
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

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 re-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 (Joliber & 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.

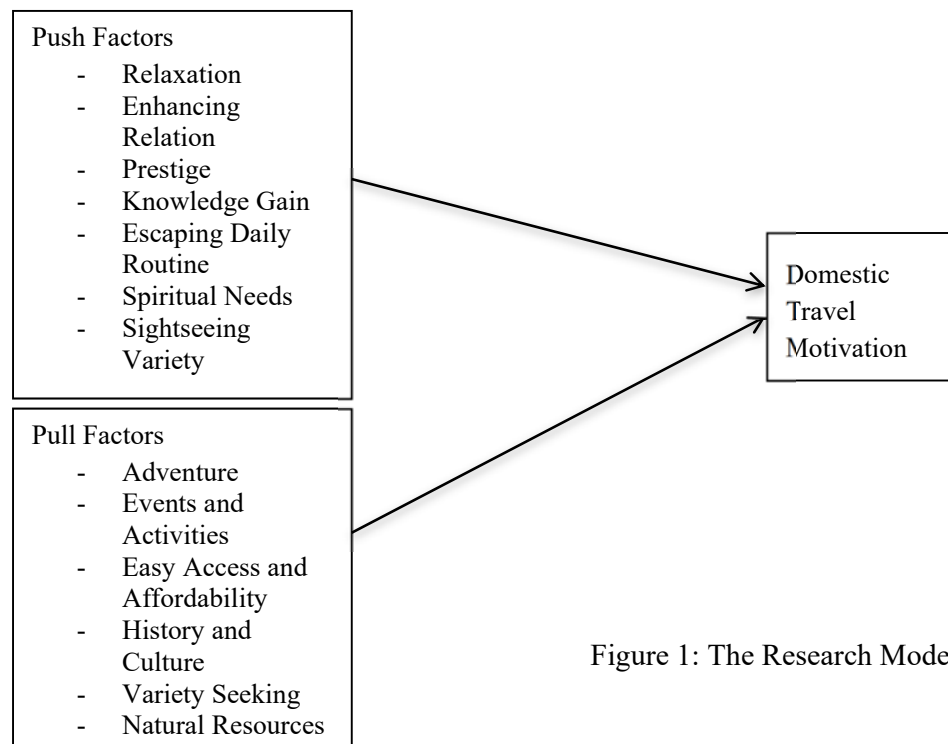


Figure 1: The Research Model

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

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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