
| RESEARCH ARTICLE

Exploring Push and Pull Factors in Tourism: Understanding Foreign Visitors' Motivations in Siquijor Island

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| ABSTRACT

This study explores the travel motivations and preferences of foreign tourists visiting Siquijor, utilizing the Push and Pull Theory of Motivation to analyze how intrinsic (push) and extrinsic (pull) factors shape travel behavior. A quantitative research design with inferential relational analysis was employed, gathering data from 167 respondents through a structured questionnaire. Reliability analysis confirmed the instrument's consistency (Cronbach's alpha: Push = 0.92, Pull = 0.91). Key findings reveal that predominantly European and highly educated millennials constitute the primary demographic. Their travel motivations emphasize personal enrichment, knowledge acquisition, and cultural engagement, with natural attractions and local cuisine as significant pull factors. Family status significantly influences preferences; singles and divorced travelers prioritize exploration, while married individuals seek family-friendly activities. Accessibility, infrastructure, and online information universally impact travel decisions. The study underscores the need for tailored marketing strategies, including ecotourism development, knowledge-based experiences, and enhanced digital engagement. Recommendations highlight creating inclusive offerings for diverse demographics and promoting local dining. Insights aim to inform sustainable tourism initiatives in Siquijor, aligning experiences with global travelers' evolving expectations while enhancing satisfaction and economic vitality. The findings contribute to a comprehensive understanding of tourism behavior, supporting targeted strategies for destination management and policy development.

| KEYWORDS

Siquijor Tourism, Push and Pull Factors, Post Pandemic Tourism, Millennials Travel

| ARTICLE INFORMATION

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1. Introduction

Tourism has since become an integral aspect of modern life, driven to blend with others on social, economic, cultural, and personal levels. Among the Philippines' diverse destinations, Siquijor—a province known for its stunning natural scenery and mystical cultural heritage—has gained popularity, particularly among travelers looking for unique experiences and natural beauty. This study will examine the demographics, motivations, and factors influencing tourists' choices to visit Siquijor, focusing on what draws them to this distinctive destination and what satisfies them.

Understanding travelers' profiles and motivations as tourism evolves can help improve services, marketing, and local offerings to better meet visitor expectations. Recent studies by Ramadania et al. (2021) and Dewa et al. (2023) highlight Millennials as a generation especially drawn to travel, with a marked preference for eco-friendly tourism. More than previous generations, Millennials seek travel experiences that combine adventure, relaxation, and cultural immersion, making them a critical demographic for the tourism sector.

In Siquijor, most tourists are Millennials with higher education levels and a strong preference for nature-centered and knowledge-rich experiences. This trend aligns with findings by Sharma (2023) and Nurhuda (2023), which indicate that advanced-education travelers often value enriching, intellectual travel experiences. Many of these visitors are motivated by a desire for self-improvement, cultural discovery, and mental refreshment, presenting a unique opportunity for Siquijor to offer experiences that appeal to intellectually curious and experience-driven travelers.

The study also explores the role of marital status and origin in shaping travel motivations. For example, many tourists are single, aligning with research by Ma et al. (2023) and Naszodi and Mendonca (2022), which found that single individuals tend to prefer exploratory and leisure travel. Recognizing the impact of marital status and origin can inform targeted marketing strategies that cater to travelers' desires for social connection, personal growth, and immersive cultural experiences.

Key "push" and "pull" factors influencing tourists to visit Siquijor include the need to escape daily routines, the pursuit of rest and relaxation, personal enrichment, and cultural immersion. These motivations align with post-pandemic travel trends, showing a growing demand for meaningful and wellness-focused experiences, as noted in studies by Mheidat and Marzuki (2023) and Carvache-Franco et al. (2022). Additionally, Siquijor's natural attractions and local hospitality, highlighted by Bachmann-Vargas et al. (2021) and Styliadis et al. (2021), serve as significant pull factors, appealing to a broad demographic and underscoring the importance of well-curated natural and cultural experiences in attracting diverse travelers.

2. Literature Review

Tourism motivation is a multidimensional construct explaining why individuals travel to specific destinations. This study applies Lang Ngoc Duong's Push and Pull Theory of Motivation, developed by Long Hong Pham and Thao Thi Phuong Hoang Yersin, to explore the factors influencing domestic visitors' decisions to travel to the Central Highlands. The framework is built on the premise that individuals are driven by internal (push) and external (pull) factors, both of which interact with demographic characteristics to shape their travel behavior.

Push factors refer to intrinsic psychological drivers that compel individuals to travel. These motivations arise from the desire to escape from routine life, experience relaxation, seek cultural engagement, acquire knowledge, and fulfill personal goals. Escape relates to the need to break free from daily demands, pressures, and responsibilities. Rest and Relaxation focus on engaging in leisure activities, attaining peace of mind, and physical rejuvenation. Cultural Experience encompasses the interest in exploring diverse lifestyles and traditions and interacting with other groups. Knowledge pertains to the quest for learning, self-enhancement, and improving well-being. Personal motivation emphasizes the freedom to pursue individual interests and goals.

These push motivations align with studies by Adel et al. (2015), Huang (2015), and Kim (2019), highlighting the importance of intrinsic needs in determining travel decisions.

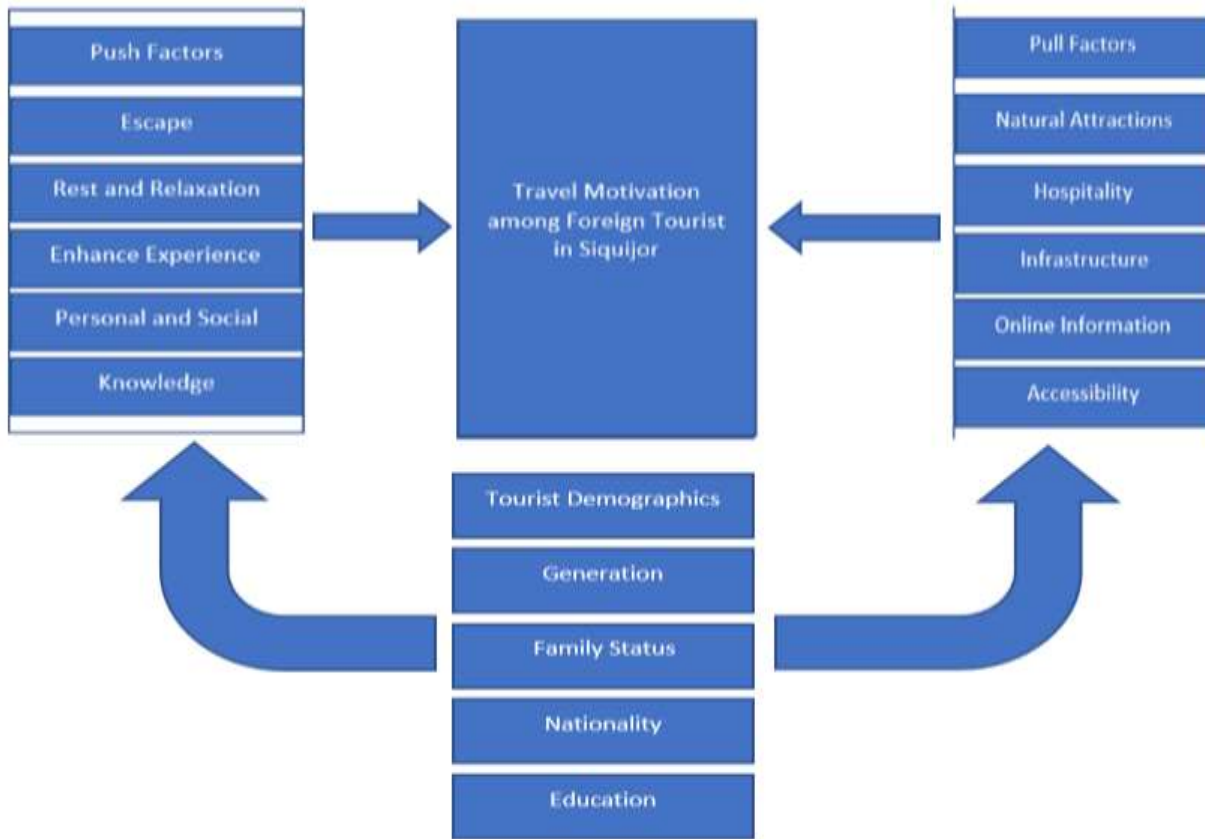


Figure 1 Conceptual Model for Travel Motivation among Foreign Tourist in Siquijor

On the other hand, pull factors are external attributes of the destination that attract visitors. These factors include Natural Attractions, such as its indigenous culture, natural landscapes, local cuisine, and cleanliness. Hospitality, highlighting the hospitality, attitudes, and efforts of local people to preserve cultural heritage and deliver high-quality service. Infrastructure facilities focus on accommodation and transportation. Online information ensures tourists have detailed and accessible resources for planning their visit. Accessibility encompasses ease of access to the destination and convenience of travel.

These pull factors align with external motivators identified in tourism literature (Sánchez-Cañizares, 2017; Zhang, 2019), emphasizing the role of the destination's offerings in creating a compelling tourist experience.

Visitor demographics, such as generation (age), Family Status (single, married, divorced), and educational background (undergraduate, graduate, and postgraduate), serve as mediators influencing how individuals perceive and prioritize push and pull factors. Different demographic groups may value certain aspects of travel motivation differently, shaping their overall travel decisions.

The conceptual model visually represents the interplay between push and pull factors, with visitor demographics acting as a central variable influencing motivation. Push factors initiate the desire to travel, while pull factors determine the choice of destination. Together, these dimensions explain the complex nature of tourism behavior in the Island of Siquijor. By integrating push and pull motivational dimensions, this framework provides a comprehensive understanding of the factors shaping domestic visitors' travel decisions, offering valuable insights for tourism planners and policymakers.

In summary, this study aims to provide insights into the travel motivations, demographics, and preferences of Siquijor's visitors. It will inform tourism stakeholders and local businesses on how to design and market experiences that align with global travelers' evolving needs, particularly those of Millennials. The findings will support the sustainable growth of tourism in Siquijor, enhancing visitor satisfaction while contributing to the cultural and economic vitality of the destination.

3. Methodology

This study employed a quantitative research design focusing on inferential relational analysis to explore the relationship between variables. The study involved interrelating ordinal and nominal variables to determine their independence or association through statistical methods. The respondents of the study were 167 foreign tourists who visited Siquijor between May and June 2024. The sample size was selected using convenience sampling, ensuring that the participants were representative of the foreign tourist population during the specified timeframe. Data collection was conducted using a structured questionnaire. The questionnaire was designed to gather data relevant to the study's objectives, covering ordinal and nominal variables. Before deployment, the questionnaire was pilot-tested for reliability using Cronbach's alpha to ensure the consistency and validity of the instrument. Participants were approached at various tourist spots in Siquijor during the study period. They were briefed about the purpose of the research and provided informed consent. The survey was administered in person to ensure a high response rate and to clarify any ambiguities in the questionnaire. The collected data underwent several stages of statistical analysis:

Cronbach's alpha coefficient was calculated to push factors to be 0.92 excellent and pull factors to be 0.91 excellent, as well as indicate the internal consistency of the questionnaire. This step ensured the reliability of the instrument before proceeding with further analysis. Weighted mean was used to summarize and describe the central tendency of the ordinal variables, providing insights into the general responses of the participants. The chi-square test for independence was applied to examine the relationships between the variables. This test determined whether the observed relationships were statistically significant, allowing the researcher to infer whether variables were independent or associated.

The study was designed to explore the relational dynamics between variables in the context of tourism in Siquijor. The use of the chi-square test was central to achieving the study's objectives, aligning with the quantitative approach to establish inferential relationships between ordinal and nominal data. Ethical standards were strictly observed throughout the research process. Participants' confidentiality and anonymity were maintained, and their participation was voluntary. Informed consent was obtained, and they were given the option to withdraw at any time without any repercussions. This methodology ensures the reliability and validity of the findings, contributing to a robust understanding of the relational dynamics among the studied variables.

However, the study is without limitation, one of the limitations of this study is the potential for response bias, as some tourists may have felt uncomfortable to participate, leading to a lack of representation from those who prefer not to be disturbed during their travels. Additionally, the study's cross-sectional design, conducted over a specific period, limits the ability to capture seasonal variations in tourist behaviors and motivations. Future research could benefit from a longitudinal approach, exploring tourist dynamics during different seasons to provide a more comprehensive understanding. Conducting regular studies throughout the year would further enhance the reliability and applicability of findings by addressing temporal variations.

4. Results and Findings

Part 1 Profile of the Respondents

Table 1 Profile of the Respondents in Terms of Generation

Generation	Frequency	Percentage
Baby Boomers	10	5.99
Generation X	35	20.96
Millennials	88	52.69
Generation Z	34	20.36
Total	167	100

The results indicate that the majority of the respondents belong to the Millennial generation. A study by Ramadania et al. (2021) conducted in Pontianak, Indonesia, explored the travel habits of Millennials and found that their lifestyle choices often lead them to become frequent travelers. For many Millennials, traveling is considered an essential part of life, reflecting their desire for new experiences. In a similar vein, Dewa et al. (2023) noted that Millennials are particularly attracted to ecotourism, which emphasizes nature-focused activities, environmental awareness, and adventure, showcasing emerging travel trends within this demographic group.

Table 2 Educational Attainment of Respondents

Educational Attainment	Frequency	Percentage
Post Graduate	58	34.73
Graduate	91	54.49
Undergraduate	16	9.58
High School	2	1.20
TOTAL	167	100

The table indicates that the majority of tourists have attained a graduate level of education. This finding aligns with Sharma's (2023) study, which revealed that individuals with a Master's degree tend to report higher levels of satisfaction in their travel experiences, suggesting that education can significantly influence travel preferences. Similarly, Nurhuda's (2023) research on Malaysia's educational tourism found that participants were primarily bachelor's and master's degree holders. This indicates that these tourists often have educational goals, with bachelor's degree holders likely pursuing graduate programs and master's degree holders aiming for post-graduate studies. This highlights the link between education and travel motivation.

Table 3 Marital Status of the Respondents

Marital Status	Frequency	Percentage
Single	109	65.27
Married	49	29.34
Divorced	9	5.39
TOTAL	167	100

The table highlights the respondent tourists' marital status, showing that most are single. This finding is consistent with the research by Ma et al. (2023), which suggests that marital status significantly influences lifestyle choices and social activities. Their study found that single medical professionals are more likely to travel for both leisure and work-related opportunities. Similarly, Naszodi and Mendonca (2022) explored how marital preferences shape lifestyle decisions, noting that single individuals tend to seek diverse social experiences, such as international travel. This suggests that being single often correlates with a more substantial interest in exploring new places and cultures.

Table 4 Continent of Origin

Continent	Frequency	Percentage
Europe	85	50.90
North America	9	5.39
South America	9	5.39
Asia	39	23.35
Australia	14	8.38
Africa	11	6.59
TOTAL	167	100

The study reveals that the majority of tourists are from Europe. This finding aligns with the United Nations World Tourism Organization's (UNWTO) 2022 World Tourism Barometer, which reported a notable increase in international tourism starting in 2021. According to the report, Europe experienced the strongest recovery, with a 19% growth, indicating that Europeans were among the first to resume travel post-COVID. Similarly, Tang's (2022) research on the Outlook for Asia Pacific International Travel found that Europeans and North Americans are projected to be the primary source regions for international travel to Asia between 2022 and 2024, reinforcing Europe's significant role in global tourism trends.

Table 5 Escape Factors

Statements for Escape Factors	Weighted Mean	Verbal Description
I am seeking relief from the daily routine and its repetitive demands	3.86	Major Reason
I am avoiding the stress and pressure of everyday Life	3.78	Major Reason
I am taking a break from personal and professional obligations	3.89	Major Reason
Composite Mean	3.84	Major Reason

Legend:

- 4.21 – 5.00 Primary Reason
- 3.41 – 4.20 Major Reason
- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Minor Reason
- 1.00 – 1.80 Not a Reason

Table 5 outlines the primary reasons for travel, indicating that all listed factors are significant motivators for people seeking to escape. These findings align closely with Mheidat and Marzuki (2023), who noted that post-pandemic travel is driven by a strong desire to escape, a need for safety, and a craving for new experiences. Among these, the urge to escape emerged as the most influential factor shaping travel intentions. Similarly, a study by Carvache-Franco et al. (2022) in Lima, Peru, highlighted novelty and escape as the dominant motivators influencing post-pandemic travel decisions, particularly in coastal areas. This suggests a universal pattern in travel motivations.

Table 6 Rest and Relaxation

Statements for Rest and Relaxation	Weighted Mean	Verbal Description
I am free to do what I like	4.44	Primary
I can engage in exciting activities	4.39	Primary
I can enjoy more physical rest and relaxation	3.98	Major
I want to attain peace of mind and body	3.88	Major
Composite Mean	4.17	Major

Legend:

- 4.21 – 5.00 Primary Reason
- 3.41 – 4.20 Major Reason
- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Minor Reason
- 1.00 – 1.80 Not a Reason

In the table, Rest and Relaxation emerge as the most significant basis for tourists, with a mean score of 4.44, verbally interpreted as the Primary reason for vacation. This is similar to Kinczel and Muller's (2022) findings from their research in Romania and Hungary, where they emphasized that relaxation and recharging are essential reasons for tourists visiting those places. The desire for free time and quality experiences also significantly influences their choices of leisure activities. Similarly, Fraiz et al. (2020), in their study on active tourism, highlighted that tourists seeking a combination of relaxation and exciting activities might make destination choices based on the variety of experiences available.

Table 7 Enhanced Experience

Statements for Enhanced Experience	Weighted Mean	Verbal Description
To experience a unique culture other than my own	4.36	Primary
To observe the ways, lifestyles, and opportunities to live with others	4.15	Major
To encounter and interact with diverse groups of people	4.15	Major
To have experiences with new cultures and lifestyles	4.29	Primary
Composite Mean	4.26	Primary

Legend:

- 4.21 – 5.00 Primary Reason
- 3.41 – 4.20 Major Reason
- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Minor Reason
- 1.00 – 1.80 Not a Reason

From Table 7, the dominant motivations that drive the tourists to enhance their experience are to discover a culture different from their own culture (4.36) and to experience different cultures and lifestyles (4.29). Brahimi et al. (2023) conducted an investigation into the motivations of tourists in Algeria in selecting foreign destinations and found that the primary motivations identified were the desire to learn about new cultures and ways of living, fully underlining the need to experience diverse cultural settings. Jopp et al. (2021) added that novelty seekers, a segment of tourists, are driven by the need for new and different cultural

experiences. Further, Seyfi et al. (2020) highlighted cultural experiences in Paris, finding that cultural exchange is one of the key factors that shape tourists' memorable experiences. Thus, it suggests a strong desire among tourists to connect with local culture and lifestyle.

Table 8 Personal and Social

Statements for Personal and Social	Weighted Mean	Verbal Description
I have the desire to travel and explore	4.59	Primary
I have the desire to learn new things	4.48	Primary
I have the desire to spend time with my family or friends	3.97	Major
I have been influenced by what I see from social media friends	3.11	Moderate
Composite Mean	4.03	Major

Legend:

4.21 – 5.00 Primary Reason

3.41 – 4.20 Major Reason

2.61 – 3.40 Moderate

1.81 – 2.60 Minor Reason

1.00 – 1.80 Not a Reason

As may be seen from Table 8, personal and social reasons such as the drive to travel and explore (4.59) and the desire to learn new things (4.48) are the primary motivations for tourists. Mesić et al. (2022) confirm through studies that exploration and learning are fundamental reasons for travel. Further research by Iliev (2020) on dark tourism revealed that the motivation for visiting these sites is firmly based on understanding cultural heritage and historical landmarks. Therefore, curiosity and the desire to learn are crucial factors in travel decisions. Karakan and Birdir (2023) have also reinforced the importance of learning as a key motivator for travel. Su et al. (2020) showed that heritage site tourists are driven by the desire to engage and learn, which significantly contributes to their satisfaction during visits to such places.

Table 9 Knowledge

Statements for Knowledge	Weighted Mean	Verbal Description
To enhance my knowledge and experience of a different destination	4.32	Primary Reason
To learn new things that will broaden my perspective	4.35	Primary Reason
To improve my mental and intellectual well-being	4.15	Major Reason
Composite Mean	4.27	Primary Reason

Legend:

4.21 – 5.00 Primary Reason

3.41 – 4.20 Major Reason

2.61 – 3.40 Moderate

1.81 – 2.60 Minor Reason

1.00 – 1.80 Not a Reason

The table suggested that learning new things to widen one's outlook and to improve the knowledge and experience of a different destination motivated travel. Chi and Phuong (2021) stressed that improvement of knowledge is a serious travel motivation of city tourists, along with self-fulfillment and socializing. Destination image improvement was suggested as a practical approach to attract knowledge-seeking travelers. Wu et al. (2021) pointed out that family travel contributes much to personal development in the course of knowledge, skill, and even wisdom learning. King et al. (2022) highlighted that destination appeal intrinsically motivates educational travelers to improve their experience and decision-making capabilities. According to Carvalho (2021), tourists motivated to learn languages delve more deeply into culture and communicate with locals more closely. Further, Yousaf et al. (2021) investigated the case of Indian Millennials and found that seeking knowledge was one of the primary travel motivations influencing travel intentions.

Table 10 Summary of Push Factors

Summary for for Push Factors	Weighted Mean	Verbal Description
Escape Factors	3.84	Major
Rest and Relaxation	4.17	Major
Enhanced Experience	4.26	Primary
Personal and Social	4.03	Major
Knowledge	4.27	Primary
Grand Mean	4.11	Major

Legend:

- 4.21 – 5.00 Primary Reason
- 3.41 – 4.20 Major Reason
- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Minor Reason
- 1.00 – 1.80 Not a Reason

The table signifies that among the dimensions of Push Factors, improving one's knowledge and experience are the primary reasons for travel among island goers of Siquijor. Duong et al. (2023) also published a similar study on Push factors in Vietnam's Central Highlands and identified knowledge and cultural experiences as significant push factors. Ting et al. (2021) segmented tourists into groups based on motivation and established that, along with health and wellness, an important segment of tourists seeks to learn through knowledge and experiences. Similarly, in a study on Russian tourists visiting Turkey, Cengizci et al. (2020) underlined the unique importance of the desire to experience and learn about new environments, which contributed to satisfaction and revisit intentions. Lin and Zhang (2021) also noted that even during the pandemic, the quest for novelty influenced air travelers' choices, emphasizing that personal knowledge remained one of the significant travel motivations.

Table 11 Natural Attractions

Statements for Natural Attractions	Weighted Mean	Verbal Description
I want to visit various natural attractions such as beaches, caves and waterfalls	4.52	Primary
I want to taste delightful local cuisines	4.39	Primary
I feel secured and safe compared to other destinations	4.05	Major
I feel cleaner and refreshing environment	3.69	Major
Composite Mean	4.16	Major

Legend:

- 4.21 – 5.00 Primary Reason
- 3.41 – 4.20 Major Reason
- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Minor Reason
- 1.00 – 1.80 Not a Reason

In terms of natural attractions, tourists identify two main reasons for their interest: the diverse array of natural attractions like beaches, caves, and waterfalls (rating 4.52), and the chance to taste delightful local cuisines (rating 4.39). Bachmann-Vargas et al. (2021) studied the marble caves in Chile, a nature-based tourism destination, and found that interactions between tourists and the physical elements and symbolic meanings of landscapes drive tour sustainability, influenced by how guides present the abiotic features of the destination. Amir and Semadi (2021) combined the Kecak dance with a waterfall experience to boost Bali's appeal by merging natural attractions with traditional performances. Tang et al. (2020) revealed that in Sulawesi, cave paintings and unique geographical features make the caves a significant attraction for both domestic and international tourists.

On another note, Sthapit et al. (2020) explored tourists' food motivations and discovered that more than half of respondents cited tasting local food as a key reason for visiting a destination. Ullah et al. (2022) added that local cuisine significantly enhances the tourist experience and contributes to destination loyalty. Moreover, Hernandez-Rojas et al. (2021) highlighted those high-quality local foods positively impact tourist loyalty and their willingness to recommend the destination.

Table 12 Hospitality

Statements for Hospitality	Weighted Mean	Verbal Description
To experience the positive attitude of the local residents	4.22	Primary
To experience the unique and indigenous culture	4.14	major
To explore the conventional culture and unique festivals	3.66	major
To experience the exhaustive and thoughtful guide service	3.33	Moderate
Composite Mean	3.84	major

Legend:

4.21 – 5.00 Primary Reason

3.41 – 4.20 Major Reason

2.61 – 3.40 Moderate

1.81 – 2.60 Minor Reason

1.00 – 1.80 Not a Reason

Tourist observes locals' positive attitude (4.22) and responds to it as revealed in this table. Styliadis et al. (2021) studied tourists in Greece and shows that positive interactions with locals lead to stronger satisfaction and a higher likelihood of revisiting the destination. Maziriri et al. (2021) conducted their research in South Africa to explore how the attitudes of local residents toward tourists affect the latter's willingness to visit. They deduced from this those tourists are more likely to choose destinations where locals are welcoming and treat them well. The role of resident behavior is highlighted as a key factor influencing tourists' decisions. Furthermore, the study on tourism affinity by Josiassen et al. (2020) demonstrated that positive feelings towards locals can provoke repeat visits and word-of-mouth promotion.

Table 13 Infrastructure

Statements for Infrastructure	Weighted Mean	Verbal Description
To experience the diverse dining options	3.84	major
Availability of transportation infrastructure such as fast craft, and motor vehicles	3.45	major
Diverse and matched entertainment facilities	3.46	major
Composite Mean	3.58	major

Legend:

4.21 – 5.00 Primary Reason

3.41 – 4.20 Major Reason

2.61 – 3.40 Moderate

1.81 – 2.60 Minor Reason

1.00 – 1.80 Not a Reason

The table shows that dining diversity is the most in demand for infrastructure. This is similar to the research done in Vietnam by Nguyen (2021), which has found that investment in dining, hotel, and recreation infrastructure boosts the attraction of international visitors. This research has pointed out that the restaurant industry is among the major components making up tourism infrastructure. Indeed, a study by Vrasida et al. (2020) indicated that gastronomy is increasingly central to the tourist experience, with Michelin-starred restaurants in Europe being among the major tourist attractions and a significant part of the destination's marketing mix.

Table 14 Online Information

Statements for Online Information	Weighted Mean	Verbal Description
Can easily find information online	3.96	major
Information is complete and updated	3.56	major
Location feedback can be found	3.87	major
Travel related information is available	3.99	major
Composite Mean	3.85	major

Legend:

4.21 – 5.00 Primary Reason

3.41 – 4.20 Major Reason

- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Minor Reason
- 1.00 – 1.80 Not a Reason

Information about the destination related to travel was given as a primary reason for choice by tourists, with a rating of 3.99. Some characteristics included travel itineraries, price, promotions, and type of travel. Jin et al. (2021) established that online reviews have been observed to influence the decision-making processes of tourists greatly. Ghorbani et al. (2023) established user-generated content; the sharing of photographs has a significant effect on the travel decisions of people. In this regard, photos evoking emotions may tend to outline the peculiarities of a destination and hence influence tourist choice.

Table 15 Accessibility

Statements for Accessibility	Weighted Mean	Verbal Description
Abundance means of transportation	3.69	major
Ease of accessibility of Destination	3.67	major
The location of Destination	3.95	major
Composite Mean	3.77	major

Legend:

- 4.21 – 5.00 Primary Reason
- 3.41 – 4.20 Major Reason
- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Minor Reason
- 1.00 – 1.80 Not a Reason

It is observed that the place factor of the destination plays a significant aspect in terms of accessibility and is considered a primary reason for choosing a destination. Zhang and Jiang (2021) rightly commented that the reduction of spatial distance and enhancement of destination accessibility were critical factors in tourist destination choice. To add to this, Juschten and Hossinger (2020) once said about rural tourism, that integration of travel mode with the characteristics of the destination, such as web presence and accessibility, significantly influences the destination choices of tourists. Cetin et al. (2022) further added that the choice of foreign tourists is highly influenced by the choices of domestic tourists, emphasizing that location is an important factor in decision-making.

Table 16 Pull Factors Summary

Pull Factors Dimensions	Weighted Mean	Verbal Description
Natural Attractions	4.16	Major
Hospitality	3.84	Major
Infrastructure	3.58	Major
Online Information	3.85	Major
Accessibility	3.77	Major

The study reveals that whatever is the pull factor motivation, Natural attraction has the highest with 4.16 remains the most important factor. Fraiz et al. (2020) their study identifies natural surroundings as the top pull factor for active tourist. Thus, natural beauty is prioritized by all tourist groups. Gultom et al. (2022) gave the same conclusion that in the natural beauty of Batutegi dam was a key pull factor. This reinforcing importance of nature in tourism destination. Similarly, Tu (2020) explored both push and pull factors with nature being the most significant pull factor and highlights natural surroundings in attracting tourist to heritage sites.

Table 17 Escape and Profile

Table shows that only Family status is significant in escape. This infers for the dimension of escape it is a factor. Also

Profile of the Respondents	Chi Computed	Chi - Critical	p-value	HO	Remarks
Generation	7.000	23.3367	0.8576	Accept	Independent
Educational Attainment	53.881	23.3367	0.000	Reject	Dependent
Family Status	10.96	17.5345	0.2040	Accept	Independent
Continent	15.275	34.1696	0.7605	Accept	Independent

discussing family obligations, Fujikura et al. (2023) said those family responsibilities may become drivers for individuals to use tourism as an escape from those family responsibilities. This again establishes the impact of family on tourism behavior. Chylińska (2022) again said there are different triggers to seek the destinations of escape and this includes family dynamics.

Table 18 Rest and Relaxation

Profile of the Respondents	Chi Computed	Chi - Critical	p - value	HO	Remarks
Generation	11.67	23.3367	0.4725	accept	Independent
Educational Attainment	16.928	23.3367	0.1523	Accept	Independent
Family Status	15.687	17.5345	0.0471	Reject	Dependent
Continent	22.105	34.1696	0.3349	Accept	Independent

As observed from the table, educational attainment is an influential determinant of rest and recreation. Coelho et al. (2023) also pointed out a similar observation, noting that "tourists with high health literacy were more often characterized by higher educational attainment." Thus, individuals with higher literacy tend to prefer destinations that provide not only relaxation but also avenues for health and wellness education. Conversely, Lee and Kim (2023) add that wellness tourists with high educational attainment often favor experiences that offer both relaxation and opportunities for intellectual or self-discovery, distinguishing them from tourists with lower educational attainment, who may focus on relaxation alone. This trend was further supported by Tomasi et al. (2020), who highlighted that individuals with higher levels of education see tourism as an opportunity not only to relax but also to learn and develop.

Table 19 Enhanced Experience

Profile of the Respondents	Chi Computed	Chi - Critical	p-value	HO	Remarks
Generation	11.11	23.33	0.5195	Accept	Independent
Educational Attainment	8.6449	23.3367	0.7329	Accept	Independent
Family Status	25.068	17.5345	0.0015	Reject	Dependent
Continent	15.908	34.1696	0.7223	Accept	Independent

In the table, Family status is one factor that causes differences in enhancing experiences. For example, Chen et al. (2021) identified family dynamics as one of the influential factors in the performance of tourists' experiences. The authors found that married people feel more satisfied if the experience is shared, while single and divorced people tend to give more significance to personal enrichment. According to Zhang et al. (2023), single and divorced individuals are engaged in high levels of individualistic social engagements, which they experience with friends and communities to make their lives more culturally diverse. Married people, on the other hand, tend to be focused on family-centered interactions. In turn, Ochnik and Slonim (2020) reported similar findings, showing that single individuals take the aspect of individual exploration of cultures very personally and impeccably. On the other hand, are family-oriented experiences that married individuals usually pursue.

Table 20 Personal and Social

Push Factors	Chi Computed	Chi - Critical	p - value	HO	Remarks
Generation	9.821	23.3367	0.6317	Accept	Independent
Educational Attainment	9.4546	23.3367	0.6637	Accept	Independent
Family Status	13.893	17.53	0.0846	Accept	Independent
Continent	13.08	34.1696	0.8739	Accept	Independent

From the table above, a view can be seen that the demographic factors are discrete from the personal and social causes of travel, incurring that besides the demographic variables, other factors might affect these personal and social motivations. This also agrees with Katsikari et al. (2020), who made mention of the fact that social media is influential in travel choices, especially in the case of those travelers who depend on online networks for recommendations. Further, Nguyen et al. (2021) augmented this by adding that tech-savvy and experience-seeking profiles lead to travel motivations. Similarly, Aggarwal and Hajra (2023) also established that motivations among seniors are often driven by novelty and health benefits.

Table 21 Knowledge

Push Factors	Chi Computed	Chi - Critical	p-value	HO	Remarks
Generation	9.9249	23.3367	0.6225	Accept	independent
Educational Attainment	16.015	23.3367	0.1906	Accept	independent
Family Status	13.21	17.53	0.1048	Accept	independent
Continent	25.679	34.1696	0.1767	Accept	independent

The table indicates that knowledge-seeking behavior is not contingent upon respondents' profiles. This implies that; indeed, knowledge-seeking behavior does depend on factors other than the demographic characteristics. Chen et al. (2021) suggested that instead of demographic factors, subjective well-being leads to a desire to use social media to share tourism experiences with the aim of enhancing enjoyment. Their research shows that well-being has more influence on the use of the platform for engagement rather than educational or generational demographics. Zhang et al. (2023) also identified that perceived values, either social or emotional experiences, are not influenced by visitor demographics but by the cultural and cognitive values of the destination. Pereira et al. (2021) also identified that, through tacit knowledge, enhancements in tourist loyalty are not linked to the demographic background, with emphasis on the value of knowledge in enhancing service quality and satisfaction and, to a lesser extent, in segmenting tourist profiles.

Pull Factors

Table 22 Test for Independence between Natural Attractions and Profile of the Respondents

Profile of the Respondents	X ² computed	X ² Critical	p - value	HO	Remarks
Generation	3.7906	19.0228	0.9246	Accept	Independent
Educational Attainment	8.3905	19.0228	0.4953	Accept	Independent
Family Status	8.7754	14.4494	0.1866	Accept	Independent
Continent	53.42	27.4884	0	Reject	Dependent

The finding suggests that tourist perceive natural attractions differently. Zhang et al. (2020), also reiterated their findings by outlining that tourist from Europe, North America, and Asia viewed and engaged with natural attractions in varied ways. This indicates that they capture and share images of these locations uniquely, reflecting different spatial and behavioral patterns, a trait hinting at diverse regional preferences. Similarly, Getzner (2020), found that preferences varied across regions, with some tourists expecting strong protection as part of the natural attraction experience. Suresh et al. (2021) further add that tourists, especially from regions less familiar with large fauna, highly value unique and less frequently visited natural experiences.

Table 23 Test for Independence between Hospitality and Profile of the Respondents

Profile of the Respondents	X ² computed	X ² Critical	p-value	HO	Remarks
Generation	14.919	23.3367	0.2459	accept	independent
Educational Attainment	16.836	23.3367	0.1559	accept	independent
Family Status	49.564	17.5345	0	reject	dependent
Continent	21.902	34.1696	0.3458	accept	independent

The table shows that the destination's hospitality depends on family status. According to the results revealed by the study of Herjanto et al. (2023), staff attitude and privacy appear to dominate satisfaction, attributing to personalized services based on family dynamics: couples or single travelers. Similarly, Choi et al. (2020) showed that married locals tend to support authenticity, while singles and younger residents may favor inclusive changes that appeal to diverse tourists. Results of similar studies can also be seen in the works of Yiamjanya et al. (2022).

Table 24 Chi-square test for Independence between Infrastructure and Profile of the Respondents

Profile of the Respondents	X ² computed	X ² Critical	p-value	HO	Remarks
Generation	23.887	23.3367	0.0211	reject	dependent
Educational Attainment	28.549	23.3367	0.0046	reject	dependent
Family Status	24.495	17.5345	0.0019	reject	dependent
Continent	22.898	34.1696	0.2939	accept	Independent

It can be observed from the table that, out of all the profile factors, it is Generation, Educational Attainment, and Family Status that influence infrastructure. Supporting this fact, Wang et al. (2021) documented that factor like food waste habits correlate with educational attainment—the higher the educational attainment, the lower the food waste of tourists. Similarly, Wu et al. (2021) and Zhang and Zhang (2021) investigated better transportation. Their findings indicated that this factor indeed contributes to tourism by offering access, though it has some generational preferences and family status variability. Access is more likely to receive positive responses from younger tourists and families. Castillo et al. (2020) also determined that the higher educational level a tourist has, the more interested they would be in high-order entertainment facilities, serving as pull factors in the regularized flows of tourists, especially in the older generation.

Table 25 Chi-Square test for Independence between Online Information and Profile of the Respondents

Profile of the Respondents	X ² computed	X ² Critical	p-value	HO	Remarks
Generation	7.3626	19.0228	0.5594	accept	Independent
Educational Attainment	20.087	19.0228	0.0174	reject	dependent
Family Status	6.8779	14.4494	0.3323	accept	Independent
Continent	14.739	27.4884	0.4704	accept	Independent

The findings showed that, among the factors analyzed, educational attainment influences dependence on online information. Teixeira et al. (2021) noted that comprehensive and up-to-date information is relevant in tourism in that such information may trigger full engagement of educated tourists, whom the researchers referred to as postgraduate and graduate levels, and who may have intentions and depend on thorough details in order to plan their experiences. Furthermore, the accessibility of tourism has proved to be in a positive phase, where updated and detailed information can help tourists with a specific need to actively participate in travel opportunities. Singh et al. (2023) also proved that developing countries have more accessibility gaps, affecting postgraduate and graduate tourists in different regions who rely on educational resources about travel. Branco et al. (2021) added that web accessibility would promote better tourism; conversely, a lack thereof is a problem for graduate and postgraduate tourists in getting complete information from the internet.

Table 26 Chi-Square test for Independence between Accessibility and Profile of the Respondents

Profile of the Respondents	X ² computed	X ² Critical	p-value	HO	Remarks
Generation	5.3649	23.3367	0.9947	accept	Independent
Educational Attainment	8.8421	23.3367	0.7164	accept	Independent
Family Status	10.882	17.53	0.2085	accept	Independent
Continent	18.965	34.1696	0.5241	accept	Independent

The findings reveal that the tourist profile is insignificant in the case of accessibility. Tan and Ismail (2020) proved that ample and efficiently managed transport is what really matters to tourists, which thus directly influences accessibility and tourist satisfaction, hence enhancing destination appeal. Bokhari (2021) supplemented this by stating that the concept of accessibility is valid across a wide array of profiles, given that tourists would like to travel to destinations where modes of transportation are able to ensure easy accessibility is available. According to Venkat et al. (2023), accessibility is considered a priority in tourism; studies depicted that tourists tend to visit places that are accessible, such as transportation facilities or less physical hindrances. Cahyono et al. (2023) further present support for the idea of accessibility in urban and ecotourism areas towards higher satisfaction of a tourist and influencing their loyalty. Zhou et al. (2023) further added that it is the "location of a destination, including proximity to transportation hubs," that factorially influences tourist inflows. This further strengthens the fact that accessible destinations are favored, irrespective of demographic factors, on the part of tourists.

5. Summary of Findings

Millennials, especially those from Europe, are the dominant demographic. Their high representation suggests that targeted campaigns with environmentally friendly and adventure-focused marketing could be highly effective, as Millennials often seek unique and memorable experiences connected with nature. With a majority of respondents having graduate-level education, there's a need to enhance travel experiences directed at knowledge seekers. Since highly educated travelers are motivated to learn, destinations should provide informational resources and intellectual experiences, such as cultural tours, historical insights, and eco-friendly practices, to add depth to their visits. Family status influences motivations; for instance, singles and divorced travelers focus on personal enrichment and exploration, while married respondents prefer family-centered activities. Segmenting activities or developing hybrid offerings that cater to both individual exploration and family experiences can create a more inclusive environment for all travelers.

Natural environments appeal to almost every demographic, though there are subtle differences in how tourists from different continents engage with and perceive nature. This suggests that marketing campaigns should highlight various aspects of natural settings, such as adventure or relaxation, depending on regional preferences. Infrastructure, particularly diverse dining options, and accessibility is important across all groups. Investing in these areas could enhance broad appeal, reinforcing the need for well-connected and easily accessible tourist sites.

Educated travelers are increasingly reliant on online information. Regular updates to these digital resources, along with ensuring they are accessible, complete, and detailed, can improve tourist engagement and satisfaction.

6. Conclusion

The study provides a deeper understanding of what drives travel for Millennials who are highly educated, predominantly single, and mainly from Europe. This profile reflects known trends in research, which point to Millennials as especially eager for new experiences, outdoor adventures, and ecotourism. The group's higher education levels correlate with increased travel satisfaction and motivation, especially for single travelers who are often drawn to social and exploratory journeys.

Travel motivations center around the desire to escape, relax, grow personally, and learn something new. Knowledge (4.27) and the chance for enriched experiences (4.26) rank as the top reasons, highlighting a strong curiosity to learn about new cultures and expand personal perspectives. Closely behind, rest and relaxation are important, emphasizing a need for physical renewal and downtime. This mix shows that today's travel isn't just about relaxation; it's also about personal enrichment, learning, and cultural engagement.

Family status significantly shapes travel motivations, especially around escape and unique experiences. Singles and divorced travelers often seek solo explorations, while married travelers tend to look for family-friendly experiences. Education level

also influences the need for rest and relaxation, with more educated travelers often seeking wellness and educational experiences in their trips.

On the flip side, pull factors show that natural attractions (4.16) and local cuisine are key draws, reflecting a broad interest in nature and regional flavors. This is consistent with previous studies, which recognize nature as a fundamental appeal across all kinds of travelers. Other significant factors include hospitality (3.84), infrastructure (3.58), and accessible online information (3.85), highlighting the value of both practical conveniences and welcoming interactions. Accessibility, although important, is a universal need across all demographics, underscoring the shared desire for seamless travel.

Education level plays a role in how much travelers rely on online information, with highly educated tourists seeking more detailed resources. Additionally, the continent of origin affects the emphasis placed on natural attractions, with different regions prioritizing various natural experiences. Family status also shapes preferences for hospitality, with married travelers valuing authentic experiences and single travelers preferring inclusive settings.

In summary, while core motivations—such as the quest for knowledge, enhanced experiences, natural attractions, and relaxation—remain widely shared, factors like family status and education level notably shape individual preferences. Accessibility and readily available information online are also universally valued. These insights offer meaningful guidance on how travel experiences can be better tailored to meet the unique motivations of diverse travelers.

7. Recommendations

1. Enhance Ecotourism and Nature-Based Attractions. To attract Millennials and educated travelers, develop and market eco-friendly experiences such as guided hikes, nature immersion programs, and sustainability workshops. These offerings leverage the "Enhanced Experience" motivation (4.26) and the appeal of natural attractions (4.16) as top factors for this demographic.

2. Promote Knowledge-Based Tourism. Knowledge acquisition (4.27) is a primary motivation for designing structured educational activities or collaborating with local historians, artisans, or environmentalists. These can be marketed as "enrichment experiences" or "learning journeys," appealing especially to graduate and postgraduate travelers who value intellectual engagement.

3. Leverage Digital and Online Content for Pre-Travel Engagement. Given the significance of online information as a pull factor, destinations should optimize their digital presence. Maintain clear, visually appealing, and frequently updated content across websites and social media to attract educated tourists who prioritize comprehensive information for planning their trips.

4. Tailor Marketing Messages by Family Status and Demographic Segment. Singles and Divorced Travelers: Highlight experiences that promote personal exploration, cultural immersion, and social engagement. Married Tourists: Emphasize family-friendly attractions, authentic local experiences, and inclusive hospitality services.

5. Enhance Dining and Local Cuisine Experiences Since local dining options are a significant pull factor, promote unique local cuisine through food tours, special events, or local chef-led experiences. This approach appeals to tourists from various regions eager to explore new culinary traditions and flavors.

Future Direction for Tourism Researches

The findings of our study illuminate promising avenues for future research like integrating AI into tourism and addressing key challenges like cultural sensitivity and overcrowding. Similarly, to revolutionize tourism there should be an avenue that will provide for the enabling hyper-personalized experiences tailored to Millennials' motivations, such as adventure, cultural engagement, and eco-tourism. There is also a need for Platforms that could enhance pre-travel engagement through dynamic, interactive content, offering educated travelers detailed itineraries or virtual cultural tours.

Additionally, addressing cultural sensitivity to analyze regional preferences and guide respectful marketing campaigns or product development. Systems that could predict and manage tourist flows to reduce overcrowding, ensuring sustainable use of natural and cultural attractions.

Here are the authors suggestions for topics tourism research of the future.

1. Personalized Tourism Experiences: Addressing Millennial Travel Motivations and Cultural Engagement
2. Tailoring travel experiences to Millennial preferences for adventure, eco-tourism, and cultural immersion.
3. Digital Transformation in Pre-Travel Planning: Enhancing Engagement for Educated and Knowledge-Seeking Tourists.
4. Examining the role of AI in creating dynamic and interactive pre-travel resources for highly educated travelers.

5. Addressing Cultural Sensitivity in Global Tourism: Tool for Analyzing Regional Preferences and Promoting Respectful Marketing

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