

Travel Motivations of Beach Tourists: Push and Pull Approach from Trincomalee

U.M. Ahsan^{1*}, A K A. Damunupola¹ and Y.M.C. Gunaratne²

Department of Public Administration, Uva Wellassa University, Badulla, Sri Lanka
Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka

Tourist arrivals to Trincomalee destination, Eastern Sri Lanka has been recorded with a positive trend as the destination boast with its rich natural, ancient history and diversity. Importance of tourist arrivals to a destination has been influenced by tourist's motivations and the question arises that which pull and push motivational factors influence on their travel destination decision. These two factors explain people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. This study investigates the travel motivational perception of the tourists visited to beaches in the destination and further the study is overlooking inbound characteristics of the destination. The study based on primary data gathered through a questionnaire survey from a sample of 100 tourists including local and foreign who visited to Nilaveli, Uppuveli, Marble, Arisimale and Town beaches in the destination. Descriptive and graphical representations have been adapted to analyze the data. The key findings of this study indicate that both push and pull travel motivational factors stimulate the higher Beach tourists' arrivals to the destination. Further this study concludes that the mean ranking of the constructs within travel motives showed that seeking relaxation and fulfilling prestige were regarded as the most and the least influential push travel motivational factors respectively, where natural resources and events and activities were identified as the most and the least influential pull travel motivational factors respectively. This study recommends that the travel motivational factors are important marketing implications to the destination specially in terms of examination of motives in segmenting markets, designing promotional programs and decision making about destination development.

Keywords: Trincomalee, Beach tourists, Travel motivation, Push factors, Pull factors