

Motivation and Perception of Tourists as Push and Pull Factors to Visit National Park

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Abstract. Push-pull theoretical framework is a popular theory to explain the reason why the tourists decide to visit the destination rather than other place, the kind of experience they want to get and the type of activity they want to do. In this paper, it is explained the motivation as push factors and the perception as pull factors of the tourist in deciding the destination based on previous literature and research using descriptive method. The framework assumed that tourists are motivated to fulfill their needs, including to reduce the psychological imbalance and to gain recognition of social status. National Park is one of destination based on nature or commonly knowns as ecotourism. In choosing the destination, the tourists tend to classify their alternative choice based on several criteria, such as the domination perception of tourist from one destination (pull factor), self motivation (push factor) and the available time and money (situational constraints).

1 Introduction

The International Union for Conservation of Nature and Natural Resources (IUCN) has defined a six-category system of protected areas to clarify the differences between various objectives for protected areas. The protected areas are strict nature reserve/wilderness area, national park, nature monument or feature, habitat/species management area, protected landscape/seascape and protected area with sustainable use of natural resources. The category system has adopted in Indonesia by defining Nature reserve area, national park, world heritage site, forest park, nature tourism park, and hunting park.

The main objectives of management National Parks are preservation of species and genetic diversity; maintenance of environmental services; and tourism and recreation [1]. Based on Law no.5 year 1999 about conservation of biological natural resource and its ecosystem, national park has three functions, they are protection on life support system, preservation of the diversity of plants and animals, and sustainable use of biological natural resources and its ecosystems. Tourism and recreation are some activities that can be done in this park.

Sustainable Biodiversity and natural resources in national park area is one of the important factors support in tourism activities in this park. The amazing beauty of nature and its unique also benefits of the environment offered makes the visitors interesting to visit national park [2,3].

Besides cultural and customs potential, Indonesia located around equator is well known for mega biodiversity that may attract the tourists [4,5]. The Increasing of tourism activities in Indonesia can be seen from the number of foreign tourist who visited in 2016 as much as 12 million, or grew 15,54 % compared to the number of foreign tourist previous year. In the previous year was only 5,5 million tourists visited protected area [6]. It makes tourism sector as the 4th biggest national foreign exchange contributor following oil and gas, coal, and palm oil commodities as much as 12, 23 million USD [7].

Visitors' behavior doing tourism activities in national park may influenced by perception and motivation. It has been explained by Rossi et al. [8] in a conceptual model that the factors mediate visitors behavior visiting national park area are motivation and perception itself. One of the theory explains about it is push-pull framework.

This study aims to determine motivation as a push factor and perception as a pull factor for tourists in visiting a tourist destination based on the results of research that has been done.

2 Method

This Paper uses secondary data from research journal. Analysis method that has been used in this paper is qualitative method, by describing the result of secondary data review that has been shown to explain push-pull theoretical framework, motivation as push factor and

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perception as pull factor based on the previous researches.

3 Results

3.1 The push-pull framework

Motivation bases Visitors' behavior can be explained using push-pull framework approach [9, 10]. Push-pull theoretical framework is a popular theory to explain the reason why the tourists decide to visit the destination rather than other place, the kind of experience they want to get and the type of activity they want to do [11]. When we discuss about tourism behavior, the approachment with framework is easy to be used and very effective [12].

The psychological encouragement is one of push factors such as social interaction, the desire for escape, adventure, relaxation, and self-exploration [12]. Push factor is the things underlying and directing someone's behavior to do a travelling [11].

Some previous Researches have been done to find out Push-pull factors when they do travelling and tour (Table 1). Every researcher tries to identify Push-pull factor in tourism however they are different from the focus of identification. There is a researcher who identifies both of them (Baloglu and Uysal 1996; Crompton 1979; Oh, Uysal, and Weaver 1995; Turnbull and Uysal 1995; Uysal and Jurowski 1994; Yuan and McDonald 1990), only push factor (Cha, McCleary, and Uysal 1995; Dann 1977; Fodness 1994), or only pull factor (Sirakaya and McLelland 1997). The approachment that have been used to identify Push-pull factor are also different, one researcher uses qualitative approaches like personal interview (Crompton 1979), another uses scale development approaches (Dann 1977; Fodness 1994), and the other uses multivariate analyses of existing survey data (Baloglu and Uysal 1996; Cha, McCleary, and Uysal 1995; Oh, Uysal, and Weaver 1995; Sirakaya and McLellan 1997; Turnbull and Uysal 1995; Uysal and Jurowski 1994; Yuan and McDonald 1990) [10].

Table 1. Previous Studies Examining Push And Pull Factors

Researcher(s)	Research Approach Used	Push Factors Identified	Pull Factors Identified
Dann (1977)	Scale/survey development and analysis	Anomie, ego enhancement	
Crompton (1979)	Unstructured in-depth interviews	Escape, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships, social interaction	Novelty, education
Yuan and McDonald (1990)	Factor analyses of 29 motivational/push items and 53 destination/pull items	Escape, novelty, prestige, enhancement of kinship relationships, relaxation/hobbies	Budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, hunting
Fodness (1994)	Scale development	Ego-defense, knowledge, reward maximization, punishment avoidance, value expression, social adjustive	
Uysal and Jurowski (1994)	Factor analyses of 26 motivational/push items and 29 destination/pull items	Re-experiencing family and togetherness, sports, cultural experience, escape	Entertainment/resort, outdoors/nature, heritage/culture, rural/inexpensive
Turnbull and Uysal (1995)	Factor analysis of 30 motivational/push items and 53 destination/pull items	Cultural experiences, escape, re-experiencing family, sports, prestige	Heritage/culture, city enclave, comfort/relaxation, beach resort, outdoor resources, rural and inexpensive
Oh, Uysal, and Weaver (1995)	Canonical correlation analysis of 30 motivational/push items and 52 destination/pull items	Knowledge/intellectual, kinship/social interaction, novelty/adventure, entertainment/prestige, sports, escape/rest	Historical/cultural, sports/activity, safety/upscale, nature/outdoor, inexpensive/budget
Cha, McCleary, and Uysal (1995)	Factor analysis of 30 motivational/push items	Relaxation, knowledge, adventure, travel bragging, family, sports	

Researcher(s)	Research Approach Used	Push Factors Identified	Pull Factors Identified
Baloglu and Uysal (1996)	Canonical correlation analysis of 30 motivational/ push items and 53 destination/pull items	Four canonical variate pairs of push and pull items were identified but were not labeled. These variates were used to identify four market segments labeled sports/activity seekers, novelty seekers, urban-life seekers, beach/resort seekers	
Sirakaya and McLellan (1997)	Factor analysis of 56 destination/pull items		Local hospitality and services, trip cost and convenience, perceptions of a safe/secure environment, change in daily life environment, recreation and sporting activities, entertainment and drinking opportunities, personal and historical link, cultural and shopping services, unusual and distant vacation spot

Source:[10]

In the latest research that has been done using analysis factor has reduced 56 (fifty six) attributes into 9 (nine) factors as a pull factor [13]. These 9 factors are local hospitality and services, trip cost and convenience, perceptions of a safe/secure environment, recreation and sporting activities, entertainment and drinking opportunities, personal and historical link, cultural and shopping services, and unusual and distant vacation spot. The research respondent towards the first factor “ local hospitality and services” as the most important factor attracts their interest to visit [10, 13].

3.2 Push factors : motivations

Motivation is understood as the underlying power of rise and directly affect behavior [14]. Motivation appears when a person wants to fulfill the needs [15].

Motivation commonly related to Push-pull factors that affects visitors' behavior. Push factors is a socio-psychological visitor contract that affects on their motivation to visit an attraction and destination (peacefull, loneliness, to feel a new experience, etc). While The pull factors are The quality of the setting that attracts them to come to an attraction or spesific destination[14].

Perception and motivation can influence visitors' behavior to do tourism activities in national park.It is explained in a hierarchy conceptual model to the factors that mediates visitors' bahavior when they visit national park (Fig.1) [8].

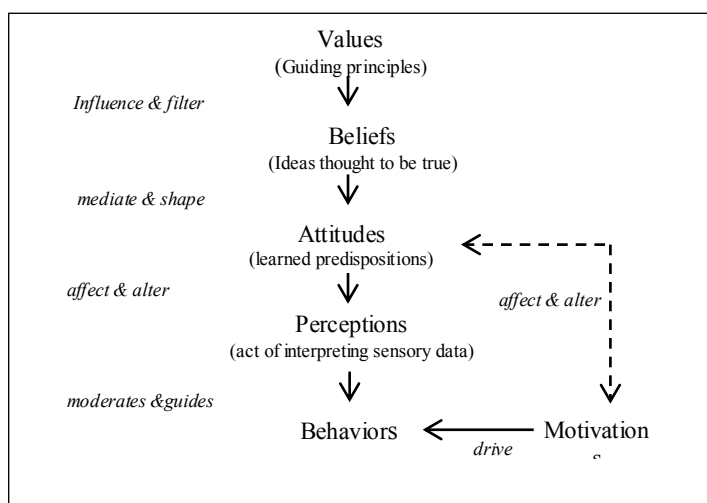


Fig. 1.The hierarchy of factors that mediate visitors' behavior to the national park

Source : [8]

In the beggining of the exploration research about tourism motivation for vacation, identified some basic motivation dimension, for instance socio-pshycology, prestige, cultural, social, education, and benefit. The following research simplifies the number of motivation into four main domains that are climate or environment, relaxation or escape, adventure, dan personal [14,16].

The motivation is briefly explained [16] as follow :

- Environment or climate is a term in a common meaning. Temporary desire, move to dry and warm climate. The destination where the physical environment differs from visitors normal environment.

- Relaxation is spend the time to do interesting activity, including sport activity such as golf and scuba diving. This category is including a motive to get out from daily routine activity, enjoy the time and romantic experience.
- Adventure is socio-culture motive to looking for the new thing and curiosity, including to see different culture in society and a certain view. Among all the researcher, adventure is a culture motive that gives attraction, opposite of the temporary change from environment that causing climate push factor.
- Personal, personal reason including prestige, nostalgia, strengthen relationship, exploration, and social interaction facility. This category is included visiting family and relative.

4 Pull factors: perceptions

Visitors' perception as a whole perception to the tourist site is the image of destination [17]. The image of destination is a key factor and stimulus for the tourists when they choose destination [11,17].

Perception of someone's experience related to his feel involves between experience from surrounding environment stimulant and followed by activity as a responses or answer from the stimulant [18]. Perception refers to how human feels, processes mentally and acts to the information that received from surrounding environment [8].

Positive image perception from a destination become the most favorite choice among the other at the same alternative. So that negative image perception will lessen the number of visiting [11,12]. Factors that influence tourists to visit a destination are the attitude towards the destination, the opinion from relatives and friends, experience from previous travelling and the limited of time and financial. Based on tourism prespective, Darnell and Johnson (2001) found that the level of satisfaction causes the intention to come back to the destination [19].

Positive perception or the expression of joy gained by the visitors from a visiting destination is a kind of visitors' satisfaction from the tourism destination [20]. It can be seen from satisfaction main criteria consist of common characteristics [21]:

- Personnel . The criteria refers to services provided by national park's staff in following sub criteria : knowledge, services(accuracy, fast service), communication visitors, and courtesy.
- Nature characteristics. This dimension related to physical characteristic of national park including flora and fauna and panorama
- Infrastructure. This Main satisfaction criteria refers to the most part for infrastructure that developed by national park. It is consist of path, hostel, informatin center, and bird watching site. Besides that, there is support access (the availibility of road network on the way to national park), and also road condition in national park.
- Recreation facility. This criteria related to all recreation facility available in national park area,

such as seat, watching site, stall, picnic, toilet, and trash can.

- Information-communication. Satisfaction dimension related to information that given to visitors through available information boards, line marker, and map, including materia that could be buy by visitors (suc as pictures, CD/ DVD, handicraft, etc).

Component of visitors satisfaction are expectation, performance (performance of all sector: manager, service staff, visitors not only individual but also group, and local community); disconfirmation wishes (distinction between wish and performance), attribute (locus consideration), security(stability), management by manager, emotion (such as afraid, shocked), and justice (the feeling of justice) [22].

5 Conclusions

In choosing the destination, the tourists tend to classify their alternative choice based on several criteria, such as self motivation (push factor), the domination perception of tourist from one destination (pull factor), and the available time and money (situational constraints). motivation as push factor could be seen from four main groups that is environment or climate, relaxation, adventure and personal. On the other hand, perception as pull factor could be seen from visitor satisfaction components. So that protected area manager especially national park makes main function balance in preserving the sustainability of national park and satisfying visitors experience.

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