), classify products, and effectively combine marketing strategies (Sela et al., 2019). When travelling



outside and experiencing adventures, tourists might learn new things. They may learn more about the activity and gain knowledge that will help them in the future. Sports including football, basketball, volleyball, and cricket are played outside. Each of these games has certain guidelines on how to win.

People traveled in ancient times to explore sea routes, new destinations, even new countries. Culture is a key factor in expressing the proper kind of connection, but there also has to be enough communication for it to work. Commercial adventure travel, on the other hand, is a recent development in which tourists employ expert tour operators to offer a variety of technical assistance, equipment, and cultural and environmental interpretation. For instance, many want to escape their daily routine by participating in outdoor activities like cycling, hiking, and kayaking. They engage in this behaviour in an effort to decompress or get rid of stress.

Going outside helps people feel less stressed. As they travel through some of the most breathtaking landscapes on earth, all of life's burdens will vanish. Recent years have seen a quicker global growth in adventure tourism because of new tourist destinations. This makes it possible for new areas to advertise themselves as truly unique and attract travelers looking for unique and outstanding experiences. Everyone has a smile on their face when they go back after an adventure because they are happy as a result. Backpacking, camping, and sailing are a few examples. They may take in the surroundings while engaging in these hobbies, unwinding from the stress of the outside world.

## **2.5 HYPOTHESIS**

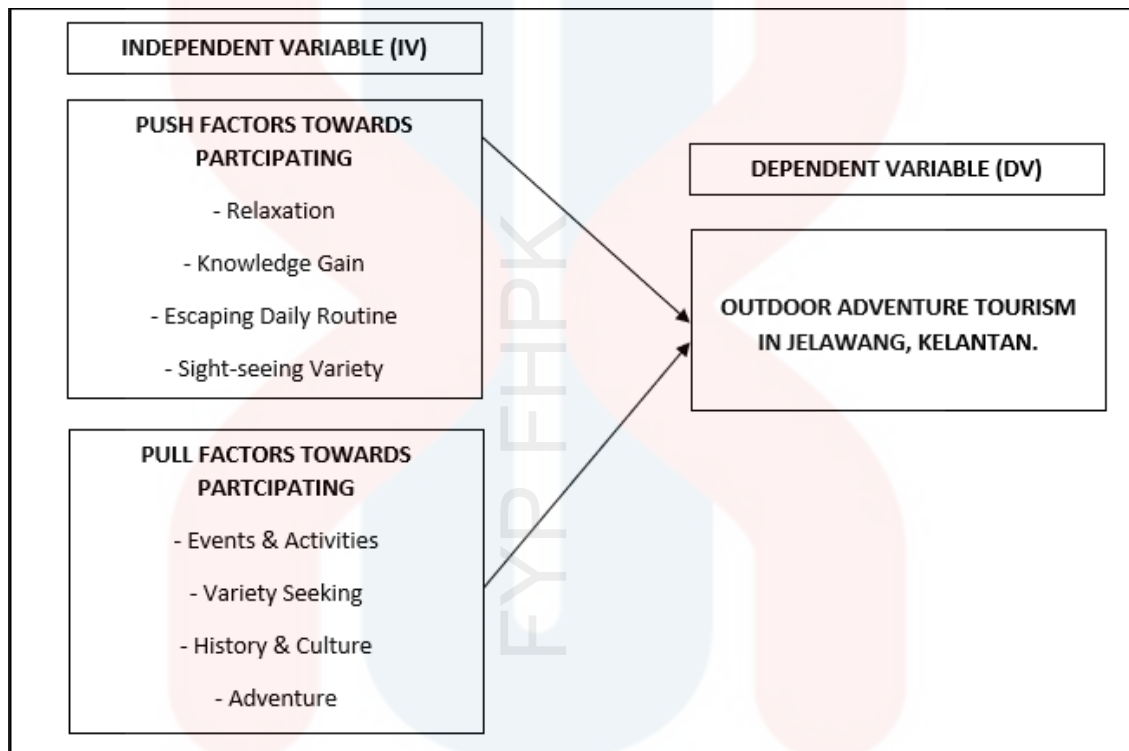
From the conceptual framework, an independent variable was determined as push and pull factors of tourists participating and a dependent variable is outdoor adventure tourism. Based on the variable above, these hypotheses are defined as follows:

H1: There is a relationship between push factors towards participating in outdoor adventure tourism in Malaysia.

H2: There is a relationship between pull factors towards participating in outdoor adventure tourism in Malaysia.

## 2.6 CONCEPTUAL FRAMEWORK

The following is the conceptual framework for this study. The two factors which push and pull factors that will comprise the proposed independent variable (IV) are as follows. Outdoor adventure tourism in Malaysia is the dependent variable (DV).



Source: Aref et al., 2010

Figure 2.6: Conceptual Framework

In their study of tourism in Jordan, the authors classified 26 attraction factors into four categories: events and activities, history and culture, diversity seeking, and adventure. Similar to this, the 25 driving factors are divided into 4 categories: looking for free time, looking for variety in sightseeing, escaping from one's daily routine and looking for education.

The analysis reveals that the similarity in push factors is the desire for social relationships and esteem, spiritual requirements, recreation to escape from a normal existence, and learning play an important role in creating a traveler's opinion of their preferred destination. Health, events and activities, nature, and the desire for variety are pull factors that are frequently seen in most studies.

## **2.7 SUMMARY**

Finally, this section examined the variables that influenced the components within study. A review of the literature will be used to construct the proposed conceptual framework. The relationships between each independent and dependent variable will be investigated by the researchers.

## **CHAPTER 3**

### **3.1 INTRODUCTION**

The term "research methodology" relates just to the "how" of a certain piece of study. It is more precisely concerned with the systematic ways when a researcher plans an investigation in order to ensure genuine and reliable results that answer the aims and objectives of the study. More specifically, this is how scientists effectively arrange their concentrations to produce reliable results that support the investigation's points together with goals. For instance, how did the researcher choose which data to gather (and which to disregard), from whom to collect it (sample design), how to acquire it (data collecting methods), and how to analyze it? (this is known in research as "data analysis methods"). Step-by-step guidelines for gathering it (this is known as an "information assortment strategy"). You will learn how to explore it (this is referred to as "information examination approach") in an exposition, proposal, academic journal article, or pretty much any other traditional work, you will find a section (or area) of the exploration system that deals with the previously mentioned points of view.

So, the goal of this chapter is to talk about research design so that important information relevant to the current issue can be gathered precisely. Simply put, it is the structure, or plan for the research study, that directs the collection and investigation of information. This chapter discusses the data collection method for understanding push and pull factors of tourists participating in outdoor adventure and dissecting explicit data to provide answers to pertinent questions and assess the outcomes. It concentrates on discovering everything that is needed to find out over an issue. Furthermore, this chapter will discuss data validity and reliability, which indicate how well a method,

technique, or test measure something. The consistency of action is what defines reliability, and the precision of action is what defines legitimacy. In addition, research instrument apparatus used to gather, evaluate, and segment information pertaining to your examination advantages. Finally, this chapter will go over the procedure in order to uncover valuable data, data analysis involves analyzing, purifying, converting, and modeling the data., advising ends, and supporting dynamics. Information coordination precedes information examination, and information examination is inextricably linked to information representation and information dispersal.

### **3.2 RESEARCH DESIGN**

In this study, the researchers used causal research to conduct this study. It was used to investigate cause and effected relationships. Investigating the variation in the variable that was intended to cause the change in the other variable and then measuring the variations in the other variables were important in determining the relationship between them. This kind of research was very complicated and the researcher can never get the accuracy and think that there are no other factors that are influencing the causal relationship.

This study uses a quantitative research design. Quantitative research is dealing with data, logic, and an objective point of view. It highlights numerical and static facts as well as intricate, convergent reasoning, in contrast to varied thinking, which is the unrestrained growth of multiple distinct opinions about a particular area in an unstructured manner. Quantitative research is the examination, analysis and interpretation of the observations with the purpose of understanding the meanings and patterns of relationships. It is about asking people for their opinions through questionnaires in an efficient way so that the researcher can produce hard facts and statistics to guide. Descriptive, correlational, causal-comparative/quasi-experimental, and experimental are the four subtypes of quantitative research. tries to prove cause-and-effect connections between variables. Data will be quantified using quantitative research, and outcomes from a sample will be applied to the entire

population. It can also be used to assess the presence of various points of view and suggestions in specific samples.

Finally, online surveys and questionnaires will be distributed to existing and potential customers as part of quantitative research to collect information. The outcomes can be represented numerically.

### **3.3 POPULATION**

A population is a whole bunch of citizens, whether the group is a nation or a collection of people who are similar in some characteristics. According to Sekaran and Bougie (2013), a research population is often an important sampling of those whom the researcher is interested in investigating. Total population is also a statistic of people living in the same geographical area. A statistic of individuals residing in the same region is the total population. The participants in this study are Malaysians who go on outdoor adventure vacations. To learn more about the Malaysian community that enjoys extreme sports, this population was chosen. There were 500 people living there. Due to the popularity of outdoor adventure tourism in Jelawang, Kuala Krai, Kelantan, this study concentrates there.

### **3.4 SAMPLE SIZE**

Sample size is determined mathematically by how many individuals or specimens should be included in the investigation, and it must be carried out before collecting the data (Normando, Almeida, & Quintão, 2011). Any empirical study that seeks to draw conclusions about a population from its sample must take the sample size into consideration (Gaur, 2018). 10% of the total population is a suitable maximum sample size, provided that it does not exceed 1,000.

In order to complete this study, questionnaires have been distributed throughout the regions of Jelawang, Kuala Krai, Kelantan areas. The sample size for this study will consist of 217 respondents, following the table used by Krejcie and Morgan (1970) to

establish the sample size from a population. As a result, the researcher is curious as to why they choose to visit Jelawang, Kuala Krai, Kelantan, to do so.

Table 3.4: Sample Size

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

### 3.5 SAMPLING METHOD

Non-probability convenience characterizes the sampling strategy. It shows that the research population does not have the probability to be represented in the sample of Sekaran and Bougie (2013). As a result, the convenience sampling methodology will be used in this investigation. The term "convenience sampling" refers to a method that researchers use to collect data from a sample of respondents who are conveniently accessible for surveys. Since it is so quick, simple, and inexpensive, it is the sampling procedure that is used the most frequently. If members choose to be part of the sample, they are often easy to contact.



### **3.6 DATA COLLECTION**

This survey used questionnaires to obtain data through a survey. A survey is a digital questionnaire that collects quantitative data. This approach should be used since surveys are often less expensive to carry out, relatively simple to run because they are standardized, and also generally free from numerous sorts of mistakes. Surveys are also an effective technique to gather data from a sizable number of respondents.

#### **3.6.1 PILOT STUDY**

By conducting an analytical test with 30 respondents. This test ensured that the survey was legitimately written and easy to understand. The questionnaire can be used to progress with achieving the stated target, according to the researcher's findings after the pilot test, as the variable questionnaires were created to refer to the previous research.

#### **3.6.2 PROCEDURE FOR DISTRIBUTING QUESTIONNAIRE**

By requesting information regarding the push and pull variables that influence tourists who participate in outdoor adventure tourism, the Google Form is utilized to gather data. It may be simpler to use since it simply distributes the link via WhatsApp. The data was also collected quickly using a Google Form. As a result, it can increase the number of responses from one to many.

### **3.7 RESEARCH INSTRUMENT**

Research instruments are tools used to collect, measure, and analyze data that are important to a study's goals. Customers, visitors, trainees, instructors, and employees, among other things, are examined using these instruments in the medical field, social sciences, and academic research. Interviews, tests, questionnaires, and inspections are examples of research instruments. Typically, has chosen materials that are related to the method of research.

The questionnaire for this study was divided into four sections: A, B, C, and D. To gather information for this investigation, a self-completion questionnaire was constructed. To fulfill the respondents' different backgrounds, the questionnaire was modified and spread. To avoid confusion, the questionnaire is available in both English and Malay.

The closed-ended questionnaire used for the review is made up of standard questions. A first benefit of implementing this strategy is that it is simple and easy to respond. Second, respondents spent less time completing the questionnaire than they did with the open-ended questionnaire (Giddy, 2018). Closed-ended questionnaires are either analysis scales or frequency scales. According to Said and Maryono (2018), interval scales support researchers in a variety of statistical procedures related to data collection, such as calculating the strength of variations in individual preferences. Each instrument in the study, as previously stated, is developing and growing. Each of the five parts' levels of agreement was evaluated using the Likert scale instrument.

As a result, four instrument parts are required for this analysis: Part A, B, C, and D. Part A focuses based on the demographic profile of the respondents, while Part B is about push factors tourists participate in outdoor adventure tourism. Part C is about pull factors tourists participate in outdoor adventure tourism, Part D focuses on dependent variable tourists participating in outdoor adventure tourism.

Perceptions, preferences, and mindsets will be measured using the Likert scale. According to Ogden (2011), the Likert form or frequency scale uses a predefined response format and is used to test attitudes or views. This study will employ a 5-point Likert scale. The 5-point Likert scale is displayed below.

Table 3.7: 5-points Likert Scale

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	2	3	4	5



### **3.8 DATA ANALYSIS**

Researchers will use SPSS version 26.0 to analyze the main data. SPSS stands for Statistical Programmers for Social Science. SPSS is a data processing and analysis programme that lets you create tables and pie charts. Computers helped researchers cut down on the amount of effort to determine information and perform quantitative analysis quickly and easily. The researcher uses descriptive statistics, reliability statistics, Pearson's correlation, and hypothesis testing to assess quantitative data.

#### **3.8.1 FREQUENCY STATISTICS**

Based on Section A of the researchers' questionnaire, this test of frequency distribution had been used. Demographic profile, as the researcher had stated earlier in Section A, relates to the individual data of respondents. The test includes several categories of respondent personal information based on name, age, gender, income level and Platform to know this location.

#### **3.8.2 DESCRIPTIVE STATISTICS**

According to Shi and McCarty (2009) claim that descriptive statistics are used to summarize the connection between variables in a large population or sample in order to clearly describe data. Descriptive analysis would be used by the researchers to evaluate the quality of collaboration. It enables researchers to present more data efficiently while also improving data clarity. There are two independent variables and one dependent variable. The level of decline from strongly disagree to strongly disagree are represented by the scale of 1-5 by Table 3.7.

#### **3.8.3 RELIABILITY TEST**

The level about which discoveries were made stable as well as throughout time accurate illustration of the entire population under study is regarded as trustworthy, and the research instrument is viewed as trustworthy when study's findings can be repeated using a similar approach. The most popular method for

assessing a variable's internal dependability is Cronbach's Alpha. It is less than 0.70 Alpha values more than 0.70 were regarded as acceptable. If the alpha value is less than 0.70, it is obvious that the internal consistency is not adequately stable. In this study, reliability will be employed to encourage tourists to participate in outdoor adventure tourism.

Table 3.8.3: Strength Interval of Correlation Coefficient

<b>Cronbach's Alpha Coefficient</b>	<b>The Strength of Association</b>
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very good
> 0.9	Excellent

Source: Hair et al. (2006)

According to this table, the relationship is ineffective when the percentages are lower than 0.6, but average when the values range between 0.6 and less than 0.7. The strength is good when the readings are 0.7 or lower than 0.8. A score of 0.8 and less than 0.9 on the Cronbach's Alpha scale signifies extremely strong relationship power, while a score of 0.9 and above shows excellent relationship strength.

### 3.8.4 CORRELATION TEST

The correlation test is used as a graphical tool to evaluate the entire significance of the correlations between two parameters. Strong correlations indicate a strong relationship between two or more variables, so even though low correlations reveal that the variables are almost unrelated. It refers to the process of estimating a link's relevance based on statistical data that is readily accessible to the general public. Analyze the strength of the relationships between the independent and dependent variables using Pearson Correlation. The results from analyzing the degree to which the independent variable and dependent variable are connected are shown in the Table 3.8.4 below.

Table 3.8.4: Strength of The Correlation Test

<b>Correlation Coefficient Size</b>	<b>The Strength of The Relationships</b>
1.00	Perfect Positive Correlation
0.50 to 1.00	Strong Positive Correlation
0.50	Moderate Positive Correlation
0 to 0.50	Weak Positive Correlation
0	No Correlation
0 to -0.50	Weak Negative Correlation
-0.50	Moderate Negative Correlation
-0.50 to -1.00	Strong Negative Correlation
-1.00	Perfect Negative Correlation

Source: Nurse et al. (2003)

From 0 to 1.00 is the positive correlation between the two. The table demonstrates that a correlation strength between two variables is 100% positive when the correlation coefficient is 1.00. When the coefficient value falls between 0.50 and 1.00, a strong link exists. A size higher than 0.50 signifies a moderately high correlation, while values between 0 and 0.50 imply a mild positive correlation. A value of 0 signifies that there is no such relationship. When the negative correlation size is between 0 and -0.50, it signifies a weak negative relationship. A value of -0.50 implies a moderately negative correlation.

### **3.9 SUMMARY**

Finally, the purpose of this study is to discuss the effect of the independent variable and the dependent variable in the research. The main way to get data is through questionnaires to obtain the necessary information for the research objectives. The quantitative method was used for data presentation. It was also a study of the technique and methods for collecting research resources or data in a correct and efficient manner.

## **CHAPTER 4**

### **4.1 INTRODUCTION**

This chapter included demographic features of respondents, descriptive analysis, reliability analysis, and Pearson's coefficient analysis. The study's data were gathered from 217 participants. The data for this study was collected and analyzed using IBM SPSS Statistics version 26. With each analysis, the research questions will be interpreted and addressed. If the samples pass the normality test and are normally distributed, further analysis will employ the parametric technique, if not, the non-parametric technique will be applied. The respondents' demographic profile will be described through descriptive analysis.

The research team has created a questionnaire for the chosen respondents in order to collect evidence to support the hypotheses stated in the previous chapter. This chapter will write the goals outlined in Chapter 1 and provide a detailed discussion of the results for the questionnaire that was given. Based on the methods outlined in Chapter 3, the data analysis was carried out. The final sample that has been examined involves 217 respondents, who reflect the Push and Pull Factors of Tourists Participate in Outdoor Adventure Tourism at Jelawang, Kuala Krai, Kelantan. The questionnaire takes between ten and fifteen minutes to complete, and all findings are purposefully presented using SPSS' statistical methodology.

#### **4.2 RESPONSE RATE**

According to statistics, the "number of respondents who complete a questionnaire compared to the number assigned, usually expressed as a percentage," is known as the response rate. According to the 2009 edition of the OECD Glossary of Statistical Terms, "Response rate Definition," the response rate can also be applied to specific questions. Generally, the response rate refers to the quantity of replies a researcher receives after delivering questionnaires to participants. The response rates will also be calculated by separating the sample's total number of qualified participants by the quantity of valid responses.

A study's response rate is important since it establishes the validity of it. A low response rate might impact the reliability test and reduce the statistical power of the data obtained. As a consequence, it will have an impact on the study by providing the study's conclusions unreliable, which also shows that the findings of the research cannot be applied to the larger population. Therefore, a high response rate is partly influenced by how accessible and reachable the target audience is. The response rate will be low and vice versa if the reachability and availability are poor.

In this study, WhatsApp was used for spreading the surveys online. In light of this, Table 4.2 below shows the overall response rate obtained:

Table 4.2: Overall Response Rate

<b>Questionnaire (Google form)</b>	<b>No. of questionnaire (Google form)</b>	<b>Percentage (%)</b>
Distributed	217	100
Returned (Valid)	217	100
Returned (Invalid)	0	0
Not Return	0	0

Based on Table 4.2 above, 217 questionnaires were distributed in total, which represents 100% of the questionnaires issued. Additionally, the researchers were able to compile all 217 completed surveys, total 217 dispersed questionnaires and a 100% response rate. There were neither any shared surveys that were not returned nor any received replies that were invalid. The identical number of surveys that were distributed were successfully collected, and there was a 100% response rate.

#### **4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT**

There were 217 sets of valid questionnaires distributed and all the questionnaires were successfully collected back. In the frequency distribution analysis, there were 4 items of valid questionnaires that had been asked to the respondents including gender, age, income level, and platform to reach Jelawang, Kuala Krai, Kelantan. All the frequency distribution analysis was to category out the demographic profile of respondents. Tables and pie charts were stated in order to draw out the findings of the research study.

Table 4.3.1: Number of Respondents Based on Gender

GENDER	FREQUENCY	PERCENTAGE	CUMULATIVE PERCENTAGE (%)
Male	85	39.0	39.0
Female	132	61.0	100.0
<b>TOTAL</b>	<b>218</b>	<b>100.0</b>	<b>100.0</b>

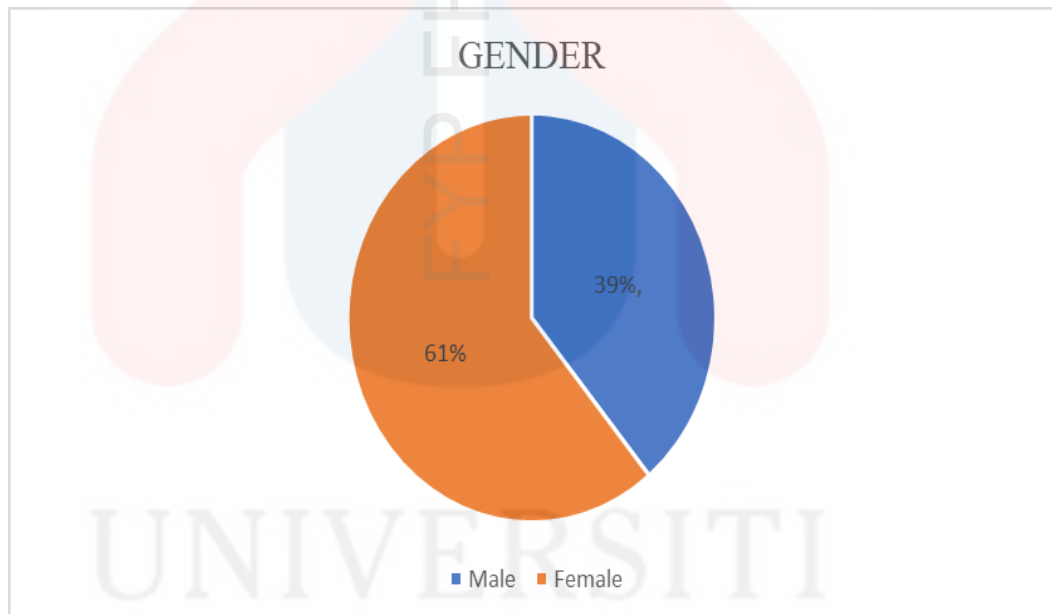


Figure 4.3.1: Percentage of Respondents by Gender.

Table 4.3.1 reveals the gender of the respondents. Male respondents accounted for 85 of the totals and that was 39%. While female respondents accounted for 132 of the totals and that was 61%.

Figure 4.3.1 shows the frequency and percentage of the respondents based on gender. Among respondents out of 217 respondents, the highest of respondents was female which is 132 that consists of 61%. While the lowest number of respondents was male which is 85 that consists of 39%.



Table 4.3.2: Number of Respondents Based on Age

AGE	FREQUENCY	PERCENTAGE	CUMULATIVE PERCENTAGE (%)
Under 18 years	2	0.9	0.9
18 - 23 years	187	86.2	87.1
24 – 29 years	16	7.37	94.47
30 – 35 years	5	2.31	96.78
36 – 40 years	4	1.84	98.62
41 years above	3	1.38	100.0
<b>TOTAL</b>	<b>218</b>	<b>100.0</b>	<b>100.0</b>

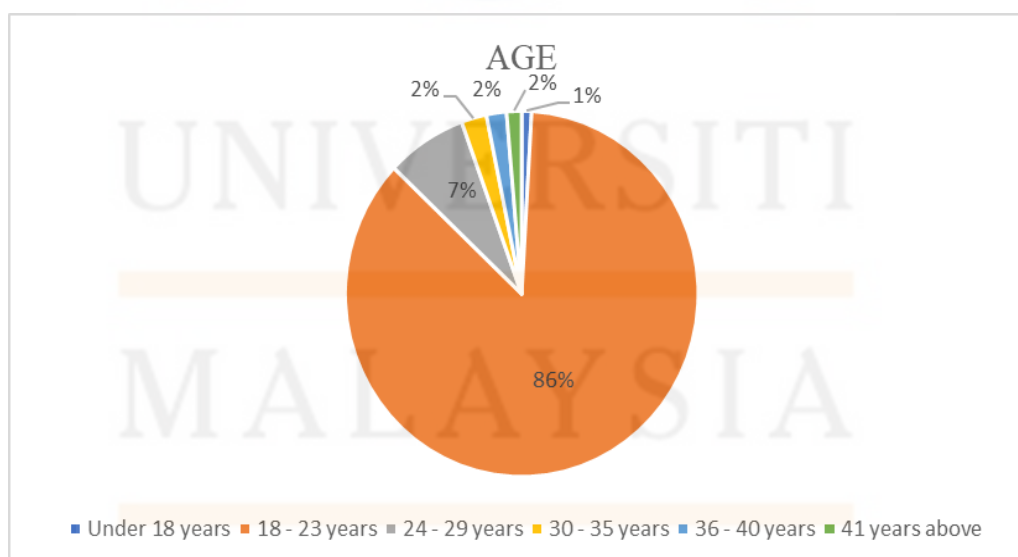


Figure 4.3.2: Percentage of Respondents by Age.



The total respondents by age were in Table 4.3.2. The survey had 217 responses, with 2 respondents under the age of 18 (0.9%), 187 respondents between the ages of 18-23 (86.2%), 16 respondents between the ages 24-29 (7.37%), 5 respondents between the ages 30-35 (2.31%), 4 respondents between the ages 36-40 (1.84%), and 3 respondents above the age of 41 (1.38%).

Figure 4.3.2 shows the frequency and percentage of the respondents based on age. Among respondents out of 217 respondents, the highest of respondents were 18-23 years old that consists of 86.2%. While the lowest number of respondents fall down to 41 years above that consists of 1.38%.

Table 4.3.3: Number of Respondents Based on Income Level.

<b>INCOME LEVEL</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>	<b>CUMULATIVE PERCENTAGE (%)</b>
No income	183	84.3	84.3
Below RM1000	11	5.01	89.31
RM1001 – RM2000	9	4.15	93.46
RM2001 – RM3000	7	3.21	96.67
RM3001 – RM4000	4	1.84	98.51
Above RM4000	3	1.49	100.0
<b>TOTAL</b>	<b>218</b>	<b>100.0</b>	<b>100.0</b>

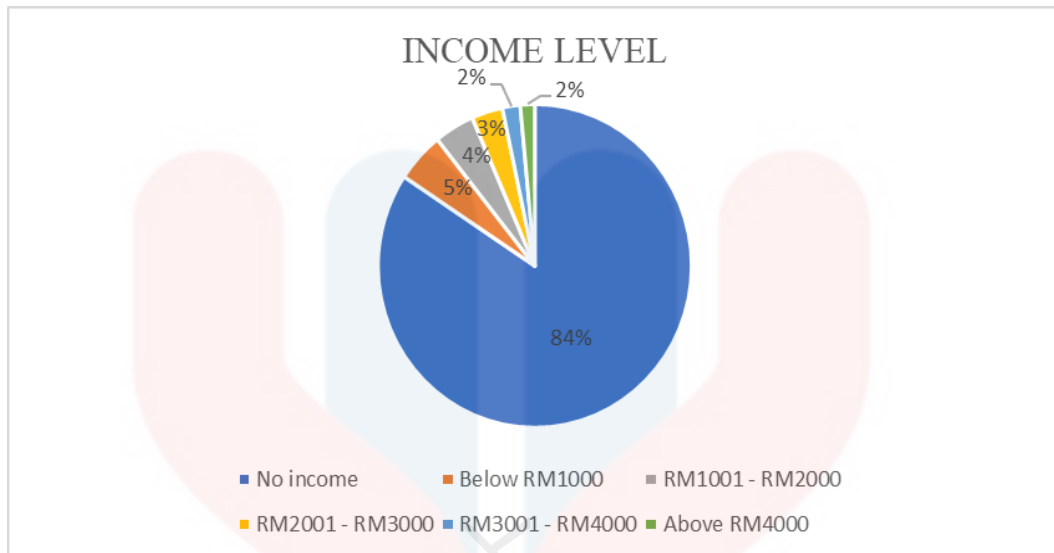


Figure 4.3.3: Percentage of Respondents by Income Level.

The overall participants for income level were shown in table 4.3.3 and figure 4.3.3. There were 183 respondents (84%) who had no income level. There were 11 respondents (5.01%) who had below RM1000 income. There were 9 respondents who had answered the questionnaire (4.15%) who had income levels ranging from RM1001 to RM2000. There are 7 respondents who have answered the questionnaire (3.21%) who have an income level between RM2001 to RM3000. There are 4 respondents who have answered the questionnaire (1.84%) who have an income level between RM3001 to RM4000. There are 3 respondents who have answered the questionnaire (1.49%) who have an above-average income RM4000.

According to income level, Figure 4.3.3 shows the amount and number of respondents. Among respondents out of 183 respondents, the highest of respondents had no income that consists of 84.3%. While the lowest number of respondents was 3 that consists of 1.49%.

#### 4.3.4 NUMBER OF RESPONDENTS BASED ON PLATFORM TO REACH JELAWANG

Table 4.3.4: Number of Respondents Based on Platform to Reach Jelawang.

PLATFORM TO REACH JELAWANG	FREQUENCY	PERCENTAGE	CUMULATIVE PERCENTAGE (%)
Social media	83	38.2	38.2
Friends	88	40.6	78.8
Google search	38	17.5	96.3
Others	8	3.7	100.0
<b>TOTAL</b>	<b>218</b>	<b>100.0</b>	<b>100.0</b>

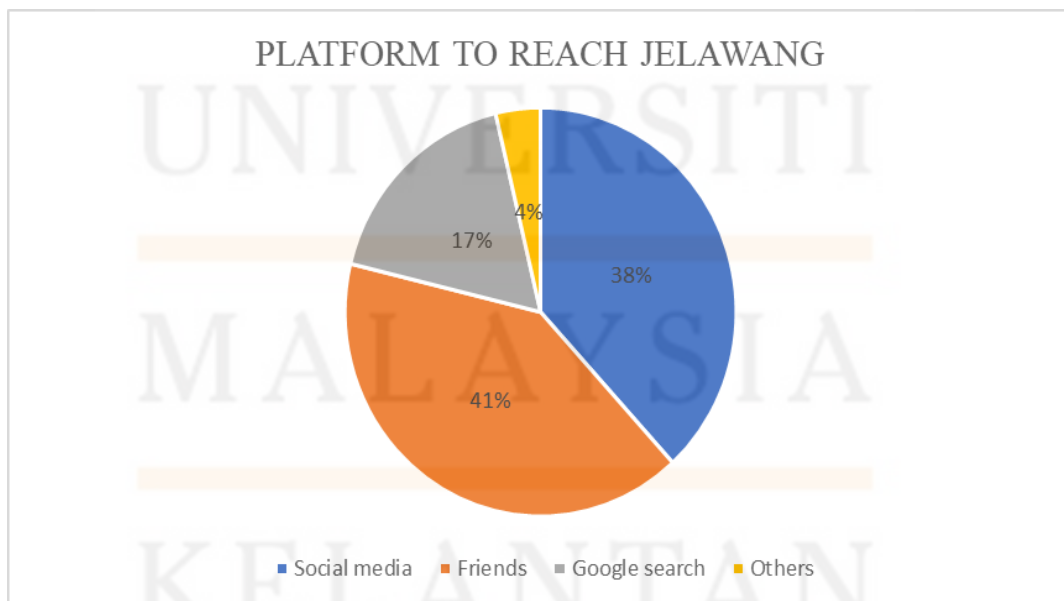


Figure 4.3.4: Percentage of Respondents by Platform to Reach Jelawang.

Table 4.3.4 reveals the platform to reach Jelawang of the respondents. Social media respondents accounted for 83 of the totals and that was 38.2%. Friends respondents accounted for 88 of the totals and that consisted of 40.6%. Google search respondents accounted for 38 of the totals and that was 17.5%. While others respondents accounted for 8 of the totals and that was 3.7%.

Figure 4.3.4 represents the frequency and percentage of the responders based on the platform to reach Jelawang, Kelantan. Among respondents out of 217 respondents, the highest of respondents was friends which is 88 that consists of 40.6%. While the lowest number of respondents was others which is 8 that consists of 3.7%.

#### 4.4 RESULTS OF DESCRIPTIVE ANALYSIS

Table 4.4: Independent Variable and Dependent Variable

VARIABLES	N	MEAN	STANDARD DEVIATION
Push factor	217	4.3738	.57735
Pull factor	217	4.4055	.53913
Dependent variable	217	4.4597	.62670

The table displays the descriptive analysis for the independent variable (push and pull factors) and dependent variable. The pull factor has the highest mean score of any independent variable and that is 4.4055. The dependent variable, with a score of 4.4597, comes in second.

Table 4.4.1: Independent Variable (Push Factors of Tourist Participate)

ITEM DESCRIPTION	N	MEAN	STANDARD DEVIATION
District Jelawang, Kelantan provides a variety of interesting destinations for those who want to be away from home	217	4.240	.6923
District Jelawang, Kelantan is the most suitable place for those who want to relax physically.	217	4.3180	.67034
District Jelawang, Kelantan provides a variety of interesting places to relax for those who want to find fun.	217	4.3733	.68301
District Jelawang, Kelantan is one of the places that visitors can explore and increase their knowledge about the destination.	217	4.4332	.70475
District Jelawang, Kelantan is one of the places where visitors can also experience a different lifestyle or new tradition.	217	4.3088	.72109
District Jelawang, Kelantan is one of the places where visitors can see how people of different cultures live	217	4.3825	.76150

District Jelawang, Kelantan has also provided various tourist destinations for visitors to see the places.	217	4.4654	.69386
District Jelawang, Kelantan is also one of the tourist destinations where visitors can explore its cultural resources such as the Geopark at Gunung Stong.	217	4.4700	.69407

The descriptive analysis for independent variables (Push factors of tourist participation) are as shown in the Table 4.4.1. The highest mean score is the question “district Jelawang, Kelantan is also one of the tourist destinations where visitors can explore its cultural resources such as the Geopark at Gunung Stong” which is 4.4700. Second highest is “district Jelawang, Kelantan has also provided various tourist destinations for visitors to see the places” which is 4.4654. Followed by “district Jelawang, Kelantan is one of the places that visitors can explore and increase their knowledge about the destination” which is 4.4332. Next, “district Jelawang, Kelantan is one of the places where visitors can see how people of different cultures live” which is 4.3825. After that, “district Jelawang, Kelantan provides a variety of interesting places to relax for those who want to find fun” which is 4.3733. The analysis continues with “district Jelawang, Kelantan is the most suitable place for those who want to relax physically” which is 4.3180. The lowest mean was question “district Jelawang, Kelantan is one of the places where visitors can also experience a different lifestyle or new tradition” which is 4.3088 and follow by “district Jelawang, Kelantan provides a variety of interesting destinations for those who want to be away from home” which is 4.240. As we can see that “district Jelawang, Kelantan is also one of the tourist destinations where visitors can explore its cultural resources such as the Geopark at Gunung Stong” shows the highest mean score. The question indicates that the reasons will increase the demand of the place.

Table 4.4.2: Independent Variable (Pull Factors of Tourist Participate)

ITEM DESCRIPTION	N	MEAN	STANDARD DEVIATION
District Jelawang, Kelantan provides a variety of activities suitable for all ages.	217	4.4424	.73134
Availability of shopping activities.	217	3.7051	.79677
A place of hidden gems.	217	4.5161	.70774
Outdoor activities.	217	4.4240	.72328
Reflection of Culture, Arts and Traditions.	217	4.4885	.66743
Pleasant view.	217	4.5530	.65842
Outdoor activities like ATV, flying fox, tubing rush etc.	217	4.5714	.64958
There are many fun adventure activities.	217	4.5438	.65204

The descriptive analysis for independent variables (Pull factor of tourist participation) are as shown in the table. The highest mean score is the question on “outdoor activities like ATV, flying fox, tubing rush etc” which is 4.5717. Second highest mean score is “pleasant view” which is 4.5530. Followed by “there are many fun adventure activities” which is 4.5438. Then, “outdoor activities' ' which is 4.5161. Next, “reflection of culture, arts, and traditions' ' which is 4.4885. After that, “district



Jelawang, Kelantan provides a variety of activities suitable for all ages” which is 4.4424. The lowest mean was “availability of shopping activities' ' which is 3.7051. As we can see that “outdoor activities like ATV, flying fox, tubing rush etc” shows the highest mean score. The question indicates that the reason will increase the demand of the place.

Table 4.4.3: Dependent Variable

<b>ITEM DESCRIPTION</b>	<b>N</b>	<b>MEAN</b>	<b>STANDARD DEVIATION</b>
Activities with a high level of risk.	217	4.4286	.81406
Challenging activities.	217	4.4608	.65939
Activities with high physical effort.	217	4.4747	.70086
Attractiveness of physical attraction.	217	4.4747	.66007

The descriptive analysis for dependent variable (DV) is shown in the table. The highest mean score is the question on “activities with high physical effort” and “attractiveness of physical attraction” which is 4.4747. Second highest mean score is a question on “challenging activities” which is 4.4608. The lowest mean was “activities with a high level of risk” which is 4.4286. As we can see, that question on “activities with high physical effort” and “attractiveness of physical attraction” was very popular among respondents.

## 4.5 RESULTS OF RELIABILITY TEST

A technique for examining a scale's internal consistency is the reliability test. To determine the level of consistency, we utilized Cronbach's alpha coefficient as the indication. Dependability analysis was used to examine the questionnaires' reliability. The survey's reliability and internal logic were confirmed using Cronbach's Alpha analysis. The reliability test measures how well test outcomes stand up over time from measurement of something. It covers how consistently the same set of test takers performs when the identical test is administered on several days (Rosaroso, 2015).

For a study to proceed, it is important that all of the dependent and independent variables be trustworthy. The range and its strength of association of the Cronbach's Alpha coefficient are shown in Table 3.8.3 above. Therefore, using the data, lower than 0.6 has been calculated as a poor dependability strength. An 0.6 to 0.7 Cronbach's Alpha score has a moderate reliability strength. The dependability level of Cronbach's Alpha ranges from 0.7 to 0.8 has a good reliability strength. An 0.8 to 0.9 Cronbach's Alpha score indicates very good dependability. The reliability strength of Cronbach's Alpha is excellent at 0.9 or above it.

### 4.5.1 RELIABILITY TEST OF PILOT TEST

Table 4.5.1: Reliability Test of Pilot Test

Variables	No. Items	Cronbach's Alpha	Results
(IV 1) Push Factor	8	.931	Excellent
(IV 2) Pull Factor	8	.902	Excellent
(DV 1) Outdoor Adventure Tourism	4	.904	Excellent

The aggregate reliability (pilot test) for the independent and dependent variables is displayed in Table 4.5.1. Before the survey was sent to 217 respondents online, it was piloted with the first 30 respondents who had already provided their answers using a Google Form. A pilot test is a pre-test or an attempt to use a specific research instrument to determine its suitability (Baker, 1994). To determine whether or not all of the factors in this study are trustworthy, a pilot test was conducted.

For a data set to be considered credible, the Cronbach's Alpha must be above 0.6 (Hair et. al, 2006). A trustworthy score means that the population may be correctly represented by the data. Cronbach's Alpha scores are considered trustworthy since they are higher than 0.6 based on Table 4.5 above. The highest Cronbach's Alpha score of 0.901 and higher indicates that all the (IV 1) Push Factor, (IV 2) Pull Factor, and (DV 1) outdoor adventure tourism variables are extremely trustworthy and very excellent in reliability strength.

#### 4.5.2 SUMMARY OF RELIABILITY TEST

Table 4.5.2: Result of Reliability Coefficient Alpha for the Independent Variables and Dependent Variable

<b>Variable</b>	<b>Reliability Cronbach's Alpha</b>	<b>Number of items</b>	<b>Results</b>
Push Factor	0.931	8	Excellent
Pull Factor	0.902	8	Excellent
Outdoor Adventure Tourism	0.904	4	Excellent

Table 4.5.2 of the IBM SPSS Statistics version 26 findings revealed the importance of both independent and dependent variables in this analysis. The overall Cronbach's Alpha Coefficient for the independent and dependent variables in this study was displayed in the table. All of the variables, it may be considered, were more than 0.9. Consequently, the presented result is trustworthy and may be accepted in this analysis.

The push factor was assessed using eight questions. According to Table 4.5.2, Cronbach's Alpha for this section's question was 0.931, which was outstanding. As a result, the coefficients for the push factor were reliable.

Following that, eight questions were asked to assess the pull factor. In this area, the Cronbach's Alpha value is 0.902, which is considered as excellent. Therefore, the coefficients generated for the pull factor were reliable.

In addition, four questions were used to evaluate the reliability variable, which influenced outdoor adventure tourism. Cronbach's Alpha was 0.904, which was regarded as excellent for this division's question. As a result, the coefficients calculated for the reliability factor were reliable.

Since the Cronbach's Alpha value for such variables surpassed 0.9, the questionnaires are exceedingly reliable, as well as the research can move forward. Overall, the reliability found that the participants had a good understanding of the questions, implying that questionnaires were adequate for this investigation.

#### **4.6 RESULTS OF INFERENTIAL ANALYSIS**

One of the most significant studies that looked at the linear relationship between the two variables was Pearson's correlation analysis. This study aimed to determine whether there were any relationships between the dependent variable (Outdoor Adventure Tourism) and the independent variables (Push and Pull factors). Researchers should decide if the amount of connection strength is satisfactory if the relationship is significant.

#### 4.6.1 PEARSON CORRELATION COEFFICIENT ANALYSIS

##### Hypothesis 1: Push Factors

*Push factors of tourist participation positively affect outdoor adventure tourism.*

Push factors intentions are the independent and dependent variables in this hypothesis, respectively. Table 4.6.1 shows the results of the association between these two factors.

Table 4.6.1: Correlation coefficient for push factors of tourist participate and outdoor adventure tourism.

		Outdoor Adventure Tourism	Push Factor
Outdoor Adventure Tourism	Pearson Correlation	1	.671**
	Sig. (2-tailed)		.000
	N	217	217
Push Factor	Pearson Correlation	.671**	1
	Sig. (2-tailed)	.000	
	N	217	217

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

According to the Pearson correlation coefficient, significant value, and number of responses (217) are shown in Table 4.6.1. From the analysis result the hypothesis 1 is accepted. The positive value of Pearson correlation 0.671 shows that significant relationship between positive level. This shows that 67.1% dependent variable (affect outdoor adventure tourism) is influenced by

independent variable (Push Factors). H1, which was created to evaluate the relationship between push factors and outdoor adventure tourism, is acceptable.

Result: There was relationship between push factor of tourist participate and outdoor adventure tourism.

Hypothesis 2: Pull Factor

*Pull factors of tourists participate positively affect outdoor adventure tourism.*

Pull factors intention are the independent and dependent variables in this hypothesis, respectively. Table 4.6.2 shows the results of the association between these two factors.

Table 4.6.2: Correlation coefficient for pull factors of tourist participate and outdoor adventure tourism.

		Outdoor Adventure Tourism	Pull Factor
Outdoor Adventure Tourism	Pearson Correlation	1	.774**
	Sig. (2-tailed)		.000
	N	217	217
Pull Factor	Pearson Correlation	.774**	1
	Sig. (2-tailed)	.000	
	N	217	217

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

According to the Pearson correlation coefficient, significant value, and number of responses (217) are shown in Table 4.6.2. From the analysis result the hypothesis 2 is accepted. The positive value of Pearson correlation 0.774 shows that significant relationship between positive level. This shows that 77.4% dependent variable (affect outdoor adventure tourism) is influenced by independent variable (Push factors). H2, which was created to evaluate the relationship between pull factors and outdoor adventure tourism, is acceptable.

Result: There was relationship between pull factor of tourist participate and outdoor adventure tourism.

This section included two (2) hypotheses. The first hypothesis reveals a positive correlation between Push factors and Outdoor adventure tourism. The second hypothesis examines the positive correlation between Pull factors and Outdoor adventure tourism.

#### 4.7 FRAMEWORK ANALYSIS

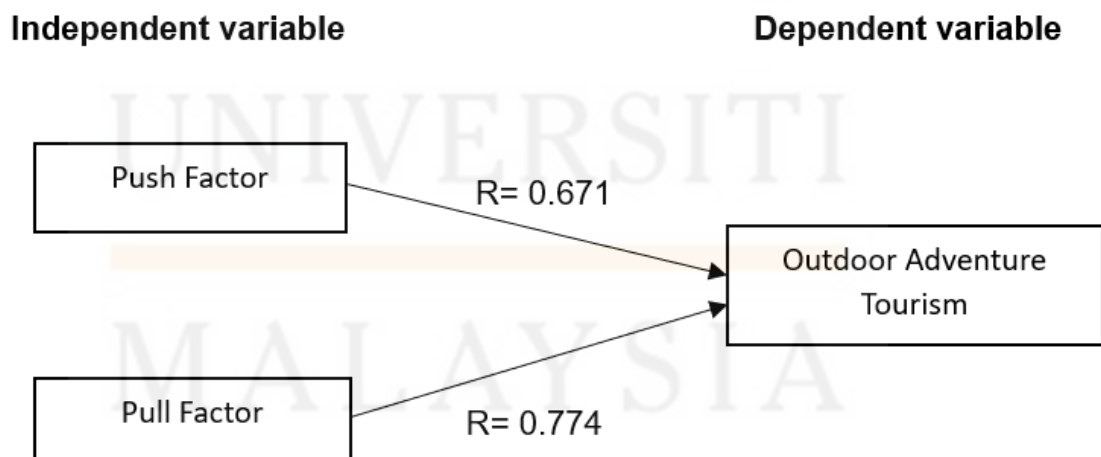


Figure 4.7: Correlation Between Push and Pull Factors of Tourist Participation and Outdoor Adventure Tourism



The data values for the important independent factors to the dependent variables are shown in Figure 4.7. The dependent variable demonstrated variables. The dependent variable demonstrated a substantial association with two independent factors (push and pull factors) (outdoor adventure tourism). The pull factors and perhaps outdoor adventure tourism, have the greatest Pearson correlation value of 0.774. Meanwhile, the push factor with outdoor adventure tourism has the lowest Pearson correlation value of 0.671. As a result, there have only been two independent factors that had a significant association to outdoor adventure tourism among Malaysian tourists: push and pull factors.

#### **4.8 SUMMARY**

Overall, the analysis revealed that all of the relationships among the variables support the two hypotheses in this research. Each independent variable has a unique correlation coefficient with the dependent value, which for push factors is 0.671 and for pull factors is 0.774. All of the independent factors and dependent variables had a very high and strong positive correlation, according to the findings. It also addresses the study questions of if there is a link between push factor and outdoor adventure tourism, and pull factor and outdoor adventure tourism. To recapitulate. Outdoor adventure tourism and push factor, as well as pull factor, are all moderate.

## **CHAPTER 5**

### **5.1 INTRODUCTION**

This chapter will go through the general outcome of the research investigation. First and foremost, when creating the summary of findings, consideration was given to the challenges mentioned in Chapter 2. The interpretation and analysis of the descriptive

and inferential analyses were done in Chapter 4. Researchers have then debated the hypothesis test to decide whether or not the research's hypothesis is accepted. There will also be some recommendations or viewpoints to support the study analysis and the researchers' conclusions. Also covered in detail in this chapter are the limitations, recommendation, and conclusion. The limitations of the study were outlined and mentioned. Recommendations for future research were made in order to finish the study with correct results and extra data. A summary of the investigation appears at the chapter's conclusion.

## 5.2 RECAPITULATION OF THE FINDINGS

The research's key conclusions are condensed in this chapter. The purpose of this study was already mentioned in the previous chapter. According to the research objectives, the results are summarized as follows:

Table 5.2.1: Discussion on Objective 1 (Push Factors)

Research objective 1 :	To identify the relationship between push factors towards participation in outdoor adventure tourism in Malaysia.
Research question 1 :	What is the relationship between push factors towards participation in outdoor adventure tourism in Malaysia.
Hypothesis 1 :	There was a relationship between the push factor of tourist participation and outdoor adventure tourism.

The initial goal of this investigation, as indicated in Chapter 1, is to determine the connection between push factors of tourists participating in outdoor adventure tourism. According to the data gathered and presented in Chapter 4, there is a significant correlation between push factors and outdoor adventure tourism. It illustrates how the link among the independent and dependent variables is captured by that H1. A moderate positive relationship was found between the variables. Most respondents felt like they could be someone else while doing the outdoor adventure tourism and interacting with others. The research explains more about the result of the factor study that showed that the respondent in this study perceived that push factors had a major impact on outdoor adventure tourism.

Furthermore, the relationship between push factors and adventure tourism shows that through holding events or festivals, many tourist will visit and travel to particular destination, thus they need to stay longer in a region and spending more in events destinations (Felsenstein and Fleischer, 2003) because the increasing tourist that join the cultural event can contribute tourist to try activities outdoor adventure tourism also contribute the income to the event itself through the ticket price from the purchaser.

Other than that, through the push factor, local communities have the opportunities to diversify their income by undertaking entrepreneur activities such as business for local vendors, artisans, crafts people, restaurants, and hotels became busy to serve event visitors and definitely make high annual income. These also have an impact on the economy of cultural events. Besides that, This tends to explain why travelers choose places over others, the types of experiences they seek and the types of activities they engage in desire (Prayag, 2011). Researches that found a positive relationship between push factors and outdoor adventure tourism.

Table 5.2.2: Discussion on Objective 2 (Pull Factors)

Research objective 2 :	To identify the relationship between pull factors towards participation in outdoor adventure tourism in Malaysia.
Research question 2 :	What is the relationship between pull factors towards participation in outdoor adventure tourism in Malaysia.
Hypothesis 2 :	There was a relationship between the pull factor of tourist participation and outdoor adventure tourism.

The second research goal is to determine the relationship between the characteristics that attract people to outdoor adventure travel. It is evident from the data gathered and the findings in Chapter 4 that pull factors are related to outdoor adventure tourism. H2 reflects the result of the relationship between the independent variable and the dependent variable. A moderate positive relationship was found between variables.

Most respondents agree the activities on adventure tourism were very extreme and attractive. The research explains more about the result of the factor study that showed that the respondent in this study perceived that pull factors had a major impact on outdoor adventure tourism. Based on other studies, the attention of arts, culture, history, and heritage was too common for a destination to attract more tourist arrival because typically tourists are more experienced with new things while learning about the destination through arts and history to increase their knowledge (Gunlu et. al, 2013).

Other than that, the arrival of tourists increases the economy and it gives benefit to the region or country as it provides an opportunity for job creation and as money comes into the event destination areas which in turn encourage establishment of new enterprise and market a more positive image in an area (Zaei, M., 2013). But this result shows that pull factors affect economic impact but pull factors are considered as small issues of economic impact in this research. Besides, when cultural events are held, there are many stalls that promote job opportunities, especially for fresh graduates. For example, the fresh graduates around Bukit Jelawang area can take this opportunity to find their job opportunity for their future.

Through this, pull factors may affect outdoor adventure tourism. Beautiful natural resources, which also refer to the strategically relatedness of a place in the motivation of tourists, are usually a strong "pull" component in the idea of tourism resources. Researches that found a significant relationship between pull factors and outdoor adventure tourism.

### **5.3 LIMITATIONS**

The limitations of this study made it difficult for the researchers to complete it. One of the study's shortcomings was the large number of respondents. It is necessary to survey a large number of people in order to gain a comprehensive picture or percentages of the target population. This research was not open to all Malaysian visitors who wanted to answer questions or fill out a questionnaire. Because the chosen respondent's behavior or conduct cannot be predicted, researchers must be eager to learn from and collaborate with them. However, because many of the visitors express their commitment in a kind manner, the process of receiving their response goes well.

The study's second issue is that quantitative research outcomes are typically restricted. This is because the objectives of the researcher play a significant role in determining the results. This limited outcome can be attributed to the methodical design of the surveys. Questionnaire respondents are usually given little or no opportunity to clarify their answers. As a result, responses are restricted to the question at hand and

nothing else. This study only considers two independent variables: push factors of tourists participation and pull factors of tourists participation as well as one dependent variable: outdoor adventure tourism. Other aspects of this study are also relevant. This was due to a scarcity of information and references that would allow scholars to base their conclusions on other factors.

Furthermore, it is time consuming. In addition to qualitative research, which includes analyzing previously obtained data, quantitative research entails manually identifying and acquiring data, as well as turning that data into a significant level for efficient evaluation. This procedure requires a lot of time. Similar to this, it may take some time to distribute surveys to respondents and wait for their replies because most people would reply slowly or not at all. This is because the study's research respondents are Malaysian visitors, a large demographic that makes obtaining data through interviews challenging. One disadvantage of using an online questionnaire is that the researcher has no means of knowing whether the evidence provided by respondents is correct. Using an online survey may also slow down the procedure for gathering data.

The second limitation is the difficulty in understanding the acquired data. Statistics are created after the collection of respondent data. For a researcher who is unfamiliar with statistical tools such as SPSS, this is usually a disadvantage. Data analysis is also time-consuming and complicated. A researcher must turn this knowledge into quantitative data and connect it to the larger community. The result can be inaccurate if this is not done properly. Furthermore, because a researcher may not have control over the data being studied, and because any environment is subject to change at any time, the study's conclusions may be incorrect.

The study's drawback is that information returns are often generalized. As already said, quantitative research is carried out on a selected group of the population to be studied instead of the whole population. After that, the study's results are projected to represent the public's viewpoints. This indicates that the opinions of 74 participants in this survey are thought to be representative of the overall public. Despite the fact that their ideas may be incorrect or misleading, they are supposed to represent the entire public. As a result, in quantitative research, the hasty assumption error is increasingly



widespread. Because their perspectives may differ, generalizing the views of a subset of the population may not be the ideal strategy.

#### **5.4 RECOMMENDATIONS**

Theoretically, this study has contributed to the literature by highlighting the push and pull factors of tourists participating in outdoor adventure tourism. Based on the survey conducted, to explore their motivation to engage in outdoor adventure tourism activities in Jelawang. There are several suggestions for improvement to increase overall visitor motivation.

The promotion of Jelawang's distinctive features, such as its picturesque landscapes, biodiversity, and cultural heritage, in order to draw tourists interested in adventure travel, is one of the push factors that encourage visitors to engage in outdoor adventure tourism in Jelawang, Kelantan. Additionally, design multiple adventure tourism packages that accommodate various interests and skill levels, including pursuits like hiking, rock climbing, river rafting, and wildlife observation. Additionally, increase accessibility. To make it simpler for travelers to reach Jelawang, improve connection and transportation infrastructure. For instance, improving roads. Enhance the standard and condition of the current roads going to Jelawang, making sure they are well-maintained, clearly marked, and appropriate for various vehicle types. Informational signs: To direct people to Jelawang, install clear signs at important transportation hubs and along main thoroughfares. Give precise and current information on available options, timetables, and costs for transit. Tourists will have easier access to Jelawang by improving transportation infrastructure and connectivity, which can draw more visitors and support the expansion of outdoor adventure tourism in the region.

Developing high-quality adventure facilities is one of the suggestions for the pull factors that entice visitors to partake in outdoor adventure tourism in Jelawang, Kelantan. To draw adventure seekers, make investments in the construction of well-maintained adventure amenities, such as hiking trails, climbing walls, and camping grounds. Next, offer qualified instructors and guides. Make sure that there are experienced and competent tour guides available who can give visitors engaging in outdoor adventure activities a safe and enjoyable experience. Last but not least, work



with regional groups. Work with local groups to provide genuine cultural encounters for visitors, such as homestays, meals prepared according to tradition, and cultural performances.

## **5.5 SUMMARY**

This research is to examine the push and pull factors of tourists participating in outdoor adventure tourism in Jelawang, Kelantan, Malaysia. The researcher has highlighted two research objectives in this research. These two research objectives included identifying the relationship between push and pull factors towards participation in outdoor adventure tourism in Jelawang, Kelantan. The researcher had achieved these stated objectives. By using the IBM SPSS Statistics version 26 system to calculate the Pearson Correlation Analysis, Multiple Regression, and Internal Reliability Analysis Test. The push and pull factors that influence tourists' participation in outdoor adventure tourism are found to have a positive, statistically significant connection with each other.

According to the findings of Chapter 4, the push and pull variables that affect tourist participation have the greatest impact on the dependent variable among travelers' arrivals in Jelawang, Kelantan. In order to stimulate the traveler's decision-making process about the location, it can be concluded that tourists need to understand the best objective of an effective push and pull element towards involvement in outdoor adventure tourism. The owner of ATV Jelawang was advised by the researcher to advertise their products and services on social media. It is because more individuals now use social media in their everyday lives.

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## APPENDIX A: QUESTIONNAIRE ON GOOGLE FORM



FACULTY OF ENTREPRENEURSHIP OF HOSPITALITY, TOURISM AND  
WELLNESS

### **BACHELOR OF ENTREPRENEURSHIP IN (TOURISM) WITH HONORS**

Dear Respondent,

We are 3rd year students of University Malaysia Kelantan (UMK) who are pursuing a Bachelor of Entrepreneurship (Tourism) with Honors, under the Faculty of Hospitality, Tourism and Wellness from the City Campus. This questionnaire is distributed as part of our final year project to conduct a research on the Push and Pull factors of tourists participating in Outdoor Adventure Tourism. All the information in this questionnaire will be kept confidential and used for academic purposes only. We need your cooperation in answering this questionnaire honestly to produce a high-quality research report. Thank you for your time and all your cooperation is greatly appreciated.

Responden yang dihormati,

Kami merupakan pelajar tahun 3 Universiti Malaysia Kelantan (UMK) yang sedang mengikuti pengajian Ijazah Sarjana Muda Keusahawanan (Pelancongan) dengan Kepujian, di bawah Fakulti Hospitaliti, Pelancongan dan Kesejahteraan dari Kampus Bandaraya. Soal selidik ini diedarkan sebagai sebahagian daripada projek tahun akhir kami untuk menjalankan penyelidikan tentang faktor Tolak dan Tarik pelancong yang menyertai Pelancongan Kembara Luar. Semua maklumat dalam soal selidik ini akan dirahsiakan dan digunakan untuk tujuan akademik sahaja. Kami memerlukan kerjasama

anda dalam menjawab soal selidik ini dengan jujur untuk menghasilkan laporan penyelidikan yang berkualiti tinggi. Terima kasih atas masa anda dan segala kerjasama anda amatlah dihargai.

Prepared by:

NUURUN QAMARIAH BINTI MAT YUNUS (H20A1713)

PURUSHOTAMAN PILLAI A/L SANNASE (H20A1716)

PUTERIE ANIES SOFIEA BINTI MOHD ASNGARI (H20A1718)

RASMI (H20A1724)

## **RESEARCH QUESTIONNAIRE**

PUSH AND PULL FACTORS OF TOURIST PARTICIPATE IN OUTDOOR ADVENTURE TOURISM.

### **SECTION A: DEMOGRAPHIC INFORMATION**

#### ***BAHAGIAN A: MAKLUMAT DEMOGRAFI***

Instruction: Please tick (/) on the appropriate answer.

*Sila tandakan (/) pada jawapan yang sesuai*

#### **1. GENDER/ JANTINA**

<input type="checkbox"/>	Male / lelaki
<input type="checkbox"/>	Female / Perempuan

#### **2. AGE/ UMUR**

<input type="checkbox"/>	Under 18 Years / Bawah 18 tahun
<input type="checkbox"/>	18 - 23 Years / 18 - 23 Tahun
<input type="checkbox"/>	24 - 29 years / 24 - 29 Tahun

	30 - 35 Years / 30 - 35 Tahun
	36 - 40 Years / 36 - 40 Tahun
	41 years above / 41 Tahun Keatas

### 3. INCOME LEVEL / PERINGKAT PENDAPATAN

	Below RM1000 / Bawah RM1000
	RM1001 - RM2000
	RM2001 - RM3000
	RM3001 - RM4000
	Above RM4000 / RM4000 ke atas
	No income

### 4. PLATFORM TO REACH THIS LOCATION / CARA MENGENALI LOKASI INI

	Social Media / Media sosial
	Friends / Rakan
	Google search / Pencarian di Google
	Other

## SECTION B: INDEPENDENT VARIABLES (PUSH FACTOR OF TOURIST PARTICIPATE IN OUTDOOR ADVENTURE TOURISM)

### *BAHAGIAN B: PEMBOLEH UBAH BEBAS (FAKTOR TOLAK PELANCONGAN MENYERTAI PELANCONGAN KEMBARA LUAR)*

Push factors are visitors' socio-psychological contracts that influence their motivation to visit an attraction and destination. A push factor is considered internal motivations that drive a person to seek out a particular tourism experience.

Faktor penolak ialah kontrak sosio-psikologi pengunjung yang mempengaruhi motivasi mereka untuk melawat sesuatu tarikan dan destinasi. Faktor pendorong dianggap sebagai motivasi dalaman yang mendorong seseorang untuk mencari pengalaman pelancongan tertentu.

Using a scale from 1 to 5, with 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree. Please indicate your degree of agreement on the following statements by circling the numbers given.

Menggunakan skala dari 1 hingga 5, dengan 1= Sangat Tidak Setuju, 2= Tidak Setuju, 3= Neutral, 4= Setuju, dan 5= Sangat Setuju. Sila nyatakan tahap persetujuan anda pada pernyataan berikut dengan membulatkan nombor yang diberikan.

<b>STRONGLY DISAGREE</b>	<b>DISAGREE</b>	<b>NEUTRAL</b>	<b>AGREE</b>	<b>STRONGLY AGREE</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

### 1. RELAXATION / SANTAI

No	Element	1	2	3	4	5
1	<p><i>Jelawang provides a variety of interesting destinations for those who want to be away from home.</i></p> <p>Jelawang menyediakan pelbagai destinasi yang menarik untuk mereka yang ingin berada jauh dari rumah.</p>					
2	<p><i>Jelawang is the most suitable place for those who want to relax physically.</i></p>					



	Jelawang adalah tempat yang paling sesuai untuk mereka yang ingin berehat secara fizikal.					
3	<p><i>Jelawang provides a variety of interesting places to relax for those who want to find fun.</i></p> <p>Jelawang menyediakan pelbagai destinasi dan tempat yang menarik untuk bersantai kepada mereka yang ingin mencari keseronokan.</p>					

## 2. KNOWLEDGE GAIN / MENAMBAH ILMU PENGETAHUAN

No	Element	1	2	3	4	5
1	<p><i>Jelawang is one of the places that visitors can explore and increase their knowledge about the destination.</i></p> <p>Jelawang adalah salah satu tempat yang pengunjung boleh terokai dan menambah ilmu pengetahuan tentang destinasi tersebut.</p>					
2	<p><i>Jelawang is one of the places where visitors can also experience a different lifestyle or new tradition.</i></p> <p>Jelawang adalah salah satu tempat dimana pengunjung juga boleh mengalami gaya hidup atau tradisi baharu yang berbeza.</p>					
3	<p><i>District Jelawang, Kelantan is one of the places where visitors can see how people of different cultures live.</i></p> <p>Daerah Jelawang, Kelantan adalah salah satu tempat di mana pengunjung boleh melihat bagaimana orang</p>					

	yang berbeza budaya hidup.					
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### 3. SIGHTSEEING / BERSIAR-SIAR

No	Element	1	2	3	4	5
1	<p><i>Jelawang has also provided various tourist destinations for visitors to see the places.</i></p> <p>Jelawang juga telah menyediakan pelbagai destinasi pelancongan untuk pengunjung melihat tempat-tempat tersebut.</p>					
2	<p><i>Jelawang is also one of the tourist destinations where visitors can explore its cultural resources such as the Geopark at Gunung Stong.</i></p> <p>Jelawang juga adalah salah satu destinasi pelancongan yang pengunjung boleh terokai sumber budayanya seperti Geotaman di Gunung Stong.</p>					

#### **SECTION C: INDEPENDENT VARIABLES (PULL FACTOR OF TOURIST PARTICIPATE IN OUTDOOR ADVENTURE TOURISM)**

#### **BAHAGIAN B: PEMBOLEH UBAH BEBAS (FAKTOR TARIK PELANCONGAN MENYERTAI PELANCONGAN KEMBARA LUAR)**

Pull factors are the elements that entice someone to travel. Pull factors are outside forces that have an impact on a person's attempt to satisfy a need or want. One will select a location based on their needs and preferences. Pull factors are things that draw

people from other places to a new area. Once a person has made the decision to travel, it is their motivation that motivates them to a specific location.

Faktor tarikan adalah unsur-unsur yang menarik seseorang untuk mengembara. Faktor tarikan ialah kuasa luar yang memberi kesan kepada percubaan seseorang untuk memenuhi keperluan atau kehendak. Seseorang akan memilih lokasi berdasarkan keperluan dan pilihan mereka. Faktor tarikan ialah perkara yang menarik orang dari tempat lain ke kawasan baharu. Apabila seseorang telah membuat keputusan untuk mengembara, motivasi merekalah yang mendorong mereka ke lokasi tertentu.

### 1. EVENTS & ACTIVITIES / ACARA DAN AKTIVITI

No	Element	1	2	3	4	5
1	<p><i>Jelawang provides a variety of activities suitable for all ages.</i></p> <p><i>Jelawang menyediakan pelbagai aktiviti yang sesuai bagi semua peringkat umur.</i></p>					
2	<p><i>Availability of shopping activities.</i></p> <p>Aktiviti seperti membeli-belah disediakan.</p>					

### 2. VARIETY SEEKING / Mencari Pelbagai

No	Element	1	2	3	4	5
1	<p><i>A place of hidden gems.</i></p> <p><i>Tempat permata tersembunyi.</i></p>					

2	<i>Outdoor Activities.</i>  Aktiviti luar.					
---	--	--	--	--	--	--

### 3. HISTORICAL AND CULTURE / SEJARAH DAN BUDAYA

No	Element	1	2	3	4	5
1	<i>Reflection of Culture, Arts and Traditions.</i>  Refleksi Budaya, Kesenian dan Tradisi.					
2	<i>Pleasant view.</i>  Pemandangan yang menyenangkan.					

### 4. ADVENTURE / PENGEMBARAAN

No	Element	1	2	3	4	5
1	<i>Outdoor activities like ATV, flying fox, tubing rush etc.</i>  Aktiviti luar seperti ATV, flying fox, tubing rush dll					
2	<i>There are many fun adventure activities.</i>  Terdapat banyak aktiviti pengembaraan yang menyeronokkan.					

## SECTION D: DEPENDENT VARIABLE (OUTDOOR ADVENTURE TOURISM)

### ***BAHAGIAN D: PEMBOLEH UBAH BERGANTUNG (PELANCONGAN KEMBARA LUAR)***

Adventure tourism is a tourist trip that includes at least two of the following three elements such as physical activity, natural environment, and cultural immersion. It often involves risk and some skill from the tourist.

Pelancongan pengembaraan ialah perjalanan pelancong yang merangkumi sekurang-kurangnya dua daripada tiga elemen berikut seperti aktiviti fizikal, persekitaran semula jadi, dan rendaman budaya. Ia selalunya melibatkan risiko dan beberapa kemahiran daripada pelancong.

No	Element	1	2	3	4	5
1	<i>Activities with a high level of risk.</i>  Aktiviti dengan tahap risiko yang tinggi.					
2	<i>Challenging activities.</i>  Aktiviti yang mencabar.					
3	<i>Activities with high physical effort.</i>  Aktiviti dengan usaha fizikal yang tinggi.					
4	<i>Physical attractiveness the environment</i>  Daya tarikan fizikal Alam sekitar					

## APPENDIX B: SAMPLE OF EMPIRICAL PAPER (TOURISM)

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### **An Analysis of Push and Pull Travel Motivations of Domestic Tourists in Nepal**

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*A rigorous analysis of tourist motivation should guide the success of marketing destinations, and the primary objective of this study is to use widely accepted 'integrative models of push and pull motives' to analyze travel motivations of Nepali domestic tourists. Drawing from the previous studies, investigating the direct effect of push and pull motives on domestic travel motivation, this study proposes that both push and pull motives are important determinants of domestic travel motivations, however pull factors are significantly more important than push factors for domestic travel motivations. 132 domestic travellers who travelled domestically in past six months participated in the study. One sample T-test, paired-samples T-test and mean ranking were conducted to test hypotheses. One sample T-test showed significant importance of both implicit and explicit motives, and paired sample T-test results showed pull motives are significantly more important for domestic travel motivation. Mean ranking of the constructs within pull motives showed easy access and affordability, variety seeking and history culture are top reasons for domestic travellers to visit a place. Escape daily life, seeking relaxation and sightseeing variety were top three reasons for domestic travel motivation as push motive constructs. The study's findings unravel Nepal's domestic tourist's motivations, and provide practitioners and policy-makers with a base to develop an effective strategy to improve the domestic tourism in Nepal.*

**Key words:** Travel motivation, domestic, pull motives, push motives, history, culture

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#### **Introduction**

The increase in the domestic travel in a large scale is visible in the international context. In South Asian countries like India, Bangladesh, Maldives, Srilanka and Pakistan the domestic tourism has a dominant role in the country's aggregate tourism industry. According to the latest statistics on tourism in India released by ministry of tourism, the number of domestic tourist visits to the states and union territories was 1,036 million in 2012 as compared to 865 million in 2011 and 748 million in 2010 (Singh, 2013). According to the statistics released by China National Tourism Administration, in the year of 2010 the number of domestic trips reached over 2.1 billion, generating RMB 1260 billion as revenue. Australia and New Zealand reported extremely high figures of 218.6 million domestic visitors to 5.8 million international arrivals and 44m domestic visitors to 2.5m international arrivals respectively. Indonesia within the 30 year (1981-2011) period has had tremendous increase in the number



of domestic tourists from 44 million to three times this many. Furthermore, the numbers of trips made accelerated at an even greater pace from about 51 million to about five times as many.

Nepal is a country with paramount potential for tourism due to its natural resources and favorable environment. The tourism industry of Nepal is picking up in growth, which is attracting investors. With remarkable investment worth Rs 15.7 billion in tourism in 2014, the future picture is even more encouraging as it is predicted that investment will increase by 12 percent in 2015 (Shrestha, 2015). Nepali people now are habitual of traveling to various places inside Nepal with purposes of relaxation and recreating. Contributing to this domestic tourism that is growing every year are the increasing literacy rate and per capita income of Nepali people (Khaniya et al., 2011). Both from perspectives of industry growth by investment and motivation, domestic tourism is prevailing and ingraining as a major trend in Nepal. Also, this surge in domestic tourism in Nepal is consistent with worldwide trend.

Leisure travel spending (inbound and domestic) generated 85.5 percent i.e. Rs. 111.9 billion of the direct travel and tourism GDP in 2014. Likewise, leisure travel spending is expected to grow 4.7 percent to Rs. 117 billion in 2015. Meanwhile, domestic travel spending generated 59.0 percent of the direct travel and tourism GDP in 2014 compared to 41 percent for foreign visitor spending or international tourism receipts. Domestic travel spending, which was Rs 77.3 billion in 2014 is expected to grow by 8.5 percent in 2015 to Rs 83.8 billion this year according to the news on the Kathmandu Post (2015). These figures also explain that 40 percent of total people going for rafting are internal tourists. The number of domestic tourists going for other adventure tourism like trekking, bungee jumping, cycling, apart from rafting is also found very high (Adhikari, 2012). According to the last resort, a well-known adventure sport resort, in average 80 among the 400 people who go for bungee jumping, a popular adventure sport in Nepal in a month are Nepalese, which makes 20 percent of the total people going for bungee jumping. These statistics together put up a picture that, domestic tourism is indeed in rise in Nepal, and it is demanding serious attention too. Despite this, research of any kind relating to the motivations for Nepali domestic tourism is sparse. It is in response to this paucity that this study was carried out.

According to Yuan and McDonald (1990), tourism motivations might vary for tourists from one country to another. This study factors in to the literature of tourism motivations of domestic tourism, using push and pull factors, by investigating the unique context of Nepal. Previous studies have probed the tourism motivations of domestic tourism in various other countries of their own distinctiveness (e.g. Cha et al., 1995; Hanqin & Lam, 1999; Jang & Cai, 2002; Kozak, 2002; Yuan & McDonald (1990). There has been a lack of attention among the researchers to investigate the motivations of domestic tourists, both explicit and implicit in the Himalayan country - Nepal. The researchers therefore aim to contribute in this area.

In past, several studies have accentuated interest in marketers about the importance of motivation in understanding in consumer behavior in traveling. Motivation considerably effect on the consumers' selection and evaluation of any aspect in life (Jolibert & Baumgartner, 1997). The motivation concept helps to explain why behavior occurs certain situations, and domestic travelling behavior is no exception to it. It can rely on motivation concept to unravel behaviors of domestic travelers. Thus, the marketing challenges remains to identify the primary motivating factors that in turns help to plan and strategies for



effectiveness (Bogari, 2002). However, travel motivations of Nepali domestic tourist have received little attention from researchers.

With the presence of 16 Fully Dedicated Tourism Related Associations, 8 Domestic Airlines, more than 30 Full Service Resorts, 504 Fully Licensed Trekking Companies, over a 1000 shops offering exquisite Nepali made products catering to tourists, 45 White-Water River Rafting Service Providers and many other entities in Nepali tourism industry ecosystem, competition for share in Nepali domestic tourism industry is on rise. However, there had been no research to guide both public and private stakeholders with strategy. The lack of research about customer's motives and attraction towards domestic tourism; the various factors that are impelling Nepali customers for domestic travels are in fact hindering the development of proper policy and marketing practices by institutions involved in tourism. The examining push and pull motivation simultaneously would be useful in segmenting markets in designing promotional programs and packages, and in destination development decision making (Oh et al., 1995; Baloglu & Uysal, 1996). The study's findings fill the identified gaps in relation to the Nepal's domestic tourist's implicit and explicit motivations, and provide practitioners and policy-makers with a foundation from which they can develop an effective strategy to further improve the domestic tourism in Nepal.

### **Literature review**

The term 'tourism' is basically related to people traveling from one place to another for delight, pleasure or recreation. The literature shows that 'Tourism' has not been confined to general definition because various aspects of tourism generate disparate standpoints (Bogari, 2002). It is widely accepted practice to put tourism in international or domestic contexts. Domestic tourism involves travel of people within their own borders for the purpose of pleasure or leisure. Many have tried to bind the tourism definitions in terms of number of miles away from home, overnight stays in paid accommodation, or travel with pleasure or leisure intention (Lowry, 1994). In our context, remaining consistent with established understanding, 'domestic tourism' is travel within Nepal.

### **Tourist motivation**

In most simplistic form, motivation can be elucidated "as the driving force within individuals that impels to action" (Schiffman & Kanuk, 1997). Motivation is the need that desires an individual to act in a certain way to achieve the desired satisfaction (Berlin & Martin, 2004), thus every marketer from every industry always is in attempt 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.

Travel motivation has remained matter of interest variety of fields such as sociology, anthropology and psychology and they have investigated travel motivation from their own lenses (Cohen, 1972; Gnoth, 1997). Maslow's hierarchical theory (Maslow, 1954, 1970) of motivation has highly applied in tourism literature, which has undergone several modification from scholars at later stages. Thorough analysis of travel motivation literature reveals that travel motivation has been identified, analyzed and research based on two dimensions, which are either traveler's own internal force push him or her to travel or external forces of destination pull them or both of them act together, widely quoted as push factors and pull

factors respectively (Yuan & McDonald, 1990). Researchers seem to have convergence in the idea of pull and push factors in terms of travel motivation. Thus, universally accepted, it can be concluded that there are two main dimensions of travel motivations, one of the two factors may be dominant over other to impel to action. Crompton (1979) is credited for first developing seven socio-psychological as push factors and two cultural factors as pull factor, that furnished a framework of understanding of the way travel motivation is induced in travelers.

After Crompton (1979) set up the foundation of tourist destination's motivational research with push and pull factors, the questions of cross-cultural reliability and validity arose. To address this several attempts were witnessed of conducting the similar study in varying settings like nationalities (Jang & Wu, 2006). In 1990, Yuan and McDonald in 1990 conducted cross-cultural studies among four nations Japan, France, West Germany and the UK. These tourist motivation studies have continued in recent times as well. Another study has examined the effect of push and pull on Iranian national parks (Reihanian et al., 2015). Also (Falcão et al, 2015) investigated the motivation factors for participating in geocaching activities in Portugal. These are some of the recent studies that explored tourists' motivation based on push and pull factors. This study further adds value in terms of perspective domestic tourist of a developing nation. It is not unnatural that the findings of this study may be different from other studies in other settings.

#### ***Push and pull motivation***

Literature reveals that the destination's attributes may stimulate certain push motivation (Dann, 1977). Push motives refers to the need to escape from everyday surroundings for the purpose of relaxation, and discovering new things, places and people. Social interaction and enhancement of kinship relationships act as dominant push motives in the vacation decision. Reversely, pull motives are aroused by the destination and include factors like scenic attractions, historical sites. Push factors are thought to establish the desire for travel and pull factors are thought to explain actual destination choice (Bindu & Kanagaraj, 2013). Push factors describe the drive for an individual to participate in touristic activities or the internal "igniter" that propels the tourist to travel outside of his/her everyday environment. (Crompton, 1979). Pull factors, on the other hand, are the forces that attract tourists to choose a specific tourism product or service (Cha, Mclearry & Uysal, 1995). Thus, the most widely accepted factors regarding travel motivations are push factors and pull factors.

Within the broad segmentation of push and pull, several attempts have been put forward to identify the factors within them. The general factors that motivate people to travel were identified as escape/ relaxation, family cohesion, health and fitness, desire for romance and recognition (Pearce, 1982a). Seven psychological factors identified as the motivating factors are the desire for escape, rest and relaxation, prestige, regression, kinship enhancement, self-exploratory, social interaction and two pull factors are novelty and education (Jones, 1979). Philip Kotler (1997) grouped the factors that influence consumer behavior as follows:

- Psychological factors, intrinsic to the tourist, such as motivation, perception, learning, beliefs and attitudes;
- Personal factors: personality, self-image, wealth, lifestyle, occupation, age;

- Cultural factors: the system of norms and values that influence an individual's way of behaving in society;
- Social factors: family, social classes and groups, opinion leaders.

Bogari (2002) pointed out nine factors that pushed domestic tourists in Saudi Arabia which included: Cultural value, Utilitarian, Knowledge, Social, Economic, Family togetherness, Interest, Relaxation and Convenience of facilities; whereas the pull factors were Safety, Activity, beach sports/activities, nature /outdoor, Historical/cultural, Religious, Budget, Leisure and Upscale. Beard and Ragheb (1983) based on Maslow's model stated four motivational needs that are also the base of their Leisure motivation scale (LMS) that has been used in many studies:

- Intellectual component where individual involve in recreational activities for the purpose of learning, exploring, discovering.
- Social component including activities involving interpersonal relationships and need for friendship.
- Competence of acquiring skills component where individuals engage in recreational activities to achieve, to lead, to challenge and compete. These activities usually are physical, in nature.
- The stimulus avoidance component, which relates to the need to escape and get away from over stimulating life situations. These are the moments when tourists seek to avoid social contact, seeking solitude, peace and relaxation.

Mohammad and Som (2010) during identifying the push and pull motives in their study for tourism in Jordan grouped 26 Pull factors in 8 dimensions of events and activities, ease of access and affordability, History and culture, Variety seeking, Adventure, Natural resources, Heritage sights and sightseeing variety. Similarly 25 push factors were grouped in other 8 dimensions of fulfilling prestige, Enhancing relations, Seeking relaxation, and Enhancing social circle, Sightseeing variety, fulfilling spiritual needs, escaping from daily routine and gaining knowledge.

The review shows that the commonality in push factors are need of social relationship and esteem, spiritual needs, recreation for escape from routine lifestyle, learning play dominant role in shaping a tourists perception for choice of destination. Pull motives that are widely visible in most of the studies are safety, events and activities, nature, culture, history, affordability and seeking variety.

#### ***Push factors, pull factors and travel motivations***

Some argue that the motivation to travel can only relate to push factors (e.g., Witt & Wright 1992), while others see push factors in terms of needs (e.g., Pearce, 1982 b). Despite the various arguments, the fact which one is contributing more to the travel motivation is of great interest to marketers. Also, component inside push and pull factors varies widely as various researchers have attempted to develop them. Travel motivation trends over time are crucial in determining the tourism offer, and represent a decision-making factor in production and marketing of goods and services. Depending on the changes that occur in the motivations of tourists, one can determine consumer desires and can predict the most important aspects in



creating the tourist offer (Mahika, 2011). One of the early reasons for emphasizing the significance of tourist motivation came from marketers and promoters of tourism (Albughuli, 2011). Thus in totality understanding motivational factors behind travel leads to a strong advantage to create marketing mix offerings.

### **Theoretical background and research hypotheses**

This study attempts to identify the importance of push and pull factors in travel motivation and also seek to establish whether one of them is more important over others. Also within the push and pull factors, the study tries to find the components those of more important for travel motivation.

The research model showing proposed interrelationships among different variables is shown in Figure 1.

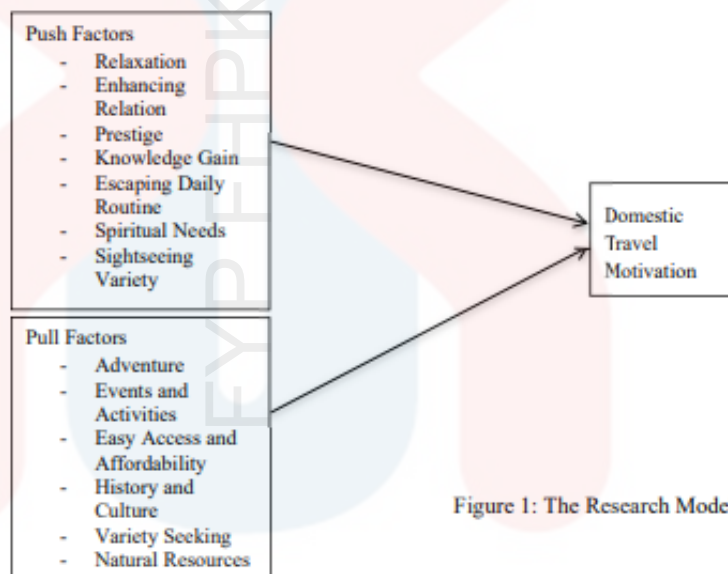


Figure 1: The Research Model

Therefore, the study has proposed:

Hypothesis 1: Pull motives are significantly important for domestic travel motivation.

Hypothesis 1.1 All the factors of pull motives are equally important to domestic travellers.

Hypothesis 2: Push motives are significantly important for domestic travel motivation.

Hypothesis 2.1 All the factors of push motives are equally important to domestic travellers.

Hypothesis 3: Pull motives are significantly more important than push motives for domestic travel motivation.

Hypothesis 4: There is a significant positive relationship between push and pull motives of domestic travellers.

#### **Method**

##### ***Sample and procedure***

One hundred and fifty questionnaires were distributed to the people who were involved in domestic travel activities within past six months. The domestic travel activity was defined as traveling to various places within the country to stay away at least for a night. Altogether, 140 questionnaires were returned, out of which 132 were found usable. 47 percent of the respondents earn above NPR 51,000 in monthly basis and remaining below NPR 51,000.

Fifty-two percent respondents of the study were male and 91 percent of the respondents had marital status as single. Majority of the respondents had bachelor and masters level education. Approximately 89 percent respondents were of age 21 to 30 years, 8 percent were in the age group of below 21 and the remaining respondents were above 30 years old. This may be indicative that younger generation, who are more informed, connected and technology savvy are more involved in domestic tourism. Age factor was not used as control variable in this study, the respondents were chosen as per their engagement in domestic travel activities within past six months.

##### ***Measures***

Already validated scales were used for capturing five study variables. This study has used push and pull factors proposed by Mohammad & Som (2010) for the study. It has 8 dimensions of push motives with 22 factors and 6 of the 8 dimensions of pull motives with 18 factors. This questionnaire design was adapted from previous researchers' work (Dann 1977, 1981; Uysal & Jurovski 1994; Hanqin & Lam, 1999). Thus, the study is built on the various research work being done on past for development of push and pull motives.

The table below summarizes the variables that affect the travel decisions of Nepalese domestic tourists.

Table 1: Push and Pull Motives Items

Push motives	Pull motives
<p><b>1. Fulfilling prestige:</b></p> <ul style="list-style-type: none"> <li>- To visit a place that my friends have been to</li> <li>- To visit a destination that would impress my friends and family</li> <li>- To have visited a destination listed as world's seven wonders</li> <li>- To seek solitude in a different place</li> </ul> <p><b>2. Enhancing Relation:</b></p> <ul style="list-style-type: none"> <li>- To enhance communication with local community</li> <li>- To exchange custom and traditions</li> <li>- To participate in new activities.</li> <li>- To appreciate natural resources</li> </ul> <p><b>3. Seeking Relaxation:</b></p> <ul style="list-style-type: none"> <li>- To be away from home</li> <li>- To relax physically</li> <li>- To find thrills and excitement</li> </ul> <p><b>4. Enhancing social circle:</b></p> <ul style="list-style-type: none"> <li>- To have an enjoyable time with my travel companions</li> <li>- To visit friends and relatives</li> <li>- To meet new people.</li> </ul> <p><b>5. Sightseeing variety:</b></p> <ul style="list-style-type: none"> <li>- To sightsee touristic spots</li> <li>- To explore Cultural resources</li> </ul> <p><b>6. Fulfilling Spiritual Needs:</b></p> <ul style="list-style-type: none"> <li>- To reconnect spiritual roots</li> <li>- To relax spiritually</li> </ul> <p><b>7. Escaping from Daily Routine:</b></p> <ul style="list-style-type: none"> <li>- To satisfy the desire to be somewhere else</li> </ul> <p><b>8. Gaining Knowledge:</b></p> <ul style="list-style-type: none"> <li>- To increase knowledge about a particular destination</li> <li>- To experience new different lifestyle or traditions</li> <li>- To see how people of different cultures live</li> </ul>	<p><b>1. Events and Activities:</b></p> <ul style="list-style-type: none"> <li>- Activities for Entire Family</li> <li>- Festivals and entertaining events</li> <li>- Activities like shopping</li> <li>- Nightlife</li> <li>- Amusement/National Parks</li> </ul> <p><b>2. Easy Access and Affordable:</b></p> <ul style="list-style-type: none"> <li>- Affordable Tourist Destination</li> <li>- Safe Destination</li> <li>- Value of Money</li> </ul> <p><b>3. History and Culture:</b></p> <ul style="list-style-type: none"> <li>- Historical Buildings</li> <li>- Reflection of Culture, Arts and Traditions</li> <li>- Outstanding Scenery</li> </ul> <p><b>4. Variety Seeking:</b></p> <ul style="list-style-type: none"> <li>- Traditional Food</li> <li>- Outdoor Activities</li> <li>- Exotic Atmosphere</li> </ul> <p><b>5. Adventure:</b></p> <ul style="list-style-type: none"> <li>- Presence of Trekking route</li> <li>- Outdoor activities like swimming, boating, cycling etc.</li> <li>- Activities like paragliding, bungee, canoeing etc.</li> </ul> <p><b>6. Natural Resources:</b></p> <ul style="list-style-type: none"> <li>- Conservation areas/Wildlife reserves</li> </ul>

Responses on all items were captured in a 5-point Likert type scale. The anchor points were 'strongly agree = 1' to 'strongly disagree = 5' for 22 push items and 'very important = 1' to 'very unimportant = 5'. Mean score of each scale was calculated by adding the scores on each individual item of the scale and taking the mean of the sum.

Reliability of each scale was assessed by computing Cronbach's alpha. The alpha coefficient of the scales ranged from .854 (pull factors) to .834 (push factors) indicating highly internal consistency among the items in the factor. An alpha of 0.7 and higher is the indication of acceptable level of internal consistency among the items making up the factor (Hair et al, 1998).

### Results

A one sample t-test was conducted whether the mean of the push and pull motive scores were significantly different from 2.5, the midpoint of rating scale of 1 to 5. The sample mean of push 2.15 was significantly different from 2.5,  $t(129) = -8.28, p = 0.000$ . The result supports the conclusion that push motive is somewhat responsible for domestic travel motivation. The sample mean of pull 1.99 was significantly different from 2.5,  $t(129) = -12.29, p = 0.000$ . The result supports the conclusion that pull motive is also somewhat responsible for domestic travel motivation.

Table 2: One sample T-test  
One - Sample T-Test

Test Value = 2.5 (midpoint of rating 1 to 5)						
	t	df	Sig (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Push	-8.179	129	0	-0.34752	-0.4316	-0.2635
Pull	-12.295	129	0	-0.51359	-0.5962	-0.4309

Source: Developed by the authors using data from questionnaire survey.

A paired-samples t-test was conducted to evaluate whether pull motives were more important for travel motivations compared to push factors. The result indicated that the mean for pull factors ( $M = 1.99, SD = .479$ ) was significantly greater than mean push ( $M = 2.14, SD = .483$ ),  $t(127) = 2.89$ . The 95% confidence interval for the mean difference between the two ratings was .071 to .25.

This conclusively tells that for Nepali domestic tourists pull factors are of higher importance than push factors.



Table 3: Paired sample test

	t	df	Sig (2-tailed)	Mean	95% Confidence Interval of the Difference	
					Lower	Upper
Pair Push - Pull	3.576	127	0	0.503	0.071	0.247

Source: Developed by the authors using data from questionnaire survey.

#### Pull Factors Ranking

Among the pull motive factors, access and affordability is the most importantly one followed by variety seeking and history and culture. The Nepali domestic travelers are making travel decisions based on affordability, variety and history and culture of place. In the later part the motivation is driven by adventure, natural resources and event and activities.

Table 4: Ranking of pull motive factors

	N	Min	Max	Mean	Std. Deviation	Importance Ranking
Easy Access Afford	132	1	3.33	1.6843	0.58147	1
Variety Seeking	132	1	4.00	1.9571	0.55167	2
History Culture	132	1	3.33	1.9672	0.62172	3
Adventure	130	1	4.67	2.0667	0.80844	4
Natural resources	132	1	5.00	2.0985	0.93987	5
Event Activities	132	1	3.80	2.1439	0.54664	6

Source: Developed by the authors using data from questionnaire survey.

#### Push Factors Ranking

The intrinsic factors that drive travel motivation highest is escape from daily life followed by seeking relaxation and sightseeing variety. Domestic Nepali travelers have least traveling motivation for enhancing relationship, fulfill spiritual needs and fulfilling prestige.

Table 5: Ranking of push motive factors

	N	Min	Max	Mean	Std. Deviation	Satisfaction Ranking
Escape Daily Life	132	1	4.00	1.788	0.76198	1
Seeking Relaxation	131	1	4.33	1.987	0.76282	2
Sightseeing Variety	132	1	4.00	2.008	0.64199	3
Gaining Knowledge	132	1	4.00	2.015	0.7144	4
Enhance Social Circle	131	1	5.33	2.295	0.69139	5
Enhancing Relationship	132	1	4.00	2.297	0.58048	6
Fulfill Spiritual Needs	132	1	4.50	2.375	0.85018	7
Fulfilling Prestige	132	1	4.25	2.481	0.70887	8

Source: Developed by the authors using data from questionnaire survey.

The above result indicates that between pull motives and push motives, pull motives are significantly more important to domestic travellers. And within those push and pull motives, there are several constructs, and domestic travellers pay importance to different constructs. Easy access and affordability, variety seeking and history culture played top reasons for domestic travellers to visit a place in the pull motive side. In case of push motives, escape daily life, seeking relaxation and sightseeing variety are top three reasons for domestic travel motivation.

Table 6: Correlations between push and pull scale (N=130)

	Pull Scale
Push Scale	.454**

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

Source: Developed by the authors using data from questionnaire survey.

Correlation coefficient was computed among push and pull factors. The result of the correlational analysis presented in table 3 show that the correlation was statistically significant and greater than .35. In general, the result suggests that if domestic tourists tend to state that they are positively motivated to travel domestically by pull factors, they tend to state that they are positively motivated by push factors as well.

### Discussion

Researches (Balogul & Uysal, 1996; Cha et al., 1995; Crompton, 1979) earlier concentrated only on human needs and desires (push factors) but later on, much broader views have been taken. The push motives have emerged to explain desire to go to vacation and pull motivations attempted to explain choice of destination. Following Crompton's lead, this study has attempted to integrate both push and pull factors as travel motivation. First, it shows both push and pull as important drivers and significant positive correlation between them showed that both works in integration, which is consistent with previous finding (e.g. Uysal & Jurowski, 1994).

The study attempts to comprehend tourist motivation and also attempts to supplement the theoretical and empirical evidence on the relationships among push and pull motivations factors. The pull factors were found to be significantly more important than push factors, which suggested that they generated travel motivation among Nepali domestic travellers. Thus, this study supported the conceptual framework of push and pull factors suggested by the literature even in the different cultural setting. The study reconfirms that tourists' travel behaviour is driven by internal and external factors. In other words, tourists decide to go on a holiday because primarily their decisions are based on where to go stems from destination attributes and want to fulfil their intrinsic desires.

This research suggests Nepali domestic tourists' motives differ from those of people from other countries as the studies that were conducted in other countries disclosed different motives that did not appear in the current study. For example, Hanqin & Lam (1999) studied Chinese tourists' push and pull factors and suggested that the most important motives among Mainland Chinese tourists are knowledge and high-tech image which are not true in this

study. Yuan and McDonald's study (1990) found that people in France, Japan, West Germany and the United Kingdom are pushed by the factors of escape, novelty and prestige and pulled by the factors of cost, culture, wilderness and history. In current study, though escape and novelty came as strong push factors, prestige did not. Kim, Lee and Klenosky (2003) noted that the most important motives that influence the Korean National Park were the push factors of appreciating natural resources and health, and the pull factors of accessibility and transportation. This is consistent with this study where accessibility comes in top as pull factors. At the same time, there is indication that the domestic travellers are likely to have varying motivating factors, and it is difficult to generalize all motivating factors across the countries. This is in line with the earlier findings that tourism motivations might be vary for tourists from one country to another (Yuan & McDonald, 1990).

The pull attributes, on the other hand, demonstrate that Nepal, understandably, being a poor country with low per capita-income and having lack of developed infrastructure of transportation (Deraniyagala, 2005), the accessibility and affordability factors are major concerns for its domestic travellers. Then their travel is motivated by quest for variety and exploration of history and culture. These are the major pull attraction to domestic travellers, which is in consistence with what Nepal has to offer. In terms of internal motivation, escaping from daily life is still topmost motivation followed by relaxation. In second, in consistent with pull attributes, pull motive is to have variety sightseeing. Prestige is in the lower side which shows domestic travel do not give sense of pride, this is also consistent with the trend that travel to neighbouring countries like Thailand, Malaysia, India and western countries more related to prestige among domestic travellers.

#### **Implications**

The empirical outcomes of this study provide sound evidence that Nepali domestic tourist motivation is closely associated with both push and pull factors, and pull factors are more important. As domestic tourism is increasingly becoming important for Nepal, it can be opined that major findings of this study have significant policy and managerial implications for Nepal's core attractions and support services in domestic tourism. These are the primary basis for increasing frequency of travels, prolonging length of stay, increasing satisfaction and enhancing loyalty among domestic travellers, all contributing to domestic tourism.

A dominant combination of push and pull motives is key for a destination marketing strategy, and the deep examination of the inherent motives can be used in various marketing acts like segmenting markets, designing promotional programs, and decision-making about destination development just to name few. It is one of the fundamentals of marketing that recognition of a clearly defined motivations allow specifically directed and focused promotion programs yielding better chances of success. Thus, guided by this study, the tourism authorities in Nepal can develop a variety policy, strategies and programs based on specific motivations of tourist market in order to satisfy their underlying needs.

#### **Limitations and suggestions for future research**

This study has several limitations that need to be addressed in future research. First, all the study variables were captured from self-reported measures and therefore self-report bias cannot be ruled out. Second, the sample drawn for this study is small. Small sample size



restricts the representativeness of the sample. Nonetheless, the findings of this study are in line with the findings of the studies carried out in the different cultural contexts suggesting that both push motives and pull motives play important role in determining travel motivation.

Findings of this study suggest several avenues for further research. In this study, small sample was drawn based on convenience. This study may be replicated with bigger samples representative to the population of country to further validate the findings of present study. Also, within push and pull travel motives, it can delve on deeper analysis as which of them are critical and significantly more important. In addition to the replication of present study, future studies could examine influence of important demographics (age group, income groups, family life stage cycle) and culture on travel motivation etc. Future studies can also examine the moderating effect of other variables like people's attitude and personality, acquired level of information, health benefits awareness etc. between travel motivation and push and pull motives. Tourism, being one of the prime industries of Nepal in terms of potentiality and prospects demands better attention by researchers.

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