

Journal of Hospitality and Tourism Management



ISSN Online 2706 - 6592

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Peer Reviewed Journals & books

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ISSN: 2706-6592

Examining the Influence of Push and Pull Travel Motivation Factors on Domestic Tourism Performance. A Case of Mombasa County, Kenya

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How to cite this article: Mwawaza, S., M., Kariuki., A., C., Ndubi, E., O. (2022). Examining the Influence of Push and Pull Travel Motivation Factors on Domestic Tourism Performance. A Case of Mombasa County, Kenya. *Journal of Hospitality and Tourism Management* 5 (1), 80-92. <https://doi.org/10.53819/81018102t50101>

Abstract

Understanding tourist's motivations to visit destinations is important as it helps in segmenting the markets thereby allowing tourism stakeholders to correctly target them. This study aimed at establishing the influence of push and pull travel motivation factors on domestic tourism performance in Mombasa County, Kenya. The study used cross-sectional descriptive research to collect data from a sample of 400 domestic tourists. The data was gathered through a well-structured questionnaire administered randomly. The data was analysed using descriptive and inferential statistics. The findings indicated a significant influence of pull factors ($p=0.000\leq 0.05$) and push factors ($p=0.000\leq 0.05$) on domestic tourism performance. The pull factors identified include beautiful natural attractions, other diverse attractions, culture of the area, image, ease of access, events taking place, affordability, safety and security and recommendations by others while the important push factors included prestige, knowledge, adventure and novelty, and relaxation and health. The results further revealed that the pull factors had more influence on domestic tourism performance than the push factors. These findings could benefit the stakeholders in identifying the internal motives of their potential clients, which could help match the clients' desires with what the destination has to offer. The study recommended that stakeholders are required to package tourism products in line with tourists' motivation failure to which the product may not be purchased. Therefore, there is need to ensure that the destination has diverse beautiful and cultural attractions, diverse events and activities, is affordable, safe, easily accessible, and has a positive image necessary to attract domestic tourists.

Keywords: *Push factors, pull factors, motivation, domestic tourists, domestic tourism performance, Mombasa*

<https://doi.org/10.53819/81018102t50101>

1.0 Introduction

Evidence shows that international tourism receives more attention than domestic tourism due to the comparatively high export revenue (World Tourism and Travel Council, 2019). However, the role of domestic tourism cannot be overlooked, as it represents a large share of travellers in some countries. The proportion of domestic tourism globally in 2018 was over 6 times bigger than international tourism, indicating a strong growth in many developing nations. This growth has enabled creation of job opportunities, as for every five jobs created 1 is from travel and tourism sector (United Nations World Tourism Organization (UNWTO), 2020; World Tourism Travel Council (WTTC), 2019). Domestic tourism has continued to play a significant role in filling up the seasonality related gap resulting from international tourism, through dispersing participants regionally. This promotes economic development in rural/regional areas and improves the travel culture among locals (Glocker et al., 2020; Government of Kenya, 2020). Some governments have used domestic tourism as a tool to eliminate poverty, generate employment, develop infrastructure, soothe seasonality and disperse visitors to areas that are less visited by international tourists (WTTC, 2018). For instance, the United states of America, China, Japan, Germany, United Kingdom, Italy, India, Mexico, Australia, Brazil and Canada are some of the countries whose domestic tourism contributes to over 70% of the GDP (WTTC, 2019).

Similarly, domestic tourism in OECD (Organization for Economic Co-operation and Development) countries was found to account for more than 75% expenditure, while in the European union, tourism expenditure for domestic tourists was 1.8 times more than that of international tourism (UNWTO, 2020). In some African countries like Rwanda, domestic tourism has played a role in reducing poverty and regional inequalities (Kimanuka, 2016). Given the fundamental role of domestic tourism in driving economies, several countries have realized its benefits and have taken up the challenge to develop it through different initiatives. This includes provision of financial incentives as is the case in Greece and Italy; fiscal incentives in Hungary and Turkey; marketing and promotion in Argentina, Canada and China; product development in Mexico; public and private partnerships as is the case in Peru and Canada; market intelligence in Malaysia; and capacity building and training as in Australia (UNWTO, 2020).

Other governments such as the Chinese government have invested significantly in rail network and aviation infrastructure to support the rise of low cost carriers in second and third tier cities, hence improving transport network and developing domestic tourism in less visited areas (WTTC, 2018). The Rwandan government has also invested heavily in setting up adequate infrastructure through public private partnership, and improved business environment for purposes of further investment and marketing the destination (Kimanuka, 2016). For the above-mentioned initiatives to be successful, it is important that we understand the travel motivation of the domestic tourists visiting the destination. The travellers motives need to be identified before stakeholders can implement any of the above mentioned initiatives (Njagi, Ndivo and Manyara, 2017). Consequently, adequate understanding of the travel motives serves as a key driver to creation of better products that match tourist's preferences and expectations.

2.0 Literature review

2.1 Empirical Review

One of the driving elements underlying human behavior is motivation. It usually explains why individuals behave the way they do. Travel motivation is influenced by push and pull factors. Tourists travel to destinations because they are either pushed or pulled by forces of motivation and destination attributes (Crompton, 1979; Dann, 1977; Uysal, Li & Sirakaya, 2008; Uysal & Jurowski, 1994). According to Mutinda & Mayaka, (2012), the push and pull concepts indicates that there are internal forces that push people away from their home, and external forces that pull people towards a specific destination. Push factors are intrinsic and they include the desire to escape, rest and relax, enhance kingship, travel for prestige, for health and fitness, adventure, education and social interactions (Uysal & Jurowski, 1994).

On the other hand, pull factors are the tangible aspects of tourism and the tourist's impression and expectation of a location's quality, attractions or attributes. They include the resources for instance the beaches, recreational facilities, cultural attractions, image of the destination, and so on (Crompton, 1979). Recognizing the reasons why people prefer to travel and what motivates them to visit a destination is fundamental to tourism planners, developers and promoters. Furthermore, travel motivation, helps in segmenting the markets thereby allowing tourism stakeholders channel the scarce financial and human resources more effectively while at the same time providing insights that could assist in developing and promoting destinations (Camilleri, 2018). The benefit of understanding travel motivation is that it leads to bettering products and increasing customer pleasure with tourism experiences (Camilleri, 2019; Uysal et al., 2008).

Globally, the desire to escape from daily routine, relaxation, the need to explore new cultural experiences, meet new people and the need to acquire new knowledge are some of the main push factors for domestic tourists who visited Mongolia (Luvsandavaajav & Narantuya, 2021) , India (V. Pereira et al., 2019) and Medan city (Siregar et al., 2020). Similarly, the international visitors that visited Bali experienced the above mentioned factors, in addition to the desire to engage in local cultures (Subadra, Sutupa, Artana , yuni and Sudiarta, 2019). On the other hand, the pull factors varied from one destination to another and were based on the type of activities carried out. International travellers to Bali are attracted to the richness in natural and cultural resources. Likewise, domestic tourists in Bali, Mongolia and Medan City are attracted to beautiful natural scenery, atmosphere and climate, security and hygiene (Antara & Prameswari, 2018; Luvsandavaajav & Narantuya, 2021; Siregar et al., 2020; Subadra et al., 2019).

In Africa, novelty, nature seeking, escape and relaxation were among the push factors that create urge for domestic tourists in Zimbabwe to travel. The least relevant characteristics are prestige and socialisation (Mapingure, Plessis & Saayman, 2019). In addition to the push factors mentioned above, other factors that have been noted in South Africa and Ghana include the need for social interactions and visiting friends and relatives, and ego-enhancement, respectively (Ezeuduji & Dlomo, 2020; Preko et al., 2019). The pull factors behind South Africa's domestic tourism include the natural riches, its diverse history and culture and its wonderful recreational areas (Ezeuduji & Dlomo, 2020). Further, the desire to relax physically and mentally is a key motivating factor for domestic tourist in Ethiopia, as is also the case in the previous studies (Bayih & Singh, 2020). Other motivating factors include

the need to acquire knowledge, find thrills and excitement, and to reconnect with spiritual roots. On the other hand, majority of the domestic tourists are pulled by the weather and climatic conditions, culture and heritage sites, cuisines, and the safety and security of Ethiopia as a destination. Noteworthy, the tourists were found to be less motivated by shopping and festivals, events and outdoor activities happening in the destination (Bayih & Singh, 2020).

Based on the reviewed literature, it is evident that both push and pull factors vary from place to place, people to people, and in some cases either the push or pull factors are more important than the other. Studies conducted in Nepal (Baniya and Paudel, 2016), China (He and Luo, 2020), Jordan (Alzboun, 2019) and Vietnam (Khuong *et al.*, 2014) have indicated that pull factors were considered more important motivation factors than the push motives. Conversely, push factors have been found to be more important motivators of travel than pull factors among the youth travellers (15-35 years) in Kenya (Njagi, Ndivo, and Manyara, 2017) and Ghana (Preko, Doe and Dadzie, 2019). While the focus of the above studies were on different target groups, the findings above concurred with those of Wong, Musa & Taha, (2017) who found out that push factors influenced majority of tourists satisfaction, however. Other findings have indicated that both push and pull factors are significant and have a positive image on either choice of destination, perception of a destination and tourists intention to visit (Antara & Prameswari, 2018; Bayih & Singh, 2020; Ezeuduji & Dlomo, 2020; Luvsandavaajav & Narantuya, 2021; Pereira & Gosling, 2019; Salimon *et al.*, 2019; Siregar *et al.*, 2020).

Considering the above-mentioned factors, it is worth investigating the extent to which domestic tourist motivations in other destinations within the African continent are similar or different to those of other domestic tourists elsewhere. In Kenya, Mombasa County stands out as one of the most popular tourist destinations in the country. However, there is limited literature on domestic tourism in Kenya and particularly in Mombasa. This creates an urgent need to undertake a study in this destination, which targets the overall population as opposed to focusing a particular age group (such as only the youth) as previously done. Therefore, the present study aimed at establishing the influence of push and pull travel motivation factors on domestic tourism performance in Mombasa County, Kenya. This study could provide a better understanding of travel motivation and subsequently play a role in bettering products and increasing customer satisfaction.

2.2 Theoretical Framework

The study utilized Danns Theory of Push and Pull motivations to explain the reasons behind tourists' decisions to select certain destinations. According to Dann (1997), travel motivation is influenced by push and pull factors. Push factors are intrinsic and they include the desire to escape, rest and relaxation, enhance kingship, travel for prestige, for health and fitness, adventure, education and social interactions. These factors are intrinsic or internal drives and they are the most basic that urge individuals to travel. They are more inward in nature and socio-psychological (Dann, 1977; Uysal, Li and Sirakaya- Turk, 2008; Uysal and Jurowski, 1994). On the other hand, pull factors are mostly the tangible aspects of tourism that are associated with what is available at the destination, the tourists' perception and expectation of the location's qualities, attractions or attributes of a place. They include the resources such as the beaches, recreational facilities, cultural attractions and image of the destination

(Crompton, 1979). Khuong and Ha, (2014) further states that pull factors originate from within destinations, but they can also assist in the triggering of push factors. When destination marketers understand and use push factors effectively, they help attract more tourists to destinations (Dann, 1977). The theory of push and pull motivation was appropriate to this study as it provided a framework for explaining the reasons why people travel to different destinations.

3.0 Research Methodology

The study used cross-sectional descriptive research to establish an accurate image of the issue under research. This is an appropriate design for research problems that are well structured and understood. The design was selected since it saved time and money, while allowing the researcher obtain reliable data. The study was conducted in Mombasa County, Kenya. The population of interest was domestic tourists (N=2,020,000) which represented the total bed nights occupied by domestic tourists in Mombasa per year (GOK, 2020b). This translated to a sample size of 400 domestic tourists obtained using the Yamane 1967 formula. Semi structured questionnaires were used to acquire primary data. The questionnaires were developed to measure push and pull motivations associated with domestic tourists. A total of 9 pull and 14 push factor statements were developed mostly in reference to previous literature on travel motivations (Bayih & Singh, 2020; Crompton, 1979; Dann, 1977; Ezeuduji & Dlomo, 2020; Mapingure et al., 2019; Njagi et al., 2017; Preko et al., 2019; Uysal et al., 2008; Uysal & Jurowski, 1994). Respondents were requested to rate their level of agreement with each travel motive statement on a five-point Likert scale items where they had to select whether they agree, strongly agree, neutral, disagree and strongly disagree with the given statements. Data analyses involved both descriptive and inferential statistics, which were done using Statistical Package for Social Sciences (SPSS) software (Version 20). The results were then presented using tables and graphs.

4.0 Results

4.1 Descriptive results of the push and pull factors of motivation

Respondents were asked to record their perceptions regarding various reasons they considered important when selecting Mombasa County as their preferred tourism destination. The responses were placed on a 5-Point Likert Scale ranging from 5 (strongly agree) to 1 (strongly disagree). Descriptive results of the pull factors had a mean range between 3.75 and 4.44, indicating that all respondents agreed with the statements on all pull items as shown in Table 1 below.

Table 1: Pull Motivational Factors

Statements	M	SD	MR
Availability of diverse attractions	4.24	0.92	2
Beautiful natural attractions	4.44	0.82	1
The history and culture of the area	4.17	0.96	3
Destination image	4.10	0.99	4
Ease of access to and within the Destination	4.01	0.97	5
Festivals/ special events and activities taking place in the area	3.75	1.14	9
Affordable tourist attraction	3.91	1.06	7
Safety and security	3.90	1.08	8
Recommendation by others	3.97	1.13	6

Note. $N = 323$. MR = Mean Ranking. Scale [range of mean interpretation]: 1 = *Strongly Disagree* [1.00-1.80], 2 = *Disagree* [1.80-2.60], 3 = *Neutral* [2.60-3.40], 4 = *Agree* [3.40-4.20], 5 = *Strongly Agree* [4.20-5.00]

In particular, most respondents indicated that they chose Mombasa County as a tourist destination because of its beautiful natural attractions ($M = 4.44$, $SD = 0.82$). The second external motivating factor influencing respondents' choice of Mombasa as a tourist destination was the availability of various attractions ($M = 4.24$, $SD = 0.92$). The history and culture ($M = 4.17$, $SD = 0.96$) and image ($M = 4.10$, $SD = 0.99$) were the third and fourth factors that the respondents considered when choosing Mombasa County as their vacation destination. In addition, ease of access to and within the vacation destination was cited as the fifth factor that influenced respondents to consider Mombasa County for their vacations ($M = 4.01$, $SD = 0.97$). Moreover, recommendation from friends was found to be the sixth factor that influenced respondents to choose Mombasa County as a vacation destination ($M = 3.97$, $SD = 1.13$). The affordability of tourist attractions was ranked as the seventh factor contributing to respondents choosing Mombasa County as a travel destination ($M = 3.91$, $SD = 1.06$), while safety ($M = 3.90$, $SD = 1.08$) and the availability of special events ($M = 3.75$, $SD = 1.14$) were rated as the eighth and ninth extrinsic motivational factors, respectively. Given that the means of tested pull factors ranged between 3.75 and 4.44, this suggests that all the pull (external) factors influence the choice of Mombasa County as domestic tourists' destination.

Descriptive results on push factors on the other hand indicated that majority of the respondents agreed with the statements on relaxation and health, adventure and novelty and knowledge as being key to domestic tourists visiting Mombasa County. Respondents were neutral on the influence of social and prestige factors as shown in the Table 2 below.

Table 2: Descriptive Results of Push Motivational Factors

Variable	M	SD	MR
Relaxation and Health			
Relieving stress and tension	4.20	1.04	2
Relaxing physically and mentally	4.32	0.93	1
Escaping daily routine	3.71	1.38	3
Adventure and Novelty			
To find thrills and excitement	4.10	1.02	3
Appreciating natural beauty	4.27	0.93	1
Visiting places I have never been to before	4.14	1.11	2
Knowledge			
Acquiring knowledge	3.70	1.20	2
Experiencing different cultures and ways of life	4.04	1.06	1
Social			
To meet new people and socialise	3.91	1.19	1
To visit friends and relatives	3.36	1.37	3
To attend events	3.37	1.35	2
Prestige			
Going to places my friends/have never been to	3.54	1.46	1
To impress my friends/relative	2.82	1.49	2
To be like my friends/relatives/colleagues	2.66	1.51	3

Note. $N = 323$. MR = Mean Ranking. Scale [range of mean interpretation]: 1 = *Strongly Disagree* [1.00-1.80], 2 = *Disagree* [1.80-2.60], 3 = *Neutral* [2.60-3.40], 4 = *Agree* [3.40-4.20], 5 = *Strongly Agree* [4.20-5.00]

With respect to relaxation and health, most respondents indicated that physical and mental relaxation ($M = 4.20$, $SD = 1.04$) was the leading factor they considered when choosing Mombasa County as a vacation destination. Relieving stress and tension ($M = 4.20$, $SD = 1.04$) and escaping from everyday life ($M = 3.71$, $SD = 1.38$) were the second and third relaxation and health factors, respectively. As shown in Table 2, appreciation for natural beauty was the highest rating factor under the adventure and novelty category that respondents had considered when choosing Mombasa County for their vacations ($M = 4.27$, $SD = 0.93$). Furthermore, visiting places one had never been before ($M = 4.14$, $SD = 1.11$) and finding thrills and excitement ($M = 4.10$, $SD = 1.02$) were ranked as the second and third factors, respectively. Another factor that had influenced the respondents' decision to choose Mombasa County for their vacations was knowledge. Table 3 shows that most respondents cited the drive to experience different cultures and ways of life as the knowledge factors that influenced their decision to choose Mombasa County ($M = 4.04$, $SD = 1.06$). Respondents also indicated the need to learn new things ($M = 3.70$, $SD = 1.20$) influenced their decision to select Mombasa County.

Regarding the social category of the intrinsic motivators, respondents reported that meeting new people and socialising were the primary factors they considered when choosing Mombasa County for their vacations ($M = 3.91$, $SD = 1.19$) (Table 2). In addition, participation in events ($M = 3.37$, $SD = 1.35$) and visiting friends and family ($M = 3.36$, $SD =$

1.37) were given as the second and third influencing factors in the social category, respectively. As shown in Table 3, most respondents agreed that their choice of Mombasa County was primarily influenced by the need visit places their friends had never been to before ($M = 3.54, SD = 1.46$). However, respondents were neutral as to whether the need to impress their friends and family ($M = 2.82, SD = 1.49$) and to be equal to their friends, colleagues, or close relatives ($M = 2.66, SD = 1.51$) had influenced their decision to choose Mombasa County for their vacations. It was revealed that domestic tourists to Mombasa County are pushed by the need to satisfy their own personal needs as opposed to being influenced by other factors.

4.2 Regression Results of the Effect of Travel Motivations in domestic Tourism performance

Multiple linear regression was carried out to investigate whether travel motivation (push and pull) factors could significantly predict the level of domestic tourism performance in Mombasa County. The results of the multiple linear regression analysis were presented in Table 3.

Table 3: Regression Results of the Effect of Travel Motivations in domestic Tourism performance

Model	R	R ²	Adj. R ²	SE	Change Statistics				
					R ² Change	F Change	df1	df2	p
1	.508 ^a	.258	.254	.88567	.258	55.793	2	320	.020

a. Predictors: (Constant), Push Motivators, Pull Motivators

(b) ANOVA^a

Model		SS	df	MS	F	P
1	Regression	65.167	2	32.583	55.793	.020 ^b
	Residual	187.011	320	0.584		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Push Motivators, Pull Motivators

(c) Regression Coefficients^a

Model		B	SE	β	t	p	Tolerance	VIF
1	(Constant)	3.923	.318		12.324	.000		
	Pull Motivators	.211	.097	.083	2.148	.003	.765	1.307
	Push Motivators	.397	.092	.077	4.315	.000	.586	1.708

a. Dependent Variable: Domestic Tourism Performance

The results of the regression analysis in Table 3 (a) indicate that the model explained 25.8% ($R^2 = .258$) of the variance and that it was a significant predictor of domestic tourism performance, $F_{2, 320} = 55.793, p = .020$ Table 3 (b). Hence, the Pull and Push travel motivation factors were found to be significant predictors of domestic tourism performance, whose recorded values were ($b = 0.211, p = .003$) and ($b = 0.397, p = .000$), respectively (Table 3 (c)). The fitted regression model was as follows:

Domestic tourism performance = 3.923 + 0.211(pull motivation) + 0.397(push motivation).

4.2.1 Test of Hypothesis H0

This study sought to separately establish the influence of push and pull factors on domestic tourism performance in Mombasa County. The null (H₀) hypotheses were stated as follows:

H₀₁: There is no significant relationship between push motivation and Domestic tourism performance

H₀₂: There is no significant relationship between pull motivation and Domestic tourism performance.

To test H₀, a t-test statistic was performed at a 5% significant level and the results were presented in Table 3 (c) above. The t-test results were found to be statistically significant as follows: pull factors (t = 2.148, p = .000) and push factors (t=4.315, p=0.000). Thus, the null hypotheses H₀₁ and H₀₂ were rejected.

4.3 Relative Effect of Push Travel Motivations on Domestic Tourism Performance

This study further sought to establish the relative contribution of each push motivational factor on domestic tourism performance. A multiple linear regression analysis was carried out to examine whether push motivational factors could significantly predict domestic tourism performance and the results were presented in Table 4.

Table 4: Regression Results Related to Domestic Tourism Performance on Push Travel Motivators

Model	R	R ²	Adj. R ²	SE	Change Statistics				
					R ² Change	F Change	df	df2	P
1	.457 ^a	.209	.196	.18719	.209	16.746	5	317	.000

a. Predictors: (Constant), Prestige, Relax, Knowledge, Adventure, Socialization

(b) ANOVA^a

Model		SS	df	MS	F	P
1	Regression	52.663	5	10.533	16.746	.000 ^b
	Residual	199.515	317	0.629		
	Total	252.178	322			

a. Dependent Variable: Domestic Tourism Performance

b. Predictors: (Constant), Prestige, Relax, Knowledge, Adventure, Socialization

(c) Statistical Significance of the Predictors^a

Model		B	SE	B	t	p	Tolerance	VIF
1	(Constant)	3.991	.293		13.639	.000		
	Relaxation and Health	.411	.060	.407	6.853	.000	.805	1.242
	Adventure and novelty	.384	.074	.376	5.189	.022	.615	1.625
	Knowledge	.312	.059	.327	5.288	.031	.654	1.529
	Socializing	.275	.058	.263	4.741	.962	.606	1.650
	Prestige	.523	.045	.532	11.622	.020	.721	1.386

a. Dependent Variable: Domestic Tourism Performance

The regression results revealed that the model explained 20.9% ($R^2 = .209$) of variance in the domestic tourism performance in Mombasa County (Table 4 (a)). Additionally, the model was found to be a significant predictor of domestic tourism performance, $F_{5, 317} = 16.746$, $p = .000$ (Table 4 (b)). Considering the unique effect of each predictor in the model as indicated by the standardized beta scores (β), prestige was the most popular push factor ($\beta = 0.532$, $p = .020$) followed by relaxation and health ($\beta = 0.407$, $p = .000$), as illustrated in Table 4 (c). Adventure and novelty ($\beta = 0.376$, $p = .022$) was found to be the third-most influential factor in the regression model followed by acquiring knowledge ($\beta = 0.327$, $p = .031$). Meanwhile, socializing was found to have a positive effect on domestic tourism performance, but was statistically insignificant ($\beta = 0.263$, $p = .962$). The predictive model was as follows:

$$\text{Domestic Tourism Performance} = 3.991 + .532(\text{Prestige}) + .407 (\text{Relaxation and Health}) + .376(\text{Adventure and Novelty}) + .327(\text{Acquiring Knowledge})$$

5.0 Discussion and Conclusion

The study established that several factors attracted domestic tourists to Mombasa County as a destination. These factors include beautiful natural attractions, other diverse attractions, culture of the area, image, ease of access, events taking place, affordability, safety and security, and recommendations by others. These results were consistent with those of a study conducted in Mongolia, where a number of related factors such as the presence of natural scenery, sightseeing, diverse attractions (i.e. cultural, sporting and entertainment); wide open space and good natural atmosphere pulled domestic tourists to destinations (Luvsandavaajav & Narantuya, 2021). Similarly, in Bali and Ladakh, tourists are attracted to the destination by factors ranging from natural attractions, the atmosphere and climate, security/safety and hygiene and an opportunity for outdoor activities (Antara & Prameswari, 2018; V. Pereira et al., 2019; Subadra et al., 2019).

The study further revealed that tourists were motivated by the desire to be away from home in order to get away from their monotonous and hectic schedule. The need to acquire prestige was found to be the most influential factor, followed by the need to relax, adventure and novelty, and the need to acquire knowledge. On the other hand, socialization was not statistically significant in influencing domestic tourism performance. These findings were concordant with those of Luvsandavaajav & Narantuya, 2021 and Mappingure et al., 2019, where domestic tourists were pushed by the desire for novelty, nature seeking, as well as the need to relax and escape daily routine. Meanwhile, these results differed with those of Subadra et al., (2019) in Bali and Mappingure et al., (2019) in Zimbabwe, who reported that the desire to escape daily routine and prestige were not perceived as important push factors. Other previous researches have also identified social achievement and togetherness as important push factors contrary to this study (Luvsandavaajav & Narantuya, 2021).

The results further indicated a significant positive relationship between travel motivation (i.e. both push and pull factors) and domestic tourism performance. However, these two factors did not influence performance the same way, as the pull motives were more powerful predictors of travel motivation than the push factors. These findings are similar to those of Alzboun, 2019; Baniya & Paudel, 2016; He & Luo, 2020 and Siregar et al., 2020, where the pull factors were found to play a significant role in influencing both satisfaction and destination image more than the push factors. These results further support the Danns' theory

of Push and Pull motivations, that indeed the push and pull factors are key at driving more tourists to destinations, hence the need to deeply understand them.

6.0 Recommendations

Based on the findings, it is recommended that tourism stakeholders in Mombasa County should strive to understand the push or pull factors for the purposes of coming up with strategies that improve domestic tourism performance. Stakeholders are required to package tourism products in line with tourists' motivation failure to which the product may not be purchased. There is need for them to ensure that the destination has diverse beautiful and cultural attractions, is easily accessible, has diverse events and activities, is affordable, safe and secure and has a positive image necessary to attract domestic tourists. The study was limited to Mombasa County and utilized cross sectional research design. There is need therefore that related studies are done in other counties in order to find out whether the domestic tourists travel motivation factors are similar or differ from county to county and also that the studies adopt longitudinal research designs to determine if there would be changes in motivational factors overtime.

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