

Synthesis on Push Pull Dichotomy and its Resulting Impact on Tourism Trends

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Received: 14 December 2012 Accepted: 3 January 2013 Published: 15 January 2013

Abstract

The dichotomy rallying behind the concepts of push and pull dimensions in the tourism paradigm with their underlying formulations are systematically analyzed. The factors relating to various forces that are motivating the tourist for travelling to different destinations are investigated along with role and influence of the cognitive mind by probing into traditional scriptures followed by systematic field surveys. The results of these studies indicated that motive motivation construct is corresponding to the Maslow's hierarchy of needs tending towards actualization of travel experiences. The travel path from origin based push factors along with those forces which are pulling a tourist to the destination is conceptualized by design and development of a double engine locomotive resulting in dual stimulus curve. This stimulus is studied by analyzing the foreign and domestic tourist data that are found to be corresponding to the personal place bond and nationality for a given cultural context which explained tourism trends. Contrary to the popular belief in tourism literature, the present findings go on to show that both the organs-of-perception and organs-of-activity are to be in unison without any dissonance for realizing the maximum travel experiences.

Index terms— stimulation, cognition, emotion, mind, push pull engine.

1 Introduction

ourism is a human activity (Holloway and Taylor 2006) depending on the motive force within a person that arises from the urge of an individual towards the travel. Motives are quoted to be latent needs (Heckhausen 1989) to do things in order to achieve something whereas motivations are stated to be some kind of internal drive (Harmer, 2001) which pushes someone by internally generated needs. Moutinho(1987) earlier observed that push factors indicate a state of need that exerts on the individual which are likely to bring satisfaction while actualizing these needs. Further Maslow(1954) hierarchy of needs which is the most applied (Mayo & Jarvis, 1981) in the tourism literature observed that these push factors are originating from human motivation for satisfying physiological and psychological needs hierarchically towards their actualization. These motivational needs are said to arise (Malay Biswas 2008) from the over-stimulation or understimulation in the mind for engaging in tourism activity for reducing the dissonance or disequilibrium (Kim, Lee, & Klenosky, 2003) in the mental system. Tourism motivations are attributed to be push and pull factors (Bashar Aref and Mat Som 2010) where people are pushed by their own internally generated needs who are in turn pulled towards the attractiveness of a destination. These destinations are observed to be possessed with an amalgam of tourism products, facilities (Cooper et al 2005) and services in the geographical component of a tourism system. While analyzing the tourist sites, Crompton (1979) classic study brought out seven socio-psychological push motives and two cultural pull motives for embarking upon recreational tour. Later ??avid Weaver (2000) reclassified these motives into five push factors and nine pull factors while commenting on the very nature of the push pull nomenclature. But Snepenger et al (2006) opined that by visualizing these two factors as two separate push and pull entities may satisfy the statistical purpose and

43 serve for an occasion. Therefore these classifications resulted in analyzing these factors as two separate constructs
44 or two related entities or one preceding (Dann, 1977) the other. Further it is found that the cognitive counterpart
45 is ill-defined (Gnoth 1997) in recreation studies while emotive forces at the destination is well defined.

46 But several investigators from different fields (Cohen 1972; Plog 1974; Aloha 1982, Gnoth 1997) have
47 attempted to identify the basic motive behind motive motivation construct in a tourism paradigm. During
48 the process it is found, the motive nature of a mind has a tendency to repeat its own emotive thoughts
49 (Gollwitzer, Heckhausen & Steller, 1990) by virtue of its cognitive power which can perceive well in advance
50 various attractions at the destination. Atkinson (1997) later confirmed the above mechanisms can be understood
51 from the comprehensive meaning of the mind that perceives, thinks, feels, wills and desires with its intellect.
52 Since tourism paradigm is related to human beings and human nature, it is observed to be complex proposition
53 (Yoon and Uysal 2005) to investigate why people travel and what they need to enjoy despite all these formulations
54 and classifications.

55 Therefore the motive motivation construct is corresponding to push and pull factors depending on the cognitive
56 and emotive forces of the mind in making a decision to travel to a destination. Various elements involved in the
57 push pull milieu are systematically codified and presented in the Table 1 for further analysis. The analysis of
58 the above table readily explains those push and pull forces which corresponding to the motive motivation gesalt
59 engineered by the mind for motivating a person to engage in a travel activity.

60 Therefore these forces that are acting on the mind of a tourist starting from the origin to the destination are
61 schematically modeled by designing a double engine locomotive and presented in Figure 1. The push pull engine
62 triggered by the emotive thoughts moves from the origin towards the mind where it weighs all travel choices and
63 options along with their pros and cons for getting signalling the mind for the onward move of a tourist towards
64 the destination. During the process, titrations would take place between the cognitive and emotive reagents in
65 the mind to release the stimulus energy for deciding whether to accelerate or withdraw from the travel path. It
66 can be observed from the Figure that the dualism of the mind in the person is schematically presented at the
67 center of the stimulus path looking on either side of the origin and destination. It can be further visualized that
68 the mind acts as a facilitator with its emotive thoughts on every move of stimulus path to pull a person towards
69 the destination. Thus the dual stimulus path is arising from push and pull forces formed in the S type curve in
70 a slanting position involving both the stimulus which will be henceforth called as a 'S Curve'.

71 However it is observed from the Western literature (Dumazedier 1967; Krippendorf 1987; Parker 1983) free time
72 and holidays in leisure studies are inevitably connected to the concept of self-actualization or self-realization.
73 Further it is observed the usage of self-actualization is in synonymous with self-realization for tourism paradigm.
74 These self-concepts and their synonymous usages prompted the author to probe into traditional Indian scriptures.

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3 Traditional Revelations behind Push Pull Mechanisms

77 As per the ancient Indian scriptures every human being possesses two bodies on material plane, one is the physical
78 gross body and the other the imaginary subtle body within the gross body where the mind is perceiving with its
79 intellect. Further these scriptures stated the mind is internal to the vital energy which acts as a motive power for
80 the gross and subtle body. These three dimensions of the being i.e., mind, body and the energy are not isolated
81 from each other and together form the total individual person as elucidated in the following verse.

82 Gnanendriya Panchaka , Karmendriya Panchaka, Pranaadi Panchaka, Samyuktham Jayathe Vedanta Paribhasha, 7-3

83
84 The above verse clarifies that the gross body comprises of a set of five elements known as the organs-of-activity
85 while the subtle body comprises of another set of five elements known as organs-of-perception which are activated
86 by the vital energy that composes of five gaseous elements.

87 The organs of action are denoted in the scriptures to be made up of Vocal cord (vak), hands (pani), feet
88 (pada), genitals (upastha) and anus (payu). In a similar way the organs-of-perception which facilitates different
89 perceptive functions of the gross body are skin (Thwak), eye (chakshu), ears (srothra), tongue (jihwa), nose
90 (ghrana). The same has been denoted in the following verse of the scripture.

91 Thwak Chakshu Srothra Jihwa Ghrana Vaak Paani Pada Payu Upastha Vedanta Paribhasha, 7-3 However,
92 the mind which is driven by the intellect is always under the influence of external objects in the physical world.
93 Hence organs-of-perception arouse the emotive thoughts by virtue of cognitive power of the mind for inducing
94 the organs-of-action towards an activity. This is described in the following verse. mamaivaamsho jeevaloke
95 jeevabhootah sanaatanah; manah shashthaaneendriyaani prakritisthaani karshati Bhagavad Gita, 15-7 Further
96 these cognitive attributes of the mind found to be involving three characteristics (Bhargava Teja 2011) namely
97 satwa(serenity) rajas(source of desire) tamas(ignorance) which are responsible for letting lose the flood of stimuli
98 in the mind by the attractive objects in the physical world. As a result of varying proportions of these three
99 tendencies, the inner equipoise and serenity in the mental pool starts getting disturbed as described in the
100 following verse. trai-gunya-vishaya veda nistrai-gunyo bhavarjuna nirdvandvo nitya-sattva-stho niryoga-kshema
101 atmavan Bhagavad Gita, 2-45

102 However the disequilibrium in the mental system can be avoided for excelling oneself in any activity with

103 the concerted effort of organs-of-perception led by the mind which is more specifically described in the following
104 verse.

105 Yastvin-driyani manasa niyamyarabhate'rajuna Karmen-Driyaih Karma-Yogana-Saktah Sa Visisyate Bhagavad
106 Gita, 3-7

107 Towards such an action the traditional scriptures prescribed a twofold path with each one acting complimentary
108 to another for achieving the state of equilibrium without any dissonance as denoted in the following verse.

109 Loke'smin dwividhaa nishthaa puraa proktaa mayaanagha Jnaanayogena saankhyaanaam karmayogena
110 yoginaam Bhagavad Gita 3-3

111 It is further clarified in this scripture that these two paths are driven by the mind with its intellect in
112 coordinating both organs-of-perception and organs-ofaction simultaneously and synchronously. Though these
113 declarations are found to be corresponding with modern tourism literature (Tasci & Gartner, 2007; Young, 1999)
114 relating to social construct, but its cultural counterpart is observed to be an area of neglect. More specifically
115 the personal place bond (Shumaker & Taylor, 1983) and the nationality (Saarinen, 2004) relating to the cultural
116 context are also observed to be under explored. Therefore systematic field surveys are carried out by selecting a
117 typical tourist destination for particularly validating the cultural context by analyzing the nature and behaviour
118 of tourist choices and preferences towards particular destination along with their polarizations.

119 4 III.

120 5 Push Pull Milieu and its Impact on Tourism Trends

121 The selected destination is the state of Andhra Pradesh (AP) which is acclaimed as the Kohinoor of India
122 showcasing all the attractions of the India that are naturally gifted to this ancient land. The state is seated on
123 a plateau resting over one of the oldest rock formations of millions of years old in the World. With a unique
124 blend of ancient and modern cultures coupled with splendor, beauty and distinct geography is gifted with longest
125 coastal line. It provides pristine beaches with silver sands and golden sunshine covering nine of the 23 districts
126 with equal access. Hence the destination is known to be the tourism paradise (Bhargava Teja Accordingly the
127 data pertaining to foreign and domestic tourists visiting to all these attractions is systematically investigated.
128 Simultaneously the data pertaining to major tourist attractions are surveyed in all over the states for validating
129 the observed trends in the state of A.P. It is found during the analysis that the majority of the tourists are drawn
130 to over eleven districts of A.P whereas seven Indian states are attracting maximum number of foreign tourists
131 with their unique features and their attributes. Hence the data pertaining to all these top destinations in the
132 state as well as in the entire India are codified and presented in Table ?? a & b. It can be observed from the
133 Table ?? a & b that 90 % of the domestic tourists are indicating their choices and preferences by their presence
134 around religious destinations. On the contrary it is found that presence of foreign nationals is meager at these
135 destinations. On the other hand, it is observed that over 80 % of foreign tourists are leaning towards World
136 heritage sites (UNESCO 1972) and archeological circles which are spread over all through India. Further it is
137 found that the majority of the foreign tourists are preferring Buddhist circuits from among the historical sites
138 by showing their presence in large numbers. These polarizations and trends are schematically represented by the
139 design and development of conceptual diagram which is presented in Figure 3. IV.

140 6 Conclusions

141 The perceptual dichotomy prevailing among various researchers while analyzing push pull factors and their
142 underlying mechanisms have led the consideration of these two factors as to different entities. These ambiguities
143 prompted the author for analyzing the role of the cognitive mind by probing into the traditional scriptures
144 followed by their validation through an analytical data derived from the field surveys. The results of these
145 studies revealed that the genesis of both push and pull factors are originating from a single source, the mind
146 and hence these two factors needs to be considered as a single integrated entity. Further, the analysis of these
147 studies is goes on to show that these push pull motives are being coordinated by the vital energy of the mind
148 simultaneously and synchronously without any disequilibrium or dissonance for excelling in tourism activities.

149 The tourist polarizations and their trends are conceptualized through a design and development of double
150 engine locomotive by demonstrating origin related sensuous drives and destination based emotive attributes
151 which have resulted in dual stimulation 'S' curve. These impacts are schematically presented in the form of
152 an open book for vividly demonstrating three dimensional human body which is interfaced by the mind. The
153 analysis of these entire investigations revealed that personal place bond has a decisive role in choosing either
154 a temple or Buddhist circuit by domestic or foreign tourists respectively. Further these findings indicate that
155 both the foreign and domestic tourists are showing their lesser preferences to other attractions which are closely
156 located to the preferred destinations.

157 V. ¹



Figure 1: Figure 1 :

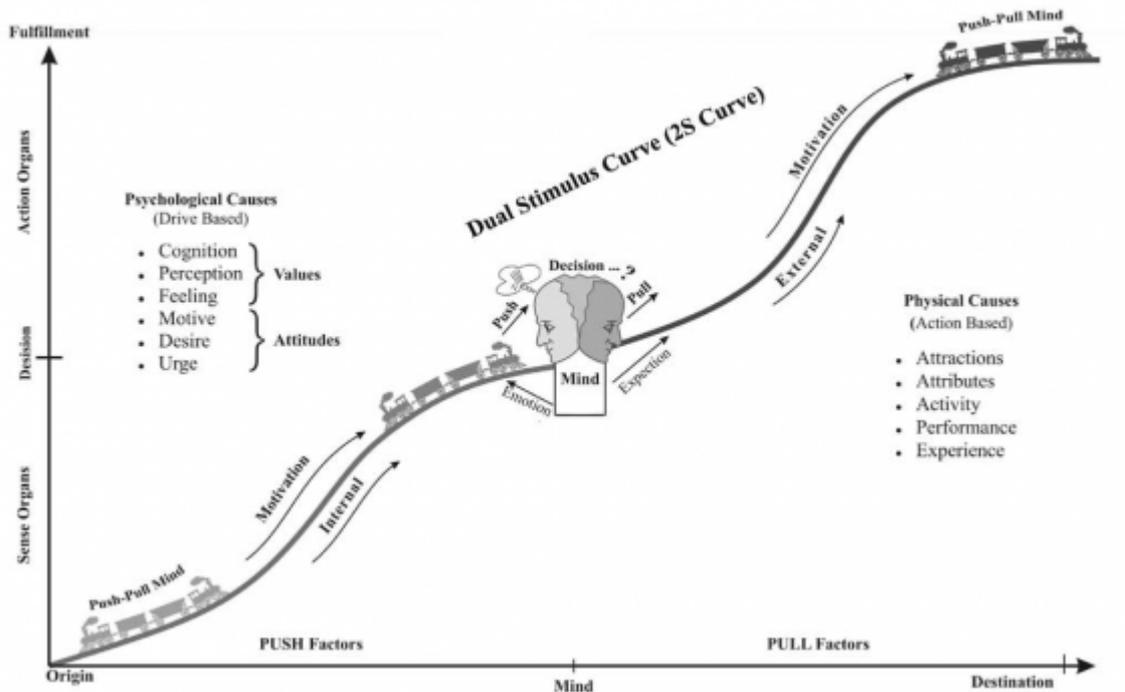


Figure 2: G

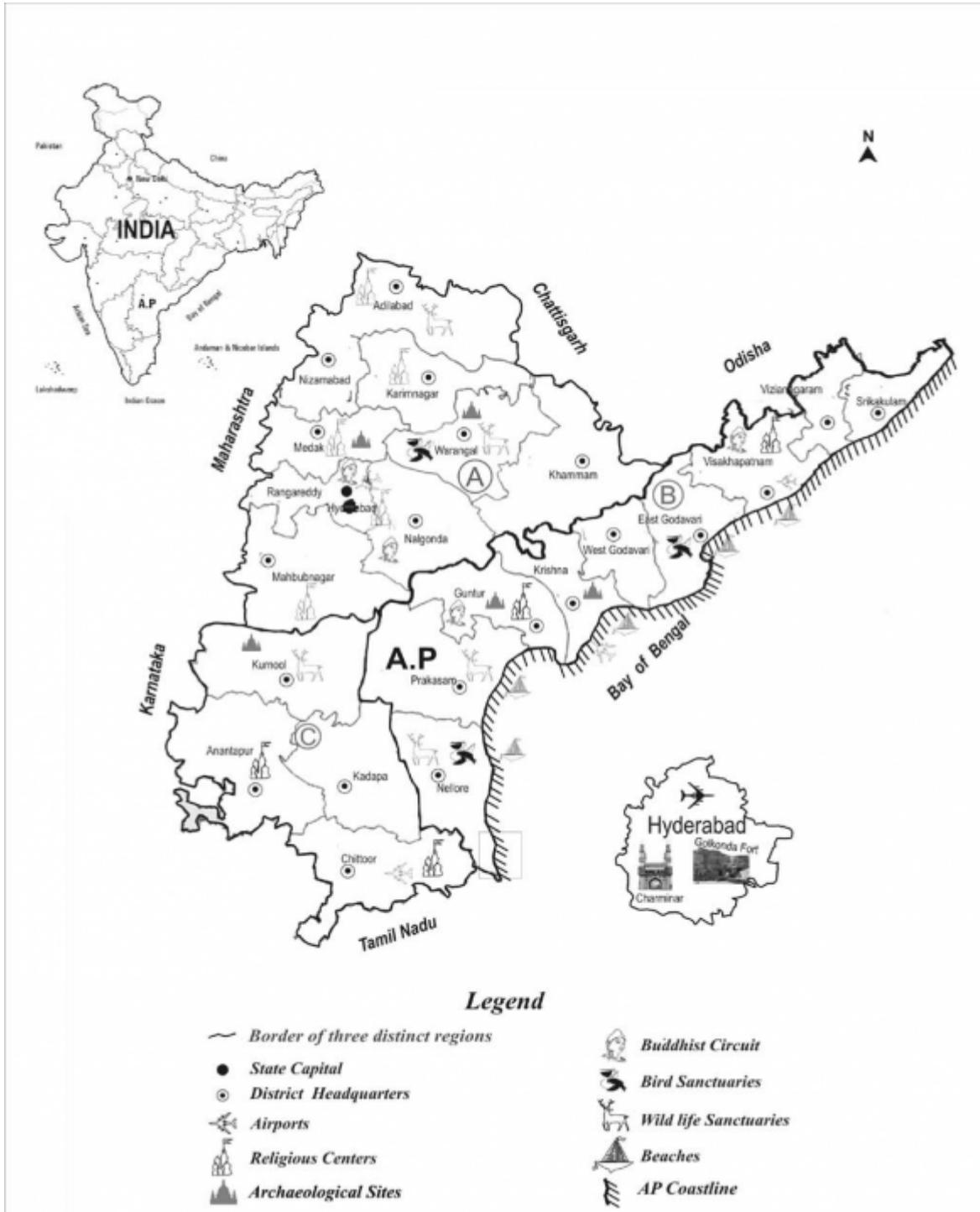
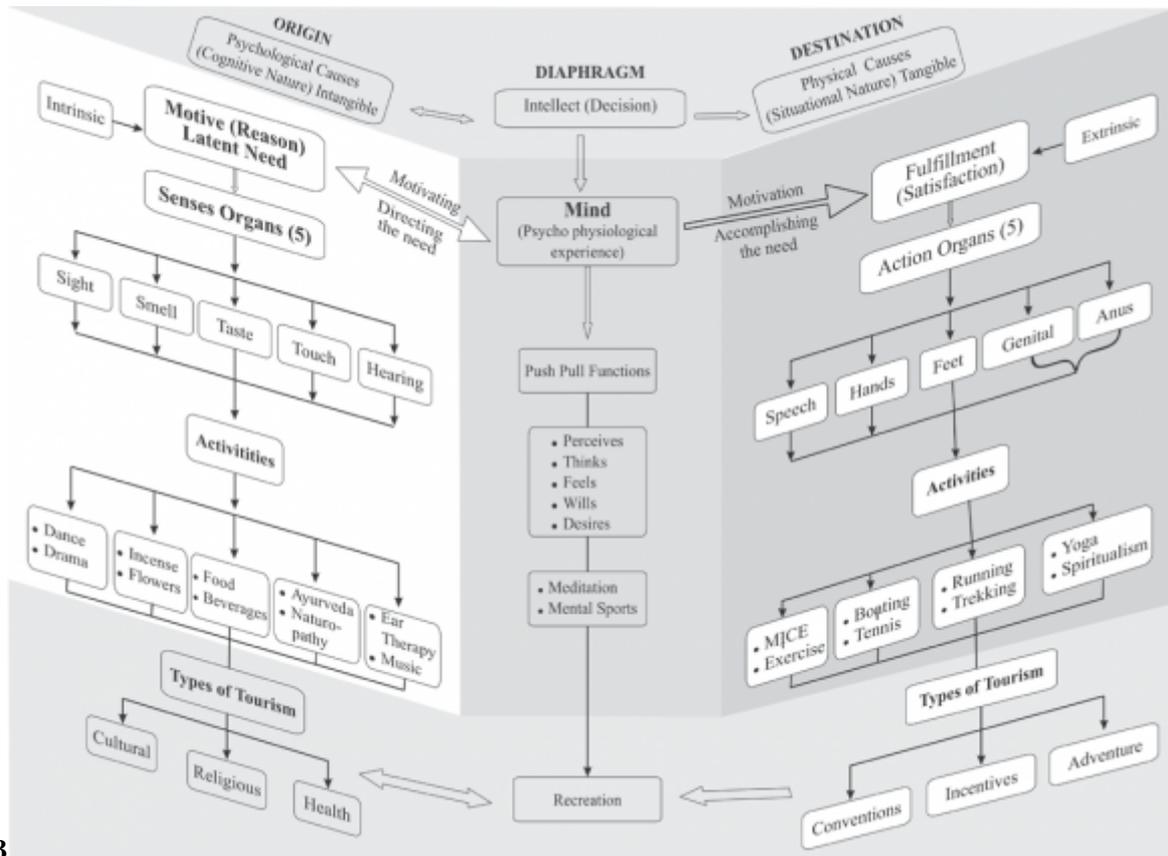


Figure 3: G



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Figure 4: Figure 3 :

S No & Driving Factors	Proposed Author and Year	Concept and Contents	Notions for the Drive
I. Motive	Gray (1970)	Destination choice based on Wanderlust and Sunlust	
Latent Need (Heckausen 1983)	Iso Ahola (1982) & Baloglu & Uysal (1996)	Escape and seeking for pleasure Differences in the demographic characteristics such as age, gender, marital status, income and education	Reason
II. Motivation Process towards fulfillment	Maslow (1970) Iso Ahola (1983) Harmer (2001) Geen, Beatty & Arkin (1984) Dann (1977)	Hierarchy Theory of Motivation: Physiological needs followed by higher levels of psychological needs and the need for self-actualisation Triggered by seeking (intrinsic rewards) and escaping (routine/familiar environments) Some kind of internal drive which pushes someone to do things Inferred intra-personal process that directs, activates and maintains behaviour Categorisation into anomie desire to transcend the feeling of isolation and ego-enhancement recognition conferred by travel Categorisation into four domains, i.e. family togetherness and study, natural resources and health, escaping from everyday routine, and adventure and friendship building Market or Origin-based forces (Demand side) Push Factors:	Elicit control and sustains certain behaviour
III. Push Factors: Drives the Mind at origin	Kim et al. (2003) Weaver (2000)	togetherness and study, natural resources and health, escaping from everyday routine, and adventure and friendship building Market or Origin-based forces (Demand side) Push Factors: Economic factors, Social factors, Demographic factors, Technological factors, Political factors Product or Destination-based forces (Supply Side) Pull Factors:	Sense organs
IV. Pull Factors : Drives the Body towards destination	Weaver (2000) Crompton (1979)	Geographical proximity to markets, Accessibility to markets, Availability of attractions, Cultural links, Availability of services, Affordability, Peace and stability, Positive market image, Pro-tourism policies Tourist motive as a force based on seven socio-psychological and two cultural motives	Action organs
V. Push and Pull : Synthesis		Push factors are those which drive a	Decision making

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[Note: G]

Figure 6: Table 2 .

2

S.No	Types of Tourism	Location	Unique Features
I	i.	Natural Tourism Topography: ? Mountains, ? Valleys	Eastern Ghats Long stretch of Watershed mountains in the east coast
		? Caves	Araku valley (Visakhapatnam) Ethnic tribal and folk culture nestling in the verdant hills Borra caves (Visakhapatnam), One million year old caves
		? Beaches	Vodarevu (Ongole), Glittering wide sand banks with Bheemili, highly mesmerizing locations Rishikonda (Visakhapatnam)
	ii.	Hydrology: ? Waterfalls ? Lakes	Talakona (Chittor), Enchanting locations for enjoying the nature's beauty Kuntala (Adilabad)
		? Islands	Kolleru (Krishna) and Pulicot (Nellore) Bhavani (Vijayawada) Second largest river island in India
	iii.	Wildlife	Nelapattu bird Sanctuary (Nellore), Tiger Reserve (Srisailam)
	iv.	Vegetation	Nalla malla forests (Kurnool) The largest stretch of undisturbed deciduous forest in South India.
II		Cultural Tourism	? Built in 1143 A.D standing on isolated granite hill protected by nature made girdle of tall hills. Awe and wonders as stand out as a testimony of ves-
	i.	Historical: ? Forts	Golconda (Hyderabad) , Bhongiri, Kondapalli, Warangal

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Global Journal of Management and Business Research	S.No.	Districts of	Tourist Arrivals	Domestic Tourists (in thousands)	Foreign Tourists (in numbers)
	1.	Andhra Pradesh			
	2.	Chittoor			
	3.	Hyderabad			
	4.	and			
	5.	Rangareddy			
	6.	Karimnagar			
	7.	Kurnool			
	8.	Mahabubnagar			
	9.	Khammam			
	10.	Krishna			
	11.	East Godavari			
		Adilabad			
		Visakhapatnam			
		Total Tourists at			

Chittoor district stands destination in the world tourists in India

? Eleven Districts 88914 1151404872079339940966

? Andhra Pradesh 132684 1574397657297857786614

[Note: G]

3b

Unique Taj and ma- For pri- sep- pak- ses- se ma- Hum- nayun Tomb was the first garden- tomb
 Fea- Ma- one of of within walls made on
 tures hal of theredits the up the
 is the wor- did- 2-5- tal- est In-
 the uni- her- stone- km- min- ar- ct dian
 jewel- itage long in sand- sub-
 of sally In- stone con-
 Mus- dia and ti-
 lim mired which nent
 art

Fore- 2007	586105	357570	282451	210384	223076	183042	228914	287987	230568	260234	295726	35
Tour- 2008	591560	385697	277453									
Do- 2009	491554	314116	221623									
mes- 2010	621183	381479	288180									
tic 2011	671233	423432	324563									
Tour- 2007	2624085	1177133	2019453									
2008	2635283	1289810	2121421									
2009	2585560	1398890	2151677									
2010	4087968	1417641	2498907									
2011	545678	1654567	276878									

S.No (State/ (Uttar 2 (Uttar 3 (Delhi) 4 (Delhi)
 World Taj Pradesh) Agr- Pradesh) Qutub Hanu-
 Her- Ma- Fort Mi- mayun's
 itage hal nar Tomb
 Site

Figure 9: Table 3b :

158 .1 Acknowledgments

159 The author acknowledges Dr G. S. Rao, Emeritus Professor and Former Director National Institute of Tourism
160 and Hospitality (NITHM) Hyderabad, for his continued support and many useful discussions. The author is
161 deeply indebted to Dr. A. Sudhakar, the then Dean and present Registrar and Dr. K. Swamy, both from
162 the Department of Business Management, for their proactive facilitation. The author further acknowledges the
163 support extended by Prof. Y.S. Kiranmayi, Director of Student Affairs along with the Vice Chancellor, Dr
164 B.R.Ambedkar Open University, Hyderabad.

165 .2 VI.

166 .3 Endnotes

167 ? The vital energy composes of five gaseous elements (their functions are indicated in bracket) viz., Prana (for
168 beating of the heart), Apana (for the elimination of the waste products), Udana (for producing sounds through
169 vocal apparatus), Samana (for digestion of food and cell metabolism), Vyana (for the expansion and contraction
170 process of the body).

171 ? Bhagavad Gita is popularly known as Gita, which is part of the epic Mahabharata, comprises of 18 chapters
172 and 700 verses. It by itself is a doctrine on the art of living for successful accomplishment of goals by individuals,
173 even during adverse situations.

174 ? A stupa is a mound-like structure containing Buddhist relics, typically the remains of Buddha, used by
175 Buddhists as a place of worship.

176 ? Ayurveda: Ayurveda is a system of traditional medicine native to the Indian Subcontinent and practiced as
177 the "science of life".

178 .4 Global

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6 CONCLUSIONS

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