

An Insights of Tourist Motivation and Implications for Tourism Marketing Plan

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ABSTRACT

The insight on tourist motivation provides a psychological perspective on tourist behaviour which is useful for building a successful tourism marketing plan in any tourist organization. This paper aims to address an implication of push and pull motivations in tourism marketing plan. A qualitative approach with a systematic review was used to analyse and synthesize the secondary data from scientific database to provide insight of push and pull motivations. The implications for tourism marketing plan were addressed based on the psychological value of tourist motivations according to the steps of Marketing Mix 4Ps. The study contributes to the body literature of tourist motivation especially push and pull motivations. Besides, the implications for tourism marketing plan are useful for tourism stakeholders in creating and building their marketing plan. It is important to promote their destination and attract more tourists.

Keywords: tourist motivation, push motivation, pull motivation, tourism marketing, Marketing Mix 4Ps.

INTRODUCTION

In terms of marketing and destination development, understanding consumers and the marketplace is the first step in any marketing decision of a tourist enterprise or organization. However, figuring out buyer behaviour is a primordial but very complicate task for marketers (Kotler et al., 2021). In fact, as the key succeed of every marketing activity is to match and fulfil the need and wants of their target consumer, understanding of how consumers think, feel and act considered as a must of the marketers before offering appropriate products to the target consumer. In the same vein, the central role of marketers is to comprehend tourist behaviour and try to affect the process when-why-how they buy a tourism product (Fyall et al., 2019). Notwithstanding, tourists do not gather in one homogenous group, different visitors have different perceptions, seek for different benefits in a same destination. Despite of the concept of heterogeneity of the market, the scholars have sought into the typologies of tourist behaviour which help to place an individual in an appropriate group based on different approaches for many (Cha et al., 1995). Related to study on tourist typologies, the scholars aim to characterize tourists who share the similar identities into the same categories based on their sociological differentiation, then explain and predict tourist behaviour and tourist motivation.

In the group of variables providing the explanation of tourist behaviour, motivation is regarded as a critical variable (Crompton, 1979), and fundamental stimulator of tourist (Cohen et al., 2014). Especially, Rita et al. (2019) reaffirm that motivation is one of the theoretical concepts of tourist behaviour which appears in the first stage of consumer's decision-making process. Research in motivation commits the best insight on tourist behaviour, awareness on consumers' needs and predicts travel decisions (Huang & Hsu, 2009; Yoo et al., 2018). Besides the contributions in literature of tourist behaviour, knowledge of tourist motivation provides several implications in tourism practice context, specifically, in tourism marketing. Yousefi & Marzuki (2015) state that the outset of any wealthy tourism marketing strategies and tactics is understanding tourist motivations. More specifically, awareness of motivation is the foundation for tourism marketer to identify their target segmentations, develop products, advertising and positioning (Oh et al., 1995).

There is a growing body of literature that recognizes the importance of tourist motivation on creating tourism marketing planning. Thus, this paper aims to synthesize the literature on tourist motivation especially on push and pull motivation. As a results of systematic review, the implications on tourism marketing are addressed.

LITERATURE REVIEW

1) Tourist Motivation

According to Murray (1964, as cited in Iso-Ahola (Iso-Ahola, 1982)), a psychologist “a motives is an internal factor that arouse, directs and integrates a person’s behaviour”. Another psychological definition on motivation, Solomon et al. (2019) define motivation as a process causing to human behaviour, aroused by a need, and driving people to act, in order to reduce the tension of need or satisfy the need. Motivation is defined as a primordial factor driving an individual behaviour to satisfy needs which is stimulated instinctually and extrinsically (Reisinger, 2009). Each person has different needs, and they behave to fulfil these needs in differ ways based on their personal characteristics. Likewise, Yoon and Uysal (2005) define motivation as enveloping “psychological and biological needs and wants, including internal forces that arouse, direct and integrate a person’s behaviour and activity”.

To explain human motivation, scholars have developed three theories of human and consumer motivation including need-based theory values-based, benefits sought or realized and expectancy theory (Kay, 2003). The essential notion of need-based motivation theory is that human behaviour is motivated by a wide range of needs. Need-based theory is applied widely in tourism and consumer research since it provides the useful awareness on a wide range of needs which motivate an individual to behave. Maslow’s hierarchical needs theory (Maslow, 1943) represents the implication of need-based approaches which has been applied widely in many fields such as psychological, social, economic and also tourism research.

The term of motivation is applied in tourism namely tourist motivation or travel motivation. Tourist motivation is determined by social factors and personal factors of needs, especially, tourists have usually multiple motives based on their expectations of purchase values (Cohen et al., 2014). In fact, conceptualization of tourist motivation is explored by different lens of sociologists, psychologists, practitioners and marketers with a long history. Lundberg (1972) was the earliest scholar who rose the question “Why tourists travel?” to examine motivations for traveling. The author provides a list of the most important reasons for a person to take a trip including 18 motivational factors by using both sociological and psychological perspectives (Lundberg, 1972).

Several early theories and models of tourist motivation has been developed including Pull and Push motivation (Crompton, 1979; Dann, 1977), Escape-seeking (Iso-Ahola, 1982), Leisure Motivation Scale (Beard & Ragheb, 1983). Besides, since tourist motivation is included in human motivation, tourism scholars have applied Maslow’s Hierarchical Needs (Maslow, 1943), and Theory of Planned Behaviour (Ajzen, 1985) to exploring motivation for traveling. In the review paper of consumer behaviour in tourism during 2000-2012, Cohen et al. (2013) found that even these earliest models and theories have been tested, extended, the outset of these pioneering works remains their validity and applicability.

2) Push and Pull Motivations

According to Michael et al. (2017), push and pull motivations provide insight into travel behaviour, the decision-making process, and the type of tourist activities or tourist experience preferences. Remarkably, push motivation explains why people decide to leave their homes and go for a trip, and pull motivation, furthermore, describes why people travel to a specific destination (Crompton, 1979). Many scholars have proved that the push and pull theory explains travel motivation and the perceived importance of destination attributes (Yuan & McDonald, 1990)

According to Crompton (1979), the essential push and pull concept explains that people decide to travel because they are pushed by their internal needs, influenced by socio-psychological needs, and pulled by external incitation provoked by destination attributes. The socio-psychological needs of an individual are well described in the theory of needs (Maslow, 1943). In fact, motivation for traveling relishes motivation for working or

studying, which are surrounded by human motivation. Referring to the Theory of Needs, human behaviour, which includes traveller or tourist behaviour, satisfies their biological and socio-psychological needs such as social needs, ego needs, and self-actualisation.

Iso-Ahola (1982) presents a model based on “escape-seeking,” which delineates that both escaping and seeking are composed of tourist motivation. Escape is a push factor when people need to escape their everyday life, escape from their familiar environment and seek personal rewards (e.g., relaxation, learning, ego-enhancement). Iso-Ahola argues that these two motives (escaping and seeking) reflecting both psychological (personal) and social (interpersonal) aspects are conjoint and coexistent. Thus, four motivational dimensions are suggested: personal seeking, personal escape, interpersonal seeking, and interpersonal escape. These four dimensions are raised as push factors in tourist motivation.

Uysal & Jurowski (1994) suggest that push factors induce intrinsic or intangible desires while pull factors drive extrinsic or tangible desires. The desires for escape, rest and relaxation, prestige, health and fitness, and social interaction are known as push factors. On the other hand, the destination attractiveness, including natural and cultural resources, recreation facilities, and novelty, may evolve into a pull factor.

While push factors reflect socio-psychological needs, pull factors exhibit destination-based attributes which attract people to choose a particular destination (Klenosky, 2002). Pull motivation are the assumption of the awareness and perception of tourist toward the attractiveness of a destination which incites people to travel to the destination. Pull factors may include tangible resources in a destination, such as cultural, historical, natural attractions, tourist facilities, services, price, or accessibility (Cengizci et al., 2020).

Regarding the push and pull concept construct, it should be noted that these factors are helpful for using the insight of push and pull motivations in building an effective marketing plans in tourism. The push factors provide an understandable explanation of why tourists travel. It is not as simple as the purpose of travel (e.g., business trip, pleasure trip, visiting friends and relatives). Push motivations are directly relevant to socio-psychological needs, which can give the best understanding of why tourists may behave in such way during their trip. For example, if people travel and seek self-development, they may participate in activities that engage them to learn something new. On the other hand, pull factors help give insight into the determinant that influences tourists to visit a potential or preferred destination. Since every destination possesses its rich and diverse tourism resources, including tangible and intangible attractions, pull factors determine which destination-based attributes influence on tourist choice. One crucial notion in marketing is selling what people need instead of what we have. Thus, applying the push and pull motivations is an effective tool in creating and building a tourism marketing plan.

3) Previous Studies on Push and Pull Motivations

From the outset, Dann (1977) is a pioneer in applying the push and pull theory in his tourist motivation research. From a sociological perspective, he explores tourist motivation in Barbados based on two conceptualizations: anomie and ego-enhancement, which relish socio-psychological needs. Anomie is the desire to surpass the feeling of isolation gathered in daily life routine, which makes an individual want to “get away from it all”. Otherwise, ego-enhancement evolves from the level of personal needs, like the need for social interaction, because people want to be recognized by society. Dann states that the question “what makes tourist travel” can be explained only by push factors because the traveller decides to satisfy his prior travel needs. Thus, push factors should be examined before pull factors. The findings identify the characteristic of each group of anomic tourists and ego-enhancement tourists. Young travellers, male married, above or average income, origin from small towns and rural areas, and repeat visitors are the principal characteristic of anomic tourists. On the other hand, ego-enhancement tourists are older than anomic tourists, from lower social class and income, and are first-time visitors.

Continuing the work of Dann (1977), Crompton (1979) conducts his research to explore the tourist and leisure motivation dimension using the push and pull theory. Dissimilarly to Dann, Crompton argues that the push and pull factors are two components of travel motivation. According to Crompton, push factors are related to individual socio-psychological motives and inter/personal world, which induces him to travel. In contrast, pull factors contain attractiveness that appeals to an individual to travel to a specific destination. Two clusters of

motives are specified, namely, socio-psychological motives and cultural motives. Different from Dann's research, Crompton applies a qualitative approach with 39 unstructured interviews to investigate the concept of motivation. The findings identify nine motives, including seven socio-psychological ones (push factors) and two cultural ones (pull factors). Remarkably, Crompton states that the underlying motives provide helpful insight into understanding the destination selection decision process.

Using the push and pull concept, Yuan & McDonald (1990) explore the motivation of overseas travellers in four countries, including Japan, France, West-German, and the United Kingdom. The study aims to identify pull and push factors and examine the significant differences in the push and pull factors across these four countries. Using a quantitative approach based on a questionnaire of 29 push motivational items and 53 pull motivational items, the research conducts 1,500 personal in-home interviews in four countries. The Principal Component Factor Analysis results indicate five push factors and seven pull factors. Mean and rank values of push factors indicate that novelty was the most critical factor in the decision to travel overseas, followed by escape, enhancement of kinship relationships, prestige, and relaxation/hobbies, respectively. Among the seven pull factors, budget and ease of travel are the two most important factors for tourists in choosing a specific destination, followed by culture and history, wilderness, cosmopolitan environment, facilities, and hunting. However, it shows the significant differences between the seven pull factors among French and West-German tourists. ANOVA results also mark the differences in the importance of each pull motivational factor among some countries. The findings indicate similarities in push motivations among travellers across these four countries. However, the differences in pull motivational factors (when choosing a particular destination) are found among the countries. Yuan & McDonald (1990) specify that the differences in important level ratings for pull motivation factors across these countries should be considered in developing marketing programs. Furthermore, the authors suggest that understanding the relationship between these pull and push factors is necessary to market a specific destination effectively.

Uysal and Jurowski (1994) researched pull and push motivation based on Canadian Tourism Attribute and Motivation Survey data. The findings from factor analysis of 26 push items and 29 pull items reveal three pull factor groupings and four push factor groupings. Four prominent dimensions of the push factor were found: family togetherness, sports, cultural experience, and escape. Four principal dimensions of the pull factors were identified: entertainment/resort, outdoor/nature, heritage/culture, and Rural/Inexpensive. Based on evidence from their research, Uysal and Jurowski (1994) reaffirm that understanding the interaction between destination attributes and travel motivations are valuable for marketer and destination management organizations to make development decisions and to design promotional program and product packages. The authors emphasize the importance of the study on the relationship between pull and push factors. The relationship between pull and push factors is consistent with the one of Kim et al. (2003), who replicated the research of Uysal and Jurowski (1994) and conducted a study for visitors in six National Parks in Korea. The results of multiple regression analysis indicate a high causal relationship, and canonical analysis shows a high association between pull and push.

Cha et al. (1995) investigated the motivations of Japanese outbound tourists and segmented the market using motivation based. The study used only the push factor to measure tourist motivation. The factor analysis using the varimax rotation of 30 push motivational items resulted in six underlying dimensions. There were relaxation, knowledge, adventure, travel bragging, family, and sport. Based on these six motivation factors, cluster analysis is manipulated to identify groups of respondents based on similar responses. There are three group clusters found, including (1) relax and escape, (2) knowledge, (3) adventure, (4) travel bragging, (5) family, and (6) sports, respectively. The findings were similar to Yuan and McDonald's (1990) study that knowledge and adventure are two vital motivations of Japanese overseas travellers. The cluster analysis determined the three segments using motivation-based. There were Sport Seekers (Cluster I), Novelty Seekers (Cluster II), and Family/relaxation seekers (Cluster III). The authors concluded that understanding the differences in tourist motivation helps tourism planners and marketers create travel marketing strategies. Although the study dealt with push motivation factors only, the authors suggest that push and pull factors are needed to compare in further research. It is helpful for destination management organizations to provide appropriate facilities and tourism resources (pull motivations) that can satisfy the push motivations of tourists.

Oh, et al. (1995) conducted a study to understand tourist motivation of four different product bundles for

Australian tourists who had taken the outbound trip in the previous three years and intended to travel abroad in the next two years. A questionnaire comprises 30 push and 52 pull items on tourist motivation. The authors use Canonical correlation analysis (using the MANOVA procedure in SPSS) to examine the relationship between two sets of pull and push variables. Knowledge/ intellectual and kindship/ social interaction were the two most prominent push dimensions, followed by novelty/ adventure, entertainment/prestige, sports, and escape/ rest. Historical/cultural and sports/activity were the most significant pull dimensions, followed by safety/upscale, nature/outdoor, and inexpensive/budget. The study also identified four motivation-based segments: Culture/History Seekers (34% of respondents), Novelty/Adventure Seekers (28% of respondents), Luxury Seekers (20% of respondents), Safety/Comfort Seekers (19% of respondents). Oh, et al. (1995) confirm the relationship and usefulness of the push and pull motivations for destination marketers to segment markets, design marketing programs, and create product packages. However, the study investigated only US citizen with aged approximately 55 years. This sample is typical. However, the authors stated that understanding what motivates a person to travel and what destination attributes are crucial for a person to select a destination is necessary to market destinations effectively. This might be applied to other segments. Thus, investigating push and pull motivations helps design promotional programs and packages and in destination development decision-making.

Baloglu & Uysal (1996) use the approach of Oh et al. (1995) to segment the German overseas pleasure travellers based on pull and push motivation. A survey composed of 30 pull items and 53 push items of motivation with a four-point Likert scale ranging from “not at all important” to “very important”. The data analysis is generated from 1,212 German respondents. The results from canonical correlation analysis indicate four variate pairs, and the characteristics in each variate pair delineate a type of segment. Four segments are labelled Sport/activity seekers, Novelty seekers, Urban-life seekers, and Beach/resort seekers. Differences in socio-demographic characteristics are found among the group. Sport/activity seekers are active, competent, and want to participate in sports. However, sport/activity seekers mark a very small number of respondents. Novelty seekers desire to increase their knowledge, know a different culture, and stay in an undisturbed environment. They are middle-aged, managers, couples living together, high incomes, and high school and university graduates. Comfort and attractions in an urban place attract urban-life seekers. They are single retired seniors in lower education and have middle income. Beach/resort seekers want to fulfil their escaping and excitement needs, attracted by reliable weather, exotic environment, and beaches. They are single, young professionals and owners, middle incomes. The authors also reaffirm the usefulness of pull and push motivation in segmenting and developing the market.

Hanqin and Lam (1999) analysed Mainland Chinese visitors' motivation to visit Hong Kong using the push and pull concept. The questionnaire was composed of questions about respondents' profiles and travel motivations. Respondents were asked to rate the important level of 22 push 26 pull motivational items based on a five-point Likert scale ranging from “not at all important” to “extremely important.” Data analysis was collected from a convenient sample. To find out the importance of both push and pull factors, the underlying motivations, and the relationship between travel motivation and demographic characteristics, multiple statistical analysis were applied, including factor analysis, independent sample t-test, and one-way ANOVA analysis. The results indicated that “Seeing something different” was the most important factor in push motivations, and “convenience of transport” was the most important factor in pull motivations. Five push and six pull motivational dimensions were found. Otherwise, the findings identified significant differences between pull and push factors across demographic variables (income, age, gender) and travel frequency. Hanqin and Lam (1999) suggested that tourism supply sides could meet the desired needs of tourists (demand sides) by knowing the importance of both pull and push factors. Since pull factors are related to destination-based attributes and link to the actual choice to visit a particular destination, various marketing strategies based on specific motivations can be developed.

Bieger and Laesser (2002) studied tourist motivation in Switzerland tourist and determined tourist segmentation based on motivation. The authors investigate ten push factors in measuring motivational dimensions. Data analysis conducts based on the 1970 returned questionnaire. Cluster analysis, discriminant analysis, and chi-square were manipulated in the data analysis. The results of the study indicate four clusters, including Compulsory travel (Cluster 1), Cultural hedonism (Cluster 2), Family travel (Cluster 3), Me(e/a)t marketing (Cluster 4). Cluster 1, a Compulsory travel group, includes tourists who travel for leisure reasons. They travelled because there were obligations deriving from nonvoluntary factors such as togetherness with family and visiting friends and relatives. The cultural hedonism group comprises people who seek hedonistic things and want to

enjoy comfort with their partners, prefer a place combining nature and culture. Family travel group includes tourists who like to spend time with their partner and their children during holidays. Visiting Friends and Relatives is the typical type of their trip. Me(e/a) t marketing group envelops the tourist who seeks two senses: body (meat) and verbal communication (meet). The authors concluded the value of the tourist profile is based on motivation which helps predict tourist behaviour.

Sangpikul (2008) examines the tourist motivation of U.S senior travellers to visit Thailand using the push and pull concept. A questionnaire is established with 20 pull items and 20 push items to address U.S. senior travellers aged 55 years or above who have travelled with local tour companies in Thailand. The respondents are asked to rate their opinions toward the statements listed with a five-point Likert scale ranging from “strongly disagree” to “strongly agree”. 438 acceptable respondents are generated by using a convenience sampling method. Four steps of data analysis are carried out. First, factor analysis (using varimax rotation) was used to identify the push and pull factors dimensions. Second, cluster analysis (including hierarchical and non-hierarchical) was run to group the pull dimensions and identify the segment based on pull factors. Third, cross-tabulations were manipulated to identify each cluster's profile based on its socio-demographic. Four, Chi-square tests were used to examine the differences among the clusters. The results indicated that 20 push items were grouped into three dimensions, namely novelty and knowledge-seeking (1), ego-enhancement (2), and rest and relaxation (3), especially since novelty and knowledge-seeking are the most important factors among these groups of push motivations. Furthermore, four dimensions of pull factors were found, including travel arrangement & facilities (1), cultural & historical attractions (2), shopping & leisure activities (3), and safety & cleanliness (4). Additionally, cultural & historical attractions are the essential factors in the groups of pull motivations. The author concluded that the pull motivational factors or destination-based attributes are valuable variables in grouping tourists with similar perceptions of destination attractions. Destination marketers can develop successful marketing strategies to explore profitable markets based on their pull motivational segmentation.

Mohammad and Som (2010) explored the travel motivation of international tourists in Jordan and examined the relationship between pull and push motivations. A four-part-self-administered survey collects six hundred fifteen usable responses for analysis steps. The factor analysis results indicate that 25 push motivational items are grouped into eight factors, and 26 pull motivational items also result in eight factors. The results identify that the significant relationship between pull and push factors is not confirmed. The study indicates that domains of behaviour differ across different tourist markets. Nevertheless, the findings support the conceptual framework of pull and push factors in exploring tourist motivation. The authors suggest that the findings in travel motivation contribute important marketing implications since understanding the motives in specific segmenting markets aids destination management organisations in designing marketing strategies to develop destination.

Khuong and Ha (2014) studied the travel motivation, tourist satisfaction, and return intention of international tourists in Ho Chi Minh. The push and pull factors were applied to measure travel motivation. The authors argue that pull and push motivation cannot be separated, but those two aspects correlate. Five push and seven pull motivational items are used as motivational variables, combined with eight destination satisfaction variables and four return intention variables. Factor analysis is carried out to identify the interrelationships among variables, a reliable test is applied to assure the reliability and validity of the variables, and multiple regression is manipulated to determine the causal relationship among variables. The findings conclude that the push factor strongly affects tourist satisfaction and revisit intention. Otherwise, pull factors found no relationship while significantly influencing satisfaction and revisit intention toward Ho Chi Minh destination. The authors suggest that tourism stakeholders should pay attention to intrinsic (push forces) and extrinsic (pull forces) in designing efficient marketing strategies, diversifying vacation packages, developing destination programs, and constructing tourism policies.

Yousefi & Marzuki (2015) conducted research on the push and pull motivations of international tourists in Penang, Malaysia, by using a quantitative approach. A questionnaire was constructed on socio-demographics, travel characteristics, and 18 push and 18 pull motivational items. The respondents were asked to rate their opinions on pull and push motivation based on a 5-point Likert scale ranging from 1-“strongly agree” to 5-“strongly disagree”. The results of factor analysis identified three push and six pull motivational factors. Among these six motivational dimensions, “Novelty and knowledge seeking” was the most important motivational factor. Mean values of push and pull items showed that “I want to see something new and exciting” was the most

important item of push motivation, and “I travelled to Penang to see Penang’s multiple culturalisms” was the most important item of pull motivation. Independent sample t-test and one-way ANOVA were manipulated to test the significant differences in demographic characteristics (gender, age, education, and income) among these six motivational dimensions (three push factors and three pull factors). The results showed that gender, education, and income had no significant difference across the six dimensions, while age was found to have significant differences in the rest and relaxation group. The study reaffirms that both push and pull factors are two components of tourist motivation, and these two factors are considered internal and external forces, respectively.

Table 1: Summarize of previous studies using “Pull and Push” framework.

Author’s name	Push’s dimensions	Pull’s dimensions
Dann (1977)	Anomie Ego-enhancement	
Crompton (1979)	1.Escape from a perceived mundane environment 2.Exploration and evaluation of self 3. Relaxation 4. Prestige 5. Regression 6. Enhancement of kinship relationships 7. Facilitation of social interaction	1. Novelty 2. Education
Yuan & McDonald (1990)	1.Escape 2. Novelty 3. Prestige 4. Enhancement of kinship relationships 5. Relaxation/ hobbies	1.Budget 2.Culture and history 3.Wilderness 4.Ease of travel 5. Cosmopolitan environment 6. Facilities 7. Hunting
Fodness (1994)	1.Knowledge function 2. Utilitarian function: punishment minimization 3. Value expressive: self esteem 4. Value expressive: Ego-enhancement	

	5. Utilitarian function: reward maximization	
Usyal & Jurowski (1994)	<ol style="list-style-type: none"> 1. Family togetherness 2. Sport 3. Cultural experience 4. Escape 	<ol style="list-style-type: none"> 1. Entertainment/ Resort 2. Outdoor/ Nature 3. Heritage/Culture 4. Rural/ Inexpensive
Bogari et al. (2009)	<ol style="list-style-type: none"> 1. Cultural value 2. Convenience of facilities 3. Family togetherness 4. Social 5. Knowledge 6. Economical 7. Interest 8. Relaxation 9. Utilitarian 	<ol style="list-style-type: none"> 1. Religious 2. Safety 3. Budget 4. Leisure 5. Upscale 6. Historical/ cultural 7. Activity 8. Beach sport/activities 9. Nature/outdoor
Mohammad & Som (2010)	<ol style="list-style-type: none"> 1. Fulfilling prestige 2. Enhancing relation 3. Seeking Relaxation 4. Enhancing social circle 5. Sightseeing variety 6. Fulfilling spiritual needs 7. Escaping from daily routine 8. Gaining knowledge 	<ol style="list-style-type: none"> 1. Events and activities 2. Easy access and affordable 3. History and culture 4. Variety seeking 5. Adventure 6. Natural resources 7. Heritage sites 8. Sightseeing variety
Bui & Jolliff (2011)	<ol style="list-style-type: none"> 1. Employers' sponsorship 2. Relaxation 3. Family 	<ol style="list-style-type: none"> 1. Promotion 2. Cost 3. Weather
Yousefi & Marzuki (2015)	<ol style="list-style-type: none"> 1. Novelty and Knowledge-seeking 2. Ego-enhancement, and 3. Rest and Relaxation 	<ol style="list-style-type: none"> 1. Environment and Safety 2. Cultural and historical attractions 3. Tourism facilities

Baniya & Paudel (2016)	<ol style="list-style-type: none"> 1. Relaxation 2. Enhancing relation 3. Prestige 4. Knowledge gain 5. Escaping daily routine 6. Spiritual needs 7. Sightseeing variety 	<ol style="list-style-type: none"> 1. Adventure 2. Events and activities 3. Easy access and affordability 4. History and culture 5. Variety seeking 6. Natural resources
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IMPLICATIONS OF TOURIST MOTIVATION ON TOURISM MARKETING PLAN

1) Implications of Push Motivations

As mentioned earlier, push factors induce intrinsic or intangible desires. According to results from previous studies, the intrinsic desires for escape, rest and relaxation, prestige, knowledge, fulfilling spiritual needs, and social interaction are known as push factors. Push motivation can significantly influence on the marketing mix (4Ps: Product, Price, Place, Promotion).

Firstly, in terms of designing product, Push motivations can influence product development by emphasizing features or aspects that appeal directly to motivated buyers. For instance, if there's a push for knowledge or novelty, products might be developed with specific to learn new things or new skills. Besides, marketers might offer a variety of options or customization features to cater to different motivations. This could mean offering different versions of a product tailored to various consumer desires.

Secondly, in terms the price, understanding push motivations helps in pricing strategies. For instance, luxury products can be priced higher to appeal to consumers motivated by status or exclusivity. Moreover, push motivations can affect how consumers perceive value. If a product aligns closely with their motivations (e.g., quality, status), they might be willing to pay a premium price. Conversely, if the motivation is price sensitivity, marketers might emphasize affordability or discounts to attract this segment.

Thirdly, in terms of place (distribution), the choice of distribution channels can be influenced by push motivations. The products aimed at convenience might be available in more accessible locations or online platforms know for booking. It also involves strategic partnerships or collaborations to expand distribution reach. Ensuring the product is available where and when motivation potential tourists are likely to purchase is crucial.

Finally, in terms of promotion strategies, marketing messages can be tailored to resonate with specific motivations. If prestige can be used for products targeting tourists' experience. Offering personalized services or customization options can enhance the perception of exclusivity and prestige for tourists. Providing exceptional customer service and tailored experiences can create memorable interactions that reinforce the product's prestige image. Additionally, push motivations can dictate the type of promotion used such as incentives offered in limited time, or loyalty rewards ect. These might appeal to potential tourists driven by a sense of urgency or desire for rewards.

2) Implications of Pull Motivations

Pull motivation are the assumption of the awareness and perception of tourist toward the attractiveness of a destination which incites people to travel to the destination. Pull motivations can have distinct implications on the marketing mix by focusing on attracting consumers through their own desires and preferences.

For the product strategies, products developed based on pull motivations are often aligned closely with tourist needs and preferences. This can lead to product innovations that cater specifically to what tourists want. Emphasis is placed on product quality and features that meet tourist expectations, as pull motivations drive

tourists to seek products that fulfil specific benefits or solve particular problems. Pull motivations help to tailor tourist experiences. Tourism products are developed to cater to specific interests and desires of tourists such as adventure seeking, cultural experiences, eco-tourism, etc. Emphasis on showcasing unique attractions and activities that appeal directly to tourists' interests, whether it's historical sites, natural wonders, or special events.

For the price strategies, pull motivations often lead tourists to perceive value based on the benefits they seek. Marketers may justify higher prices if the product satisfies a specific need and desire effectively. Products that are perceived as unique or superior due to their alignment with pull motivations may command premium pricing strategies, appealing to tourists willing to pay for perceived higher quality. Besides, adjust prices based on peak seasons when specific pull motivations (like good weather for coastal destinations or mountainous destinations) are more influential.

For the placement (distribution) strategies, products driven by pull motivations should be available where tourists expect to find them. This influences on tourists' destination selection. This might involve strategic in retail outlets or choosing online platform of travel agency (OTA). Ensure the products offering are accessible through channels that tourists use when seeking information related to their pull motivations.

For promotion strategies, pull motivations lend themselves well to inbound marketing strategies where the focus is on attracting tourists through relevant and engaging content that addresses their needs and desires. Marketers can use storytelling techniques to create narratives around the pull motivations, making the destination more compelling. Craft marketing campaigns that highlight the aspects of the destination that align with tourists' pull motivations. Use language and imagery that resonates with tourist interests.

CONCLUSION

In summary, the insight on travel motivation, especially push and pull motivations are useful for designing tourism marketing plan. Based on findings from literature review, Push motivation in tourism refer to internal factors that drive individuals to travel experiences, such as the need for relaxation, adventure, or escape. Pull motivation in tourism refer to the factors that attract tourists to a destination such as natural beauty, cultural heritage, or specific destination attractions. The paper also proved the crucial role of push and pull motivations for designing marketing mix 4Ps in tourism that effectively influences potential tourists. Integrating push and pull motivations into the marketing mix helps tourism businesses and destinations better meet the expectations and desires of tourists. However, travel motivation differs across the groups of tourists and across the destinations. Thus, further studies should continue to study on travel motivation of different segmentations at different destinations.

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