A Study of Push and Pull Travel Motives of Tourists to Visit Goa:

Dr. Sachin H. Lad

Assistant Professor

School of Commerce and Management

Sanjay Ghodawat University, Kolhapur (Maharashtra) India.

Abstract : Tourism is very much part of the globalization process. It is genuinely a powerful and a unique force for change in the community (McLeod. D, 2006). Tourism is now considered as one of the leading & booming industry of Goa economy. Goa is popularly known for Sun, sand, and Sea but also a great repository of varied cultural forms. Travel motivation is a key component in tourism & it stimulates potential tourists to visit a certain destination. A thorough analysis of these motivations will help any destination marketers to gain maximum benefits from their marketing budgets. This study has adopted a model based on push and pulls travel motives and it attempts to recognize motive factors of tourists to visit Goa. 122 questionnaires were completed among specific group of tourists to Goa at different points on the region. The results demonstrates that "Rest & relax " are most compelling push motive followed by "Feel the nature & environment", "Meet local people & share knowledge", "get new experience" and "Have the joy & fun". The key pull based motives were found to be "Exotic atmosphere" followed by "Flora & fauna", Landscape & scenery", and "local hospitality".

Keywords: Travel Motivation; Push factors, Pull factors; Destination marketing

I. INTRODUCTION

Tourism has emerged as the foremost industry in the post globalisation era and it is driver for the Socio-economic and environmental transformation. Tourism is considered as one of the leading & key industry in Goa. It is one of the best Beaches hot-spot in the world. So, the range of attractions & the diversity of attractions are very competitive compare to other tourists' destinations.   This fascinating land is surrounded by golden beaches which are famous among tourists & these beaches offer opportunities for the tourists to engage with many water based tourism activities. It also rich with ancient monuments, heritage sites & number of natural resources. Tourism contributes approximately 34 per cent of the State Domestic Product, providing employment to nearly 30 per cent of the total workforce.

Tourism in Goa is clearly on the rise with reaching over 30, 00,000 tourists with around 25 percent growth and tourism has become a major economic driver of the state. To achieve all these set goals & targets, Goa as a destination must realize why tourists are coming to Goa & what their travel motivations to visit Goa are. Then only they can fulfil the tourists' requirement in better manner.

Travel motivation is a key component in tourism & it has been investigated by many scholars from diverse fields such as from sociology, anthropology, and psychology (Cohen, 1972; Gnoth, 1997). Maslow's theory of motivation was one of the most pertained theories in the tourism literature. The Maslow's theory was modeled as a pyramid whose base consists of the physiological needs, followed by higher levels of psychological needs and the need for self-actualization. Many tourism scholars have attempted to modify

the model empirically by using different models, but Pearce (1982) who introduced a tourism motivation model that reflects the model of Maslow.

An evaluation of the past literature on tourists' motivation shows that the analysis of motivations based on the two aspects of push and pull factors have been generally accepted (Uysal & Hagan, 1993). The theory behind push and pull aspect is that people travel due to they are pushed by their own internal forces and pulled by the external forces of destination attributes (Pearce, 1982). Most of the push factors which are related with intangible or intrinsic desires of the individual tourists. Pull factors are those that emerge as a result of the attractiveness of a destination as it is perceived by the travelers (Baloglu & Uysal, 1996).

As the topic depicts this paper based push & pull travel motives of international tourists to visit Goa as they display different domains of behavior, which may have significant marketing implications to the country. It is also important to identify the fact that knowing the importance of push & pull factors of a certain destination can help to meet the desired needs of individual travelers from different markets. At the same time, knowledge of traveler's motivation is critical to predict future travel patterns.

II OBJECTIVES OF THE STUDY:-

1. To study the Push and Pull motives of tourist.
2. To comparative analysis of Push and Pull factors.
3. To explore the approach of tourist towards the Goa tourist place.
4. To offer suggestions based on the results of the study.

III RESEARCH METHODOLOGY:

The study was conducted in Goa. 130 questionnaires were distributed for data collection amongst travellers who had taken a vacation in Goa in May 2016. Among the distributed questionnaires, only 122 questionnaires were usable for analysis. Recognizing the importance push & pull factors in meeting the requirements of travellers,

A three part self-administered study focused on demographic variables, push motivational factors, and pull motives at destination. Demographic related questions included age, gender, marital status and travel companion. The questionnaire design was based on previous researchers' work such as Dann (1977, 1981); Uysal & Jurowski (1994); and Kim & Lee (2002). Push & pull factors consisted of 12 items in each category and these push & pull factors were assessed by using a 5-point Likert scale, from 5 = very important to 1 = not important at all. The reliability test of the study shows 0.8533 values as Cronpach's Alpha value.

IV DATA ANALYSIS AND INTERPRETATION

Table 01: Demographic distribution of respondents

Feature	Categories	Frequency	Percentage (%)
Gender	Male	73	59.8 %
	Female	49	40.2 %
Age	26-40	62	50.8 %
	41-55	30	24.6 %
	56-70	30	24.6 %
Marital Status	Single	43	35.2 %
	Married	79	64.8 %
Travel Companion	With family	11	09 %
	With friends	83	68%
	Organized groups	28	23 %
Recommend to others	Yes	113	92.6 %
	No	09	07.4 %

The gathered data shows that majority of tourists who visit Goa are Male tourists (nearly 60%) while remaining 40% represent the female tourists. It further proved that higher proportion of tourists who visits Goa are representing the youth (Age 26-40). It represents almost the half of the respondents while Age 41-55 and Age 56-70 represent 30% each. The marital status of respondents shows that higher proportion represent the Married category (65%) while remaining 35% represent the single. Travel companion of the tour shows that majority of respondents have travelled with their friends (68%) and 23% have travelled as organized groups. Another most prominent feature is higher majority (92.6%) of respondents has agreed that they will recommend the Goa for any potential visitor in future.

The push factors of tourists to visit Goa were summarized in table 02.

Table 02: Mean ranking of Push factors to visit Goa
Descriptive Statistics

	N	Mean	Std. Deviation
1. Have the joy & fun	122	4.57	.497
2. Feel the nature & environment	122	4.52	.502
3. Meet locals and foreigners & share knowledge	122	4.51	.502
4. Get new experience	122	4.31	.901
5. Rest and Relax	122	4.11	.495
6. Learn new cultures & heritage	122	3.97	.574
7. Spend time with family & friends	122	3.80	.475
8. Add another new destination to the travel map	122	2.10	1.491
9. Escape from daily routine	122	2.03	.881
10. Strengthen the health & fitness	122	2.00	1.012
11. Uplift the social status	122	1.69	.980
12. Visit friends and relatives	122	1.61	.489
Valid N (list wise)	122		

As per the table depicts, seven motives out of twelve motive factors were confirmed by the respondents that tourists were aroused by these seven motives to visit Goa. Above table compared the mean score of push

motives, confirming the factor of "Have the Joy and Fun" with the highest mean score (Mean 4.57 / SD = 0.497), followed by "Feel the nature & environment" (Mean 4.52 / SD = 0.502), "Meet locals & see foreigners and share knowledge" (Mean 4.51 / SD 0.502), "Get new experience" (Mean 4.31 / SD 0.901), "Have Rest and Relax" (Mean 4.11 / SD = 0.495), "Learn new cultures and heritage" (Mean 3.97 / SD = 0.574), and "Spend the time with family & friends" (Mean 3.80 / SD = 0.475). Other five motives shows that they did not arouse the tourists to visit Goa due to their mean ranking consist below the point 03.

Table 03: Mean ranking of Pull factors to visit Goa

Descriptive Statistics

	N	Mean	Std. Deviation
Beaches	122	4.29	.686
Exotic atmosphere	122	4.26	.969
Landscape & scenery	122	4.02	.733
Historical & cultural sites	122	3.69	1.213
Flora & fauna	122	2.43	1.121
Existing accommodation	122	2.34	1.177
Local Hospitality	122	2.12	1.217
Value for money	122	2.07	.960
Easy of access	122	1.96	.817
Traditional local foods & beverages	122	1.93	.821
Climate & weather	122	1.86	.719
Safety & security	122	1.83	.840
Valid N (list wise)	122		

As per the table depicts, only four motives out of twelve motive factors were confirmed by the respondents that tourists were aroused by these four pull motives to visit Goa. Above table compared the mean score of pull motives, confirming the factor of "Beaches" with the highest mean score (Mean 4.29 / SD = 0.686), followed by "Exotic atmosphere" (Mean 4.26 / SD = 0.969), "Landscape & scenery" (Mean 4.02 / SD 0.733), and "Historical and cultural sites" (Mean 3.69 / SD = 1.213). Other eight motives shows that they did not arouse the tourists to visit Goa due to their mean ranking consist below the point 03.

V. CONCLUSIONS:-

As it shown in Table 02, top five important motives that offered the reasons for travelling to Goa are Have the Joy and Fun, Feel the nature & environment, Meet local & see foreigners and share knowledge, Get new experience, and Rest and Relax. The push motive with the highest mean ranking was Have the Joy and Fun. This finding proved that visiting Goa gave an element of excitement. The second highest mean raking gained by feel the nature & environment and it implied that Goa has enriched with natural resources such as Churches, Temples, beaches, Bhagwan Mahavir national park, wildlife Sanctuaries and many more natural attractions. The third highest mean ranking has gained by meet locals & share knowledge with them. It shows that majority of tourists would love to engage with local people in their destinations and looking

forward to share the cultural & other experiences with local people. The fourth highest mean ranking has gained by Get new experience and it is more similar to the number one motive (Joy and Fun). The fifth highest mean ranking gained by has the Rest and Relax. It implied those tourists are seeking to have the fun & enjoyment at a destination to release the stress and escape from the daily routing.

As it shown in Table 03, top four important pull motives that offered the reasons for travelling to Goa are Beaches, Exotic atmosphere, Landscape & scenery, Historical and Cultural sites, Flora & fauna and Local hospitality. The pull motive with the highest mean ranking was Beaches. This finding proved that visiting a Goa with eye catching surrounding is the major pull motives to absorb more visitors to the Goa. The second highest mean raking gained by Exotic atmosphere and it implied that Goa has enriched with diverse of natural resources and it has proved the interest of foreigners to feel the nature gifts. The third highest mean ranking has gained by Landscape & sceneries. It shows that majority of tourists would love to visit surrounding of Goa to experience unique geographic formations & fantastic sceneries. The fourth & last highest mean ranking has gained by the experience the local hospitality land and it is proved that most of visitors would love to experience some authentic experiences through close association with host communities in Goa. When we compare both push and pull motives of the destination, it was concluded that push motives have done a comparably higher impact rather than pull motives to motivate tourists to visit the Goa.

References:
1. Baloglu, S., & Uysal, M. (1996). Market segments of push and pull motivations: a canonical correlation approach. International Journal of contemporary Hospitality Management.
2. Dann, G. (1977). Anomie, ego-enhancement and tourism. Annals of Tourism Research.

3. Gnoth, J. (1997). Tourism motivation and expectation formation Annals of Tourism Research: a Social Sciences Journal. Vol.24.

4. Noronha L, Sequeria A, Sreekesh S and Kazi S (2002) Goa: tourism, migration and ecosystem transformation AMBIO: A journal of Human Environment, Volume 31 Issue 4 pp. 295-302.

5. Kamat, S. (2010). Destination Life Cycle and Assessment - A Study of Goa Tourism Industry, South Asian Journal of Tourism and Heritage, 3(2). pp. 140- 148.