



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH  
INTERDISCIPLINARY  
Volume 13 Issue 6 Version 1.0 Year 2013  
Type: Double Blind Peer Reviewed International Research Journal  
Publisher: Global Journals Inc. (USA)  
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

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

By B. Bhargava Teja

*Dr. B.R Ambedkar University, India*

**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.

**Keywords** : stimulation, cognition, emotion, mind, push pull engine.

**GJMBR-G Classification** : JEL Code: L83, FOR Code: 900399



*Strictly as per the compliance and regulations of:*



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

B. Bhargava Teja

**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.

**Keywords :** *stimulation, cognition, emotion, mind, push pull engine.*

## I. INTRODUCTION

Tourism 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 under-stimulation in the mind for engaging in tourism activity for reducing the dissonance or disequilibrium (Kim, Lee, & Klenosky, 2003) in the mental system.

**Author :** Management Consultant for Dr. B.R Ambedkar University, Hyderabad, India. E-mail : bhargava\_bt@yahoo.com

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

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

Therefore the motive motivation construct is corresponding to push and pull factors depending on the cognitive and emotive forces of the mind in making a decision to travel to a destination. Various elements involved in the push pull milieu are systematically codified and presented in the Table 1 for further analysis.

*Table 1* : Concepts and Contents proposed by various Authors on Push Pull Dimensions

S No & Driving Factors	Proposed Author and Year	Concept and Contents	Notions for the Drive
I. Motive Latent Need (Heckausen 1983)	Gray (1970)	Destination choice based on Wanderlust and Sunlust	Reason
	Iso Ahola (1982)	Escape and seeking for pleasure	
	Baloglu & Uysal (1996)	Differences in the demographic characteristics such as age, gender, marital status, income and education	
II. Motivation Process towards fulfillment	Maslow (1970)	Hierarchy Theory of Motivation: Physiological needs followed by higher levels of psychological needs and the need for self-actualisation	Elicit control and sustains certain behaviour
	Iso Ahola (1983)	Triggered by seeking (intrinsic rewards) and escaping (routine/familiar environments)	
	Harmer (2001)	Some kind of internal drive which pushes someone to do things	
	Geen, Beatty & Arkin (1984)	Inferred intra-personal process that directs, activates and maintains behaviour	
	Dann (1977)	Categorisation into anomie desire to transcend the feeling of isolation and ego-enhancement recognition conferred by travel	
III. Push Factors: Drives the Mind at origin	Kim et al. (2003)	Categorisation into four domains, i.e. family togetherness and study, natural resources and health, escaping from everyday routine, and adventure and friendship building	Sense organs
	Weaver (2000)	Market or Origin-based forces (Demand side) Push Factors: Economic factors, Social factors, Demographic factors, Technological factors, Political factors	
IV. Pull Factors : Drives the Body towards destination	Weaver (2000)	Product or Destination-based forces (Supply Side) Pull Factors: 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	Action organs
V. Push and Pull : Synthesis of Mind	Crompton (1979)	Tourist motive as a force based on seven socio-psychological and two cultural motives	Decision making or Destination choice
	Uysal & Jurowski (1994)	Push factors are those which drive a tourist to travel and Pull factors are those which draw the tourist towards the destination's attractions	
	Murray (1938)	Dichotomy Model relating to Need and Press	
VI. Mind Weighs emotion versus expectation	Sir W. Hamilton (Atkinson 1997)	Feels, thinks, perceives, wills, desires	Perceives, Thinks, Feels, Wills, Desires
	Neulinger (1979)	Freedom of the state of mind to perform any activity	
VII. Destination A place where the happening is destined	Weaver (2000)	Destination region is a geographical component of tourism system	Some form of actual or perceived boundary
	Cooper et al. (2005)	Destinations are amalgams of tourism products, facilities and services	
	Pat Schaumann (2005)	A particular place to support client needs	

The analysis of the above table readily explains those push and pull forces which corresponding to the motive motivation gesalt engineered by the mind for motivating a person to engage in a travel activity.

Therefore these forces that are acting on the mind of a tourist starting from the origin to the destination are schematically modeled by designing a double engine locomotive and presented in Figure 1.

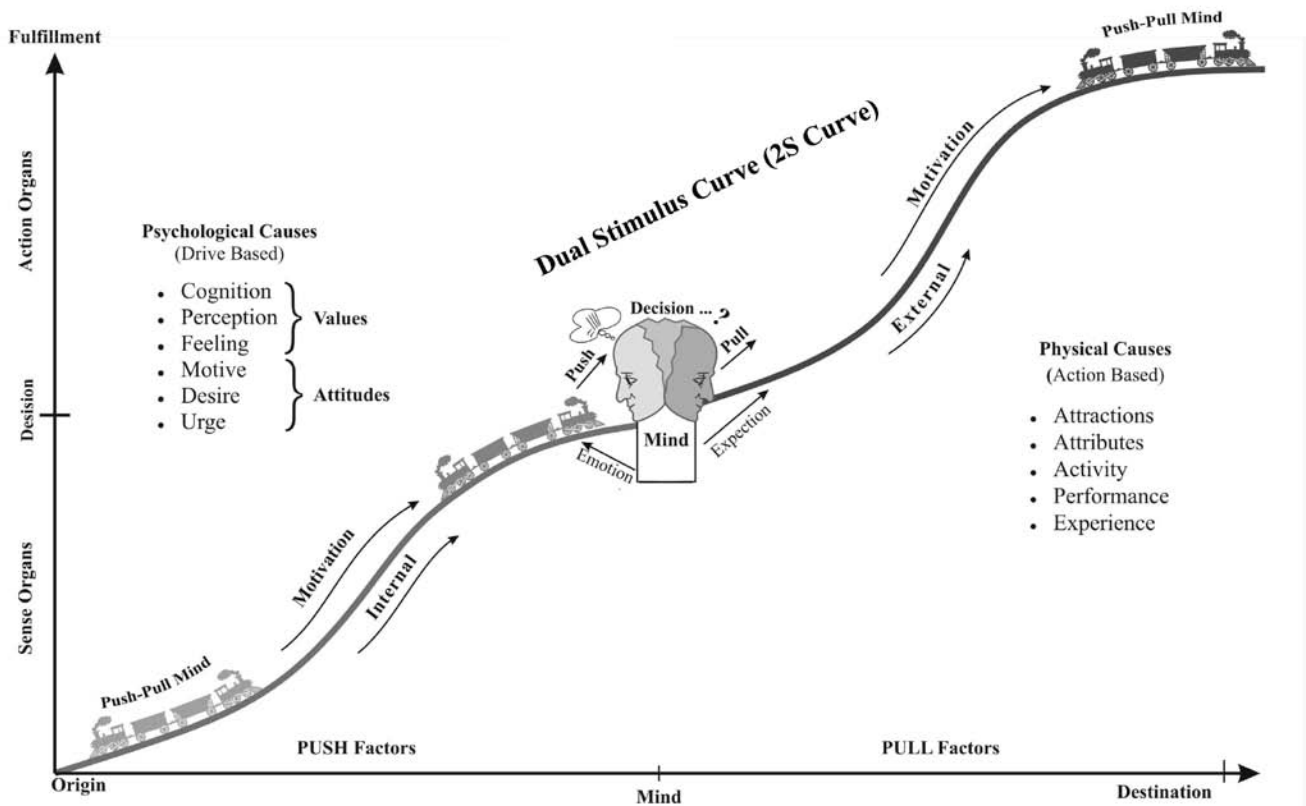


Figure 1 : Stimulus Paradigm involving Sense & Action Organs Engineered by Push Pull Mind

It can be observed from the Figure that the dual stimulus from the push pull mind is metaphorically represented by a locomotive, hauled engine, moving from the origin to destination on a track of the intrinsic and extrinsic motivations. It can be further observed from the Figure 1 that the origin-based forces are comprising of cognition, perception, feeling, motive, desire and urge which is pulling a person towards the destination. On the other hand, pull factors are observed to be attractiveness, attributes and other contemplated recreational activities including expected performances and likely experiences at the destination.

The push pull engine triggered by the emotive thoughts moves from the origin towards the mind where it weighs all travel choices and options along with their pros and cons for getting signalling the mind for the onward move of a tourist towards the destination. During the process, titrations would take place between the cognitive and emotive reagents in the mind to release the stimulus energy for deciding whether to accelerate or withdraw from the travel path. It can be observed from the Figure that the dualism of the mind in the person is schematically presented at the center of the stimulus path looking on either side of the origin and

destination. It can be further visualized that the mind acts as a facilitator with its emotive thoughts on every move of stimulus path to pull a person towards the destination. Thus the dual stimulus path is arising from push and pull forces formed in the S type curve in a slanting position involving both the stimulus which will be henceforth called as a '2S Curve'.

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

## II. TRADITIONAL REVELATIONS BEHIND PUSH PULL MECHANISMS

As per the ancient Indian scriptures every human being possesses two bodies on material plane, one is the physical gross body and the other the imaginary subtle body within the gross body where the

mind is perceiving with its intellect. Further these scriptures stated the mind is internal to the vital energy which acts as a motive power for the gross and subtle body. These three dimensions of the being i.e., mind, body and the energy are not isolated from each other and together form the total individual person as elucidated in the following verse.

*Gnanendriya Panchaka , Karmendriya Panchaka,  
Pranaadi Panchaka, Samyuktham Jayathe*

*Vedanta Paribhasha, 7-3*

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

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

*Thwak Chakshu Srothra Jihwa Ghrana  
Vaak Paani Pada Payu Upastha*

*Vedanta Paribhasha, 7-3*

However, the mind which is driven by the intellect is always under the influence of external objects in the physical world. Hence organs-of-perception arouse the emotive thoughts by virtue of cognitive power of the mind for inducing the organs-of-action towards an activity. This is described in the following verse.

*mamaivaamsho jeevaloke jeevabhootah sanaatanah;  
manah shashthaaneendriyaani prakritisthaani karshati*

*Bhagavad Gita, 15-7*

Further these cognitive attributes of the mind found to be involving three characteristics (Bhargava Teja 2011) namely satwa(serenity) rajas(source of desire) tamas(ignorance) which are responsible for letting lose the flood of stimuli in the mind by the attractive objects in the physical world. As a result of varying proportions of these three tendencies, the inner equipoise and serenity in the mental pool starts getting disturbed as described in the following verse.

*traigunya-vishaya veda nistraigunyo bhavarjuna  
nirdvandvo nitya-sattva-stho niryooga-kshema atmavan*

*Bhagavad Gita, 2-45*

However the disequilibrium in the mental system can be avoided for excelling oneself in any activity with the concerted effort of organs-of-perception

led by the mind which is more specifically described in the following verse.

*Yastvin-driyani manasa niyamyarabhate'rijuna  
Karmen-Driyaih Karma-Yogana-Saktah Sa Visisyate*

*Bhagavad Gita, 3-7*

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

*Loke'smin dwividhaa nishthaa puraa proktaa  
mayaanagha  
Jnaanayogena saankhyaanaam karmayogena  
yoginaam*

*Bhagavad Gita 3-3*

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

### III. PUSH PULL MILIEU AND ITS IMPACT ON TOURISM TRENDS

The selected destination is the state of Andhra Pradesh (AP) which is acclaimed as the Kohinoor of India showcasing all the attractions of the India that are naturally gifted to this ancient land. The state is seated on a plateau resting over one of the oldest rock formations of millions of years old in the World. With a unique blend of ancient and modern cultures coupled with splendor, beauty and distinct geography is gifted with longest coastal line. It provides pristine beaches with silver sands and golden sunshine covering nine of the 23 districts with equal access. Hence the destination is known to be the tourism paradise (Bhargava Teja 2009) for leisure and recreation experiences by drawing the visitors from all over the globe. The important tourist destinations along with geographical map of the state of AP are presented in Figure 2 along with detailed legend.



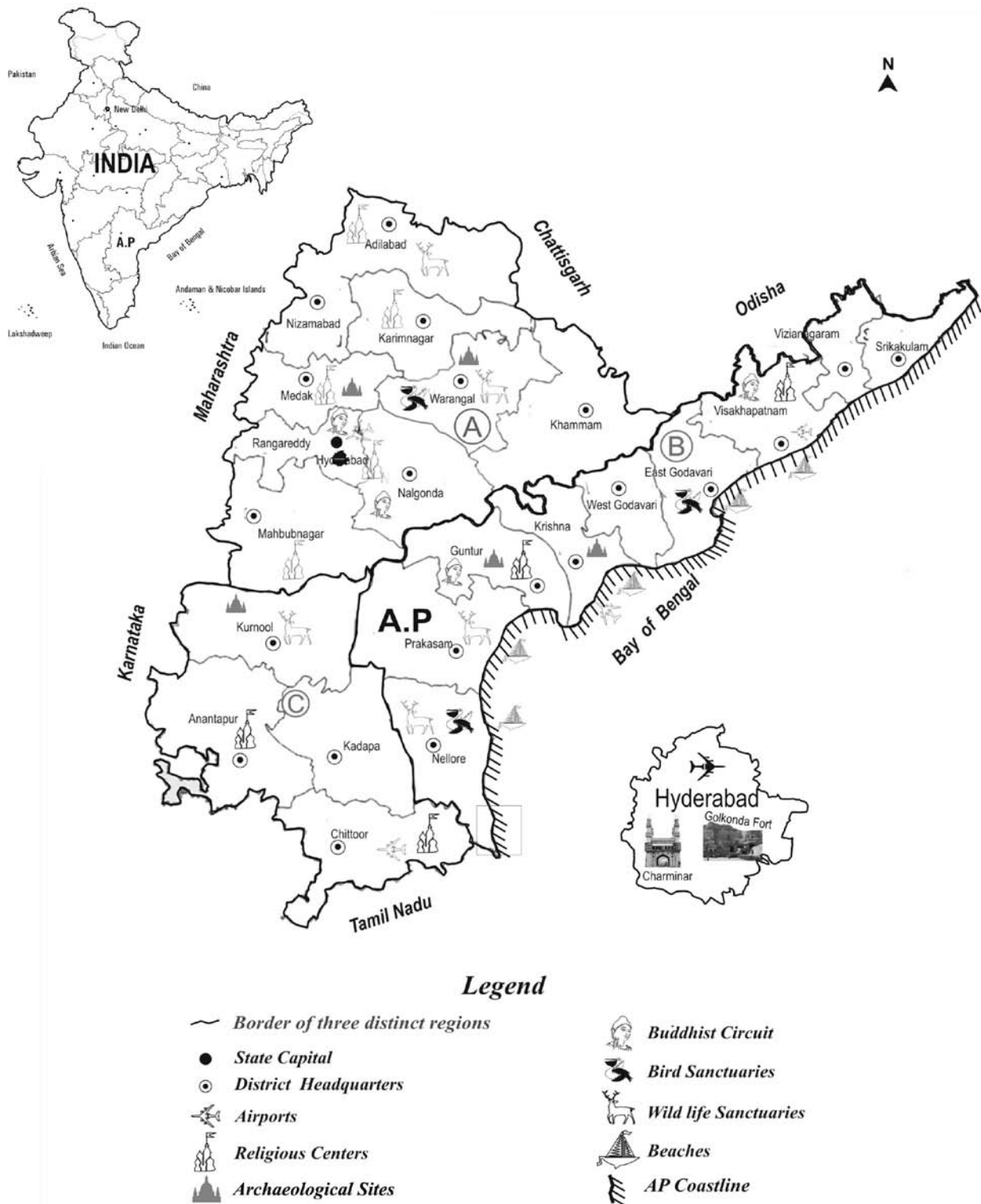


Figure 2 : Locations of Natural, Cultural and Business Attractions in AP

It can be observed from the Figure that the state is demarcated with three distinct regions with their unique cultural characteristics and crowned by richest temples, Buddhist stupas some of which were

established during the life time of Buddha. Further the picturesque land in the state is intermittently disturbed by the presence of Eastern Ghats which are associated with long waterfalls and famous lakes. These lakes are attracting migrating birds from farther lands including

Australia and Siberia forming famous bird sanctuaries as their native habitats. Detailed surveys are carried out for identifying the significance of various attractions and are classified in accordance with Weaver & Lawton (2000) which are presented in Table 2.

*Table 2* : The Details of Natural, Cultural and Business Sites along with their Location and Unique Features

S.No	Types of Tourism	Location	Unique Features
I	<b>Natural Tourism</b> <i>Topography:</i> <ul style="list-style-type: none"><li>Mountains,</li><li>Valleys</li><li>Caves</li><li>Beaches</li></ul>	Eastern Ghats	Long stretch of Watershed mountains in the east coast
		Araku valley (Visakhapatnam)	Ethnic tribal and folk culture nestling in the verdant hills
		Borra caves (Visakhapatnam),	One million year old caves
		Vodarevu (Ongole), Bheemili, Rishikonda (Visakhapatnam)	Glittering wide sand banks with highly mesmerizing locations
	<i>Hydrology:</i> <ul style="list-style-type: none"><li>Waterfalls</li><li>Lakes</li><li>Islands</li></ul>	Talakona (Chittoor), Kuntala (Adilabad)	Enchanting locations for enjoying the nature's beauty
		Kolleru (Krishna) and Pulicat (Nellore)	<ul style="list-style-type: none"><li>Kolleru is the largest fresh water lake in India</li><li>Pulicat is the second largest brackish salt water lagoon and also a Ramsar site.</li></ul>
		Bhavani (Vijayawada)	Second largest river island in India
iii.	<b>Wildlife</b>	Nelapattu bird Sanctuary (Nellore), Tiger Reserve (Srisailem)	<ul style="list-style-type: none"><li>The largest Pelicanary in South East Asia with more than 1500 Pelicans</li><li>Largest Tiger reserve in India</li></ul>
iv.	<b>Vegetation</b>	Nalla malla forests (Kurnool)	The largest stretch of undisturbed deciduous forest in South India.
II	<b>Cultural Tourism</b> <i>Historical:</i> <ul style="list-style-type: none"><li>Forts</li><li>Buddhist circuits</li><li>Museums</li></ul>	Golconda (Hyderabad) , Bhongiri, Kondapalli, Warangal	<ul style="list-style-type: none"><li>Built in 1143 A.D standing on isolated granite hill protected by nature made girdle of tall hills.</li><li>Awe and wonders as stand out as a testimony of vestiges</li></ul>
		Amarvathi (Guntur), (Visakhapatnam), Totla Konda, Baavakonda, Nagarjunakonda	Most important of Buddhist circuit came in during life time of Buddha i.e., 2 <sup>nd</sup> Century BC
		Salar Jung Museum (Hyderabad)	One-man antique collection dating back to 1 <sup>st</sup> century A.D from all over the world.
	<i>Religious :</i> <ul style="list-style-type: none"><li>Temple</li><li>Jain Temple</li><li>Mosques</li><li>Church</li><li>Spiritual Centre</li></ul>	Balaji Temple (Tirupati)	The most visited place of worship in the world
		Kolanupaka (Warangal)	2000 years old, having 1.5 meters high image of Mahavira
		Mecca Mosque (Hyderabad)	Built in 1694 A.D which can accommodate 10,000 people at a time.
		Medak Church (Medak)	World's Second Largest Diocese
		Puttaparthi (Anantapur), Chinnaajeer(Vijayawada),	Renowned spiritual centers of the world.

iii.	<b>Performing Applied Arts &amp; Handicrafts</b>	Kuchupudi, Andhra Natyam,	Arena of music, dance and festivals of aesthetic enjoyment and entertainment
	• Dances		
	• Art Gallery	Shilparamam(Hyderabad)	A showcase for preservation of traditional crafts
	• Handicrafts	Soft Wooden toys (Kondapalli)	Painted with vegetable dyes, and vibrant enamel colors are world famous artistic wonders.
iv.	<b>Traditional Fairs and Festivals</b>	International Kite Festival (Hyderabad), Lumbini	International Kite Festival organized by the Tourist Corporation
		Festival. Visaka Utsav (Visakhapatnam)	
III i.	<b>Corporate Business Health</b>	Apollo, Care, KIMS, NIMS	Wide area of highly skilled professionals with international recognition
	• Hospitals chains		
	• Ayurveda & Naturopathy	Venkateshwara Ayurveda Nilayam(Chintaluru)	World famous <i>Ayurvedic</i> and aturopathy centres.
ii.	<b>Retail</b>	Hi-tech City, HITEX (Hyderabad). Destiny city (Visakhapatnam)	Most advanced convention centers with modern state of art with highest seating capacity.
	• Convention Centers		

Accordingly the data pertaining to foreign and domestic tourists visiting to all these attractions is systematically investigated. Simultaneously the data pertaining to major tourist attractions are surveyed in all over the states for validating the observed trends in the state of A.P. It is found during the analysis that the

majority of the tourists are drawn to over eleven districts of A.P whereas seven Indian states are attracting maximum number of foreign tourists with their unique features and their attributes. Hence the data pertaining to all these top destinations in the state as well as in the entire India are codified and presented in Table 3 a & b.

*Table 3a* : District-wise Distribution of Domestic and Foreign tourists in Andhra Pradesh

S.No.	Districts of Andhra Pradesh	Tourist Arrivals								Unique Features
		Domestic Tourists (in thousands)				Foreign Tourists (in numbers)				
		2008	2009	2010	2011	2008	2009	2010	2011	
1.	Chittoor	48534	61779	71422	84547	617	1015	1245	2254	World's largest pilgrim centre
2. & 3.	Hyderabad and Rangareddy	11522	12545	13562	14598	725252	752935	802145	895698	Microcosm of Culture & Urban tourism
4.	Karimnagar	8101	14123	12454	13569	-	-	-	-	Wildlife, handicrafts
5.	Kurnool	7861	18687	19954	21012	19	50	54	65	Second largest cave in India
6.	Mahabubnagar	8426	11923	14425	16547	278	15	24	32	Handlooms, pilgrim centres
7.	Khammam	8930	7210	8596	9956	169	143	251	325	Forestry & Wildlife, Srirama Temple,
8.	Krishna	8212	6991	7548	8654	2695	510	645	754	2 <sup>nd</sup> largest river island, largest fresh water lake
9.	East Godavari	6154	6559	6954	7548	1299	2546	3214	6547	Wildlife, handicrafts
10.	Adilabad	5709	8764	9874	10214	207	264	289	332	Wildlife, Waterfalls
11.	Visakhapatnam	3149	4083	5632	6587	30964	24405	23541	25698	Pristine beaches, Araku valley, Buddhist centres
Total Tourists at • Eleven Districts		88914	115146	130058	148722	770033	790391	839572	940966	Chittoor district stands as the largest tourist destination in the world
• Andhra Pradesh		132684	157489	155789	165424	789180	795173	771536	964514	State with maximum number of domestic tourists in India



Table 3b : Domestic and Foreign Tourists at World Heritage Sites

S.No	World Heritage Site (State/UT)	Foreign Tourists					Domestic Tourists					Unique Features
		2007	2008	2009	2010	2011	2007	2008	2009	2010	2011	
1	Taj Mahal (Uttar Pradesh)	586105	591560	491554	621183	671233	2624085	2635283	2585560	4087968	545678	Taj Mahal is the jewel of Muslim art and one of the universally admired masterpieces of the world's heritage
2	Agra Fort (Uttar Pradesh)	357570	385697	314116	381479	423432	1177133	1289810	1398890	1417641	1654567	Fortress of red sandstone encompasses within its 2.5-km-long enclosure walls
3	Qutub Minar (Delhi)	282451	277453	221623	288180	324563	2019453	2121421	2151677	2498907	276878	It is the tallest minaret in India which is made up of red sandstone and marble
4	Hanumayun's Tomb (Delhi)	210384	223076	183042	228914	287987	230568	260234	295726	355629	435455	Humayun Tomb was the first garden-tomb on the Indian subcontinent
5	Red Fort (Delhi)	158956	153551	126946	142029	165434	2060420	2176764	2371152	2262810	2309453	Shah Jahan built the Red Fort in 17 <sup>th</sup> century as the royal residence.
6	Group of Temples, Khajuraho (Madhya Pradesh)	84887	89174	65860	90721	100122	193764	201353	228503	234950	2389125	Khajuraho Group of Monuments is one of the "seven wonders" of India.
7	Buddhist Monuments, Sanchi (Madhya Pradesh)	24032	12333	5409	6775	8779	103734	139603	167460	196211	221234	Sanchi Stupa commissioned by Emperor Ashoka during 3 <sup>rd</sup> century BC
8	Group of Monuments Mamallapuram (Tamil Nadu)	71055	36163	62874	69758	74565	802000	241520	951015	987576	1067453	These monuments including the largest open air bas relief in the world,
9	Ajanta caves (Maharashtra)	35122	29365	22964	28192	31234	300744	290062	346018	389572	456234	30 rock-cut Buddhist cave monuments which date from the 2nd century BCE
10	Elephanta caves (Maharashtra)	20332	16924	20287	25718	29876	234225	240042	298533	304185	432635	The caves are hewn from solid basalt rock dated to 5th century
11	Ellora caves (Maharashtra)	16905	18291	18946	32540	35678	454867	574370	738841	1187432	1452367	Epitome of Indian rock-cut architecture during 5 to 7 CE
12	Group of Monuments, Hampi (Karnataka)	28671	30036	28671	34433	35456	314834	482122	408844	475123	512345	Hampi is the former capital of Vijayanagara empire in 15 <sup>th</sup> century
13	Group of Monuments, Pattadakal (Karnataka)	5662	5925	4861	5540	6545	199571	218384	242060	290406	312457	Group of Pattadakal monuments built in 8th century CE
14	Sun Temple (Orissa)	9907	9067	7913	7954	9876	1347483	1471082	1738696	1929690	2321245	Constructed in 13th century from oxidized and weathered ferruginous sandstone
Total Tourist at	World Heritage Sites	1892039	1878615	1575066	1963416	2204780	120628814	12342050	13922975	16618100	14387126	UNESCO recognized 27 world heritage sites out of which 5 are natural sites and 22 are cultural sites
•	Archeological Circles	2614254	2679763	2165346	2998175	3879541	23450419	28786608	30321981	35770242	43425768	Archaeological Survey of India (ASI), divided all the sites in India into 24 archeological circles
•	India	5081504	5282603	5167699	5775692	6291634	526564364	562982298	650038673	740214297	850855623	Foreign tourists are found maximum at world famous Buddhist Stupa at Sarnath which is in the state of UP

It can be observed from the Table 3 a & b that 90 % of the domestic tourists are indicating their choices and preferences by their presence around religious destinations. On the contrary it is found that presence of foreign nationals is meager at these destinations. On the other hand, it is observed that over 80 % of foreign tourists are leaning towards World heritage sites (UNESCO 1972) and archeological circles which are

spread over all through India. Further it is found that the majority of the foreign tourists are preferring Buddhist circuits from among the historical sites by showing their presence in large numbers. These polarizations and trends are schematically represented by the design and development of conceptual diagram which is presented in Figure 3.

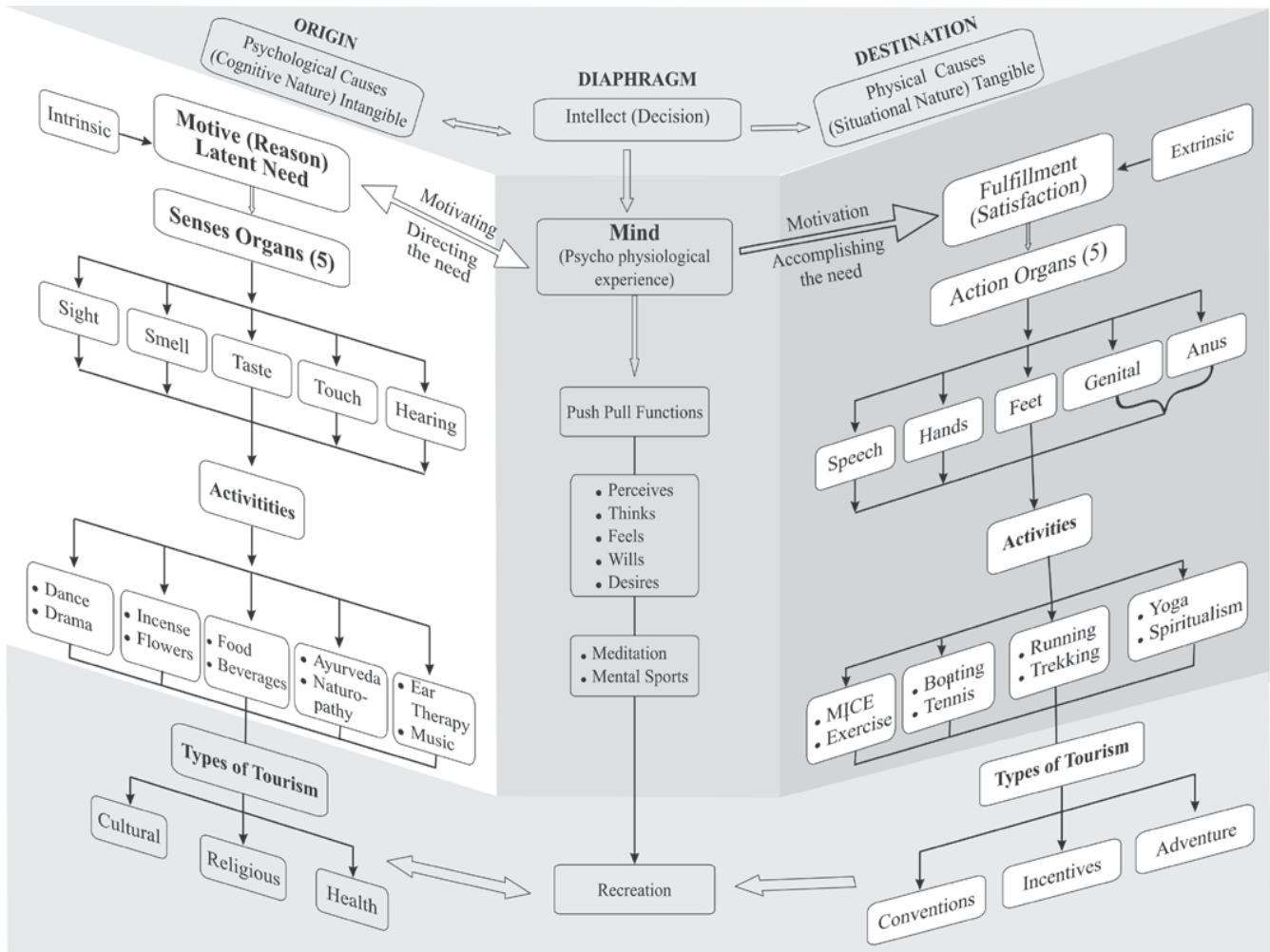


Figure 3 : Driving Forces their Attributes and Functions at Destination

It can be observed from the Figure 3 that the motive motivation mechanisms are related to origin and destinations which are represented in the form of a three dimensional open book. The diagram indicates various types of tourism activities that are corresponding to sensuous and action organs (Bhargava Teja 2010) which are coordinated and interfaced by the mind for activating these practices. Further it is interesting to note that religious and cultural activities are falling under the integrated control of the mind whereas physical activities such as participating in meetings, conventions, and sports are controlled by the action organs. The mind which is located at the center is observed to be facilitating both the origin based cognitive forces and

destination based emotive feelings by acting as a catalyst for advancing the travel activities.

#### IV. CONCLUSIONS

The perceptual dichotomy prevailing among various researchers while analyzing push pull factors and their underlying mechanisms have led the consideration of these two factors as to different entities. These ambiguities prompted the author for analyzing the role of the cognitive mind by probing into the traditional scriptures followed by their validation through an analytical data derived from the field surveys.

The results of these studies revealed that the genesis of both push and pull factors are originating

from a single source, the mind and hence these two factors needs to be considered as a single integrated entity. Further, the analysis of these studies is goes on to show that these push pull motives are being coordinated by the vital energy of the mind simultaneously and synchronously without any disequilibrium or dissonance for excelling in tourism activities.

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

## V. ACKNOWLEDGMENTS

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

## VI. ENDNOTES

- The vital energy composes of five gaseous elements (their functions are indicated in bracket) viz., *Prana* (for beating of the heart), *Apana* (for the elimination of the waste products), *Udana* (for producing sounds through vocal apparatus), *Samana* (for digestion of food and cell metabolism), *Vyana* (for the expansion and contraction process of the body).
- Bhagavad Gita is popularly known as Gita, which is part of the epic *Mahabharata*, comprises of 18 chapters and 700 verses. It by itself is a doctrine on the art of living for successful accomplishment of goals by individuals, even during adverse situations.
- A *stupa* is a mound-like structure containing Buddhist relics, typically the remains of Buddha, used by Buddhists as a place of worship.

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

## REFERENCES RÉFÉRENCES REFERENCIAS

1. Baloglu, S., & Uysal, M. (1996). Market segments of push and pull motivations: a canonical correlation approach. *International Journal of contemporary Hospitality Management*, 3 (8): 32-38.
2. Bashar Aref Mohammad and Ahmad Puad Mat Som (2010), 'An Analysis of Push and Pull Travel Motivations of Foreign Tourists to Jordan', *International Journal of Business and Management*, 5(12): 41-50.
3. Bhargava Teja, B. (2009). Analysis of Recreation Tourism and its Assessment at a Typical Metro India, *Journal of Hospitality Application and Research*, 4(2): 108-122.
4. Bhargava Teja B., (2010) Indian Ethos on Work, Leisure and Recreation Tourism, *Journal of Hospitality Application & Research*, 6(1):16-25.
5. Bhargava Teja (2011), A New Paradigm on Cultural Hospitality in a Traditional State, India, *Indian Journal of Applied Hospitality and Tourism Research*, 3(1): 12-22.
6. Bhargava Teja (2012), Assessment of ICT Practices for their Management at a Typical Tourist Destination in India, *The Journal of Technical Education*, 35(4): 37-47.
7. Chris Cooper, Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2005), *Tourism Principles and Practices*, 3rd edn, Pearson Education Ltd, England. pp.230-236.
8. Cohen, E. (1972) Towards a Sociology of International Tourism. *Social Research* 39: 164-182.
9. Crompton, J. L. (1979), Motivations for Pleasure Vacation. *Annals of Tourism Research*, 6:408-24.
10. Dann, G. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, (4): 184-194.
11. Dann, G. (1981), Tourist Motivation: An Appraisal. *Annals of Tourism Research*, 8 (2): 187- 194.
12. David Weaver and Lawton Laura (2002), *Tourism Management*, John Wiley, Australia, p.247.
13. Dumazedier, J. (1967). *Towards a Society of Leisure*, New York, The Free Press
14. Fodness, D. (1994). Measuring tourist motivation. *Annals of Tourism Research*, 21(3), 555-581.
15. Geen, R.G., W.W. Beatty and R. M. Arkin (1984), *Human Motivation. Physiological, Behavioural, and Social Approaches*. Boston: Allyn and Bacon, Inc.
16. Girish Prayag and Chris Ryan (2011), The relationship between the 'push' and 'pull' factors of a tourist destination: the role of nationality - an analytical qualitative research approach, *Current Issue in Tourism*, 14(2): 121.143.

17. Gnoth Juergen (1997). Tourism Motivation and Expectation Formation, *Annals of Tourism Research*, 24(2): 283-304.
18. Goble, F (1970) The Third Force: The Psychology of Abraham Maslow. Richmond, Ca: Maurice Bassett Publishing, p. 62.
19. Gollwitzer, P. M., H. Heckhausen, and B. Steller (1990), Deliberative and Implemental Mind-Sets: Cognitive Tuning Towards Congruous Thoughts and Information. *Journal of Personality and Social Psychology*, 59 :1119-1127.
20. Gray, P. (1970). International travel – international trade. Lexington, MA: Heath Lexington Books.
21. Harmer, J. (2001), The Practice of English Language Teaching, Essex: Longman Press
22. Heckhausen, H. (1989) Motivation und Handeln (2<sup>nd</sup> ed.). Berlin: Springer.
23. Holloway C, & Taylor, T. (2006). The Business of Tourism, 7th edition, England, Pearson Education Ltd., p. 4.
24. Iso-Ahola, S.E., (1980), The Social Psychology of Leisure and Recreation. William. Dubuque: C. Brown Company.
25. Iso-Ahola, S. E. (1982), Toward a Social Psychological Theory of Tourism Motivation: A Rejoinder. *Annals of Tourism Research*, 9:256-262.
26. Kim, S.S., Lee, C., & Klenosky, D.B. (2003). The influence of push and pull factors at Korean national parks. *Tourism Management*, 24(2), 169–180.
27. Klenosky, D.B. (2002). The 'pull' of tourism destinations: A means-end investigation. *Journal of Travel Research*, 40(2), 385–395.
28. Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3), 221–232.
29. Krippendorff, J. (1987). The Holiday Makers, London: Heinemann.
30. Malay Biswas (2008), Confirmatory Factor Analysis of Iso Ahola's Motivational Theory An application of Structural Equation Modeling, Part V, *Tourism and HR Issue*, IIMK, India, 3-4.
31. Maslow, Abraham (1954), Motivation and personality. Harper and Row New York, 91.
32. Maslow, Abraham (1943). A Theory of Human Motivation, *Psychological Review*, 50(4): 370-96
33. Mayo, E.J., & Jarvis, L.P. (1981). The psychology of leisure travel: Effective marketing and selling of travel services. Boston: CBI Publishing Company.
34. McCabe, A.S. (2000). Tourism motivation process. *Annals of Tourism Research*, 27 (4): 1049-1052.
35. Moutinho, L. (1987). Consumer Behaviour, Strategic Management in Tourism, 2nd edition, New York: CABI Publishing, pp. 4-78.
36. Parker, S. (1983). Leisure and Work, In Leisure and Recreational Studies 2, London: Allen and Unwin.
37. Pearce, P.; Morrison, A.M. and Rutledge, J.L. (1998), Tourism: Bridges across continents. Sydney: McGraw-Hill.
38. Philip Kotler, Bowen John and Makens James (2003), Marketing for Hospitality and Tourism, Pearson Education, New Jersey, USA.
39. Plog, S.C. (1974), Why Destination Areas Rise and Fall in Popularity. *The Cornell Hotel and Restaurant Administration Quarterly*, 14(4): 55-58.
40. Pylyshyn, Z. W. (1986) Computation and Cognition. Cambridge MA: MIT Press.
41. Saarinen, J. (2004). Destinations in change: The transformation process of tourist destinations. *Tourist Studies*, 4(2), 161–179.
42. Snepenger, D. , King, J., Marshall E and Uysal, M., (2006), Modeling Iso-Ahola's Motivation Theory in the Tourism Context, *Journal of Travel Research* : 45
43. Schaumann. Pat (2004), The guide to successful destination management, John Wiley & Sons, Inc, USA.
44. Shumaker, S.A., & Taylor, R.B. (1983). Toward a clarification of people-place relationships: A model of attachment to place. In N.R. Feimer & E.S. Geller (Eds.), Environmental psychology: directions and perspectives (219–251). New York: Praeger.
45. Tasci, A.D.A. & Gartner, W.C. (2007). Destination Image and its Functional Relationships, *Journal of Travel Research*, 45(2): 413–425.
46. Uysal, M. and C. Jurowski (1994), An Empirical Testing of the Push and Pull Factors of Tourist Motivation. *Annals of Tourism Research*, 21(4): 844-846.
47. UNESCO (1972) Convention Concerning the Protection of World Cultural and Natural Heritage, General Conference of UNESCO on November 16, 1972 at Paris.
48. Weaver David and Lawton Laura (2002), Tourism Management, Second Edition, John Wiley & Sons, Australia, p.90.
49. William Walker Atkinson (1997), Your Mind and How to Use it: A Manual of Practical Psychology, Kessinger Publishing, USA, p.8
50. Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1): 45-56.
51. Young, M. (1999). The social construction of tourist places. *Australian Geographer*, 30(3), 373–389.

# GLOBAL JOURNALS INC. (US) GUIDELINES HANDBOOK 2013

---

[WWW.GLOBALJOURNALS.ORG](http://WWW.GLOBALJOURNALS.ORG)